

ROXBURY VILLAGE CENTER REVITALIZATION

Roxbury, Vermont

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gbArchitecture



MAIN STREET .
ROXBURY, VT.

ROXBURY VILLAGE CENTER REVITALIZATION

1) INTRODUCTION

2) “ROXBURY HAS A STORY TO TELL”—HISTORIC PHOTOS

3) MARKET ANALYSIS

SUMMARY OF THE RESULTS

RESIDENTIAL MARKET ANALYSIS FOR ROXBURY VILLAGE CENTER

BACKGROUND INFORMATION

DRIVE-TIME ANALYSIS

MARKET SEGMENTS BY LIFESTYLE

KEY TAPESTRY SEGMENTS FOR THE ROXBURY DRIVE TIMES

RESIDENT SPENDING

RETAIL SPENDING

SPENDING ON ENTERTAINMENT & OUTDOOR RECREATION

PARTICIPATION IN CULTURAL ACTIVITIES

HOUSING OVERVIEW

TOURISM-RELATED OPPORTUNITIES FOR ROXBURY

THE COMPETITIVE ENVIRONMENT FACING ROXBURY VILLAGE CENTER

4) OPPORTUNITIES

5) CAPITALIZING ON OPPORTUNITIES

SIGNAGE PROMOTING ROXBURY AND ROXBURY EVENTS

POTENTIAL STREETScape IMPROVEMENTS

ICONIC SHELTER

ADVENTURE COURSE

ROXBURY VILLAGE SCHOOL

6) ORDER OF MAGNITUDE COSTS (2025)

7) APPENDIX

SITE ANALYSIS

FLOOD ZONES

LAND USE

BUILDING DENSITY

FUNDING SOURCES

RESOURCES AND POTENTIAL FUNDING SOURCES

VERMONT PLAYGROUND FUNDING SOURCES

VERMONT FEDERAL OUTDOOR FITNESS FUNDING

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ROXBURY VILLAGE CENTER REVITALIZATION

1) INTRODUCTION

The Town of Roxbury and Roxbury's Planning Commission teamed with gbArchitecture and Fairweather Consulting to investigate and consider options for the revitalization of the Roxbury Village Center.

Together, the team analyzed the Village site and buildings, participated in the Vermont Council on Rural Development's Roxbury Community Visits and Action Plan, coordinated a number of public input meetings, and visited neighboring Vermont villages to learn about building repurposing through a daylong trip organized by Vermont Preservation Trust. Finally, the team presented our findings at two community meetings in December 2024.

Overall, the team found, unsurprisingly, that there are some opportunities and challenges facing the village. The **challenges** consist of inadequate public infrastructure to support growth in the Village Center; this leads to limited opportunities for increased housing, retail, or dining; currently, the Country Store is the sole major draw for passersby; and the Village School recently closed which has led to a decrease in the amount of residents who visit the center daily. The **opportunities** consist of primarily building on what is already present. The Village School is in very good condition and can continue to serve as the Town Hall while adding new programs like a Daycare or Senior Center. Thousands of passersby drive through the village each year. These people need a reason to stop. How does that happen? Focus on the low hanging fruit and build from there.

- Get people to slow down as they drive through the village.
- Make it more pedestrian friendly by re-introducing sidewalks and crosswalks.
- Continue to promote Town get-togethers to build
- Tap into Roxbury's historic and existing character
- Repurpose the existing Village School

Longer term opportunities may focus on Outdoor Activity which is so important to much of Vermont by taking advantage of existing tourism trends, the 'drive-thru' traffic, and the beautiful physical setting. New housing that 'fits' the existing Roxbury character presents the opportunity for new residents to move to the village. Roxbury could benefit greatly by providing housing that helps to populate the Village.

Roxbury has a story tell. Its history is rich and should be celebrated. Bringing more vitality to the Village Center is a worthy goal and can be accomplished. The Village has some leaders who have made things happen such as the pocket park. These leaders or 'heroes' will be critical in implementing different opportunities for revitalization. In the following pages, there are suggestions for paths forward; however, none of the suggestions are sequential in that one option is not contingent on another option happening first. The team believes that this is an important approach. For example, if someone cares deeply about crosswalks, then they can pick up that mantle while another can spearhead getting a Daycare for the Village School.

ROXBURY VILLAGE CENTER REVITALIZATION



2) ROXBURY HAS A STORY TO TELL

Historic photos from Roxbury's past.

Courtesy of the Roxbury Historical Society



ROXBURY VILLAGE CENTER REVITALIZATION



ROXBURY VILLAGE CENTER REVITALIZATION



TOWN HALL

Introduction

This analysis provides an overview of consumer preferences in the market areas associated with the Roxbury Village Center. In order to understand locally derived demand for programming and services, this analysis examines such factors as resident participation in and spending on cultural activities as well as spending on entertainment and recreational activities. The analysis also segments market area residents into major lifestyle/purchasing segments using the “Tapestry” system for understanding consumer behavior and spending in various geographic areas.

The analysis has been conducted with data derived from ESRI Business Analyst, a leading commercial data service that creates its estimates using data from the US Census Bureau’s decennial censuses and American Community Survey along with the US Bureau of Economic Analysis and the US Department of Labor. The analysis also includes a discussion of tourism trends in Vermont and how they may translate into opportunities for Roxbury.

Summary of the Results

As is illustrated by this market analysis, Roxbury Village has some potential sources of opportunity. To begin with, while much of the demand for goods and services is relatively modest, the areas surrounding the Village have market segments with demand for goods and services that is at a higher level and is more diverse than in the Village itself. Therefore, attracting visitors to the Village from nearby areas may create new opportunities for the Village. Not surprisingly, much of this demand appears to be related to outdoor recreation. In addition, there may be an opportunity for the Village to attract increased vitality and population by providing housing choices to address the regional affordability crisis. Thus, the creation of modest multifamily housing designed to match Roxbury’s current character, could attract new residents to the Village. The final section of this report outlines the competitive situation facing the Village, identifying specific categories of businesses (and particular businesses themselves) that may represent either competition for the Village or could signal potential opportunities for it.

Roxbury also has the potential to better tap into tourist visitation taking place in its vicinity. Activities that build on tourism trends described below can serve to encourage tourists already in the area to linger in Roxbury and spend some of their money in the Village. This can in turn be a catalyst to foster the creation of new businesses in the Village. As explained below, this catalyst will involve tapping into Roxbury’s historic and existing character and its physical setting.

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Residential Market Analysis for Roxbury Village Center

Background Information

Table 1 provides basic background information for the Town of Roxbury and Washington County, focusing on demographic characteristics, employment & commuting trends, and lifestyle market segments. Each of these topics are discussed below following Table 1.

Table 1. Basic Data for Roxbury & Washington County, 2024 unless otherwise noted.		
Variable	Roxbury town	Washington County
TOTAL POPULATION		
2010 Total Population	689	59,515
2020 Total Population	680	59,802
2024 Total Population	672	60,083
EDUCATION, POPULATION OVER 25 YEARS		
Less than 9th Grade (%)	2.15%	1.21%
9-12th Grade/No Diploma (%)	2.74%	2.33%
High School Diploma (%)	30.14%	21.59%
GED/Alternative Credential (%)	8.02%	2.90%
Some College/No Degree (%)	16.24%	14.21%
Associate's Degree (%)	5.48%	8.17%
Bachelor's Degree (%)	16.05%	26.82%
Graduate/Professional Degree (%)	19.18%	22.78%
AGE & INCOME		
Median Age	50.0	44.6
Millennial Population (Born 1981 to 1998) (%)	17.71%	21.36%
Baby Boomer Population (Born 1946 to 1964) (%)	30.80%	24.57%
Median Household Income	\$73,479	\$81,135
Per Capita Income	\$37,526	\$46,618
EMPLOYMENT (AGE 16+)		
Civilian Population Age 16+ in Labor Force	319	34,025
Employed Civilian Population by Industry Base	313	33,350
Agriculture/Forestry/Fishing/Hunting	7	666
Mining/Quarrying/Oil & Gas Extraction	0	26
Construction	27	2,366
Manufacturing	32	1,987
Wholesale Trade	6	885
Retail Trade	25	3,788
Transportation/Warehousing	13	760

Market Analysis, Roxbury Village Center

Table 1. Basic Data for Roxbury & Washington County, 2024 unless otherwise noted.		
Variable	Roxbury town	Washington County
Utilities	1	214
Information	2	462
Finance/Insurance	17	1,780
Real Estate/Rental/Leasing	2	440
Professional/Scientific/Tech Services	15	2,301
Management of Companies/Enterprises	0	62
Admin/Support/Waste Management Services	23	1,190
Educational Services	22	4,024
Health Care/Social Assistance	65	5,508
Arts/Entertainment/Recreation	13	702
Accommodation/Food Services	5	2,059
Other Services (excl Public Administration)	11	1,441
Public Administration	27	2,689
RESIDENT & COMMUTING POPULATION		
Total Daytime Population	526	63,848
Daytime Population: Workers	164	37,014
Daytime Population: Residents	362	26,834
Daytime Population Density (Pop per Square Mile)	12.6	93.0
2022 Workers 16+ Commute 5-9 Minutes (%)	4.45%	14.35%
2022 Workers 16+ Commute < 5 Minutes (%)	0.79%	4.49%
2022 Workers 16+ Walked (%)	2.48%	4.10%
TAPESTRY MARKET SEGMENTS (HOUSEHOLDS)		
Affluent Estates LifeMode Group (L1)	0	444
Upscale Avenues LifeMode Group (L2)	0	0
Uptown Individuals LifeMode Group (L3)	0	0
Family Landscapes LifeMode Group (L4)	0	0
GenXurban LifeMode Group (L5)	0	8,359
Cozy Country Living LifeMode Group (L6)	307	11,425
Sprouting Explorers LifeMode Group (L7)	0	0
Middle Ground LifeMode Group (L8)	0	3,678
Senior Styles LifeMode Group (L9)	0	846
Rustic Outposts LifeMode Group (L10)	0	0
Midtown Singles LifeMode Group (L11)	0	1,514
Hometown LifeMode Group (L12)	0	0
Next Wave LifeMode Group (L13)	0	0
Scholars and Patriots LifeMode Group (L14)	0	0

Source: ESRI Business Analyst.

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Demographic Characteristics

As it the case in most of northern New England, the Town of Roxbury and Washington County are experiencing stagnant and/or declining population growth. In 2024, ERSI estimated the Town's population to be 672, a decrease of 17 people since 2010. Over the same time period, the County gained about 500 persons, an increase of less than 1 percent. The education level of Roxbury reflects its blue-collar legacy, with approximately 55 percent of the population having completed a high school education and 41 percent having earned at least an associate's degree. At the county level, 41 percent of the population held high school diplomas or GEDs, while 57 percent held at least an associate's degree.

The median age is higher in Roxbury than the County (50 to 44.6 years), with the median household income and per capita income levels being substantially higher at the County level than in the Town.

Employment & Commuting Trends

Employment in Roxbury is focused in healthcare, manufacturing and construction. For the County, healthcare, education and retail are important sectors. Also, as would be expected, public administration has a somewhat enlarged presence in the County, employing over 2,600.

Lifestyle Market Segments

The last section of Table 1 provides a summary overview of the various lifestyle market segments found in the Town and County as defined by ESRI's Tapestry database. (See the section below "Market Segments by Lifestyle" for a full explanation.) The results for Roxbury are fairly definitive. All 307 households included in the database are defined as belonging to the "Cozy Country Living" life mode, emphasizing the rural nature of residents' lifestyles. Washington County, containing centers such as Barre, Montpelier and Waterbury has a greater variety of lifestyles among its households. While "Cozy Country Living" dominates in Washington County, lifestyles among its households include more urban oriented segments such as "Affluent Estates," "GenXUrban" and "Midtown Singles."

Drive-Time Analysis

While it can be useful background information to look at trends in the Town and County, the boundaries of those jurisdictions exist for purposes of political governance. Individuals and households perform their economic functions without being constrained by such boundaries. Thus, it is easier to capture economic behavior by defining the boundaries of economic activity based upon how consumers actually use the

Market Analysis, Roxbury Village Center

landscape—geographic proximity and distance, rather than arbitrary political boundaries. That is why the bulk of this market analysis is organized using the drive time of consumers.

This approach divides the geographic area under study into areas that are defined by the time it takes to drive to its outer boundary. In this study, the drive times are 5 minutes, 15 minutes and 20 minutes from the Roxbury Town Hall. The 5-minute drive time provides insight into the immediate vicinity of the Village. 15 minutes give a sense of a wider area around the Village. The 20-minute drive-time is used as the outer boundary for the analysis because, as a rule of thumb, it represents what is often the farthest limit people will drive to purchase non-durable goods. Beyond that limit, such shoppers are likely to shop in major centers closer by, such as Montpelier or Barre. (See Figure 1 for a map of these drive times.)

Table 2 provides the same background information as Table 1, but in this case organized by drive times.

Demographic Characteristics

When organized by drive times that exclude major centers, note that the population for all three drive times declined slightly from 2010 to 2024. Note also that the educational level for the 5-minute drive time has a similar blue-collar orientation as the town, with 52 percent having a high school diploma and approximately 42 percent having earned at least an associate's degree. Note that both the 15- and 20-minute drive times, the percentage of population with a bachelor's degree is significantly higher than at the 5-minute drive time.

When displayed by drive time, the median age for the 5-minute drive time is similar to the Town (approximately 50 years) but much higher than the median age for the 15-minute drive time (31.1 years) or the 20-minute drive time (38.5 years).

Employment & Commuting Trends

At the five-minute drive time, employment is concentrated in healthcare, construction and manufacturing. At the 15-minute drive time, major employment sectors include healthcare, education (with the inclusion of Norwich University) and public administration. Employment at the 20-minute drive time includes concentrations in healthcare, education and retail trade (reflecting the inclusion of Berlin in the drive time).

Note that, in Table 2, the daytime population density for the 5-minute drive time is considerably lower than either the 15- or 20-minute drive times. But the gap is not as great as between the Town and County as shown in Table 1. This suggests that the Roxbury Village is not a center of its community in the same way that, say, Waterbury or Northfield are.

ROXBURY VILLAGE CENTER REVITALIZATION

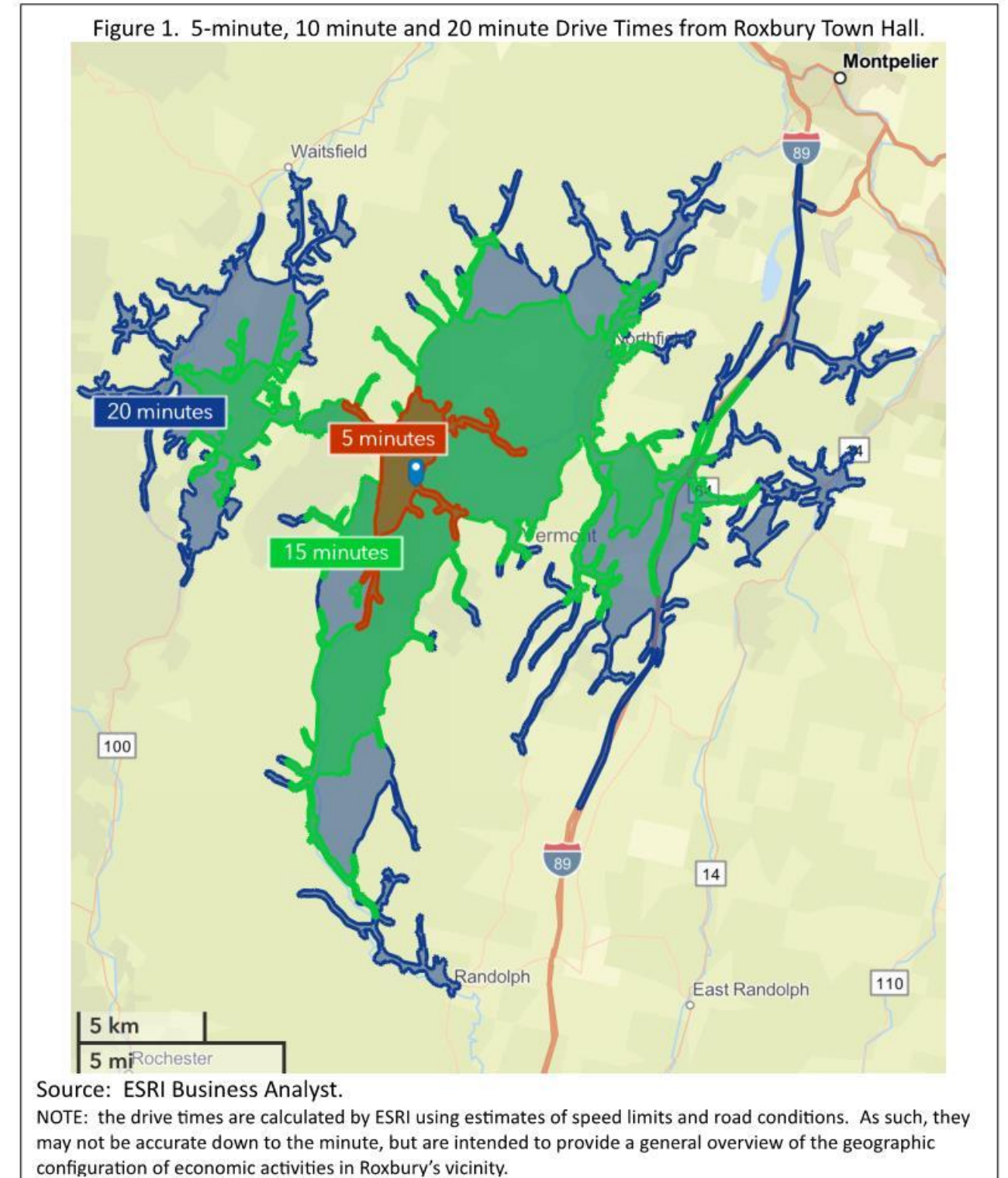
Market Analysis, Roxbury Village Center

Lifestyle Market Segments

Converting to drive time analysis has a slight effect on the lifestyle market segments included in the market analysis. As with the Town, the 5-minute drive time has essentially only one market segment: the rural oriented “Cozy Country Living” (with an additional household found in the “Middle Ground” segment). The 15- and 20-minute drive times are slightly more diverse, including the “GenXurban” and Middle Ground” life modes in addition to “Cozy Country Living.”

Market Analysis, Roxbury Village Center

Table 3 goes into greater detail about what these market segments might mean to Roxbury’s ability to sustain and/or generate economic activity.



ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Table 2. Basic Data by Drive Time, 2024 unless otherwise noted.			
Variable	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
2010 Population (Esri 2024)	240	5,848	8,786
2020 Population (Esri 2024)	234	5,601	8,610
2024 Total Population	231	5,588	8,638
EDUCATION, POPULATION OVER 25 YEARS			
< 9th Grade (%)	2.31%	1.27%	1.13%
High School/No Diploma (%)	2.31%	2.51%	2.50%
High School Diploma (%)	30.06%	27.23%	27.09%
GED (%)	7.51%	2.41%	3.04%
Some College/No Degree (%)	15.61%	16.48%	16.36%
Associate's Degree (%)	6.36%	7.20%	7.55%
Bachelor's Degree (%)	17.92%	28.11%	26.66%
Grad/Professional Degree (%)	17.92%	14.79%	15.66%
AGE & INCOME			
Median Age	49.3	31.1	38.5
Millennial Pop (%)	18.18%	16.14%	17.69%
Baby Boomer Pop (%)	29.87%	19.33%	22.04%
Median Household Income	\$71,555	\$75,542	\$77,373
Per Capita Income	\$36,672	\$30,736	\$36,502
EMPLOYMENT (AGE 16+)			
Civ Pop 16+/Labor Force	104	2,761	4,517
Emp 16+ by Industry Base	102	2,733	4,467
Agriculture	2	40	71
Mining	0	8	12
Construction	10	297	448
Manufacturing	10	115	260
Wholesale Trade	2	26	54
Retail Trade	9	300	444
Transportation	4	58	108
Utilities	0	1	16
Information	1	86	123
Finance/Insurance	6	82	209
Real Estate	1	53	118
Professional/Tech Svcs	6	146	253
Management	0	1	9
Admin/Waste Mgmt	7	128	198
Educational Services	7	400	586
Health Care	21	354	605
Arts/Entertainment/Rec	4	75	105
Accommodation/Food Svcs	2	163	280

Market Analysis, Roxbury Village Center

Table 2. Basic Data by Drive Time, 2024 unless otherwise noted.			
Variable	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Other Services	4	132	211
Public Administration	9	268	357
RESIDENT & COMMUTING POPULATION			
Total Daytime Population	168	4,755	6,843
Daytime Pop: Workers	40	1,978	2,738
Daytime Pop: Residents	128	2,777	4,105
Daytime Pop Density	38.5	106.7	82.7
2022 Commute to Work: 5-9 Min (ACS 5-Yr) (%)	3.91%	15.91%	15.16%
2022 Commute to Work: <5 Min (ACS 5-Yr) (%)	1.56%	6.86%	6.23%
2022 Workers 16+: Walked (ACS 5-Yr) (%)	2.22%	8.84%	6.30%
TAPESTRY MARKET SEGMENTS (HOUSEHOLDS)			
Affluent Estates LifeMode Group (L1)	0	0	0
Upscale Avenues LifeMode Group (L2)	0	0	0
Uptown Individuals LifeMode Group (L3)	0	0	0
Family Landscapes LifeMode Group (L4)	0	0	0
GenXurban LifeMode Group (L5)	0	742	1,135
Cozy Country Living LifeMode Group (L6)	80	666	1,381
Sprouting Explorers LifeMode Group (L7)	0	0	0
Middle Ground LifeMode Group (L8)	1	373	373
Senior Styles LifeMode Group (L9)	0	0	0
Rustic Outposts LifeMode Group (L10)	0	0	121
Midtown Singles LifeMode Group (L11)	0	0	0
Hometown LifeMode Group (L12)	0	0	120
Next Wave LifeMode Group (L13)	0	0	0
Scholars and Patriots LifeMode Group (L14)	0	0	0
Source: ESRI Business Analyst.			

Market Segments by Lifestyle

Table 3 has a more detailed listing of the lifestyle market segments in the three drive times around Roxbury Village center. For each drive time, the table identifies overall market segments of consumers grouped by lifestyles and related consumer preferences to better understand the potential for creating and attracting activity in the Village Center. This grouping is done using ESRI's Tapestry market segmentation database. According to ESRI, "the Tapestry database contains 67 distinct market segments that detail the diversity of the American population. These 67 market segments are compiled into 14 Life Mode groups and 6 Urbanization groups. . . . Life Mode groups consist of market segments that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. Urbanization summary groups, share similar locales, from the urban

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Middle Ground LifeMode Group (L8)	1	373	373
Senior Styles LifeMode Group (L9)	0	0	0
Rustic Outposts LifeMode Group (L10)	0	0	121
Midtown Singles LifeMode Group (L11)	0	0	0
Hometown LifeMode Group (L12)	0	0	120
Next Wave LifeMode Group (L13)	0	0	0
Scholars and Patriots LifeMode Group (L14)	0	0	0
Source: ESRI Business Analyst.			

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

canyons of the largest cities to the rural lanes of villages or farms.”¹ Tables 1 and 2 focused on Life Modes, the least detailed categories of market segments. This analysis focuses on the Tapestry segments found in each Life Mode group represented in each drive time.

Table 3 shows the major market segments organized in Tapestry segments found within each of the three drive times. Following Table 3 is a description of each of these market segments, providing some indication of the types of opportunities that may be associated with them. Full Descriptions of each Life Mode segment is included as an appendix to this report. NOTE: unlike Table 2, Table 3 presents the data for individuals over 18. Table 2 has data for households. Hence, in any particular category, the count could be larger in Table 3 than in Table 2.

Table 3. Population Over 18 years by Tapestry Segment, 2024			
Tapestry Segment	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Tapestry Seg 5B – In Style	0	876	1,073
% of Population over 18 years	0.00%	18.01%	14.54%
Tapestry Seg 5C – Parks & Rec	0	17	379
% of Population over 18 years	0.00%	0.35%	5.13%
Tapestry Seg 5D – Rustbelt Traditions	0	528	669
% of Population over 18 years	0.00%	10.86%	9.06%
Tapestry Seg 6A – Green Acres	0	0	191
% of Population over 18 years	0.00%	0.00%	2.59%
Tapestry Seg 6C – The Great Outdoors	185	1,320	2,500
% of Population over 18 years	98.93%	27.14%	33.87%
Tapestry Seg 8F – Old & Newcomers	2	2,122	2,122
% of Population over 18 years	1.07%	43.64%	28.75%

Source: ESRI Business Analyst.

Key Tapestry Segments for the Roxbury Drive Times

The Great Outdoors Market Segment: The one market segment that dominates the population of the market areas, with over 2,000 households found in all six towns is the Life Mode Group 6 “Cozy Country Living,” particularly segment 6C “Great Outdoors.” Not surprisingly, this is a middle-income, rural-oriented market segment. The Tapestry database summarizes this segment as follows: “These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.” According to ESRI, key demographic characteristics of this group include:

60% have attended college or hold a degree.

Market Analysis, Roxbury Village Center

Labor force participation is low at 60%.

Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.

Residents are very do-it-yourself oriented and cost conscious.

Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.

They prefer domestic travel to trips abroad.¹

Average Household Size: 2.44

Median Age: 47.4

Median Household Income: \$56,400

The Old & Newcomers Market Segment: This market segment is primarily found at the 15 minute drive time. As the ESRI Tapestry database describes them, “This market features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.”² Key demographic characteristics include:

An average labor force participation rate of 62.6%, despite the increasing number of retired workers.

32% of households are currently receiving income from Social Security.

31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).

Consumers are price aware and coupon clippers but open to impulse buys.

They are attentive to environmental concerns.

They are comfortable with the latest technology.

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

¹ SOURCE: ESRI Tapestry Database. Consumer preferences are estimated from data by MRI-Simmons.

² Source: ESRI Tapestry database.

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

The In Style Market Segment: The second largest market segment in the market areas is clearly an important opportunity for Roxbury. The “In Style” market segment features more affluent, culturally active households. It is summarized in this way by the Tapestry database:

“In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.” According to Tapestry, key characteristics of this population include:

College educated: 48% are graduates (Index 155); 77% with some college education.

Higher labor force participation rate is at 67% (Index 108) with proportionately more two-worker households (Index 110).

Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).

Connected and knowledgeable, they carry smartphones and use many of the features.

Attentive to price, they use coupons, especially mobile coupons.³

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

The Rustbelt Traditions Market Segment: According to the Tapestry database, “Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.”⁴ Key demographic characteristics include:

Most have graduated from high school or spent some time at a college or university.

Labor force participation slightly higher than the US at 67%.

While most income is derived from wages and salaries, nearly 31% of

households collect Social Security and nearly 20% draw income from retirement accounts.

³ Source: ESRI Tapestry database.

⁴ Source: ESRI Tapestry database.

Market Analysis, Roxbury Village Center

Family-oriented consumers who value time spent at home.

Most have lived, worked, and played in the same area for years.

Budget-aware shoppers that favor

American-made products.

Read newspapers, especially the Sunday editions.

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800

A full description of these and the remaining market segments found in Table 3 is included in the Appendix to this report.

Resident Spending

This section of the analysis focuses on patterns of spending and participation in activities on the part of the residents in the drive times. However, in addition to organizing the analysis by drive time, the tables in the remainder of this section typically present data in three forms. First it includes a total count of households in a geographic area (i.e., drive time from the Village Center) that either participate in or spend on that particular activity. Second, it will include an estimate of what percentage of total households that spending or participation represents. Third, an index is presented that indicates how that level of activity (e.g., percent of households in a particular town) compares to the level of activity for the US as a whole. The index is structured such that a score of 100 means that the activity in a particular drive time is precisely equal to the level of activity for the US as a whole. (For example, if 25 percent of a local population buys photography equipment and 25 percent of the US population buys photography equipment, then the index for the local population is 100. If the only 12.5 percent of the local population bought photography equipment, its index would be 50. If 50 percent did, its index would be 200, etc.).

Retail Spending

The analysis begins by looking at resident spending by major retail categories. (See Table 4.)

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Market Analysis, Roxbury Village Center

Table 4. Resident Retail Spending by Selected Categories, 2024.

Retail Spending	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Retail Trade, Total	\$1,721,787	\$37,925,836	\$70,939,154
Average	\$21,257	\$21,295	\$22,664
Index (US=100)	83	83	88
Sporting Goods, Hobby, Book, & Music	\$29,592	\$671,570	\$1,261,642
Average	\$365	\$377	\$403
Index (US=100)	78	80	86
Sporting Goods, Hobby, and Musical Instrument Stores	\$24,423	\$542,827	\$1,019,438
Average	\$302	\$305	\$326
Index (US=100)	80	80	86
Food Services & Drinking Places	\$241,211	\$6,129,272	\$11,566,182
Average	\$2,978	\$3,441	\$3,695
Index (US=100)	68	78	84
Specialty Foods	\$10,551	\$254,070	\$477,301
Average	\$130	\$143	\$152
Index (US=100)	73	80	86
Restaurants & Other Eating Places	\$234,769	\$5,960,423	\$11,248,330
Average	\$2,898	\$3,347	\$3,594
Index (US=100)	68	78	84

Source: ESRI Business Analyst.

Spending on Entertainment & Outdoor Recreation

Table 5. Spending, Selected Entertainment & Recreational Activities, 2024.

Recreational Activities	Drive Time		
	5 minutes	15 minutes	20 minutes
Fees-Participant Sports Excl Trips	\$6,954	\$188,346	\$362,915
Average	\$85.85	\$105.75	\$115.95
Index (US=100)	64	79	87
Tickets to Theatre/Operas/Concerts	\$3,827	\$106,047	\$204,621
Average	\$47.25	\$59.54	\$65.37
Index (US=100)	62	78	86
Tickets to Movies	\$1,104	\$32,206	\$61,168
Average	\$13.63	\$18.08	\$19.54
Index (US=100)	55	73	79
Tickets to Parks or Museums	\$1,694	\$49,543	\$94,723
Average	\$20.91	\$27.82	\$30.26
Index (US=100)	56	74	81
Admission to Sports Events Excl Trips	\$3,495	\$114,253	\$217,265
Average	\$43.15	\$64.15	\$69.41
Index (US=100)	55	81	88
Fees-Recreational Lessons	\$7,329	\$218,280	\$426,857
Average	\$90.48	\$122.56	\$136.38
Index (US=100)	52	71	79
Musical Instruments/Accessories	\$2,715	\$55,246	\$103,476
Average	\$33.52	\$31.02	\$33.06
Index (US=100)	87	81	86
Rental/Repair of Musical Instruments	\$99	\$2,906	\$5,585
Average	\$1.22	\$1.63	\$1.78
Index (US=100)	60	80	87
Pet Services	\$6,401	\$152,062	\$292,687
Average	\$79.02	\$85.38	\$93.51
Index (US=100)	72	78	86
Toys/Games/Crafts/Hobbies	\$12,371	\$272,878	\$507,290
Average	\$152.73	\$153.22	\$162.07
Index (US=100)	84	84	89
Playground Equipment	\$1,190	\$13,582	\$24,589
Average	\$14.69	\$7.63	\$7.86
Index (US=100)	197	102	105

The most notable feature in Table 4 is that the indices for spending are all well under 100. This may be partly due to an overall lower price level in Vermont but also suggests that the consumers in all three drive times tend to the frugal side. That being said, the overall spending amounts for Food Services & Drinking Places do range from \$2,978 to \$3,695 annually per household. Note also that in every category, spending levels are higher in the outlying drive times. This suggests that retailers of any type in the Village Center would benefit from attracting residents from outside the 5-minute drive time.

Table 5 contains information on spending on selected entertainment and recreational activities. The same general pattern holds, with overall spending indices coming in well below the US average of 100. In addition, the outlying drive times contain higher spenders. Most important, and consistent with market trends in Vermont in general, those categories with the highest spending indices are related to Sports/Recreation/Exercise equipment, including bicycles (with indices ranging from 79 to 92) and winter sports equipment (with indices ranging from 84 to 98).

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Table 5. Spending, Selected Entertainment & Recreational Activities, 2024.

Recreational Activities	Drive Time		
	5 minutes	15 minutes	20 minutes
Camp Fees	\$3,071	\$78,157	\$148,738
Average	\$37.91	\$43.88	\$47.52
Index (US=100)	67	78	84
Sports/Rec/Exercise Equipment	\$20,963	\$438,045	\$828,389
Average	\$258.80	\$245.95	\$264.66
Index (US=100)	85	81	87
Bicycles	\$5,993	\$113,421	\$217,915
Average	\$73.99	\$63.68	\$69.62
Index (US=100)	92	79	87
Winter Sports Equipment	\$1,019	\$19,290	\$36,607
Average	\$12.58	\$10.83	\$11.70
Index (US=100)	98	84	91

Source: ESRI Business Analyst.

Participation in Cultural Activities

The data in Table 6 tracks participation in selected cultural activities. (NOTE: data on spending was not available for these activities.) Once again, the indices of activity tend to be higher for the 15- and 20-minute drive times than for the 5-minute drive time. In some cases, it is a substantial difference. For example, the index for “Went to an Art Gallery” is 97 at the 20-minute drive time, 91 at the 15-minute drive time and only 69 at 5-minutes. The same is true for “Went to Bar or Night Club” and “Attended Classical Music/Opera Performance.” These differences may be due to differences in lifestyles (see Table 3) or, in some cases, may simply reflect the fact that the residents in the outlying drive times are closer to communities where those activities take place regularly (e.g., Barre, Montpelier, Northfield). On the other hand, it is worth noting that, while birdwatching has generally low levels of participation (8 percent to 12 percent of all households), the index for that activity at the 5-minute drive time is more than 1.5 times the US average, suggesting the importance of outdoor activity to residents of that area.

Table 6. Participation in Select Cultural Activities, 2024.

Cultural Activities	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Attended Adult Education Course	19	520	789
% of Households	10.16%	10.69%	10.69%
Index (US=100)	89	93	93
Went to Art Gallery	12	412	662
% of Households	6.42%	8.47%	8.97%

Market Analysis, Roxbury Village Center

Table 6. Participation in Select Cultural Activities, 2024.

Cultural Activities	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Index (US=100)	69	91	97
Went to Bar or Night Club	26	894	1,354
% of Households	13.90%	18.38%	18.34%
Index (US=100)	78	104	103
Did Birdwatching	23	426	665
% of Households	12.30%	8.76%	9.01%
Index (US=100)	163	116	119
Participated in Book Club	6	203	307
% of Households	3.21%	4.17%	4.16%
Index (US=100)	80	105	104
Danced or Went Dancing	10	246	381
% of Households	5.35%	5.06%	5.16%
Index (US=100)	82	77	79
Attended Dance Performance	4	131	204
% of Households	2.14%	2.69%	2.76%
Index (US=100)	68	86	88
Dined Out	106	2,720	4,238
% of Households	56.68%	55.93%	57.41%
Index (US=100)	101	100	103
Went to Museum	19	577	921
% of Households	10.16%	11.87%	12.48%
Index (US=100)	76	89	94
Attended Classical Music/Opera Performance	4	163	255
% of Households	2.14%	3.35%	3.45%
Index (US=100)	66	103	106
Attended Country Music Performance	9	247	369
% of Households	4.81%	5.08%	5.00%
Index (US=100)	102	108	106
Attended Rock Music Performance	11	378	593
% of Households	5.88%	7.77%	8.03%
Index (US=100)	72	96	99
Played Musical Instrument	12	402	631
% of Households	6.42%	8.27%	8.55%
Index (US=100)	76	98	101
Went to Live Theater	9	394	629
% of Households	4.81%	8.10%	8.52%
Index (US=100)	55	93	98
Did Painting/Drawing/Sculpting	16	471	720
% of Households	8.56%	9.69%	9.75%

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Cultural Activities	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Index (US=100)	81	92	93
Did Woodworking	14	257	414
% of Households	7.49%	5.28%	5.61%
Index (US=100)	138	98	103

Source: ESRI Business Analyst.

Housing Overview

Table 7 provides an overview of the housing situation in the 5-, 15- and 20-minute drive times from the Village Center. As the table shows, all three drive times had approximately one-third of their housing built prior to World War II. For the 5-minute drive time, the 70s, 80s and 90s saw a fair amount of housing construction. Consequently, the median year in which houses were built is slightly younger in the 5-minute drive time (1976) than in either of the other two drive times.

Single family detached structures predominate in the 5-minute drive time, constituting 82.44 percent of all units compared to 71.44 percent for the 15-minute drive time and 72.46 percent for the 20-minute drive time. Other types of units in the 5-minute drive time are 2 to 4 unit structures and manufactured homes. The other drive times have slightly greater diversity in housing types.

Variable	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
Total Housing Units, 2022	131	2,038	3,758
Year Housing was Built			
2010-2019	6.87%	3.09%	3.59%
2000-2009	9.16%	6.67%	8.09%
1990-1999	13.74%	8.68%	8.33%
1980-1989	16.79%	14.18%	14.98%
1970-1979	10.69%	9.27%	14.45%
1960-1969	7.63%	8.54%	8.52%
1950-1959	3.05%	7.26%	5.38%
1940-1949	0.76%	3.14%	2.93%
1939 or Earlier	32.06%	38.86%	33.29%
Median Year Structure Built	1976	1961	1970
Housing Type			

Market Analysis, Roxbury Village Center

Variable	Drive Time from Village Center		
	5 minutes	15 minutes	20 minutes
1 Detached Unit in Structure	82.44%	71.44%	72.46%
1 Attached Unit in Structure	0.00%	1.13%	2.85%
2 Units in Structure	4.58%	5.15%	4.15%
3 or 4 Units in Structure	2.29%	6.58%	5.75%
5 to 9 Units in Structure	0.00%	2.21%	2.16%
10 to 19 Units in Structure	0.00%	2.21%	1.68%
20 to 49 Units in Structure	0.00%	2.85%	2.29%
50+ Units in Structure	0.00%	0.00%	0.11%
Mobile Homes	9.92%	8.49%	8.57%
Rental Costs			
HHs Paying Gross Rent	15	361	541
Median Gross Rent	\$825	\$864	\$938
Average Gross Rent	\$932	\$1,070	\$1,107
Gross Rent Over 30% of Income	17.65%	42.71%	43.05%
2024 Housing Affordability Index	71	79	79

Source: unless indicated otherwise, all housing data from 2022 American Community Survey as compiled by ESRI Business Analyst. 2024 data from ESRI Business Analyst.

Rental costs appear to be lower in the 5-minute drive time, with a median gross rent of \$825, compared to \$864 for the 15-minute drive time and \$938 for the 20-minute drive time. Note also that, in the 5-minute drive time, only 17.65 percent of renters have a gross rent over 30 percent of their income (a common measure to indicate when housing costs are an excessive burden) compared to rates almost three times higher in the other two drive times.

The last row of Table 7 may be the most telling. It shows ESRI's Housing Affordability Index for all three drive times. According to ESRI:

Esri's housing affordability index [HAI] measures the financial ability of a typical household to purchase an existing home in an area. A HAI of 100 represents an area that on average has sufficient household income to qualify for a loan on a home valued at the median home price. An index greater than 100 suggests homes are easily afforded by the average area resident. A HAI less than 100 suggests that homes are less affordable.⁵

⁵ ESRI, <https://www.arcgis.com/home/item.html?id=7e069ccfff71493fa3230fe6772bc9af>

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Thus, the index indicates a lack of affordable housing across all three drive times, a dilemma common to much of Vermont and the United States. The data for the 5-minute drive time suggests that this issue may be exacerbated by the lack of diversity in housing types. Affordability may be constrained by “missing middle” housing. The Missing Middle Housing initiative is based on the idea that housing can be made more affordable and better able to serve the “middle” of the housing market.

Missing Middle Housing (MMH) are multi-unit, house-scale buildings intended to be part of low-rise residential neighborhoods. . . . [There] are numerous examples across the U.S. where, for example, a house-scale fourplex fits in nicely with single-family detached houses . . . [because] it’s the same size and footprint as a typical single-family home.⁶

The housing data in Table 7 suggest that if Roxbury’s Village Center can find a way to accommodate such multi unit housing, it may be a way to meet an important regional housing need and bring more population to the Village. This would no doubt require enhancement of the current sewer and water infrastructure in the Village, but such an approach could bring substantial benefits to the Village.

Tourism-related Opportunities for Roxbury

Tourism is an important part of the Vermont economy. According to a recent report on Vermont tourism by Tourism Economics: “Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the state’s future. In 2023, tourism-supported jobs accounted for 10.2% of all jobs in the State.”⁷

Tourism is a significant presence in the Roxbury area. For example, the same report cited above estimated that the \$305.3 million in tourism spending in Washington County in 2023 accounted for 7.6 percent of all tourism spending in Vermont.⁸

As shown in Table 8, Vermont had 15.8 million visitors in 2023, marking just about a full recovery from the declines related to the Covid-19 pandemic. Of those visitors, 8.6 million came on day

⁶ <https://missingmiddlehousing.com/about/how-to-enable>

⁷ Tourism Economics, *Economic Impact of Visitors in Vermont, 2023*, p. 3.

⁸ Tourism Economics, *Economic Impact of Visitors in Vermont, 2023*, p. 18.

Market Analysis, Roxbury Village Center

trips and 7.2 million stayed overnight. The vast majority of these travelers (15.3 million) were from within the US.

Table 8. Vermont Visitor Volumes by Segment (in millions)

	2019	2020	2021	2022	2023	2023 Growth	% Relative to 2019
Total Visitors	15.8	10.7	13.8	15.9	15.8	-0.7%	100.2%
Day	8.6	6	7.4	8.4	8.6	2.5%	100.4%
Overnight	7.2	4.7	6.4	7.5	7.2	-4.3%	99.9%
Total Visitors	15.8	10.7	13.8	15.9	15.8	-0.7%	100.2%
Domestic	14.9	10.5	13.7	15.5	15.3	-1.8%	102.3%
International	0.9	0.2	0.1	0.4	0.6	41.8%	63.8%
Canada	0.7	0.2	0.1	0.3	0.5	38.5%	65.5%

Source: Tourism Economics, Longwood International, *Economic Impact of Visitors in Vermont, 2023*.

Table 9 shows spending by visitors to Vermont in 2023, comparing overnight and day visitors. The last two rows in the column show spending per visitor in 2023 for both the day trippers and overnight travelers. As to be expected, with added costs for lodging and meals, overnight travelers spend considerably more than day trippers. In 2023 it was \$431 for each overnight traveler and \$109 for each day tripper.

Roxbury has the potential to tap into this tourism spending to boost its local economy. Each day tripper that passes through Roxbury is essentially bringing \$109 dollars into town. Similarly, overnight visitors to nearby lodging like the Johnny Cakes Flat Inn brings \$431 into the area. The question becomes how do we get them to part with at least some of that money in Roxbury?

Table 9. Vermont Visitor Spending by Segment

	2019	2020	2021	2022	2023	2023 Growth
Total Visitor Spending (\$ millions)	\$3,347	\$2,199	\$3,191	\$3,950	\$4,043	2.3%
Day	\$825	\$563	\$738	\$902	\$935	3.7%
Overnight	\$2,521	\$1,636	\$2,453	\$3,047	\$3,107	2.0%
Per Visitor Spending	\$212	\$205	\$232	\$248	\$256	3.1%
Day	\$96	\$93	\$100	\$108	\$109	1.2%
Overnight	\$349	\$350	\$385	\$405	\$431	6.5%

Source: Tourism Economics, Longwood International, *Economic Impact of Visitors in Vermont, 2023*.

This is an important question for Roxbury. Estimates suggest that tens of thousands of visitors pass through the center of the Village as they make a left turn onto Warren Mountain Road

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Market Analysis, Roxbury Village Center

heading for the Mad River Valley. If only 5,000 of them stop in Roxbury and spend \$20 each, that adds \$100,000 to Roxbury's economy. If 20,000 stop, that number becomes \$400,000.

How can Roxbury entice visitors to stop? There are no ski lodges in the Village. Technical mountain biking is also in short supply. However, some answers to this question become clear once it is understood what travelers in Vermont are looking for.

Table 10 provides some of the answers. The 2023 USA Visitor Profile for Vermont recorded the top reasons for leisure trips to Vermont for both day trippers and overnight visitors. The first column in the table shows the main purpose of leisure trips for day trippers. The second column are the primary reasons for overnight visitors. Note that, in combination, Touring (22 percent), Special Event (9 percent) and Outdoors (8 percent) account for 39 percent of all day trips, and 24 percent of all overnight trips. This combination far outpaces skiing/snowboarding as a main purpose for a leisure trip (4 percent of day trips and 8 percent of overnight trips.)

Segment	Day	Overnight
Visiting friends/relatives	28.0%	36.0%
Touring	22.0%	17.0%
Special Event	9.0%	5.0%
Shopping	9.0%	8.0%
Outdoors	8.0%	12.0%
Ski/Snowboarding	4.0%	8.0%

Source: Travel USA Visitor Profile, Vermont 2023, Longwoods International.

Touring, events and active outdoor recreation are Roxbury's opportunities. Activities that build on these three trends can serve to encourage tourists already in the area to linger in Roxbury and spend some of their money in the Village. This can in turn be a catalyst to foster the creation of new businesses in the Village. This catalyst will come from tapping into Roxbury's historic and existing character and its physical setting. This approach is best summarized by the Heritage Tourism Toolkit published by the Vermont Council on the Arts:

[Each] of our towns, villages and hamlets has its unique story to tell. These tales, their related props and the stage on which they are set, comprise the core of our cultural

heritage. They are the singular qualities that give Vermont its character, name its essence, and provide for its collective memory. They tell us, and the world, who we are and why.⁹

Thus, the secret to success is understanding and communicating the character of the Roxbury community to visitors as well as its own residents. This can be accomplished by focusing on three aspects of Village life:

- 1. Continue to revive and strengthen community character.** Like most Vermont communities, Roxbury has an interesting and varied history based on its higher physical elevation, and its involvement in agriculture, marble mining and railroading. Roxbury will become increasingly attractive to tourists (and locals) to the extent to which the Village's built environment captures and expresses that history and how it shaped the community. Signage, streetscape and public spaces (such as the recently created park) can all bring attention to the community and encourage travelers to stop by and get to know Roxbury better.
- 2. Encourage local events.** From East Hardwick's Children's Parade to Cabot's Fourth of July celebration and beyond, events in Vermont towns inspire a sense of community and attract visitors. A regular schedule of events in the Village will highlight community pride and help put it on the map for more tourists.
- 3. Build connections to opportunities for active recreation.** The Village is set in the midst of a variety of opportunities for outdoor recreation: Roxbury State Forest, the Rice Mountain Ridgeline Trail, and the Roxbury Backcountry Ponds Trail and Allis State Park are all in the vicinity of Roxbury. The Village could become a waystation and information hub for outdoor recreationists traveling through the area. Signage and kiosks can help build these connections. In addition, establishing riding/hiking events that are centered on the Village is another way to bring the Village to the attention of tourists.

In combination, continuing to improve these three aspects of the Village will enable it be better capture spending on the part of tourists that are already passing through Roxbury.

⁹ Vermont Arts Council in conjunction with the Vermont Department of Tourism and Marketing and the Lake Champlain Basin Program. *Cultural Heritage Tourism Toolkit*, p. 8.

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

The Competitive Environment Facing Roxbury Village Center

In this case, the drive time is extended to 30 minutes to capture establishments in Montpelier, Barre and Warren that may provide competition for any establishments that may locate in Roxbury. (See Figure 2.) Note also that the presence of existing enterprises in a sector could be an indicator of opportunity as much as competition. If there are a number of establishments in a particular industry that locate in an area (e.g., bicycle sales and repair), it may be because the area is becoming a hub for various types of biking. Thus, the concentration of such stores in that area may mean that additional stores would also attract business coming into this hub and/or

Figure 2. 30-minute Drive Time from the Village Center.



Source: ESRI Business Analyst.

NOTE: the drive times are calculated by ESRI using estimates of speed limits and road conditions. As such, they may not be accurate down to the minute, but are intended to provide a general overview of the geographic configuration of economic activities in Roxbury's vicinity.

Market Analysis, Roxbury Village Center

that stores in a complementary business (e.g., outdoor recreation apparel) could also attract patrons from the cycling shops.

In any case, in the following pages are found lists of businesses and organizations found within a 30-minute drive of Roxbury Village center. Within each category, each business is identified by name accompanied by the precise geographic distance and direction from the Village to the business or organization. These lists are not precisely up to date. In a few cases you will find the names of businesses no longer in operation or existing businesses may be omitted.

Nonetheless, in these pages one can find a summary of establishments that may represent competitors for (or, as mentioned earlier) sources of opportunity for businesses in the Village.

The types of businesses listed include:

- Grocers
- Bakers
- Hardware
- General Merchandise
- Liquors
- Retail Shops
- Sporting Goods
- Restaurants
- Pizzerias
- Clothing
- Women's Apparel
- Hotels & Motels
- B&Bs
- Resorts
- Museums
- Theater, Live
- Health Clubs
- Camp Grounds
- Arts Organizations
- Yoga Instruction
- Camps
- Dancing Instruction

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Grocers-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Grocers-Retail	4.4 miles NW
Shaw's Supermarket	8.3 miles NW
Village Grocery Deli	8.3 miles NW
Trow Hill Grocery	14.3 miles NE
Tops Friendly Market	6.2 miles NE
THE WARREN STORE	6.3 miles NW
Quality Market	13.8 miles NE
Price Chopper	12.9 miles NE
Paradise Provisions	8.2 miles NW
Nutricopia Inc	14.2 miles NE
Mehuron's Supermarket	8.1 miles NW
Mehuron's Market Ltd	8.1 miles NW
Market 32 By Price Chopper	13.0 miles NE
Mac's Market	6.5 miles NW
Lawson's Store	13.8 miles NE
Hunger Mountain Co-op	13.7 miles NE
Hannaford	12.6 miles NE
Granville General Store	9.3 miles SW
Falls General Store	6.8 miles NE
East Warren Community Market	4.4 miles NW
Chef's Market	12.2 miles SE

Bakers-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Bakers-Retail	5.7 miles NE
Windy Lane Bakehouse	11.3 miles SE
Walmart Bakery	12.0 miles NE
The Bake Spot	12.9 miles NE
Rise Up Bakery	13.4 miles NE
Mary's Fine Pastries & Catering	7.1 miles NW
Manghi's Bread	14.1 miles NE
Latanciatia	5.7 miles NE
Cakes in Vermont, LLC	6.6 miles NE
Butterfly Bakery of Vermont	12.2 miles NE
Butterfly Bakery	13.8 miles NE
Bridge Street Bakery	8.1 miles NW

Market Analysis, Roxbury Village Center

Bohemian Bakery	13.8 miles NE
Birchgrove Baking	14.5 miles NE

Hardware-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Hardware-Retail	5.5 miles NE
Aubuchon Hardware	13.4 miles NE
Thomas Group	13.1 miles NE
Poulin Lumber	10.0 miles NE
Nelson Ace Hardware	13.6 miles NE
Kenyons True Value	5.5 miles NE
Farm N Country Hardware	9.8 miles NE
Bisbee's Home Decor Center	8.2 miles NW
Bisbee's Ace Hardware	8.2 miles NW

General Merchandise-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
General Merchandise-Retail	8.1 miles NW
Vermont Bobbin Country Store	12.0 miles NE
The Store Inc	8.1 miles NW
The Medical Store	13.1 miles NE
Schneider Sales Associates	14.8 miles NE

Liquors-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Liquors-Retail	8.1 miles NW
State Liquor Store	8.1 miles NW
Yankee Wine & Spirits	14.1 miles NE
Liquor & Lottery, Vermont Department	13.3 miles NE

Retail Shops Summary	
Within 30-minute Drive of the Village Center	Closest location
Retail Shops	8.2 miles NW
Treasures Unburied	12.0 miles NE
Mad River Taste Place	8.2 miles NW

Sporting Goods-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Sporting Goods-Retail	8.2 miles NW

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Clearwater Sports Inc	8.2 miles NW
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Restaurants Summary	
Within 30-minute Drive of the Village Center	Closest location
Restaurants	5.5 miles NE
Subway	5.5 miles NE
McDonald's	11.6 miles SE
Woodbelly Pizza	13.8 miles NE
Wing Street	13.1 miles NE
Wilaiwans Kitchen	14.0 miles NE
Village Pizza	12.2 miles SE
Twin City Lanes & Games	12.9 miles NE
The Skinny Pancake Montpelier	14.0 miles NE
The Quarry Kitchen & Spirits	13.6 miles NE
The Meltdown Grilled Cheese and Tap Room	13.7 miles NE
THE MAD TACO	14.0 miles NE
The Greatest Caper	13.9 miles NE
The Common Cafe	5.5 miles NE
Tacocat Cantina	12.2 miles SE
Slidebrook Lodge & Tavern	8.4 miles NW
Simply Subs Pizza & Delivery	13.6 miles NE
Simon's Store & Deli	13.3 miles NE
Si Aku Ramen Company	13.2 miles NE
Si Aku Ramen	13.6 miles NE
Short Notice	12.1 miles SE
Sarducci's	13.8 miles NE
Royal Orchid Thai Restaurant	14.1 miles NE
Positive Pizza	14.0 miles NE
Positive Pie	14.0 miles NE
Pho Thai Express	13.9 miles NE
Pho Capital	14.0 miles NE
Peasant	8.1 miles NW
Peacham Cafe	13.7 miles NE
Pan's China Star Inc	14.0 miles NE
One Main Tap & Grill Inc	12.2 miles SE
Oakes & Evelyn	13.9 miles NE
O'Maddi's Delaurant	5.5 miles NE
Nolen A & W	13.1 miles NE
New Restaurant	14.0 miles NE
New China Star Inc	13.9 miles NE
Neci on Main	14.1 miles NE
Mutha Stuffers	8.6 miles NW

Market Analysis, Roxbury Village Center

Morse Block Deli	13.6 miles NE
Mad Taco	8.1 miles NW
Ladder 1 Grill	13.6 miles NE
Kitty Korner Cafe LLC	13.6 miles NE
Kismet	13.9 miles NE
KFC	12.8 miles NE
Julio's Cantin	13.9 miles NE
J Morgan's Steakhouse	13.9 miles NE
House of Tang	13.8 miles NE
Hogan's Pub	7.5 miles NW
Fit to Be Thai'd Thai Restaurant	8.2 miles NW
Firehouse Inn	13.6 miles NE
Emily's Bar & Bistro	8.2 miles NW
Dominoz	13.5 miles NE
Dino Bones BBQ	8.5 miles NW
Cornerstone Restaurant	13.6 miles NE
Cornerstone Pub & Kitchen	13.6 miles NE
Cornerstone Burger Company	5.5 miles NE
China Town Restaurant	13.5 miles NE
China Star Chinese Restaurant	13.9 miles NE
China Star	14.0 miles NE
China Moon Buffet	13.1 miles NE
China Fun	8.2 miles NW
Burger King	12.9 miles NE
Buddy's Famous	13.8 miles NE
Billtown Barbeque	9.8 miles NE
Big Picture Theater Cafe	8.3 miles NW
Bamboo Gardens	14.1 miles NE
Bagitos Bagel & Burrito Cafe	13.9 miles NE
Asiana House	14.0 miles NE
Asian Gourmet	13.6 miles NE
Arandas Mexican Cuisine	12.9 miles NE
Applebee's Grill + Bar	11.4 miles NE
Antonio M Inc	13.8 miles NE
American Flatbread	7.5 miles NW
A La Carte	8.6 miles NW

Pizza Summary	
Within 30-minute Drive of the Village Center	Closest location
Pizza	5.5 miles NE
Domino's	5.5 miles NE
Pizza Soul	8.8 miles NW
Pizza Hut	13.1 miles NE

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Pearl Street Pizza	13.6 miles NE
Mister Z's Restaurant & Pizzeria	13.6 miles NE
Depot Square Pizzeria	5.5 miles NE

Clothing-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Clothing-Retail	8.2 miles NW
Zutano	14.0 miles NE
Tregea Bevan Handwoven Clothes	13.8 miles NE
Salaam Clothing	14.2 miles NE
Rebel Heart Collective Ltd Co	14.0 miles NE
No 9 Boutique	14.0 miles NE
Micaiah's	8.2 miles NW
Lily's Fun Store	9.1 miles SE
Lenny's Shoe & Apparel	13.6 miles NE

Women's Apparel-Retail Summary	
Within 30-minute Drive of the Village Center	Closest location
Women's Apparel-Retail	14.0 miles NE
Cheshire Cat Clothing	14.0 miles NE
Bailey Road	14.0 miles NE

Hotels & Motels Summary	
Within 30-minute Drive of the Village Center	Closest location
Hotels & Motels	5.3 miles NE
Yellow Farmhouse Inn	8.6 miles NW
White Horse Lodge	9.7 miles NW
Tucker Hill Inn	9.0 miles NW
THE WARREN FALLS INN	6.5 miles SW
The Pitcher Inn	6.3 miles NW
The Inn at Montpelier	14.2 miles NE
South Village at Sugarbush	8.0 miles NW
Quality Inn Barre-Montpelier	13.3 miles NE
Pierre Motel	13.5 miles NE
Margaret Holland Inn	5.3 miles NE
Mad River	8.1 miles NW
Local 64	14.0 miles NE
Lareau Farm Inn	7.5 miles NW
Hyde Away Inn & Restaurant	9.3 miles NW

Market Analysis, Roxbury Village Center

Hollow Inn & Motel	13.1 miles NE
Hilltop Inn of Vermont	12.3 miles NE
Econo Lodge Montpelier I-89	13.4 miles NE
Comfort Inn & Suites Montpelier-Berlin	11.4 miles NE
Capitol Plaza Hotel Montpelier, Tapestry Collection By Hilton	13.9 miles NE
Budget Inn	13.5 miles NE
1824 House Inn + Barn	8.9 miles NW

Bed & Breakfast Accommodations Summary	
Within 30-minute Drive of the Village Center	Closest location
Bed & Breakfast Accommodations	1.6 miles SW
West Hill House Bed & Breakfast & Retreat Center	7.8 miles NW
West Hill B & B, Inc	7.8 miles NW
The Inn at Round Barn Farm	6.5 miles NW
The Featherbed Inn	7.7 miles NW
The Farm on Mad River	7.0 miles NW
Sugar Lodge at Sugarbush	8.3 miles NW
Johnny Cake Flats Inn	1.6 miles SW
Mountain Meadow View Bed & Breakfast	13.6 miles NE
Millstonehill Bed & Breakfast	14.1 miles NE
Millstone Hill	14.1 miles NE
Maplecroft Bed & Breakfast	13.7 miles NE
Mad River Inn Bed & Breakfast	8.5 miles NW
Mad River Inn	8.5 miles NW
Doyles Guest House	14.1 miles NE
Downstream Enterprises	9.4 miles NW
Beaver Pond Farm Inn	7.4 miles NW
B & B	7.8 miles NW

Resorts Summary	
Within 30-minute Drive of the Village Center	Closest location
Resorts	5.2 miles SE
Sugarbush Resort	8.6 miles NW
The Bridges Family Resort & Tennis Club	8.1 miles NW
Sweet Retreat Guest House Sugar	5.2 miles SE
Sugarbush Resort Sugarbush Inn	8.2 miles NW
Sugarbush Resort Day School	8.6 miles NW
Skiclub 10 Inc	8.5 miles NW
Seasons Resort at Sugarbush	6.3 miles NW
Mad River Lodge LLC	10.2 miles NW

ROXBURY VILLAGE CENTER REVITALIZATION

Market Analysis, Roxbury Village Center

Eagles Resort	7.9 miles NW
Clay Brook Front Desk	8.6 miles NW

Museums Summary

Within 30-minute Drive of the Village Center	Closest location
Museums	4.9 miles NE
Waitsfield Historical Soc-Wait House	8.2 miles NW
Vermont Granite Museum-Art SCL	13.4 miles NE
The Bundy Modern	6.3 miles NW
Sullivan Museum and History Center	4.9 miles NE
State of Vermont	13.5 miles NE
Randolph Historical Society Inc	12.1 miles SE
Norwich University-Sullivan Museum	5.3 miles NE
Chester A Arthur Historic Site	13.5 miles NE

Theatres-Live Summary

Within 30-minute Drive of the Village Center	Closest location
Theatres-Live	7.8 miles SE
Vtplaywrightcircle	13.9 miles NE
Valley Players Theater	8.2 miles NW
Pitter Patter Playhouse	7.8 miles SE
Mid River Valley Theater	8.2 miles NW
Lost Nation Theater	13.9 miles NE
Chandler Center For the Arts	12.0 miles SE
Capital Theatre	13.9 miles NE

Health Clubs Studios & Gymnasiums Summary

Within 30-minute Drive of the Village Center	Closest location
Health Clubs Studios & Gymnasiums	5.0 miles NE
Sugarbush Health & Recreation	8.4 miles NW
Snap Fitness	13.1 miles NE
Planet Fitness	12.0 miles NE
Mayo Healthcare	5.0 miles NE
Body Tech	13.7 miles NE
Alpenglow Fitness	13.9 miles NE

Campgrounds Summary

Within 30-minute Drive of the Village Center	Closest location
Campgrounds	9.2 miles NE
Vermont All Star Football Camp	10.4 miles NE

Market Analysis, Roxbury Village Center

Limehurst Lake Campground	9.2 miles NE
Lazy Lions Campground & Ruby's	12.6 miles NE
Lake Champagne Campground	12.1 miles SE
Abel Mountain Campground	11.4 miles SE

Arts Organizations & Information Summary

Within 30-minute Drive of the Village Center	Closest location
Arts Organizations & Information	8.2 miles NW
Vermont Council on the Arts	13.9 miles NE
Vermont Academy of Arts & Science	13.8 miles NE
Valley Arts Foundation	8.2 miles NW
Celtic Marketing	13.7 miles NE
Aldrich Public Library	13.2 miles NE

Yoga Instruction Summary

Within 30-minute Drive of the Village Center	Closest location
Yoga Instruction	6.8 miles NE
Yoga Mountain Center	13.8 miles NE
True Center Yoga	12.1 miles SE
Massage Vermont	14.8 miles NE
Falls River Yoga	6.8 miles NE
Embodied, LLC	13.8 miles NE

Camps Summary

Within 30-minute Drive of the Village Center	Closest location
Camps	0.4 miles NE
Windridge Tennis-Sports Camps	0.4 miles NE
Teela-Wooket Windridge Camp	0.4 miles NE
Lotus Lake Camp	9.0 miles SE
Camp Sunrise	10.8 miles NW

Dancing Instruction Summary

Within 30-minute Drive of the Village Center	Closest location
Dancing Instruction	5.3 miles SW
Shooting Star Dance Studio	13.0 miles NE
Gravity Dance	5.3 miles SW
Dragon Dance	13.6 miles NE
Contemporary Dance & Fitness	14.0 miles NE

4) OPPORTUNITIES

POTENTIAL SOURCES OF OPPORTUNITY

OUTDOOR ACTIVITY

- Bicycling / Trail Access
- Town get-togethers

HOUSING

- Modest multi-family designed to match Roxbury's current character
- Provide housing that helps populate the town center

TOURISM RELATED OPPORTUNITIES

- Take advantage of existing tourism trends
- Tap into Roxbury's historic and existing character, and the physical setting
- Capture "drive -thru" traffic

POTENTIAL SOURCES OF OPPORTUNITY

OUTDOOR & COMMUNAL ACTIVITY

- Bicycling / Trail Access
 - Potential for more spending related to Sports/Recreation/Exercise
 - Bicycles, winter sports equipment
- Cultural & Communal Activities
 - Pot luck dinners
 - Performances—Music, Readings
 - Town meetings
 - Possible themed events taking advantage of and supporting existing businesses
 - Wellness fair
 - Agriculture themes, Forest School, Farm Stand
 - Think Danville's national dowsers event & Montpelier's vintage trailer show...

POTENTIAL SOURCES OF OPPORTUNITY

HOUSING

- Currently, there's a regional Housing need in the area and beyond
- What would work? Modest multi-family structures designed to match Roxbury's current character.
- Relatively small structures would be the best option to meet the need while responding to the existing character of the village
- Enhanced sewer and water infrastructure is required for increased housing but this investment could yield considerable benefits.

POTENTIAL SOURCES OF OPPORTUNITY

TOURISM-RELATED OPPORTUNITIES

- Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the state's future. In 2023, tourism-supported jobs accounted for 10.2% of all jobs in the Vermont
- How can we get day-trippers and overnight travelers to spend some money in Roxbury?
- **Touring, events, and active outdoor recreation** are Roxbury's opportunities. Activities that encourage tourists to linger in Roxbury. This can in turn be a catalyst to foster the creation of new businesses in the Village. This catalyst will come from tapping into Roxbury's historic and existing character and its physical setting.
- Roxbury "has a story to tell."

ROXBURY VILLAGE CENTER REVITALIZATION



TOWN HALL

5) CAPITALIZING ON OPPORTUNITIES

HOW TO TAP INTO THIS POTENTIAL?

FOCUS ON THREE ASPECTS OF VILLAGE LIFE

Continue to revive and strengthen community character.

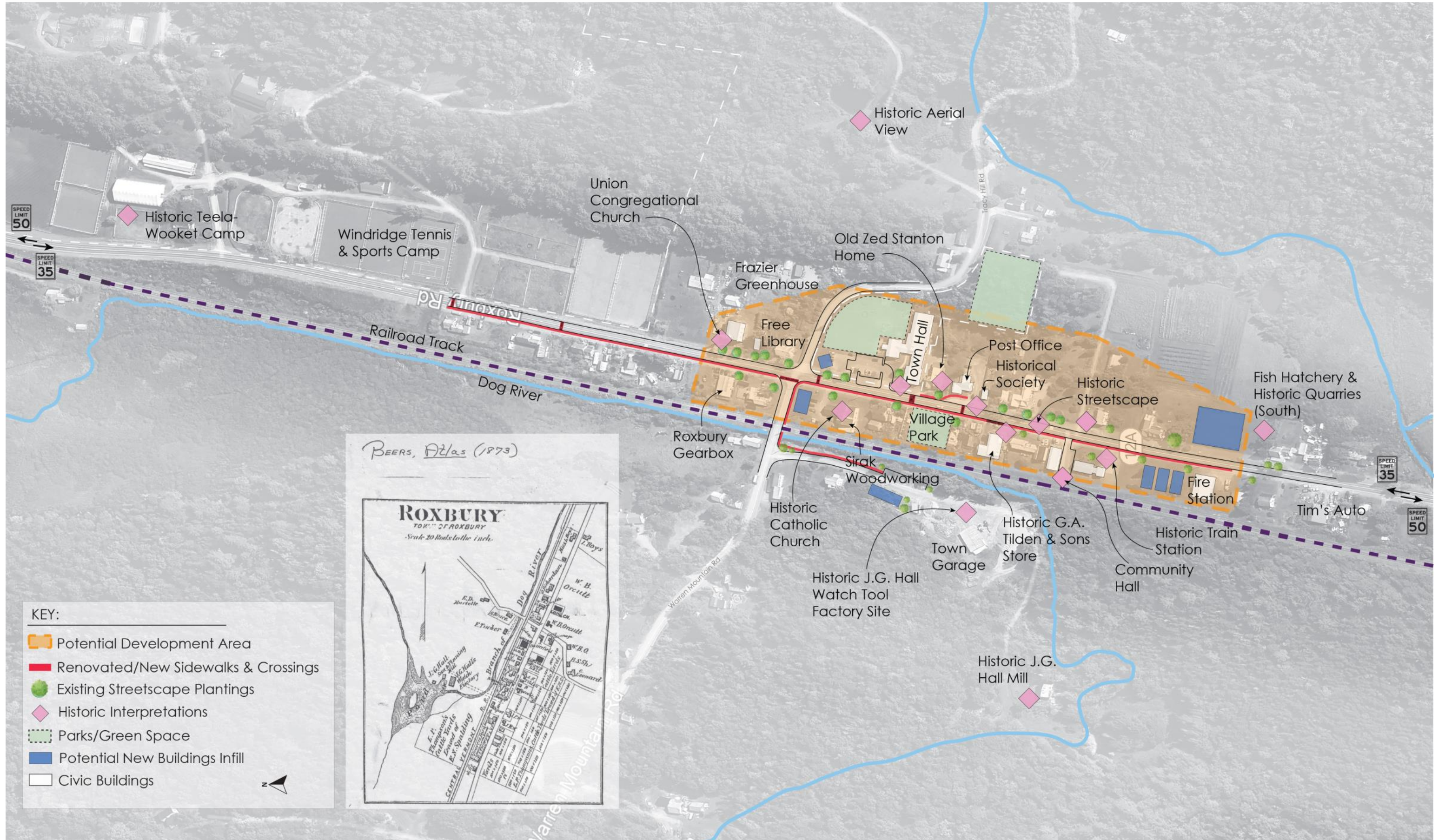
Roxbury has an interesting and varied history. Roxbury will become increasingly attractive to tourists (and locals) to the extent to which the Village's built environment captures and expresses that history and how it shaped the community. Signage, streetscape and public spaces (such as the recently created park) can all bring attention to the community and encourage travelers to stop by and get to know Roxbury better.

Encourage local events

Events in Vermont towns inspire a sense of community and attract visitors. A regular schedule of events in the Village will highlight community pride and help put it on the map for more tourists .

Build connections to opportunities for active recreation

The Village could become a waystation and information hub for outdoor recreationists traveling through the area. Signage and kiosks can help build these connections. In addition, establishing riding/hiking events that are centered on the Village is another way to bring the Village to the attention of tourists.



KEY:

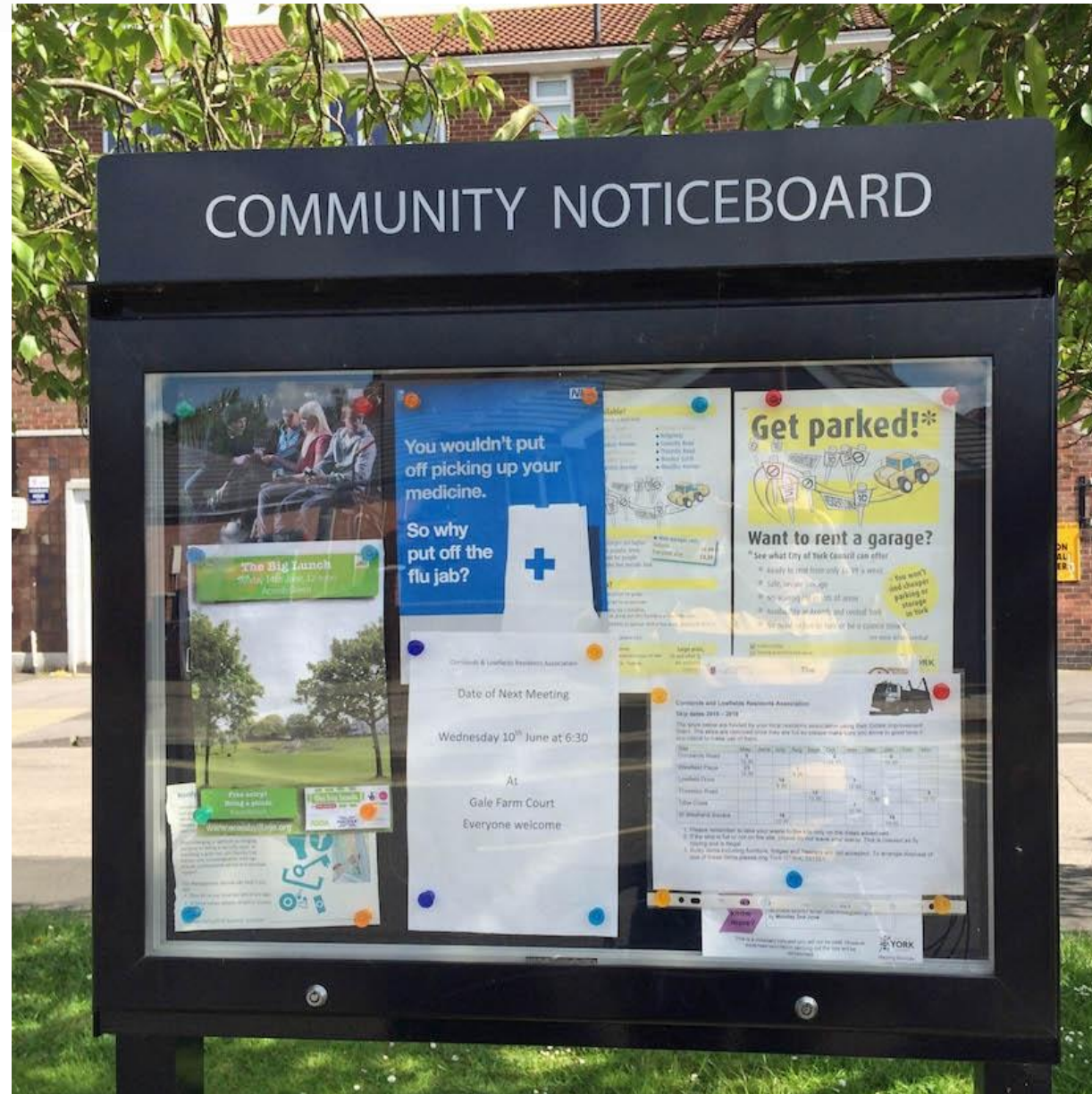
- Potential Development Area
- Renovated/New Sidewalks & Crossings
- Existing Streetscape Plantings
- ◆ Historic Interpretations
- Parks/Green Space
- Potential New Buildings Infill
- Civic Buildings



Historical Interpretative Sign



Historical Interpretative Sign



Community Notice Board in front of Town Hall promoting community activities, special events, businesses, etc.

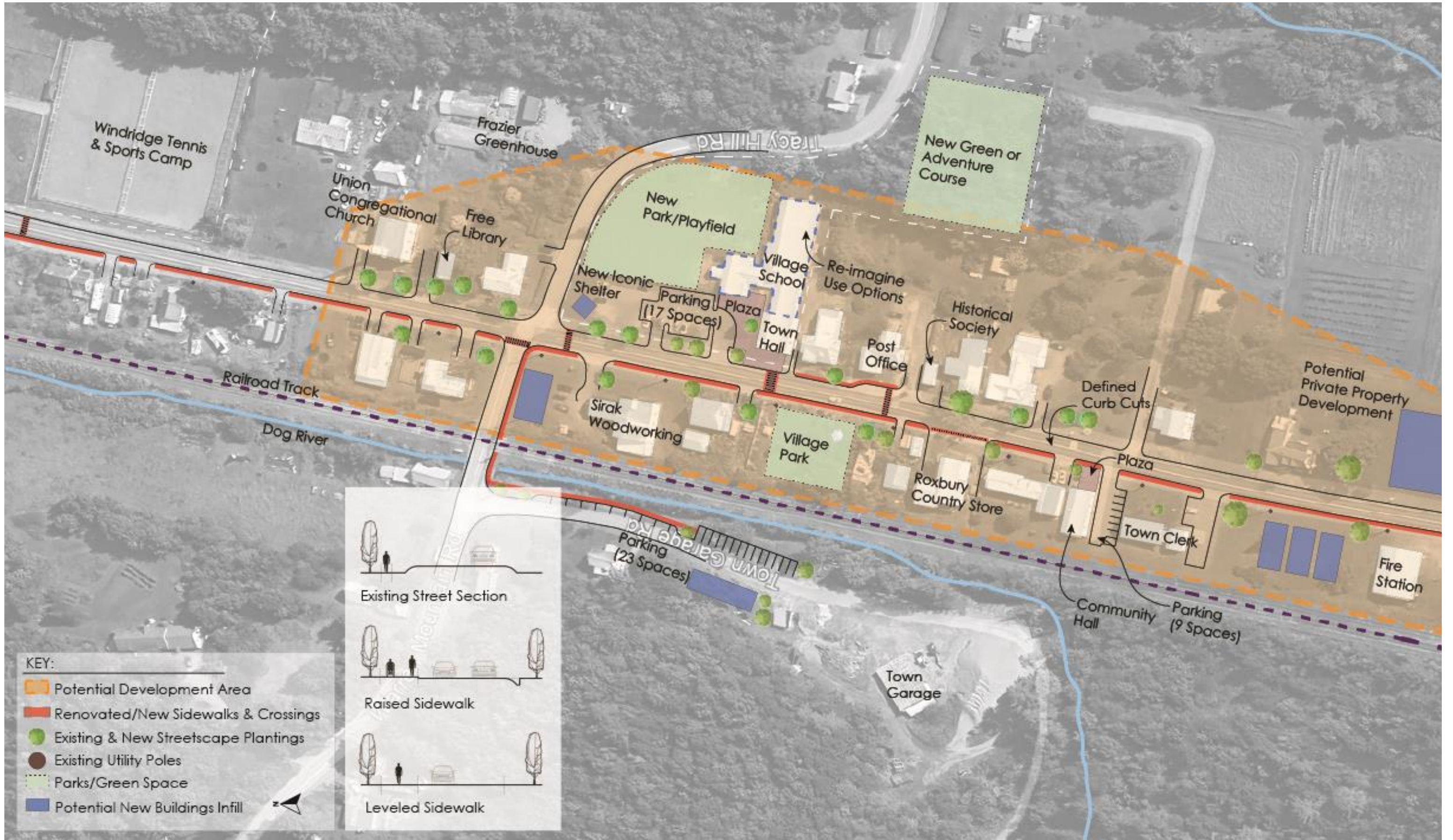
Giving community members and passersby an opportunity to stop and see what's happening in Roxbury

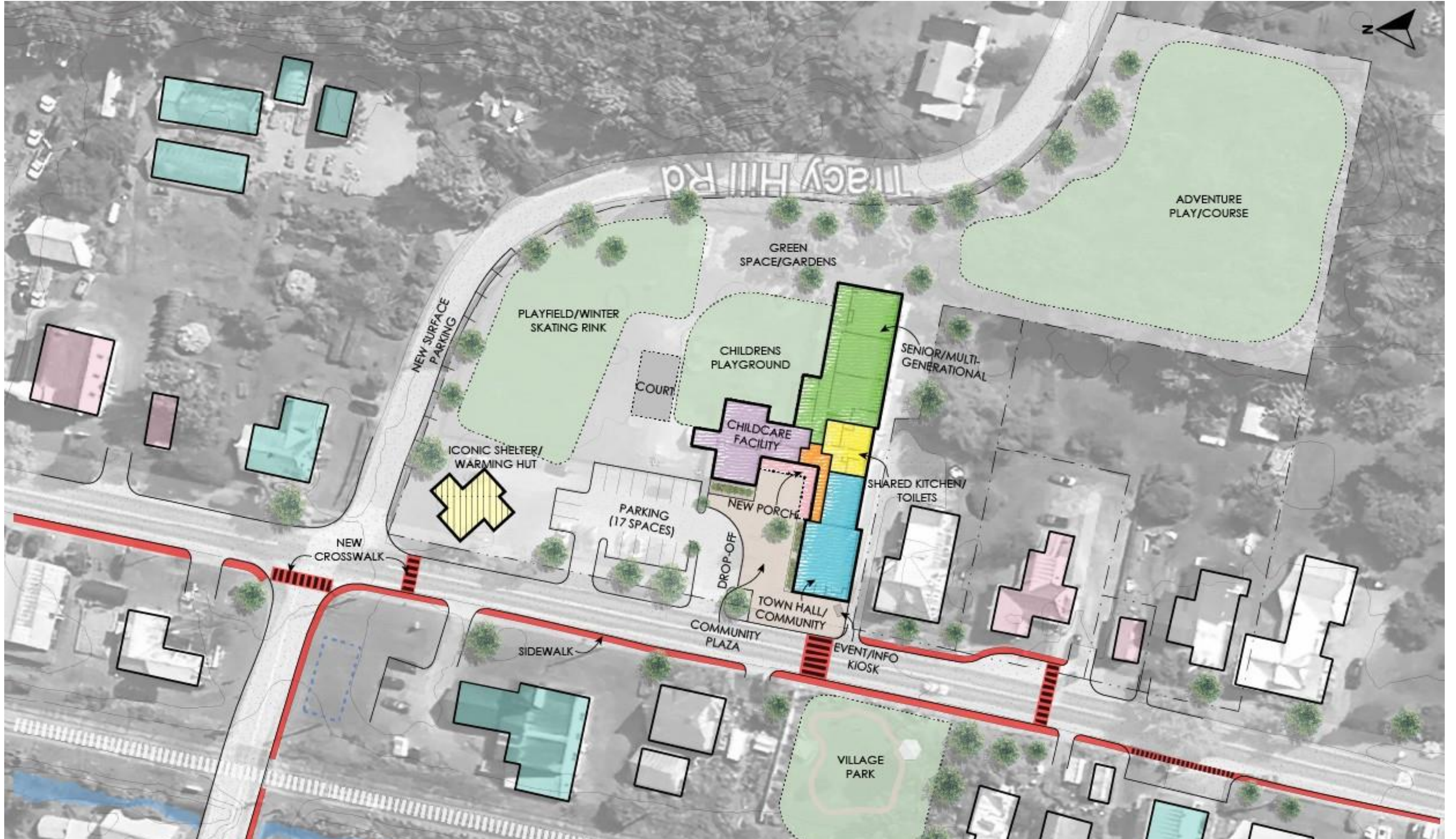


ROXBURY VILLAGE CENTER REVITALIZATION

Existing Streetscape Images







ROXBURY VILLAGE CENTER REVITALIZATION



Warming Shelter (University of Idaho students)



Bus Shelter (Yestermorrow)



Exterior pavilion (with facilities)

ICONIC SHELTER

- At intersection of Warren Mountain Road and Route 12A

ROXBURY VILLAGE CENTER REVITALIZATION



Leddy Park Pump Track



Outdoor Adventure

ADVENTURE COURSE /
OUTDOOR RECREATION



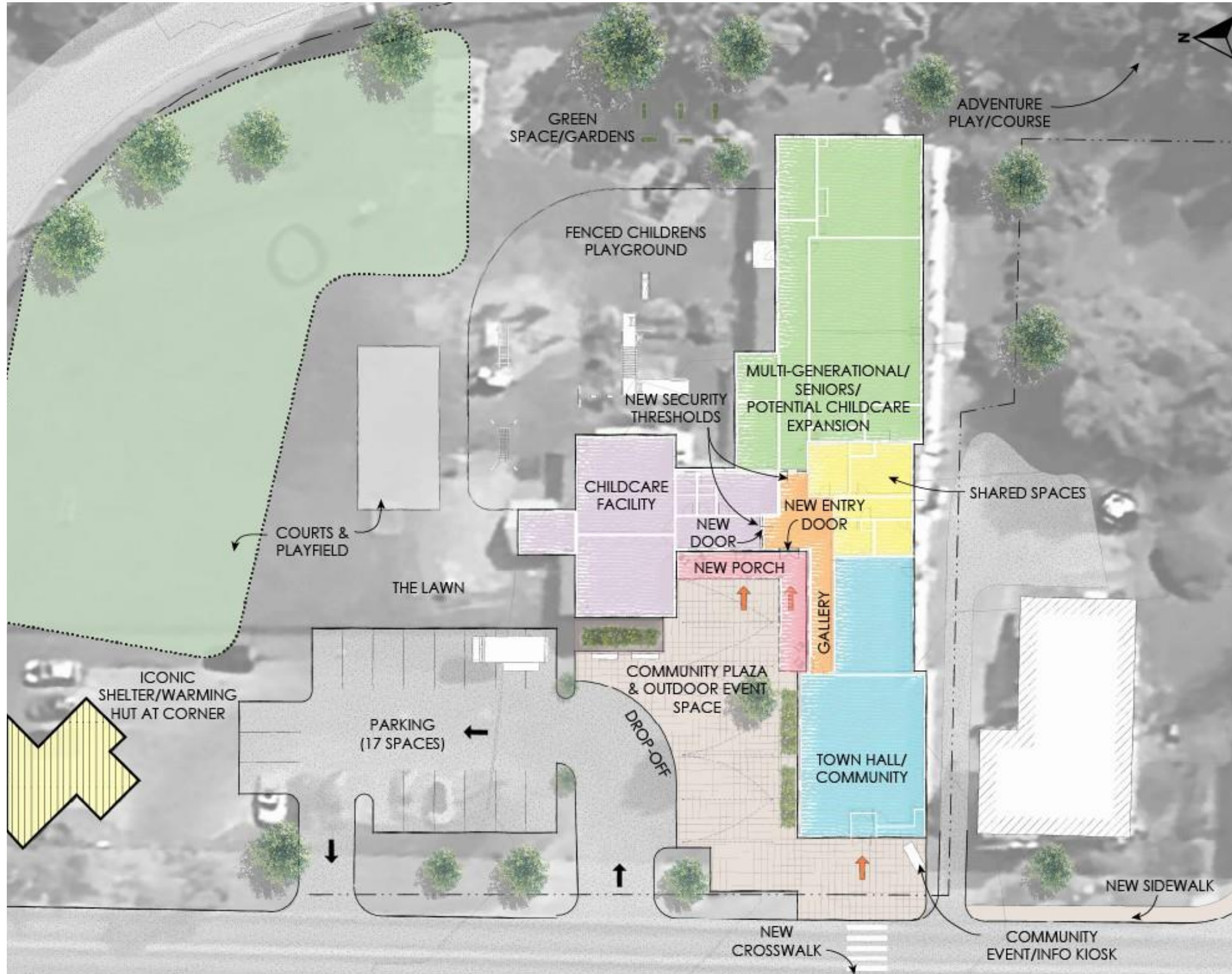
Leddy Park Pump Track



Natural Play Area

ROXBURY VILLAGE CENTER REVITALIZATION ROXBURY VILLAGE SCHOOL

Village School Building Adaptation Potential



- *Community Asset that is prime for Re-Purposing*
- *Building is central to a shared history throughout the Village and Community*
- *Town Hall to remain*
- *Located at a the most trafficked intersection in Roxbury*

POTENTIAL

- Building is well cared for and in very good condition.
- Childcare (with minor changes to the existing building configuration)
- Multi-Generational Space
- “Overlapping” shared spaces for community members
- Outdoor gathering
- Outdoor play
- Connection to Community Garden
- Potential Front Porch facing a Community Plaza

Roxbury Village School and Town Hall



Roxbury Village School and Town Hall



ROXBURY VILLAGE CENTER REVITALIZATION

Roxbury Village School and Town Hall



Roxbury Village School and Town Hall



Order of Magnitude opinions of cost

Roxbury Village School parking/drop-off

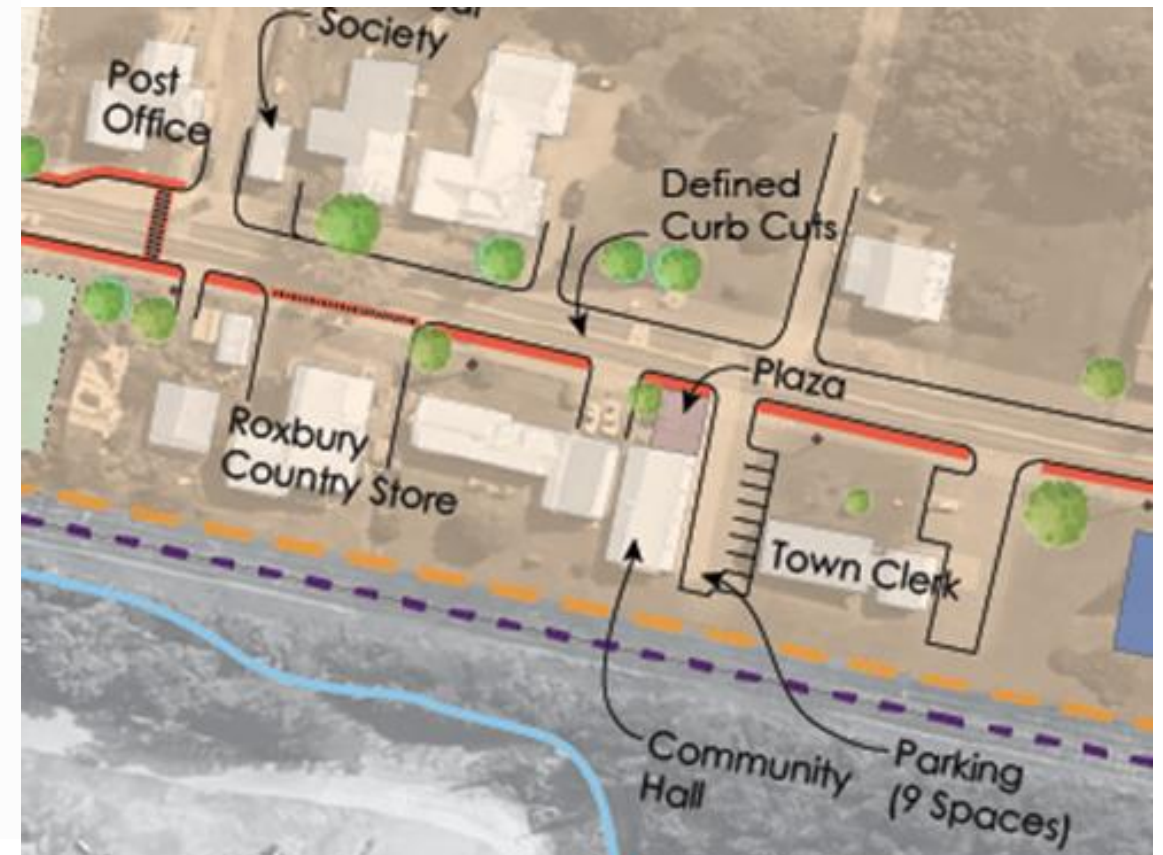
- Asphalt Paved Parking Area reconfiguration — 17 spaces
\$35,000—\$40,000
- New Activity Plaza — exposed aggregate concrete
\$70,000—\$80,000
- Activity Plaza Lighting — 14 poles and string lights
\$14,000—\$16,000
- Front Porch
\$45,000—\$60,000
- Town Hall Community Information / Activity Kiosk
\$10,000—\$14,000

2025 WITH NO ESCALATION CONSIDERED



Order of Magnitude opinions of cost

- Heritage Display Signs - 36" x 54" on posts
\$2,200—\$2,700 per sign
- Community Building Parking Reconfiguration - 9 spaces
Asphalt Paving - \$12,000—\$16,000
Small Plaza/Green Space - \$6,000—\$8,000



Order of Magnitude opinions of cost

- Sidewalks

Asphalt - \$10-12 per linear foot

Concrete - \$30-35 per linear foot

Concrete w/curb - \$42-48 per linear foot

- Street Trees

\$1,000—\$1,200 per tree

- Town Garage Road Parking - 16-20 spaces

Gravel - \$9 / square foot



APPENDIX

FLOOD ZONES

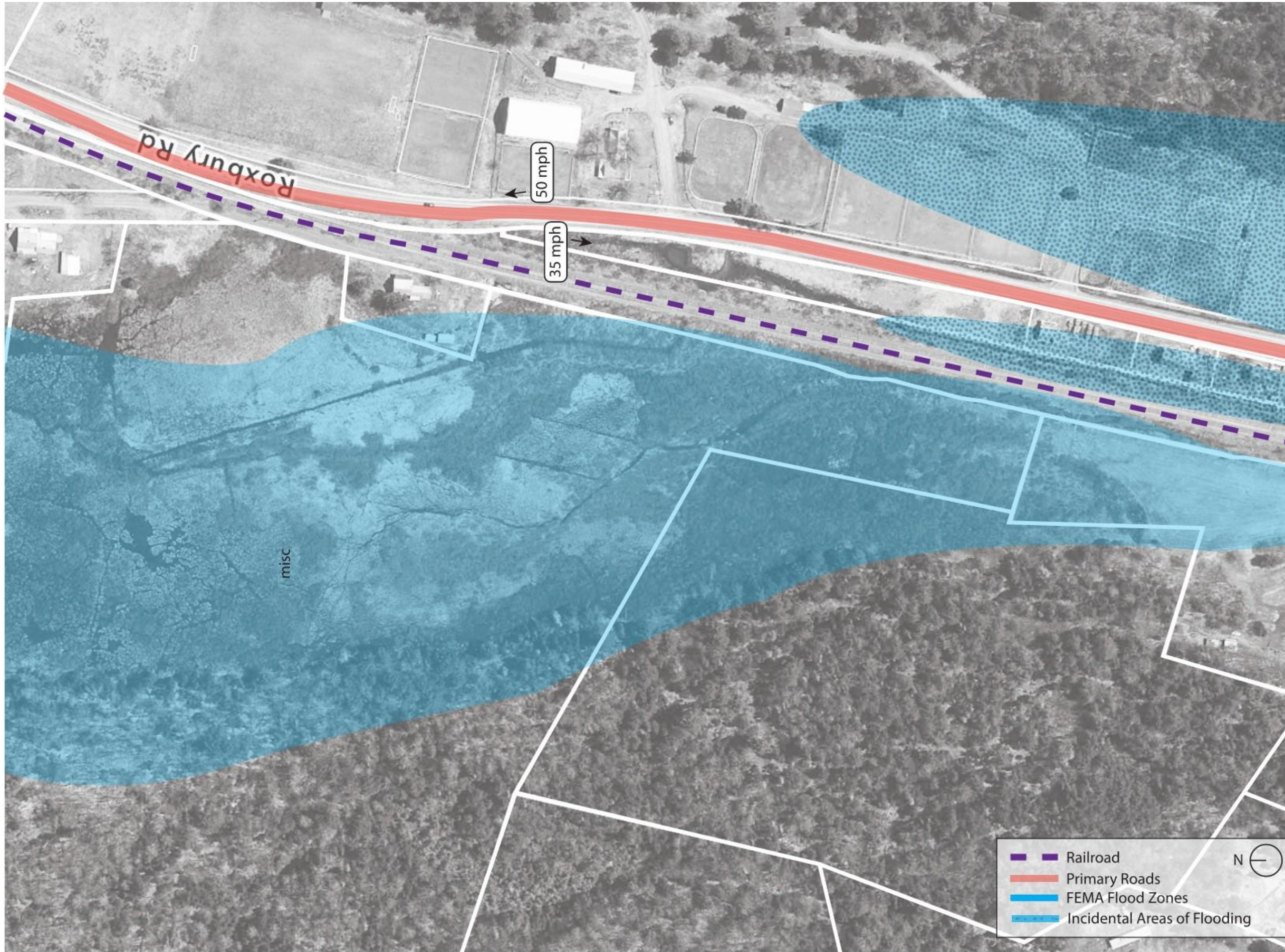
Nearest Transit Stop:
Norwich University: 6.0 mi NE

Map 1

Map 2

Map 3

SITE ANALYSIS

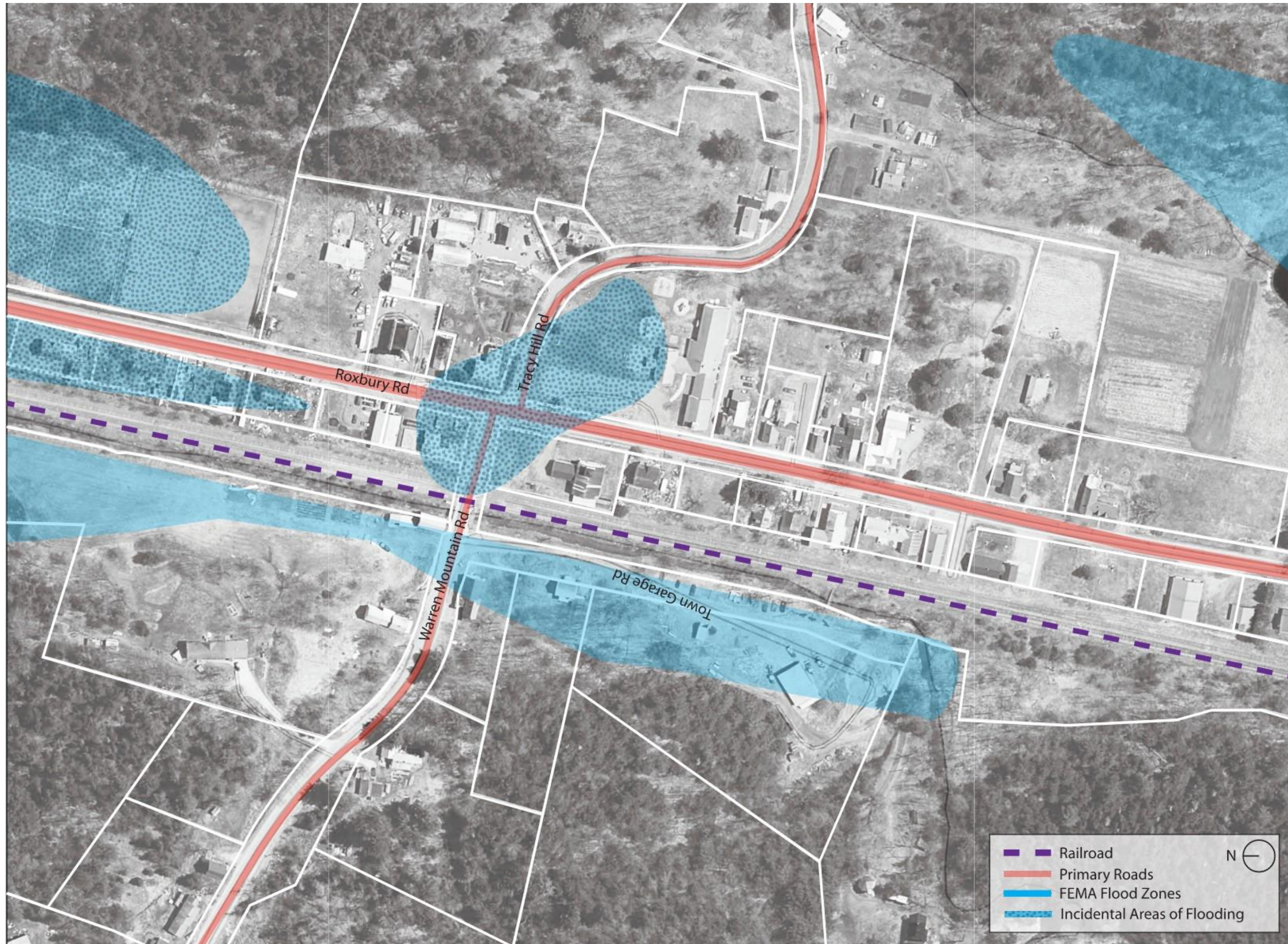


FLOOD ZONES
Map 1

SITE ANALYSIS

FLOOD ZONES

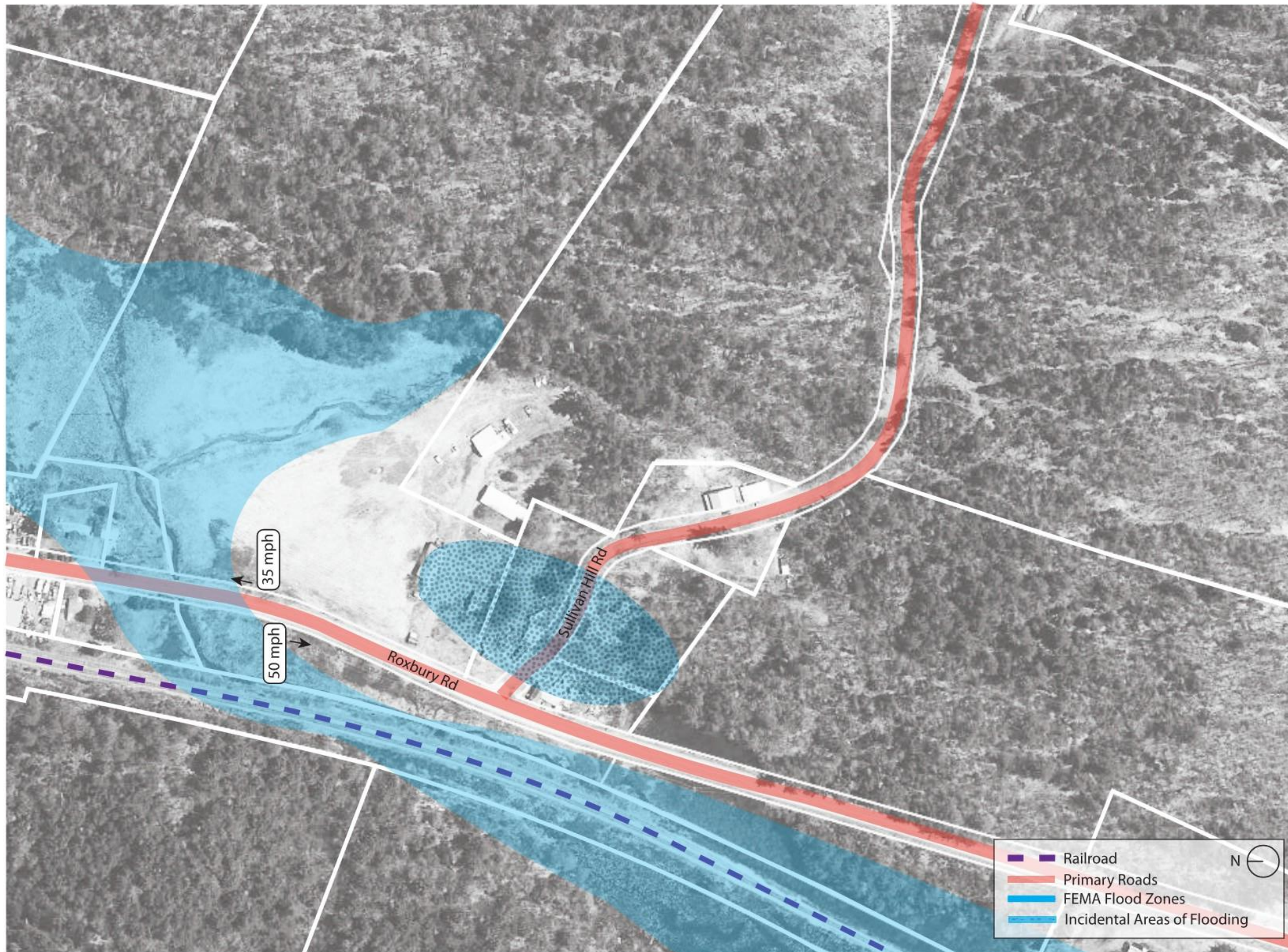
Map 2



SITE ANALYSIS

FLOOD ZONES

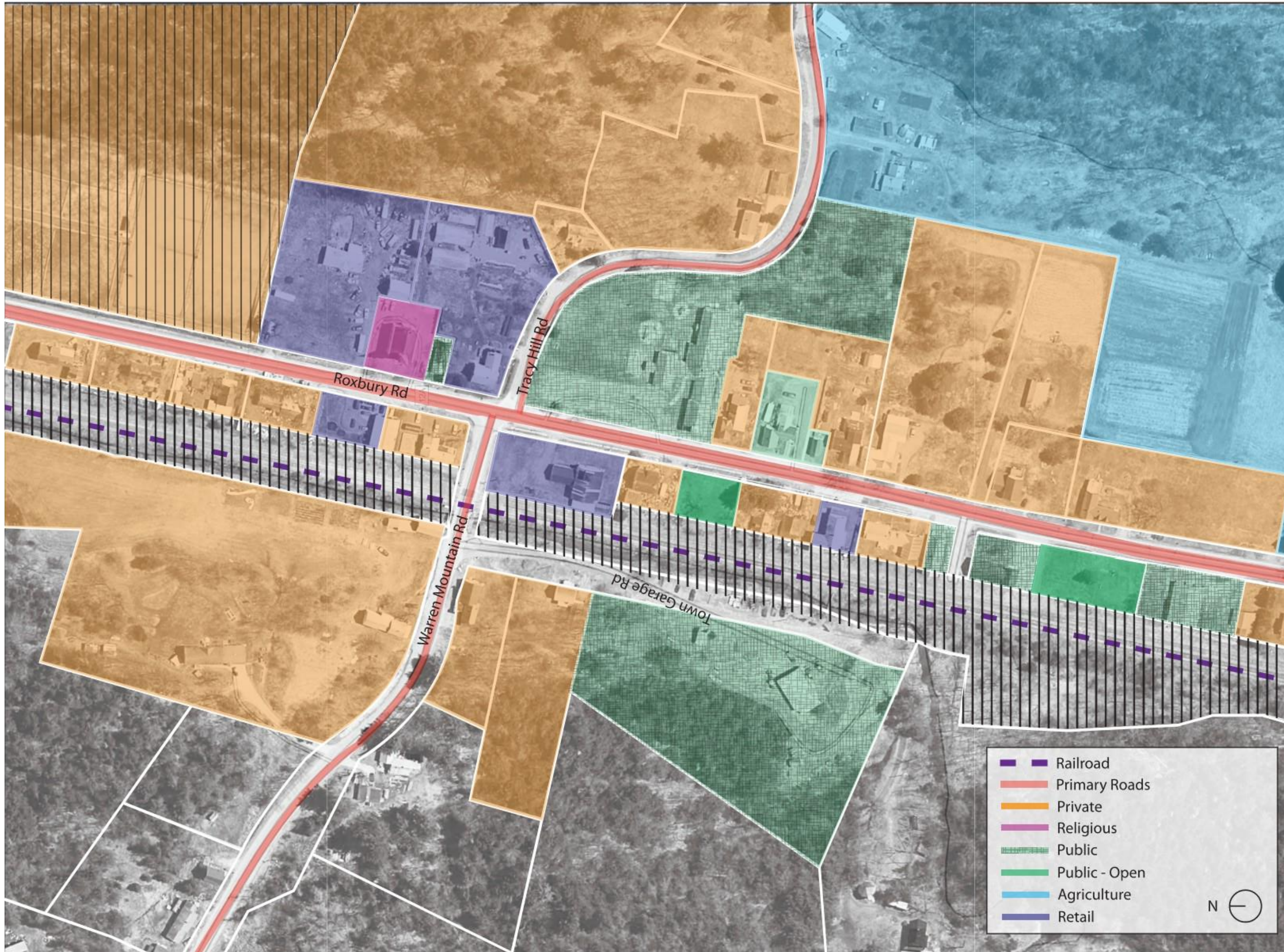
Map 3



SITE ANALYSIS

LAND USE

Map 2



SITE ANALYSIS

BUILDING DENSITY
(BEFORE)

Map 2



SITE ANALYSIS

BUILDING DENSITY
(AFTER POTENTIAL
BUILDING INFILLS)

Map 2



SITE ANALYSIS

ROXBURY VILLAGE CENTER REVITALIZATION

POTENTIAL FUNDING SOURCES RECREATION, CONNECTIONS, COMMUNITY

Recreation Trail Expansion

Vermont Community Development Program (VCDP) Planning Grants for recreation trail expansion

<https://accd.vermont.gov/community-development/funding-incentives/vcdp>

Recreational Trails Program (20% match)

<https://fpr.vermont.gov/recreational-trails-program>.

Recreation Economy for Rural Communities: epa.gov/smartgrowth/recreation-economy-rural-communities.

The Vermont Outdoor Recreation Economic Collaborative (VOREC) Program offers grants with no match requirements for projects that create measurable success supporting and growing their local economies through leveraging outdoor recreation. VOREC listed under Playground opportunities as well.

<https://fpr.vermont.gov/recreation/recreationgrants/vorec-community-grant-program>.

Vermont Community Foundation has a Spark Grant program that may be relevant to some of the action ideas identified. Learn more at <https://vermontcf.org/funds/spark/>.

The Department of Health offers Healthy Community Design resources that may be relevant. Learn more at <https://www.healthvermont.gov/wellness/physical-activity-nutrition/community>.

The Land and Water Conservation Fund supports the development of public outdoor recreation opportunities across Vermont, with a focus on creating parks and open spaces, enhancing recreation areas and facilities, and protecting wilderness areas and forests. Learn more at <https://fpr.vermont.gov/land-and-water-conservationfund>. Applications require a 50% match.

The State of Vermont has a Recreational Facilities Grant, which requires matching funds for shovel-ready projects. Learn more at <https://bgs.vermont.gov/commissioner/building-communities-grants>.

The Vermont Natural Resources Council has small grants that can help with community engagement. Find information here: <https://vnrc.org/small-grants-for-smart-growth/>.

Master Planning efforts for multi-modal transportation options (sidewalks, paths)

Better Connections Program

<https://vtrans.vermont.gov/planning/projects-programs/better-connections>

Regional Economic Development and Recreational Facilities Grants (match)

Funded annually through the Capital Appropriations and State Bonding Act, to qualify for one of the Building Communities Grants, an applicant must be a non-profit organization, regional economic development organization or municipality

<https://bgs.vermont.gov/commissioner/building-communities-grants>

ROXBURY VILLAGE CENTER REVITALIZATION

POTENTIAL FUNDING SOURCES RECREATION

VERMONT OUTDOOR FITNESS FUNDING SOURCES

Funding Name	Region	Type	Max Award	Eligible Entities	Focus	Deadline
<i>National Fitness Campaign (MVP Health Care)</i>	VT & Nationwide	Grant (Fitness)	Cost of Fitness Court	Communities, municipalities, schools	Outdoor fitness court	Rolling
<i>VT Governor's Council Outdoor Fitness & Sports</i>	Vermont	State Grant	\$8,000	Municipalities, nonprofits, underserved	Outdoor fitness & sports access	Annually (June)
<i>VLCT Outdoor Fitness Courts Funding</i>	Vermont	State/Private Grant	Not specified	Municipalities, parks, low/mod income areas	Outdoor fitness courts	Rolling
<i>AARP Community Challenge</i>	Federal	Grant	\$2,000-\$50,000	Municipalities, nonprofits, low-income communities	Pop-up outdoor fitness & community health	Quarterly
<i>CDC Community Health and Obesity Prevention Grants</i>	Federal	Grant	\$25,000-\$100,000	Nonprofits, local health depts, community orgs	Community fitness, obesity/diabetes prevention	Typically Q1
<i>Robert Wood Johnson Foundation Healthy Communities</i>	Federal/Foundation	Grant	\$50,000-\$200,000	Community orgs, local govts, health agencies	Active living infrastructure	Annual (varies)
<i>NIH Community-based Childhood Obesity Prevention</i>	Federal	Grant	Up to \$250,000+	Universities, nonprofits, public institutions	Child obesity prevention through physical activity	Varies
<i>Outdoor Recreation Legacy Partnership (ORLP)</i>	Federal	Matching Grant	Up to \$2M	Municipalities, nonprofits, state agencies	Outdoor recreation & fitness facilities	TBD/Fall
<i>T-Mobile Hometown Grants</i>	Federal/Corporate	Grant	Up to \$50,000	Communities, municipalities	Outdoor fitness and community spaces	Quarterly (Mar, Jun, Sep, Dec)
<i>USDA Community Facilities Direct Loan & Grant</i>	Vermont & Rural	Grant/Loan	Up to 100%	Municipalities, schools, districts	Outdoor facility equipment	Biannual rounds
<i>National Inclusion Project</i>	Federal	Nonprofit Grant	Varies	Camps, schools, parks	Inclusive fitness access	Rolling

VERMONT PLAYGROUND FUNDING SOURCES

Funding Name	Region	Type	Max Award	Eligible Entities	Focus	Deadline
Vermont LWCF	Statewide	Matching Grant	50% match	Municipalities, schools	Park/play, land	2026 approx
Rec Trails Grants	Statewide	Matching (20%)	\$7.5K–50K	Municipalities, nonprofits	Trails, accessible facilities	Annual
VTrans Enhancement	Statewide	Matching (20%)	Varies	Municipalities, RPCs	Sidewalks, bikepaths	June
TAP Program	Statewide	Matching (20%)	\$600K	Municipalities, schools	Ped/bike infrastructure	June
BGS Recreational Facilities	Statewide	Grant	\$25K	Municipalities, nonprofits	Shovel-ready recreation	10-Sep
VCF Capacity Building	Statewide	Consultant Grant	\$5K	Nonprofits	Planning/grant prep	Rolling
VCF Spark	Statewide	Small Grant	\$5K	Nonprofits	Inclusive community spaces	Apr–May
Ben & Jerry’s Foundation	VT only	Small Grant	\$2K	Nonprofits	Youth/low-income projects	Rolling
Lintilhac Foundation	VT only	Foundation Grant	\$5–30K	Nonprofits	Conservation, rec. development	Quarterly
VNRC Smart Growth	Statewide	Small Grant	\$2.5K	Municipalities, nonprofits	Planning/public spaces	Rolling
VOREC Grants	Statewide	Grant	\$20K/\$50K	Municipalities, nonprofits	Rec infrastructure	Fall
VHCB Recreation Conservation	VT	Grant/loan	Varies	Municipalities, land trusts	Land & rec facilities	Rolling
OSI Recreation Grants	Regional	Grants/Loans	Varies	Public agencies	Land access & infrastructure	Rolling
VHCB REDI	VT	Support Grant	Varies	Nonprofits	Grant development help	Rolling
VCLF Trails Loan	VT	Loan	Varies	Nonprofits	Recreation infrastructure debt	Rolling

VERMONT PLAYGROUND FUNDING SOURCES

State and Federal Programs

Vermont Department of Forests, Parks & Recreation – LWCF Grants

Type: Matching grant (up to 50%)

Scope: Outdoor recreation facility development (parks, playgrounds), land acquisition, surfacing

Deadline: Varies (typically even-numbered years; next expected 2026) (vermont.grantwatch.com, vrpa.org)

Vermont Recreation Trails Grants

Type: Matching grant (20% match)

Scope: Trail and trailhead facilities, including accessible trails adjacent to schools/parks

Award Range: \$7,500–\$50,000

Deadline: Annually; pre-app required (vlct.org, vrpa.org)

Agency of Transportation Enhancement Grants (VTrans)

Type: Matching (20%)

Scope: Sidewalks, bikepaths, pedestrian amenities around parks/schools

Deadline: [June annually \(construction cycle\); design element begins earlier \(\[vrpa.org\]\(http://vrpa.org\)\)](#)

Transportation Alternatives Program (TAP)

Type: Matching (20%)

Scope: Pedestrian & bicycle infrastructure tied to schools/parks, safe routes

Max Award: \$600,000

Deadline: June annually (vlct.org, proplaygrounds.com)

Vermont Buildings & General Services – Recreational Facilities Program

Type: Grant with cash match

Max Award: \$25,000

Scope: Capital costs for shovel-ready recreational projects

Deadline: [September 10 annually \(\[vlct.org\]\(http://vlct.org\)\)](#)

VERMONT PLAYGROUND FUNDING SOURCES

Regional Foundation & Non-Profit Grants

Vermont Community Foundation Capacity Building Grant

Type: Consultant support grant

Max Award: \$5,000

Scope: Supports planning, fundraising, grant prep for recreation projects

Deadline: [Rolling \(vermonttgc.org\)](http://vermonttgc.org)

Vermont Community Foundation Spark – Connecting Community

Type: Small project grant

Award Range: \$500–\$5,000

Scope: Inclusive, accessible community space projects (parks, trails)

Deadline: April–May annually (en.wikipedia.org, vlct.org)

Ben & Jerry’s Foundation – Vermont Community Action/Equity Grants

Type: Small grant (community support)

Max Award: \$2,000

Scope: Youth and low-income community initiatives (can include playground improvements)

Deadline: Monthly reviews; rolling consideration (vlct.org, aaastateofplay.com)

Lintilhac Foundation

Type: Regional foundation

Award Range: \$5,000–\$30,000

Scope: Conservation, sustainable recreation, land use projects

Deadlines: Mar 15, Jun 15, Sep 15, Dec 15 annually (peacefulplaygrounds.com, vlct.org)

Vermont Natural Resources Council – Smart Growth Grants

Type: Small grant

Award Range: \$500–\$2,500

Scope: Advocacy, community planning, public space improvements

Deadline: Rolling (vlct.org, vermonttgc.org)

VERMONT PLAYGROUND FUNDING SOURCES

Federal and Regional Programs

VOREC Community Grant Program

Type: Grant (no match required)

Scope: Outdoor recreation, economic development, equity enhancements

Award: Development \$20K; implementation \$50K

Deadline: Typically fall annually (vlct.org)

Vermont Housing & Conservation Board (VHCB) – Outdoor Recreation Lands Conservation

Type: Land acquisition/development grants

Scope: Recreation land conservation, predevelopment planning, engineering

Deadline: Rolling/notified via VHCB (en.wikipedia.org, vlct.org)

Additional Support

[VHCB REDI Program: Offers funding for grant-writing capacity building \(vermonttgc.org\)](http://vermonttgc.org)

[Vermont Community Loan Fund – Trails Loans: Low-interest loans for trail and recreation infrastructure \(vermonttgc.org\)](http://vermonttgc.org)

[Open Space Institute \(OSI\): Offers grants or loans supporting recreation land protection and public access infrastructure \(en.wikipedia.org\)](http://en.wikipedia.org)

Reimagine the Village School Building

First Children's Finance is a potential funding resource for childcare businesses or those in development.

<https://www.firstchildrensfinance.org/vermont/>

The US Economic Development Administration, in the past has been a strong partner on projects that create jobs. A conversation with Economic Development Representative, Katherine Trapani, would be a good next step to better understand the programs that may have funding to support Roxbury in the future. She can be reached at 215-514-6572 or ktrapani@eda.gov.

Northern Border Regional Commission Catalyst Program supports projects that have an economic development emphasis. Learn more at <https://www.nbrc.gov/>.

Central Vermont Regional Planning Commission is available to help set up initial meetings or provide contacts at the US Economic Development Administration and the Northern Border Regional Commission. Contact Eli Toohey at toohey@cvregion.com.

The Vermont Community Development Program could potentially be a resource depending on the end use of the buildings. Learn more at <https://accd.vermont.gov/community-development/funding-incentives/vcdp> and contact Resource Team member Julia Connell at Julia.Connell@vermont.gov.

USDA can be a funding resource for a Rural Business Development Grant for business planning (see previous action recommendation) and has an additional community facilities program that can provide grant funding through grants and loans. Learn more at <https://www.rd.usda.gov/programs-services/communityfacilities/community-facilities-direct-loan-grant-program/vt>

The Vermont Housing and Conservation Board (VHCB) has a Rural Economic Development Initiative, or REDI program, which can pay for grant writers once you've identified funding sources. Learn more at <https://vhcb.org/redi> and contact Mariah Noth at mariah@vhcb.org or 802-828-1098.

VCRD will write letters of support for grant applications. Contact Alyssa Johnson at alyssa@vtrural.org.

VCRD has some seed funding through our Northern Border Regional Commission grant funding that could be used for modest one time expenses to help support the work of the task force. Contact Alyssa Johnson at alyssa@vtrural.org or 802-222-6896.

The Vermont League of Cities and Towns and Chittenden County Regional Planning Commission have lists of potential funding opportunities that are searchable by topic. See <https://www.vlct.org/resource/openfunding-opportunities> and <https://www.ccrpcvt.org/funding-opportunities/>

Efficiency VT provides services like energy assessments, financial support, and energy-use project support, including for commercial projects. Learn more at <https://www.encyvermont.com/services>.

Community Connection

VCRD's Community Leadership in Action Guide has a section on "Communicating with the Community" and a chapter on "Expand and Improve Community Communications" with ideas and resources relevant to this topic: <https://www.vtrural.org/guide/>.

VCRD has some seed funding through our Northern Border Regional Commission grant funding that could be used for modest one-time expenses to help support the work of the task force. Applying for the funds requires a description of the work to be completed and how it advances the work of the task force. Contact Alyssa Johnson at alyssa@vtrural.org or 802-222-6896.

Vermont Community Foundation could be a funding partner. They offer the Spark Connecting Communities grant program, which provides grants of \$500-\$3,000 for "grassroots work that builds social capital." Learn more at <https://vermontcf.org/our-impact/programs-and-funds/spark-connecting-community/>.

An Arts Impact Grant from the Vermont Arts Council may be applicable to some of your work. These grants support organizations, municipalities, and schools in their efforts to create a more vibrant quality of life by providing equal and abundant access to the arts. Learn more at <https://www.vermontartscouncil.org/grants/organizations/arts-impact> and contact Michele Bailey at 802.402.4614 and mbailey@vermontartscouncil.org.

What's Next Middlesex and Revitalizing Waterbury have some examples of local communication resources: <https://www.whatsnextmiddlesex.org/> and <https://www.revitalizingwaterbury.org/>.

Vermont Department of Buildings and General Services has matching grant programs for Recreation Facilities and Regional Economic development projects. Learn more at <https://bgs.vermont.gov/commissioner/buildingcommunities-grants> and contact Judy Bruneau at judy.bruneau@vermont.gov or (802) 828-3519.

The Vermont League of Cities and Towns and Chittenden County Regional Planning Commission have lists of potential funding opportunities that are searchable by topic. See <https://www.vlct.org/resource/openfunding-opportunities> and <https://www.ccrpcvt.org/funding-opportunities/>.

There are several talented facilitation experts who might be able to help members of the Roxbury community practice holding difficult conversations and move from disagreements to productive conflict. These include the Center for Real Dialogue, Susan Clark, and many others. Contact VCRD staff for more information and to make a connection with someone.

VTrans has a Better Roads program and a Bicycle and Pedestrian Program both of which offer grants that may support road and sidewalk improvements to address walkability, connectivity of different parts of town, or flooding and erosion. Coordinate with the Planning Commission or Selectboard and reach out to the Central Vermont Regional Planning Commission, see Eli Toohey's contact in the Visiting Team section at the end of this report. Learn more at: <https://vtrans.vermont.gov/highway/better-roads> and <https://vtrans.vermont.gov/highway/local-projects/bike-ped>

The Central Vermont Regional Planning Commission is a great resource for all things related to land use, planning, community or wild spaces, roads, infrastructure, and more. For example, along with the Selectboard, they would be a partner on any future municipal planning work. Find Eli Toohey's contact in the Visiting Team section at the end of this report.

The Central Vermont Economic Development Corporation can be a resource for engaging with businesses and employers and for large grant funding. CVEDC supports local organizations with projects to boost the local economy and resources for new businesses or existing businesses that are working on growth or sustainability. To find out more, contact Melissa Bounty at mbounty@centralvermont.org.

For youth and community engagement, there are several local and regional organizations with ties to Roxbury, these include: Norwich University; Windridge Camp; Central Vermont Career Center; and Vermont Youth Conservation Corps. Reach out to Lauren Brady at VCRD, lauren@vtrural.org, or Breck Knauff at VYCC, breck.knauff@vycc.org for advice on how best to engage these groups.

Capstone Community Action is the regional community action organization and provides family services, housing, food, and heat resources, and so much more. They may be a good partner or advisor for the local Neighbors Helping Neighbors group. For more background about their services and supports, contact Linda Anderson at landerson@capstonevt.org



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