



## Fair Haven Downtown Streetscape Improvement Plan



**DuBois  
& King** inc.

April 30, 2019

# ACKNOWLEDGMENTS

## Fair Haven Revitalization Committee

Throughout the development of this study and its resulting plan, several committee members met with the consultants and the Town to identify needs, reach out to community members on their needs and wants, and help refine the final plan.

Thank you to these dedicated community members.

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# INTRODUCTION

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**Why revitalize?** Small Vermont towns, with their unique identities, their close-knit communities, and their intricate histories all contribute to making Vermont what's it's know for: unique and beautiful. However, as towns compete in an increasing digital age for both local and visitor dollars, each must re-examine how to help attract visitors in the short-term and retain residents in the long-term and the role public spaces play in advocating a vibrant local vision.

Public spaces, the threads connecting people to their destinations, need to be more than conveyors and storage for automobiles; they need to be great places where people want to be.

Revitalizing a town in 2019 is dependent on placemaking - creating a must-see destination - rather than solely attracting the right mix of businesses. Retaining existing businesses by supporting them through public space improvements needs to be at the core of a revitalization plan. Revitalization of Fair Haven depends on more than one design; it relies on envisioning a place differently for its potential and having dedicated community members who are willing to guide the implementation and then, management, of revitalization steps in the long run.

Placemaking is a collaborative process in which people come together to create vital public spaces that bring health, happiness, and social connection to their communities.

-Project for Public Spaces

Investing in placemaking means identifying what community members need and want to connect in their Town; what entices them to spend time in it, to linger and to connect with each other. Visitors are more likely to stop in Fair Haven if people are visible. The more time people spend in a place, the more likely they will be spending money, and in turn, supporting economic development.

Investing in streetscape improvements aimed at increasing the safety of pedestrian, bike and vehicular travel are important factors that can positively impact a town. Investing in combined



Fair Haven Concert in the Park, June 2018

beautification and safety improvements can further support economic activity by drawing people downtown, which enlivens public spaces beyond the usual ‘9 to 5’, and help instill pride in the community. By providing safe walkable spaces, not only is auto-dependence is reduced, but also, street life increases.

## Why revitalize Fair Haven?

Fair Haven, the Slate Center of the Nation and the western gateway into Vermont from New York, is a town working to attract more visitors to see and experience its riches.

Together, the 5-acre town green known locally as “The Park”, which is listed on the National Register of Historic Places, the clustered businesses in the commercial district, the use of marble for buildings and the Victorian-era architecture contribute to Fair Haven’s distinct character. However, dropping local employment since the 2008 recession has contributed to a declining population, in turn contributing to the declining school population, consequently affecting the demographics of the area, and further resulting in less disposable income being spent in Fair Haven.

What attracts people most, it appears, is other people.

-William H. Whyte

This revitalization plan is about understanding and enhancing the character of Fair Haven, then offering implementation steps that can build upon its existing assets to revitalize the Village, in turn helping to retain existing businesses and attract new entrepreneurs, broadening the local tax base, while increasing the overall desirability and vitality of the town. A town that is willing to think outside the box to begin to resolve issues, find alternative ways to leverage their limited resources and to take steps to implement revitalization strategies will not only succeed in building a strong town, but a strong community.

Key in developing a revitalization plan that will be implemented is to identify a group willing to create excitement, building dedication and maintain momentum and be committed to Fair Haven’s Future for a long term. Fair Haven’s Revitalization Committee has stepped up to this challenge: the committee members oversaw this project from start to finish, developed their own community survey to hear what their neighbors saw as vital needs and wants within the Town, and contributed significant input into the process.

Fair Haven’s Streetscape Improvement Plan identifies how addressing economic challenges, traffic dangers and beautification needs is possible by building on the assets and existing character of the town.



Main Street along Commercial Businesses - Monday morning in May 2018.

# THE PROJECT

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*As an attractive, friendly interior village, we need to find ways to show off our best assets to the world, not only for reputation and economic impact, but just for our own pride in the town.*

*Town of Fair Haven 2016 Town Plan*

## Overview

In 2016, Fair Haven completed the revision of its Town Plan and in 2017, reestablished its Village Designation. In 2018, the Town of Fair Haven applied for and was awarded a Municipal Planning Grant to help fund this project which focuses on the Village of Fair Haven's streetscape improvements. Developing a plan for streetscape improvements in Fair Haven is consistent with the Town Plan, with several Action Items highlighting the need to focus on developing the economy, improving transportation in the Town and Village Center, and on installing amenities such as lighting. While emphasis is placed on preserving the historical context of the commercial district through building improvements, and façade upgrades, other action items place importance on making the Village Center more 'aesthetically pleasing' and 'tourism-friendly'.

This Project included three components: a market and retail leakage analysis, a traffic calming study and a beautification plan. All three components entailed evaluations of the existing landscape in Fair Haven and were compiled into this report to support Fair Haven's revitalization into the future. Below is a synopsis of each of the three parts of the project. Detailed findings are included as separate sections.



Fair Haven Concerts in the Park, June 2018

## Elements of the Plan

Fair Haven’s Downtown Streetscape Improvement Plan focuses on a variety of factors impacting the way the Village and Main Street (Route 22A) function as the center of community activity, service and commerce and identifies strategies and priorities for public investment that will strengthen and enhance that central role. The project evolved and the following sections summarize the process and suggestions for next steps.

### Community Engagement

The plan is grounded in the public engagement led by the revitalization committee’s involvement throughout the development of the plan, including outreach to community members. In the summer of 2018, the Fair Haven Revitalization Committee reached out to business and property owners and community members through a survey to document their thoughts on the greatest needs and wants for Fair Haven’s Village in the three project categories: traffic, market and beautification. In the fall of 2018, the Revitalization Committee and DuBois & King hosted an Ice Cream Social in The Park, encouraging community members to offer feedback and thoughts on the work completed at that point. The public was also invited to the presentation of alternatives in November 2018 and to the final presentation with the Selectboard in early 2019. Regular updates of the project’s progress were regularly made on social media by the Town.

### Traffic Calming Study

The traffic calming study examined circulation throughout the Village, and also focused the study of four key areas in the Village. The selected areas were deemed most problematic in terms of traffic and pedestrian safety by the revitalization committee. The four areas were evaluated for three factors: visibility from all directions from key crosswalks, vehicular speeds and existing traffic patterns.

### Market Analysis

The market analysis and strategy consisted of researching market trends in Fair Haven and the surrounding area, evaluating retail leakage and interviewing local residents about their views on the businesses in Fair Haven, what works and what may be missing.

### Analysis of the Built Environment

The beautification plan emerged from evaluating built form and the use of public spaces in Fair Haven. It included an evaluation of existing conditions, including strengths and weaknesses and identifying opportunities for change.

The final plan is a culmination of the three parts of the project: traffic calming, market analysis and beautification into a realistic plan based on improving the safety and beauty for all in Fair Haven.

The priority projects and strategies described in the plan are not requirements. Rather, they are ideas and recommendations designed to provide inspiration, focus and direction for decision making regarding resource allocation, programming and partnerships beyond this project. It will be up to the community to decide on an ongoing basis which initiatives to advance. These choices will often be based on opportunities and “low-hanging fruit” while other initiatives, which may be equally as important but are more complex, take time to evolve and to secure appropriate permits and funding. Continued active citizen participation will be key to the ultimate success of this plan.

The Town’s success in securing funding through the Vermont Agency of Transportation’s Bicycle and Pedestrian Program in 2018 is an additional stepping stone in the process to revitalize and beautify Fair Haven that has the potential to build upon the momentum created by this project.

## Process

The Fair Haven Revitalization Committee was formed to support the process of the plan, provide valuable feedback throughout the work, reach out to community members to gain insight into their needs and wants for the Town’s revitalization and future and see the plan through after project completion. A call for committee members by the Town resulted in a large group of committed citizens coming together to guide and lead the process, and to facilitate community involvement in the development of the Plan. DuBois & King supported by Camoin Associates, formed the consultant team of landscape architects, community planners, engineers and designers, assisting the Town and Revitalization Committee with the plan’s development and streetscape designs. The project was kicked-off in the spring 2018 and the group met regularly to discuss ideas, concerns, visions and strategies and to review and provide feedback on draft plan elements and concepts.

## Vision & Goals

Early in the process, a vision and associated goals were developed for the project, as metrics to evaluate the alternatives that were designed and presented.

The vision of the Fair Haven Downtown Streetscape Improvement Plan is to develop a streetscape master plan that identifies costs, issues and impacts that will support people walking and cycling, or driving to travel safely in and contribute economically to a beautified Downtown Fair Haven.

Related goals to be considered in the Streetscape Improvement plan include:

- Improve and enhance the pedestrian experience in Downtown Fair Haven;
- Meet ADA standards for accessibility;
- Identify traffic calming options and connections within the Downtown that would add to everyone’s safe travel;
- Identify amenities that contribute to Fair Haven as a destination;
- Address the needs of employees, residents and visitors when it comes to parking; and
- Deliver a project that is realistic, cost-effective, feasible and has community support.

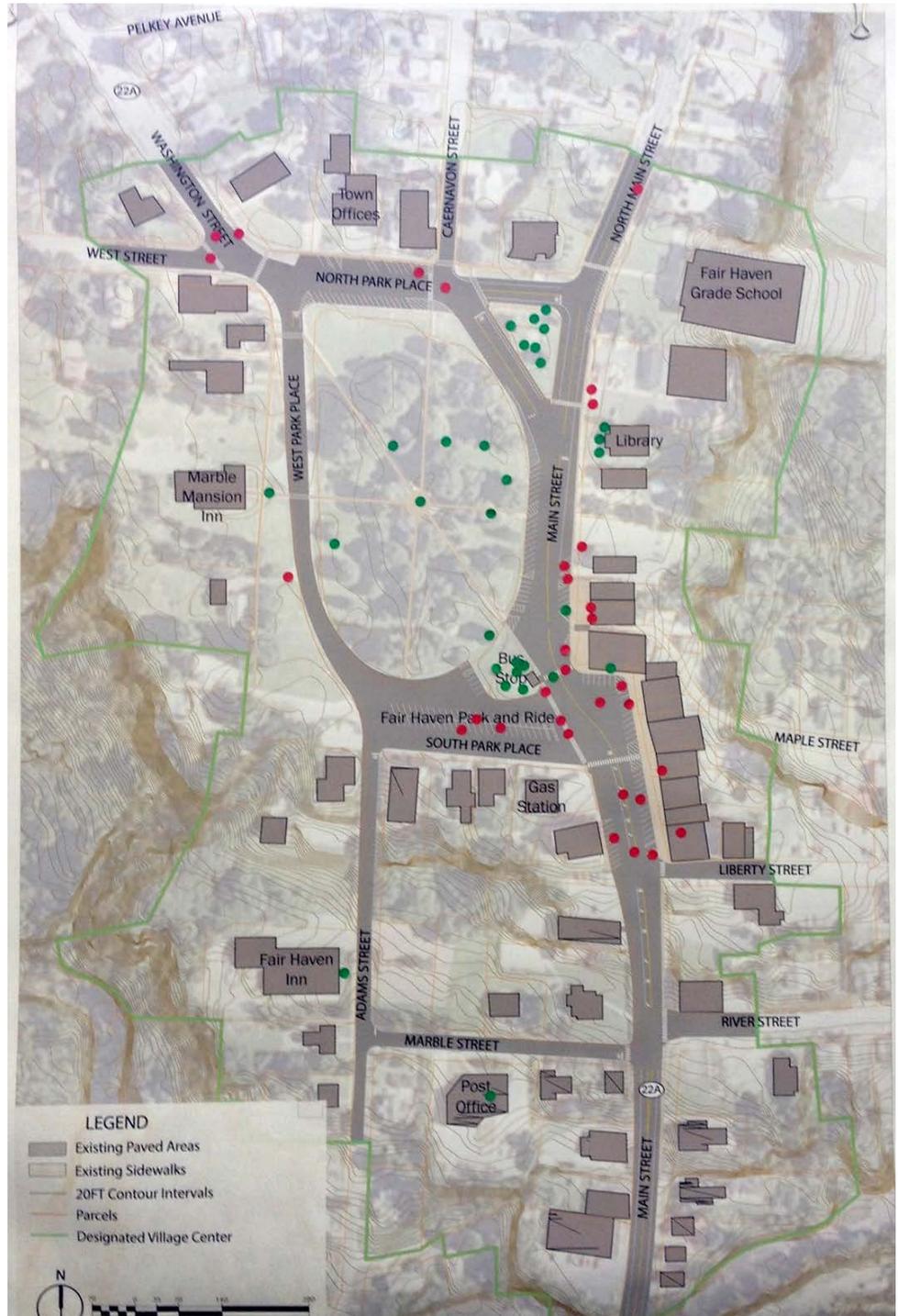
# COMMUNITY ENGAGEMENT

Several opportunities were sought to engage the community in the development process of the streetscape improvement plan. Following are summaries of three of the input sessions.

## Summary

### Committee Input Exercise

At a check-in meeting in June 2018, the Revitalization Committee was asked to identify areas within Fair Haven's Village that "work" or "do not work". Each committee member had three dots of green (works) and three dots of red (does not work) to affix to the poster of the Village. The image to the right is a photograph of the exercise. Several of the red dots are at key gateways into Fair Haven: in the northwest corner and the southeast corner or are concentrated around the crosswalks identified as problematic. These were studied as part of the traffic calming portion of the project.



What works (green)/ Does not work (red). Revitalization Committee Meeting. June 2018.

# Summary

## Revitalization Committee Survey

As previously mentioned, the Fair Haven Community Revitalization Committee developed and led a community survey to hear and document the needs and wants of their neighbors. There were five questions asked, along with any additional feedback.

The questions were:

- 1) What types of new businesses would you like to see downtown?
- 2) What are your top two thoughts about vehicular and foot traffic in Fair Haven downtown?
- 3) What are your top two thoughts about how you would like Fair Haven Downtown to look?
- 4) Do you shop in downtown Fair Haven?
- 5) Are you a resident, business owner, or visitor?

Below is the committee-compiled summary of the survey.

DOWNTOWN FAIR HAVEN REVITALIZATION COMMITTEE SURVEY DATA		
NEW BUSINESSES	PEDESTRIAN/VEHICULAR TRAFFIC	FAIR HAVEN APPEARANCE
Restaurants (46)	Crosswalks: More, painted, signage	Require property owners to maintain prop
Brewery (22)	Reduce speed limit to 25 mph	Repair sidewalks & streets
Gift Shop/VT products (1st exit on Rte 4)	Parking: Reconfigure Park & Ride area	No Smoking/No Loitering signs throughout
Soda Shop/Arcade	Parking: Reconfigure Parking for Shops	Install vintage-looking lampposts
Clothing Store	Reconfigure 22A Zig	Remove Graffiti
General Store/Mercantile	Purchase house at 2 Caernarvon for parking	More flowering trees
Bakery	Install medians to calm traffic	Install Recycle & Trash bins in town & Park
Antiques	Liberty Street to one-way	Paint/repair store fronts & Gazebo
Sporting Goods - hunting, fishing	Install "Yield" signs	Art in windows
Art Gallery	Install flashing lights at crosswalks	Community Bulletin Board
Café	Improve lighting in park & pedestrian areas	Welcome Committee
Youth Center	Relocate Park & Ride out of downtown	Demonstrate more civic pride
Hair Salon	Cones at crosswalks	Flowers, flowers, flowers
Craft Store	A third lane in some places	Make run-down apts. into boutique apts.
Family Recreation	Too much concrete, not enough green	
Furniture	Bicycle Lanes	
Music		
Florist		
Skateboard Park		
Book Store		<u>MISC. SUGGESTIONS</u>
Business Center		More events in Park
Opera House Re-open		Prohibit tenants & business owners from
Bigger Farmers Market		parking in Customer spaces
SURVEYS: 67		
RESIDENTS: 51		
BUSINESS OWNER: 8		
Add'l info from one-on-one chats		
		Rev. 08/29/18
BEST ADDITIONAL COMMENT:		
"If we can find a way to make the people of Fair Haven welcome change, we will graduate from the stasis (sic) we're currently and flourish. Let's diversify. Let's allow change."		

# Summary

## Ice Cream Social

On September 16th, 2018, the Town of Fair Haven’s Revitalization Committee and DuBois & King hosted an Ice Cream Social in Fair Haven’s village green (The Park). Community members stopped by to hear about the work to-date on Fair Haven’s Downtown Streetscape Improvement Plan and to voice their opinions and concerns about Fair Haven’s future. They had the option to write their comments on several posters about the conceptual plans and to discuss the project one-on-one with committee members or consultants. A summary of what was written or discussed is provided in the appendix. The following are the priority goals for Fair Haven identified at the Ice Cream Social.

What are YOUR priority goals for Fair Haven:

Traffic: (top three)

- Pedestrian Safety
- Cyclist Safety
- Safety for all ages and abilities

Streetscape Beautification: (top three)

- Trees
- Lighting
- Planters with Flowers

Below are photographs from the event.



Community Member reviewing Fair Haven’s crash map. September 2018.



D&K Staff discussing streetscape revitalization ideas with community member. September 2018.



Ice Cream Social in The Park. September 2018.

# EXISTING CONDITIONS

*Continue to promote linking the Park with the downtown and other activities surrounding the Park (other businesses, Library, Town Offices, churches, grade school, elderly and other housing).*

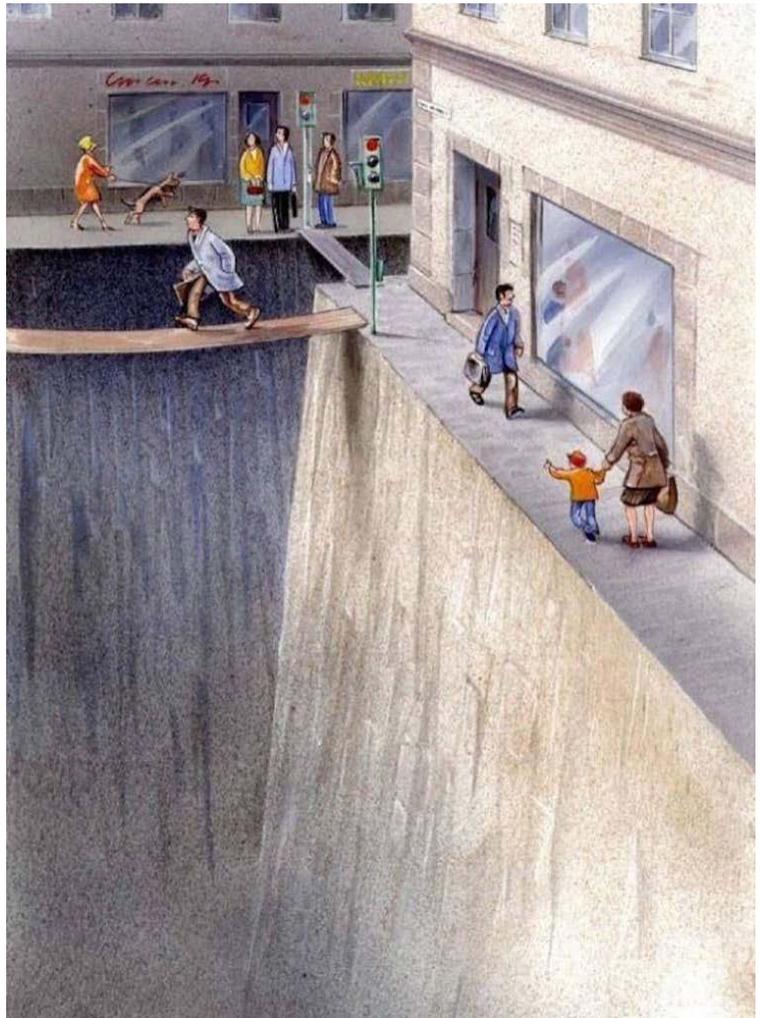
*Town of Fair Haven 2016 Town Plan*

Revitalizing Fair Haven will depend upon reinforcing the Town’s character and ensuring that the core is strong. Fair Haven retains rural Vermont’s charm that could appeals to visitors to stop in, but it is not readily obvious when driving through: roads are wide, pavement is expansive and people are not always visible on the streets. To attract individuals or families to settle in Fair Haven, supporting access to basic needs that can be met within a reasonable walking distance, are qualities that are sought out by both young professionals and an aging population that either choses to or cannot rely on personal transportation to get around. Although sidewalks are provided in Fair Haven, they are devoid of amenities to support people walking or cycling, and many crosswalks are inhospitable in length and visibility.

For Fair Haven to compete for both local and tourist attention, strategies for placemaking include considering future projects that can improve the Village core. Project for Public Spaces (PPS), an authority in place-making, recommends evaluating a place’s ‘Greatness’ through four metrics. They are:

- Access & Linkages;
- Uses & Activities;
- Comfort & Image; and
- Sociability.

Also considered is space dedicated to pedestrians and cyclists. When pedestrians are able to circulate in an urbanized area without feeling threatened by vehicular traffic, travel slows down and people have the opportunity to window-shop, lingering and contributing to the economy. From a community-building perspective, those who linger encounter their neighbors, helping foster community, resulting in an overall happier and healthier community. It is wonderful that Fair Haven has ‘The Park’, but physical connections to The Park are lacking, as are amenities for pedestrians and cyclists to feel welcome in the downtown.



Karl Jilg’s illustration shows how car-centric our towns and cities have become. It also suggest a different way of understanding how public space is divided.

## Existing Conditions/ Site Analysis

### Strengths

Fair Haven boasts having one of the largest Village Green's in the State and one of the last remaining 'spoked' Village Greens left in Vermont: with its six walkways that lead to a fountain the middle. Its five acres of lawn include large maples, marble posts, fence, fountain and bandstand that characterize The Park as the center of Fair Haven. The Park is located northwest of Fair Haven's Village Commercial District with an architecture as varied as its stores and services, and south of the Town Hall, west of the public school and public library. Fair Haven also has several monuments as well as memorials and unique decorative elements to surprise visitors including a gargoyle bench in the middle of the park and decorative elements along the northern wall of Carl Durfee's Store.

On Thursdays throughout the summer, Fair Haven is inundated with people from both the local and surrounding communities to attend Concerts in the Park. The park fills up quickly with people of all ages and Village parking becomes at capacity.



View of the Fountain in the center of The Park.

## Opportunities

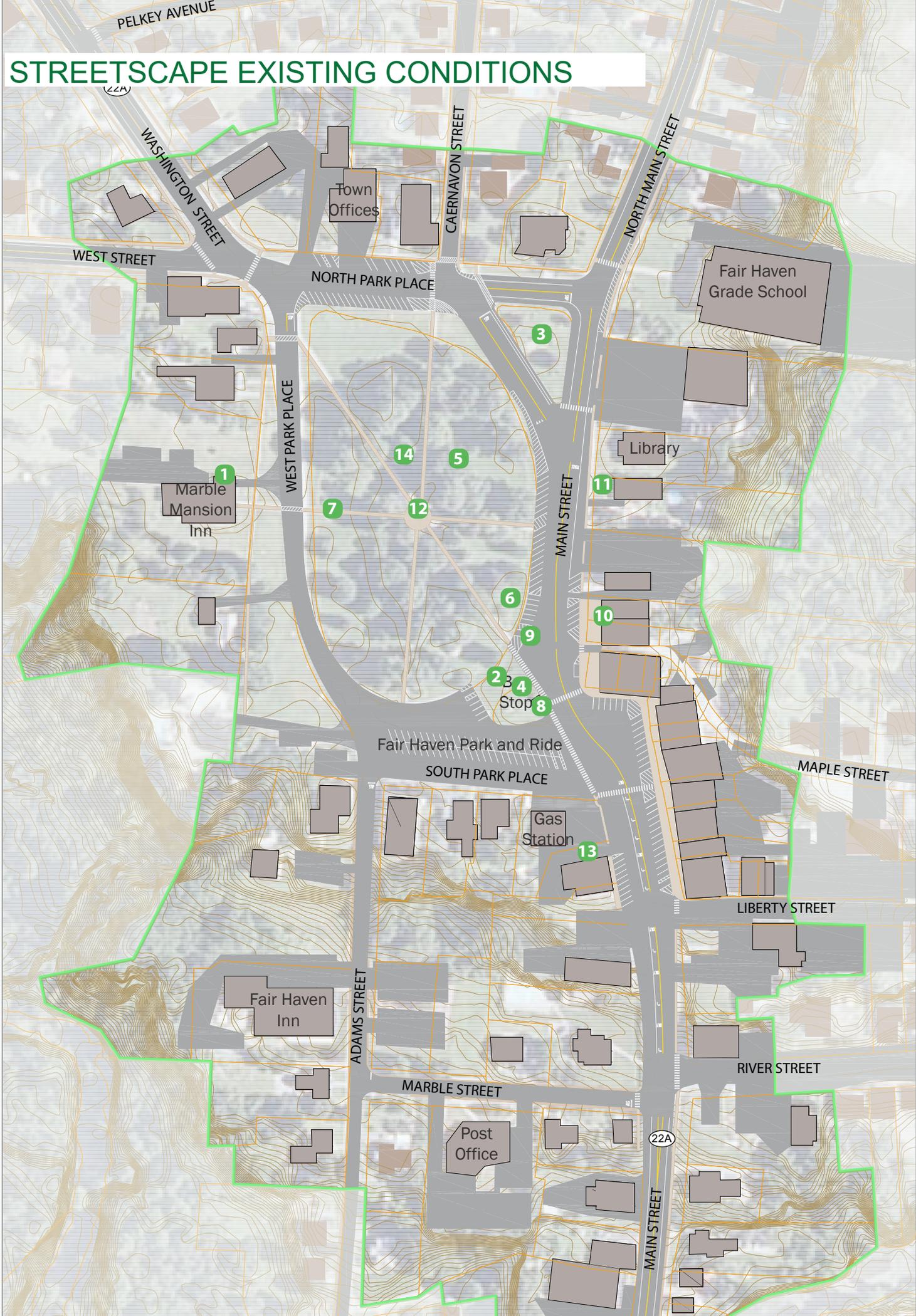
The wide roads in Fair Haven provide the Village with the space to envision change. Unencumbered by a lack of space to add gateway features or vegetation to narrow the appearance of the road, Fair Haven has many opportunities to create a more welcoming arrivals into the Village area, create better connections between the surrounding buildings and sidewalks to The Park, and create an identity that is more outwardly expressed than what currently exists. While there are plenty of sidewalks, their widths can be challenging for pedestrians and their exposure to vehicular traffic do not support comfortable pedestrian circulation throughout the Village. In addition, there are not any bicycle facilities within Fair Haven or bike parking to welcome cyclists to stop in (aside from at the school). Blank façades throughout the Downtown are opportunities for creativity to be celebrated in the Village - perhaps highlighting Fair Haven's past as slate center of Vermont. Empty storefronts are an opportunity for school-aged artists to showcase their work on a rotating basis.

The following pages include a photographic inventory and analysis of the existing conditions of the streetscape and amenities of the Village of Fair Haven in 2018. Included are also issues or constraints identified with regards to the project area, while identifying several unique aspects of Fair Haven that should be further celebrated as capturing the essence of a sense of place within the Town.



View of northwest gateway into Fair Haven from the corner of West Street and West Park Place.  
The red building includes the Town Offices.

# STREETSCAPE EXISTING CONDITIONS





1 Historic Landmarks



2 Monuments



3 Memorials



4 Shelter, Potential Wayfinding



5 Vast Green Spaces



6 Amenities within the Park



7 Cycling



8 Transit



9 Charging Station



10 Historic Buildings



11 Accessibility



12 Focal Point



13 Character

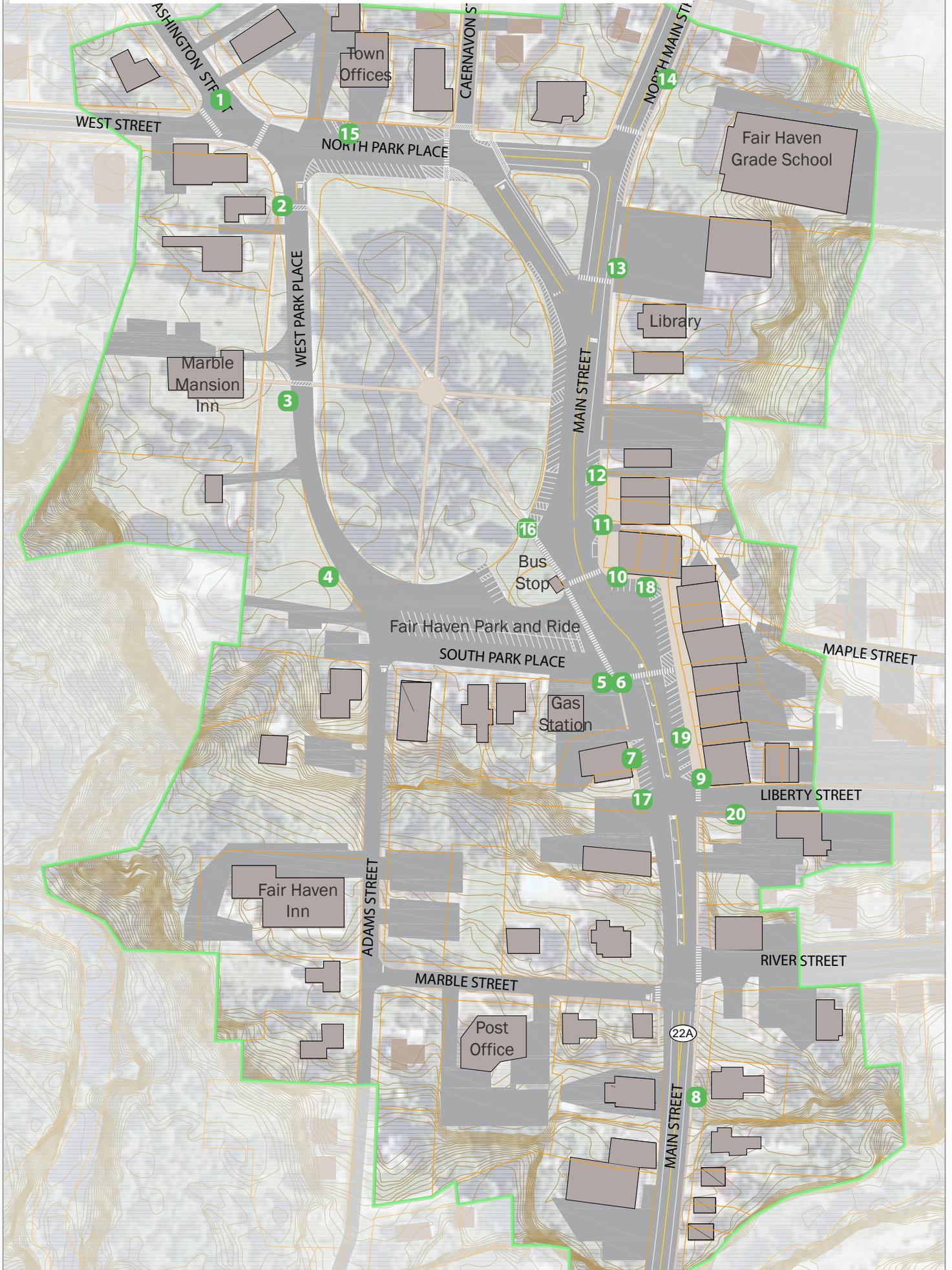


14 Character



Community Destination

# STREETSCAPE & AMENITIES: SITE ANALYSIS





1 Potential Gateway



2 Crosswalk Proximity to Stop



3 Wide Road, Wide Buffer



4 Sea of Asphalt



5 Lack of User Definition



6 Long Crosswalk: Exposure



7 Blocked Sign



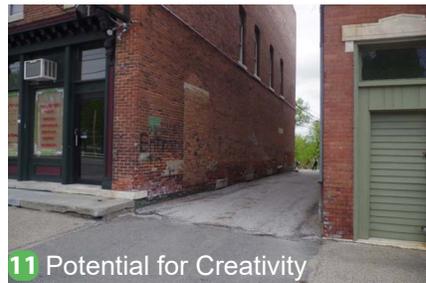
8 Sidewalk Lost to the Road



9 Large Unused Area



10 Expansive Pavement



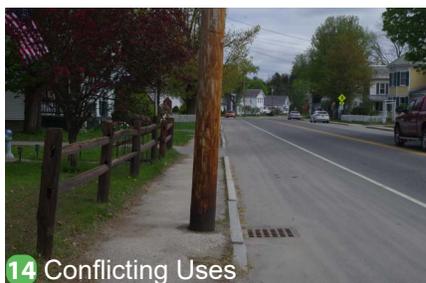
11 Potential for Creativity



12 Wide Sidewalk



13 Temporary Traffic Management



14 Conflicting Uses



15 Signs on the Road



16 Long Crosswalk



17 Overgrown



18 Access Management



19 Narrowed Sidewalk

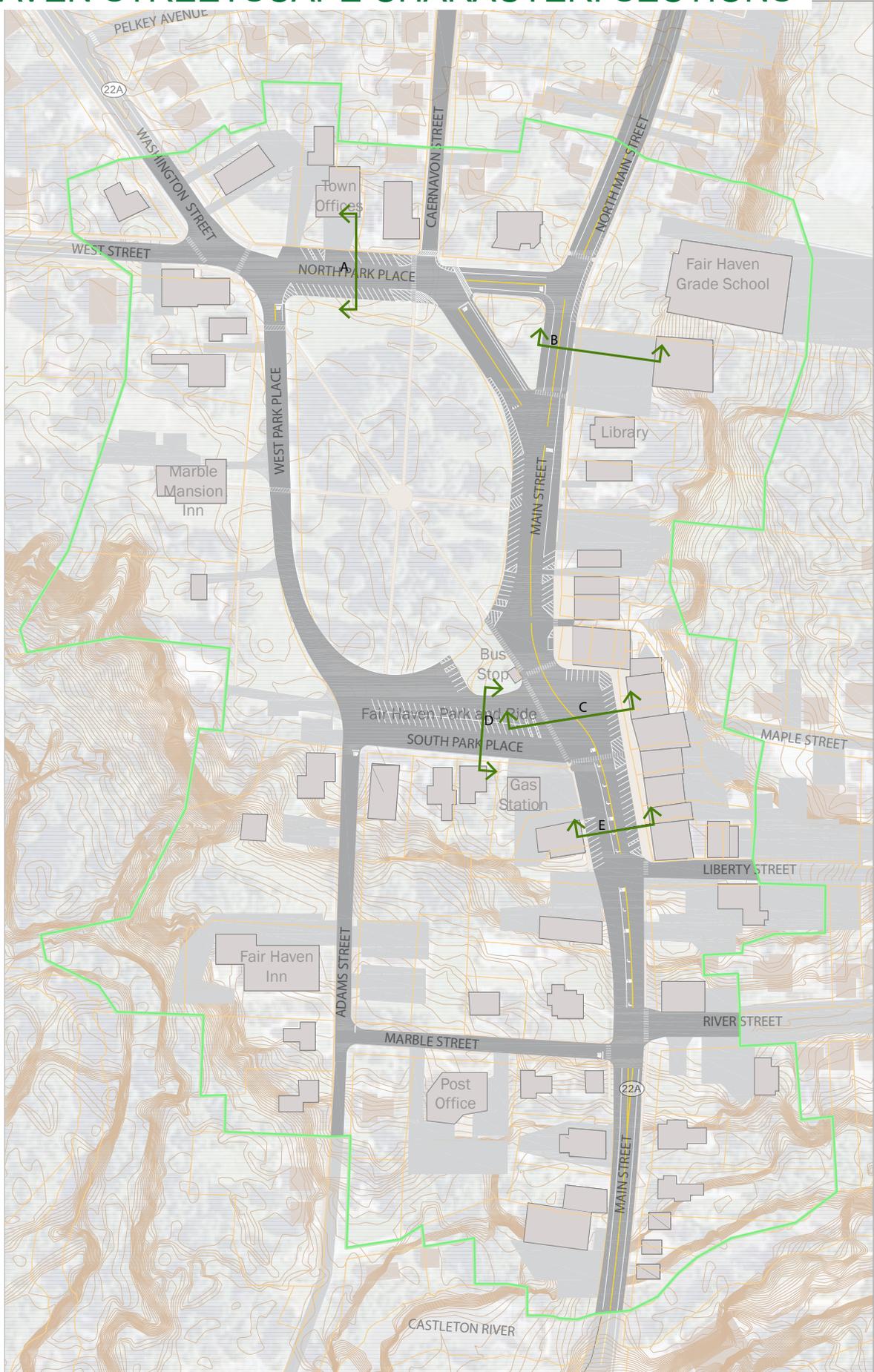


20 Need for Parking

## Streetscape Character

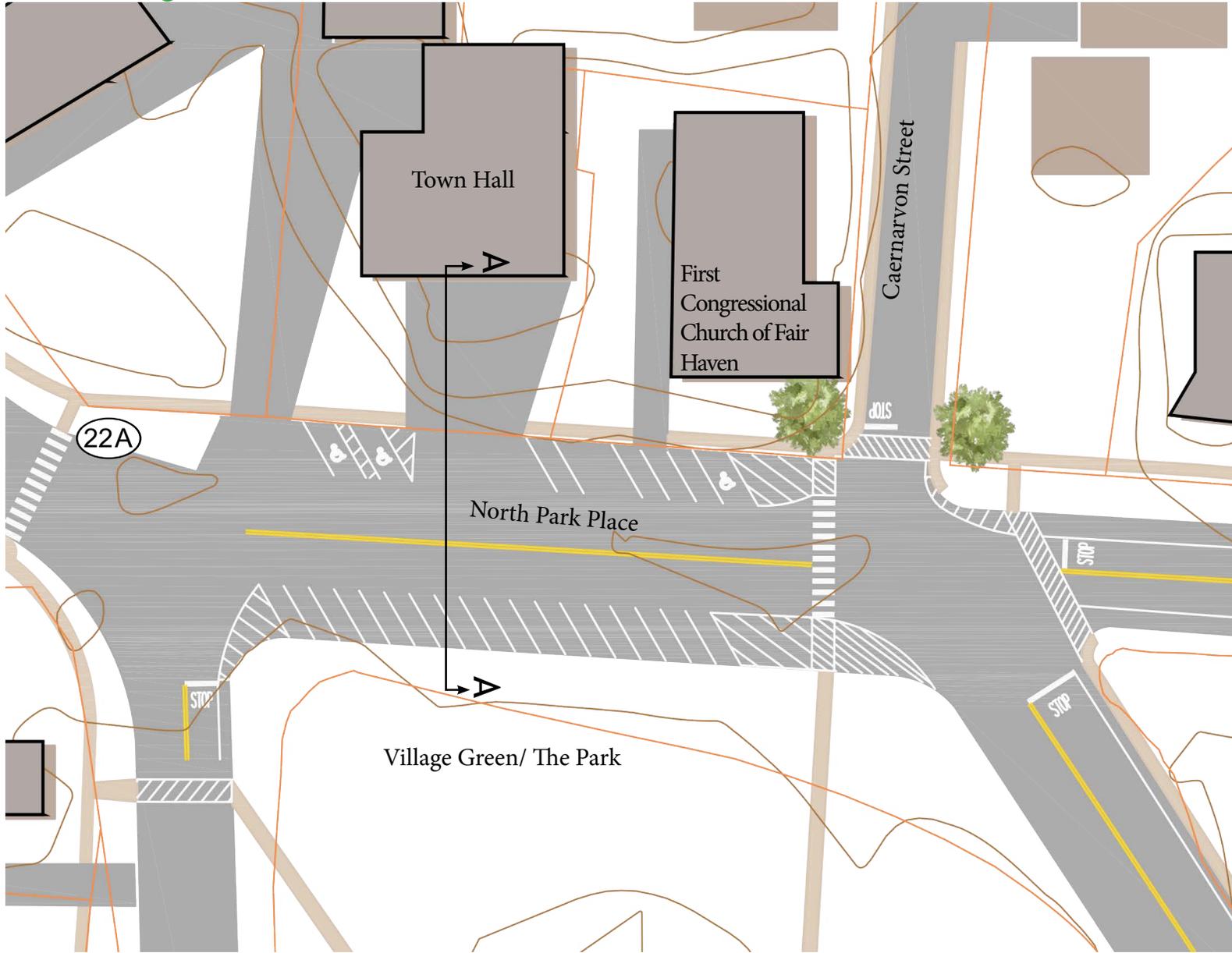
The following pages include closer studies of four key areas within the Village of Fair Haven: highlighting their assets and also, challenges. Each includes a plan and a section to convey and impression of the space.

# FAIR HAVEN STREETSCAPE CHARACTER: SECTIONS



# North Park Place at Town Offices

## Existing Conditions

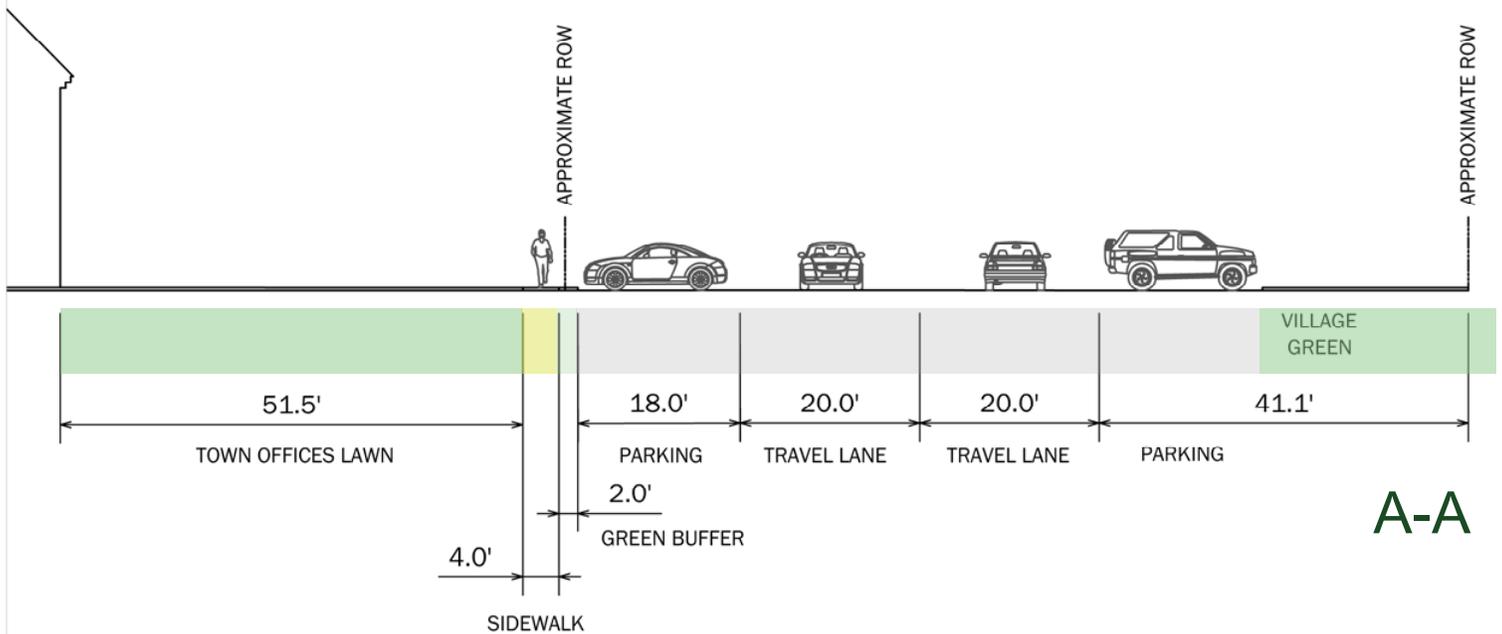


The expansive pavement in front of Fair Haven’s Town Hall is an opportunity to re-imagine this space as one of the Village Center’s gateways. Complicated by the odd-angle intersection of North Park Place and Caernarvon Street, pedestrian visibility is compromised by the diagonal parking along the north side of North Park place. Stop signs at two out of three streets at the Caernarvon and North Park Place intersection make it confusing to navigate as a motorist.

# North Park Place at Town Offices

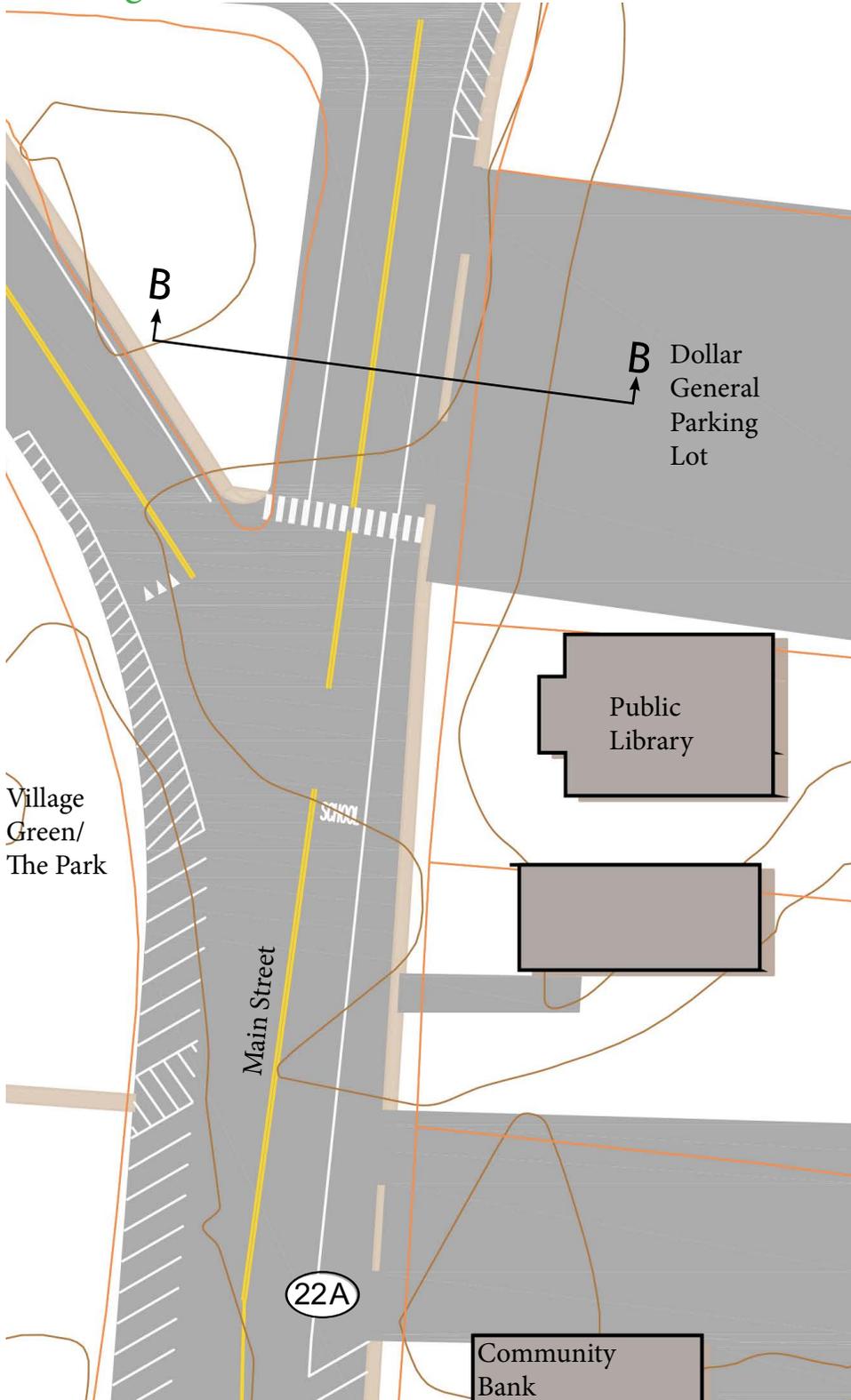
## Streetscape Character

- Two-way traffic
- Wide roads and wide diagonal parking
- Narrow pedestrian zone (~6')
- Concrete sidewalks
- Lack of street trees
- Lack of pedestrian amenities



# Main Street at Dollar General

## Existing Conditions

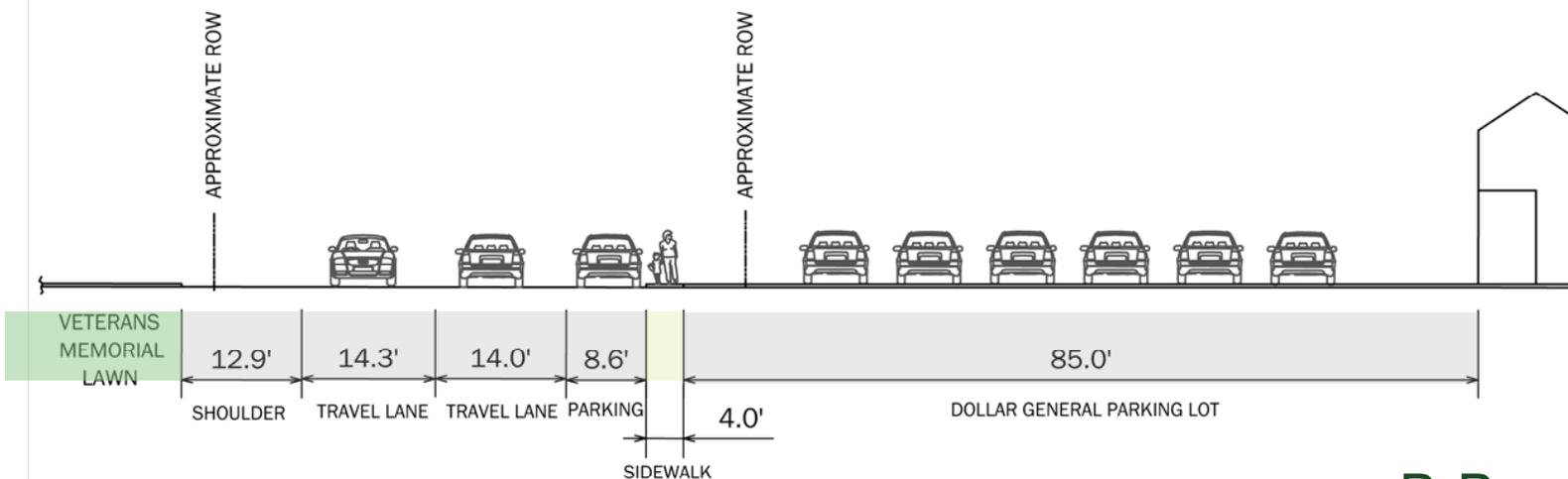


The numerous curb cuts along Main Street are not only challenging for oncoming traffic, but dangerous for pedestrians. This is especially true for the Dollar General Parking Lot where visibility is challenged by a parking space located between the ingress and egress and the use of the parking lot for school pick up by parents. The very wide shoulders on the west side of Main Street opposite Dollar General are of concern as parents are seen parking there during school pick up and crossing the street with children in tow in between traffic. Meanwhile, the eastward spoke of The Park is an opportunity to improve connections to the Village.

# Main Street at Dollar General

## Streetscape Character

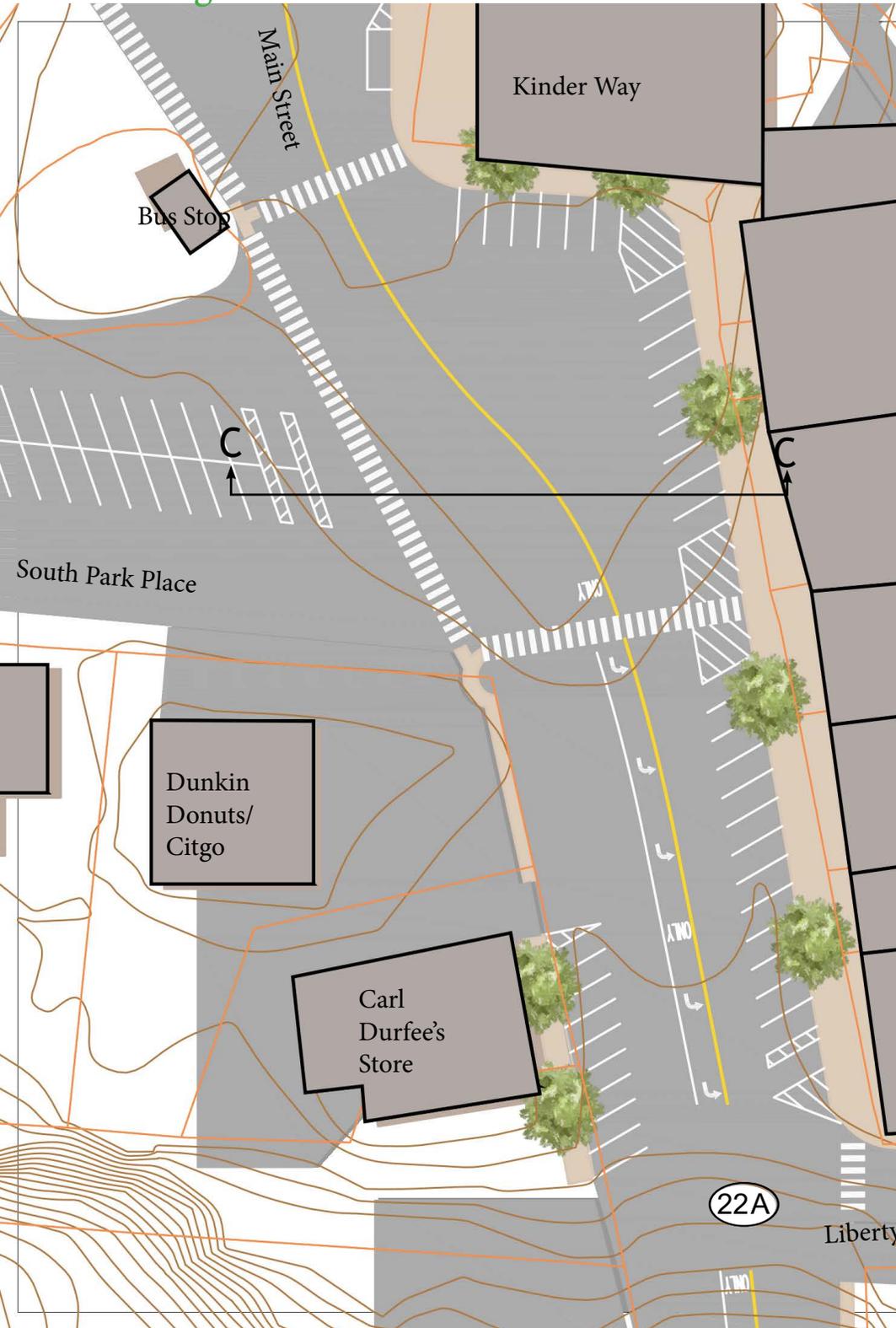
- Two-way traffic
- Wide roads and wide shoulders
- Narrow sidewalks without buffers
- Concrete sidewalks
- Varying levels of success of street trees
- Lack of access management leads to pedestrian exposure to vehicles entering and exiting parking areas



B-B

# Main Street at Park and Ride

## Existing Conditions



The buildings at the intersection of Main Street and South Park Place form Fair Haven's commercial district. The space created by the angle of the buildings in front of the commercial buildings on Main Street complicate circulation with angled parking and the main travelway of Route 22A converging. Accounts of near-misses and observations of u-turns in this area indicate safety issues that need to be addressed.

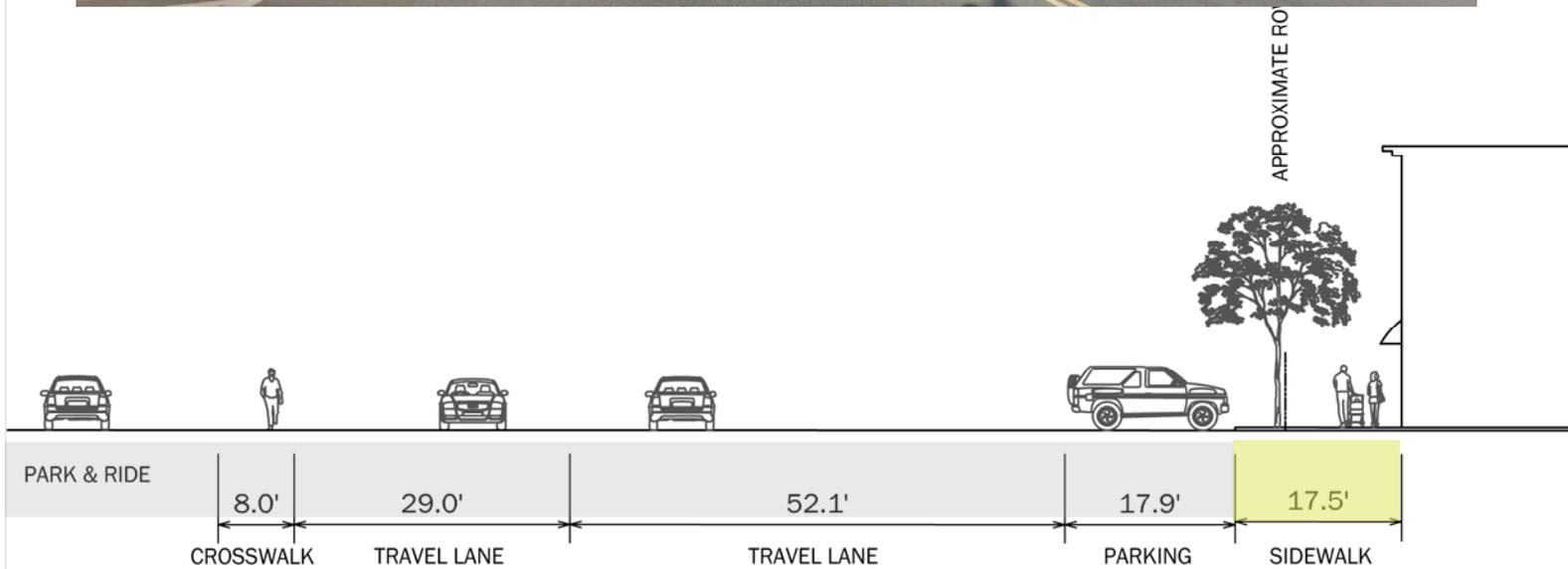
Additional challenges to pedestrian circulation include extremely long crosswalks, especially along the Fair Haven Park and Ride, and visibility crossing Main Street at the crosswalk adjacent to Citgo.

Another safety concern is the lack of a crosswalk at Liberty Street, where people frequently cross after parking on the east side to visit Durfee's store.

# Main Street at Park and Ride

## Streetscape Character

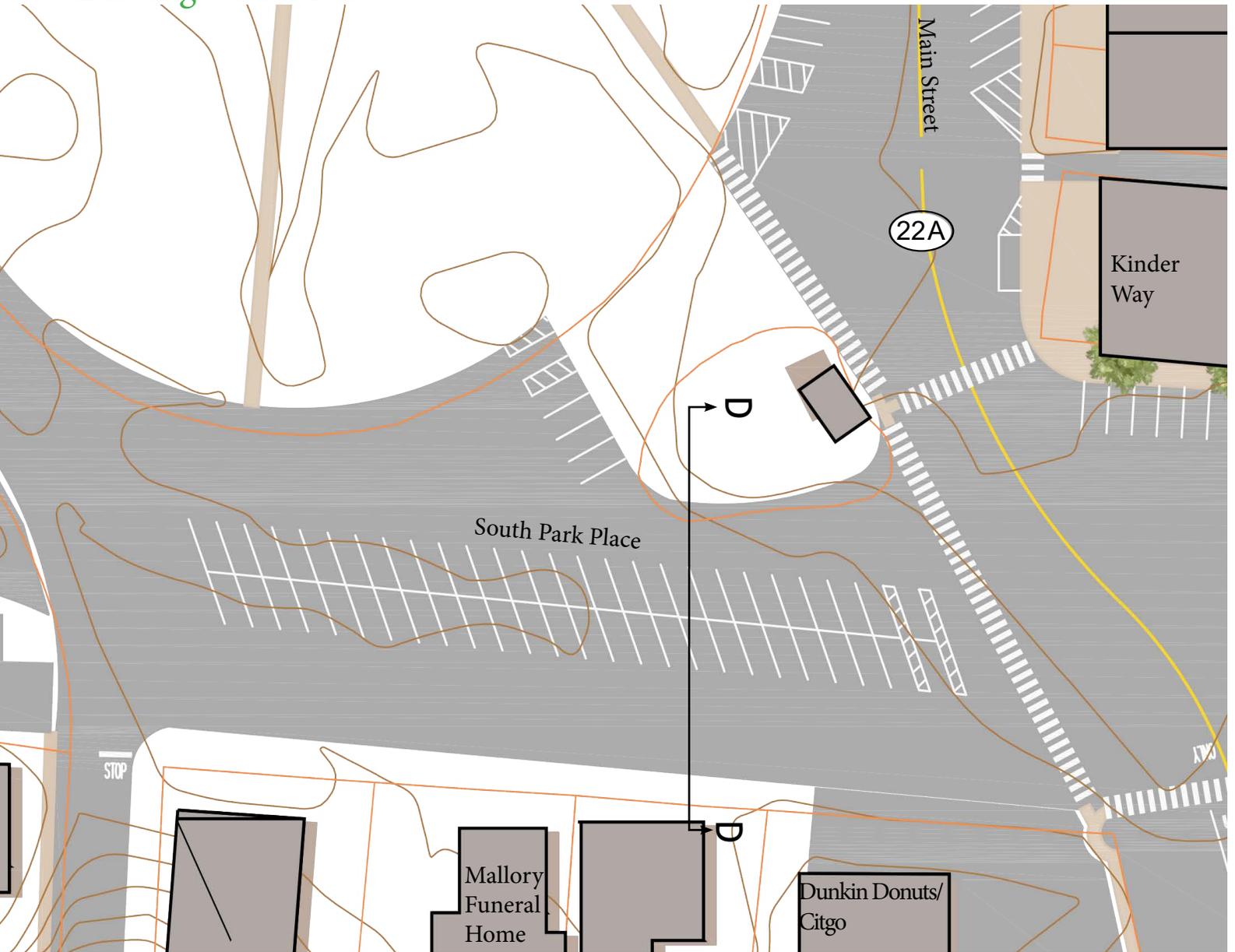
- Two-way traffic
- Wide roads and wide diagonal parking
- Varying width of pedestrian zone (~10')
- Concrete sidewalks
- Varying levels of success of street trees
- Some areas have amenities in the pedestrian zone (trash receptacles, signs, chairs, bicycles tied to trees)



C-C

# South Park Place at Fair Haven Park and Ride

## Existing Conditions



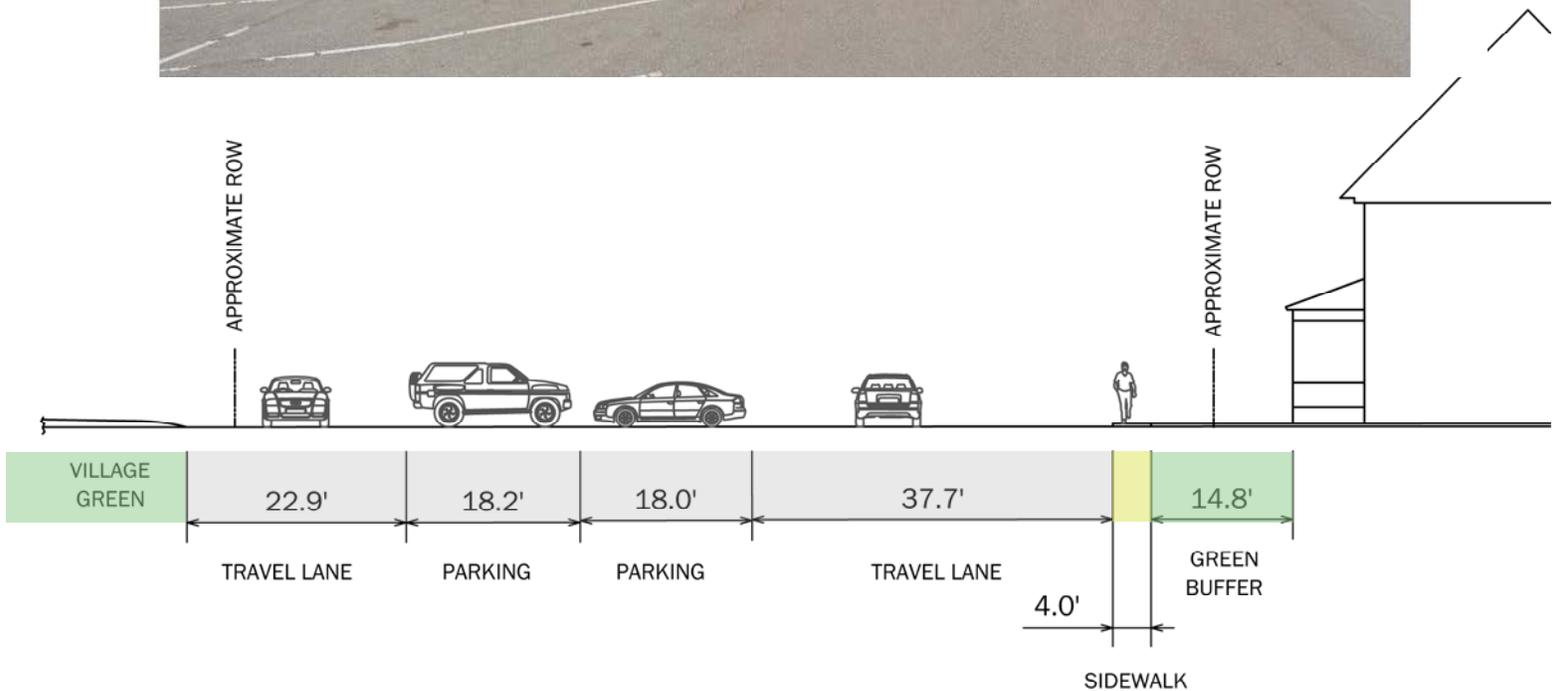
Fair Haven's Park and Ride needs clear circulation cues. Due to unbroken the width of the hardscape and the orientation of the parking striping, it is unclear how to navigate around the parking area. Circulation cues for motorists would reduce confusion to orientation and right-of-way in this area. Demarcated areas for pedestrian circulation would improve walkability and safety as well.

The expansive hardscape/ asphalt surface would benefit from vegetation both from both an aesthetic and pedestrian comfort perspective. This much impervious surface is an opportunity to address stormwater runoff through green infrastructure.

# South Park Place at Fair Haven Park and Ride

## Streetscape Character

- Two-way traffic on both sides of the parking area
- Angled parking adds to the circulation confusion around the parking area
- Narrow sidewalk on the south side that blends into road and has obstructions such as utility poles in an already narrow sidewalk
- Asphalt sidewalks
- No street trees or green buffer
- Large area of pavement



D-D

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# MARKET ANALYSIS

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## Summary

Camoin Associates conducted a limited market analysis with focus on socioeconomic, demographic, and retail data for the Town of Fair Haven, Vermont. The report includes a data analysis, as well as a summary of informational interviews with key stakeholders, supported by Camoin's experience working with rural communities in Vermont and beyond.

The market analysis informs the overall Downtown Streetscape Improvement Plan as a basis for economic development-related recommendations. The interviews helped provide a more holistic impression of the existing market and potential future strategies for revitalization that can benefit all community members. Below are key takeaways from the interviews. The plan recommends addressing the issues, while celebrating the successes of Fair Haven.

- Fair Haven is a great place to live and raise a family, but an increased vibrancy in the downtown area is needed to make it attractive to new residents.
- Recent new establishments, like the Kinder Way Café, have been a nice addition to the downtown and breathed new energy into the community, however there is need for additional reasons for people to stop and stay downtown.
- The Thursday night in the park events are well attended and bring new people into the community.
- Streetscape and parking improvements are necessary to make downtown somewhere people want to be and feel safe.
- The town green is a wonderful asset but is underutilized.
- Opportunities exist to attract young people to live and play in Fair Haven while they are attending college and beyond. To make Fair Haven attractive to young people, there are certain improvements that will need to be made. These include increased residential, food, and entertainment options which provide diversified product types and price points. Specific examples include a brewery, arts/cultural events, and residential options with more modern finishes.
- The current building stock is in need of significant repair to bring it up to modern health and safety standards, an impediment to businesses locating in downtown Fair Haven.
- The Town is described as easy to do work with, although working with state partners on permitting requirements and land use regulations is more challenging.

The complete Market Analysis and Strategy is included in the Appendix.

# TRAFFIC CALMING

*Support multi-modal transportation within the town, and improve transportation in an effort to boost economic activity in the town*

*Town of Fair Haven 2016 Town Plan*

## Summary

DuBois & King reviewed traffic information available for the Town through VTrans and conducted a site visit to observe vehicular behaviors, record speed data and measure sight distances at crosswalks that were identified by the committee to be priority concerns. The following is a summary of those findings.

## Vehicular Crash Data

VTrans has designated Main Street from River Street to the Durfee Funeral Home as a high crash segment, indicating that this segment of the road is not functioning safely for vehicles. There is a cluster of crashes at the intersection of Liberty Street and Main Street that continues through the downtown area. This area has angled parking and a very wide roadway. Several of the crashes here were same direction sideswipe collisions, which typically occur when a vehicle is changing lanes and does not see the car next to them. Though there are no multi-lane roads in downtown Fair Haven, factors contributing to these crashes likely include confusion about who has the right of way in the wide roadway and limited sight distances. There are also several reported rear end crashes in the Dollar General parking lot, which are typically due to congestion. The crashes in the Dollar General parking lot are especially concerning as the lot is used for school pick-ups and drop-offs. The table below summarizes crash types illustrated in the map on the following page.

### 2012-2016 Crashes by Type in the Designated Village of Fair Haven

Total*	Collision Direction/Type	Contributing Factors
11	Rear End	Traffic congestion, distracted driving
8	Broadside (T-bone)	Lack of traffic control, unclear right-of-way, poor sight distance
6	Same Direction Sideswipe	Wide pavement widths, unclear right-of-way
4	Single Vehicle Crash	Speeding, distracted driving
2	Rear-to-rear	Unclear right-of-way, poor sight distance
1	Head On	Distracted driving

\*there are several crashes (11) with unknown crash types (not included)



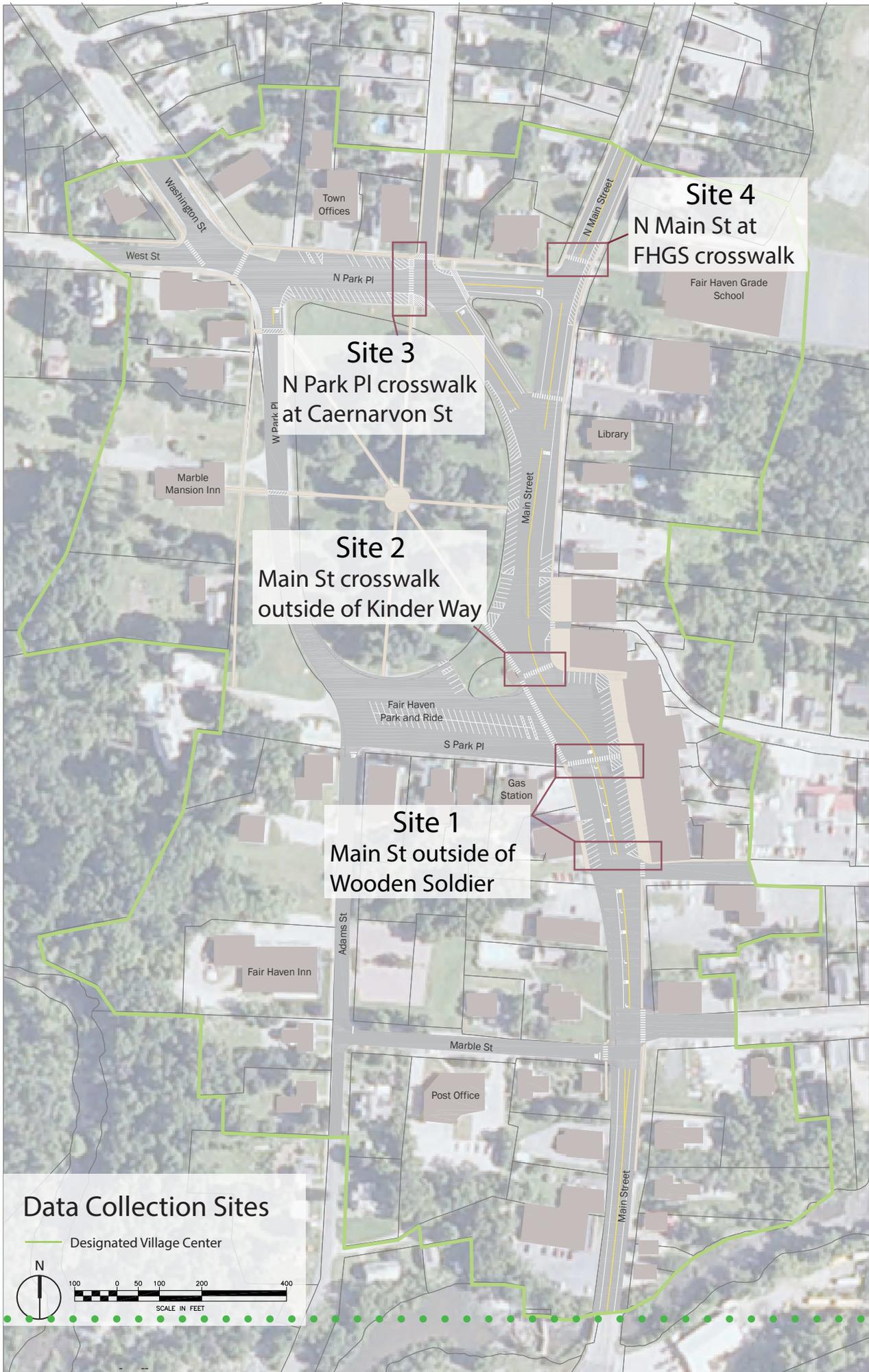
## Site Observations

On Monday, May 14th, 2018, DuBois & King conducted a site visit, observed vehicular and pedestrian behaviors throughout the Village and collected speed data and measured sight distances at crosswalks at four locations in downtown Fair Haven. The four locations were selected by the Revitalization Committee and are mapped on the following page. The four sites were near or at crosswalks at:

1. Main Street at the top of the hill, outside of the Wooden Soldier
2. Main Street outside of Kinder Way
3. North Park Place and Caernarvon Street
4. North Main Street at the crosswalk outside of Fair Haven Grade School (FHGS).

While the posted speed limit in the Village of Fair Haven is 30 miles per hour (mph), speed behavior was above and below this speed at all four sites. While the mean speed was below 30mph, the 85th percentile speed, which is the operating speed or speed at which people feel comfortable driving based on physical and visual cues from the road they are driving on, was closer to 30mph. In some cases, the recorded speed was up to 11mph above the posted limit.

The following pages summarize observations of each of the four sites. A complete analysis is included in the Appendix as ‘Traffic Data Summary Memorandum’.



**Site 4**  
N Main St at  
FHGS crosswalk

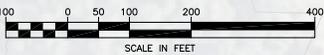
**Site 3**  
N Park Pl crosswalk  
at Caernarvon St

**Site 2**  
Main St crosswalk  
outside of Kinder Way

**Site 1**  
Main St outside of  
Wooden Soldier

### Data Collection Sites

— Designated Village Center

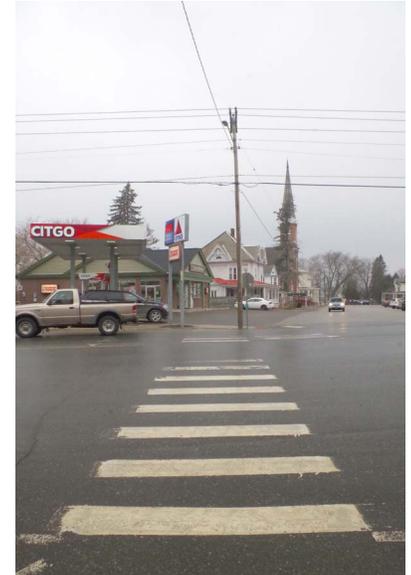
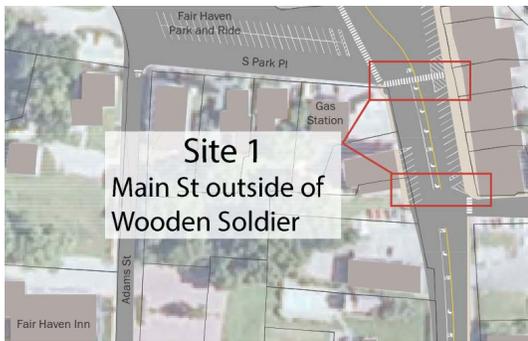


SCALE IN FEET

# Site 1: Main Street and Liberty Street

## General Traffic Behavior Observations:

- 85% vehicular speeds northbound were 30 miles per hour
- Trucks traveling north up the hill into Downtown Fair Haven were traveling at some of the fastest speeds
- Pedestrians crossed the road at Liberty Street instead of using the crosswalk further north at South Park Place
- Vehicles didn't slow down (if at all) until they reached the top of the hill when northbound



View from commercial district across Main Street, towards Citgo.

# Site 2: Main Street at Kinder Way

## General Traffic Behavior Observations:

- 85% vehicular speeds southbound were 29 miles per hour, 28 miles per hour northbound
- People entering and exiting the parking area on the east side of Main Street at the Commercial District often made U-turns in the roadway onto oncoming travelways
- Low use of signal (blinker) to pull into Main Street parking area



View from The Park across Main Street toward the commercial district.

## Site 3: North Park Place at Caernarvon Street

### General Traffic Behavior Observations:

- 85% vehicular speeds eastbound were 27 miles per hour
- People cross the street directly to and from their parked vehicles instead of using the crosswalk at Caernarvon Street
- The visibility of the crosswalk is limited: only small signs indicate a pedestrian crossing and the crosswalk paint is worn
- Several vehicles arriving at the stop on Caernarvon Street passed the sign, stopbar and crosswalk before slowing down and stopping; missing pedestrians about to cross (assuming because they need to move significantly ahead of the parked cars on either side to safely see and merge onto North Park Place



View from Caernarvon Street onto North Park Place.

## Site 4: North Main Street at Fair Haven Grade School

### General Traffic Behavior Observations:

- 85% vehicular speeds northbound were 29 miles per hour, 30 miles per hour southbound

#### At school pick-up:

- Crossing guards in front of school, at Caernarvon Street and Washington Street
- Children not always crossing at crosswalk or with crossing guard
- Cyclists on sidewalks
- Parents arriving by car park on the west side of Main Street in the shoulder (along the Veterans' Park), as well as at the Dollar Store parking lot which has significant visibility challenges at both the ingress and egress

#### In general:

- Cars parked on Main Street in front of the Dollar General blocked the visibility of cars pulling in and out of the parking lot



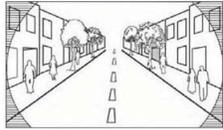
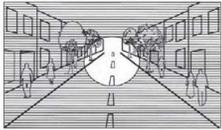
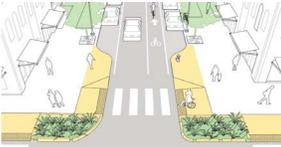
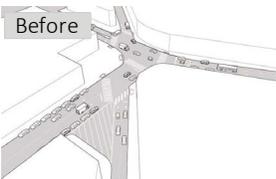
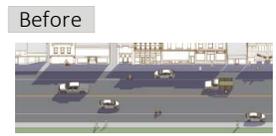
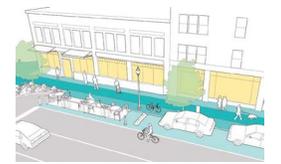
View from across Fair Haven Grade School on North Main Street towards downtown.

As traffic calming is an opportunity to re-imagine the streetscape as a whole, D&K combined traffic calming strategies with overall placemaking approaches to create a streetscape improvement plan that is both safe for and appealing to all users. The following page illustrates traffic calming options with examples and images, benefits and considerations, that were considered in combination with beautification as part of the revitalization plan.



DuBois & King Staff recording speed of approaching vehicles near the Kinder Way Crosswalk. May 2018.

# TRAFFIC CALMING MENU

Option	Examples & Images		Benefits	Considerations
Reducing the Posted Speed	 <small>Field of vision at 15 MPH</small>	 <small>Field of vision at 30 to 40 MPH</small>	Improves safety and visibility for pedestrians, bicycles, and vehicles	Drivers don't always follow the posted speed limit; physical traffic calming should supplement this change
Curb Extensions	 Randolph, VT		Reduces width of road for pedestrians to cross, improves visibility & safety, reduces speeds	Requires changes in snow removal practices
Raised Median/ Pedestrian Refuge Island	 Danville, VT		Reduces width of road that pedestrians must cross at once, reduces speeds	Requires changes in snow removal practices
Raised Crosswalk			Reduces speeds, improves pedestrian visibility; would be designed plow-friendly	Requires changes in snow removal practices
Midblock Crossings	 Before	 After	Provides direct routes for pedestrians, reduces speeds, reduces jaywalking	Drivers don't always yield to pedestrians
Bike Lanes	 Lyndonville, VT		Provides less confident riders an option for cycling off of the sidewalk, including children	Requires reconfiguration of on-street parking
Reconfiguring Intersections	 Before	 After	Increases safety at intersections: reduces confusion, improves sight distance; provides opportunities for streetscaping	Truck turning movements dictate the design
Narrowing Travel Lane Width	 Before	 After	Reduces speed and confusion, additional space can be allocated to bicycles or streetscape amenities	Requires re-doing pavement markings
Reconfiguring Parking			Reduces confusion in parking areas, improves visibility, balances allocation of space	Some parking spaces may be moved or eliminated
Speed Radar Sign			Reminds drivers to slow down	Very limited area of influence – speeds are only reduced within a short distance of the sign

Sources: NACTO Urban Design Guide, FHWA Small Town and Rural Multimodal Networks

# STREETSCAPE IMPROVEMENT

An overview of existing conditions of the Village of Fair Haven identifies opportunities where the combined tools of traffic calming and streetscape beautification and placemaking can support streetscape improvement goals and have the potential to positively impact economic development.

While the present condition of the commercial district and the Main Street/ North Park Place corridors are characterized by an exceptional amount of pavement and width that contribute to vehicular speeds and potential conflicts with pedestrians, the ample space offers an opportunity for change to occur. In addition to amenities to improve the pedestrian experience in Fair Haven, there is a critical need for physical changes to the streetscape in downtown Fair Haven to address economic, traffic safety and beautification needs. The following pages include key considerations for streetscape improvements, the recommended plan and options for implementation.

## Key Considerations of the Streetscape Improvement Plan

### Parking

Prior to describing the proposed implementation plan for Fair Haven’s Streetscape Improvements, it is imperative to address concerns about parking downtown that will be affected by some of the implementation strategies included herein.



## What we heard:

Parking is a real concern in Fair Haven. The commercial area (Main Street in front of businesses) and the park and ride along boast 98 marked parking spaces. However, there is concern that any proposed plans that reduces the number of parking spaces will have long-lasting negative impacts on nearby businesses. There is also a concern that tenants and employees of businesses in the area reduce the number of parking spaces available to potential customers. In addition, residents voiced apprehension in utilizing the surface parking area available behind the businesses as the lot is perceived as unsafe to use.

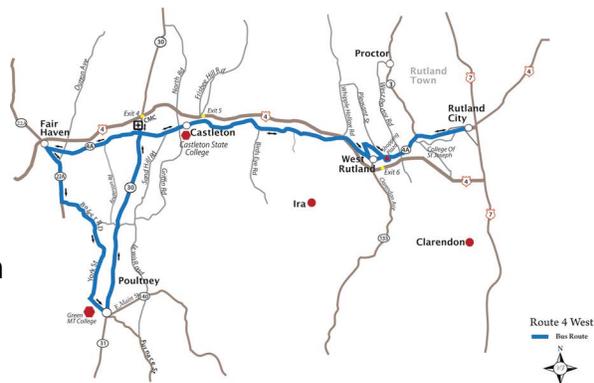


## How can concerns about parking be addressed?

- 1) Conduct a parking audit to determine current parking needs in Fair Haven.  
Potential to partner with the Rutland Regional Planning Commission
- 2) Identify how the parking area behind the commercial buildings can be improved through improved circulation, lighting, amenities and/or surveillance.
- 3) Limit parking adjacent to commercial buildings to 2 hour parking spaces to encourage higher turn-over during business hours.
- 4) Identify a permitting system that balances tenant/ employee parking areas for a limited amount of time in the commercial district.
- 5) Consider multimodal options to bring people by foot, bicycle or bus into downtown reducing the need for parking spaces.

## Improve multimodal access downtown

More often than not, a town or city can never build enough parking to satisfy a parking shortage - whether perceived or real - but a long-term solution is to invest in alternative transportation options. Alternative transportation options not only prioritize multi-mobility and reduce a Town's carbon footprint, but also positively impact individual health while increasing mobility of all ages and all abilities; thus contributing to a more inclusive community.



The Bus' route from and to Fair Haven.

## People utilizing public transit

As part of the Marble Valley Transit District, The Bus offers service between Rutland and Fair Haven and serving West Rutland, Castleton (including Castleton State College) and Poultney (Green Mountain College) in between. Service is up to five times daily. The bus stop is on the east side of The Park, in front of the kiosk and very close to the crosswalk on Main Street to Kinder Way. The bus stop would benefit from a bench or other fixed seating, as well as pedestrian-scale lighting for people waiting for the bus.



The Bus as it stops in Fair Haven just before the crosswalk; challenging visibility to any pedestrians crossing.

## People bicycling

There are not any bicycle facilities within Fair Haven, with the exception of bike parking at the Fair Haven Grade School; the photo to the right underscores the need for bike facilities (at least) for school children to ride to and from school safely. Wide pavement in Fair Haven offers an opportunity to include bike facilities throughout downtown by re-striping and re-prioritizing this mode of transportation.



Bike Parking in front of Fair Haven Grade School.

## People walking

To the right is an illustration of 1/4 mile or a five minute walk from the center of The Park out into the Village. In design terms, this is known as the 'pedestrian shed' - a distance that most people are willing to walk. In evaluating parking, it would be beneficial to evaluate how much parking is located within the pedestrian shed.

## People driving

In considering alternative modes of transportation to add to Fair Haven's downtown, it is fair to include a cost point on parking for personal vehicles: cheap or free parking is expensive to maintain in a Town or City; the cost of parking is assumed somewhere in the taxes the community pays rather than by the users. Although paid parking may be unfeasible to administer, it is worth considering the real cost of free surface parking within the Town when examining potential impacts to parking.



# Placemaking

To capitalize on Fair Haven’s assets, it is essential for the community as a whole to reimagine what the downtown streetscape could be, could support and could look like through revitalization. In working with recommendations from the market analysis and the traffic safety, alternatives for streetscape improvements were developed and vetted by the public and the revitalization committee. The alternatives and ultimately, the preferred plan, focus on key placemaking factors including: connections, triangulation and the role of art in transforming Fair Haven for all.

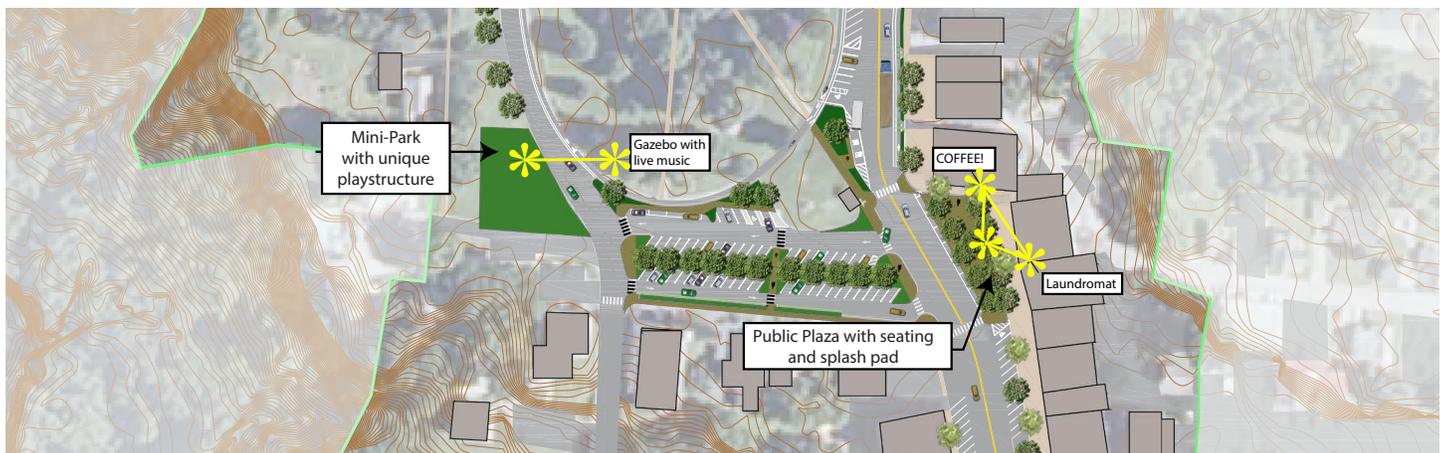
## Connections

The Park is at the geographically the center of Fair Haven and is also the heart of the community. However, with the expansive pavement surrounding The Park, it is disconnected from the rest of Fair Haven through too few and in several cases, unsafe, crosswalks. For example, there is a complete disconnect between The Park and the Veteran’s Memorial. If walking from The Park, a pedestrian needs to cross the street three times to reach the Memorial.

Aside from a need for more physical connections between The Park and the surrounding area, there is a need to visually connect the surrounding streetscape to The Park. This is especially true for both the Town Offices to The Park and the Commercial Downtown to The Park.

## Triangulation

Triangulation in placemaking means locating destinations or features in close proximity to each other. By having more than one landing-place together, each feature or destination can benefit from the other. Triangulation means the whole is more than the sum of its parts. In the case of Fair Haven, The Park is a prime opportunity for triangulation with the Commercial District. Or, in the case of re-imagining the space in front of the Commercial District, envisioning other points of triangulation with the Commercial District.

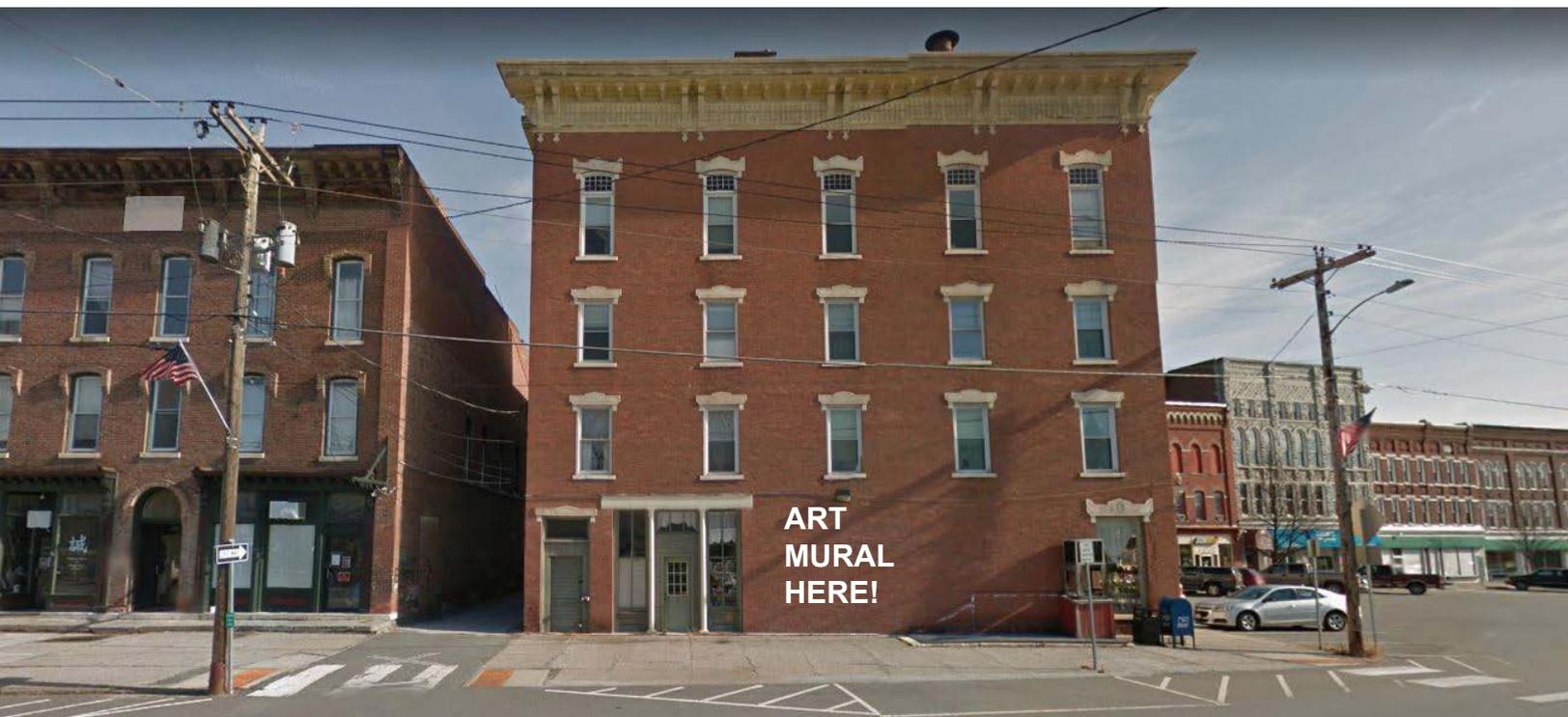


Example of potential triangulation within Fair Haven.

## The Role of Art

Creative placemaking utilizes art to not only transform a place, but also draw people into a place. By drawing people into a place, connections between people and place and people and people are made. By focusing on a sense of play and fun, art can be accessible to various ages and backgrounds.

Art consumption is often assumed to be linked to class status, but by utilizing and displaying art in public spaces, art becomes available and less tied to income as more people participate in enjoying it. If it is possible to invite the community to create the art, then ownership and pride in a community can increase, as can stewardship, maintenance and participation in placemaking.



**Good public art plays a remedial role, lending beauty and interest to places that would otherwise be repellent to pedestrian life. -Jeff Speck**

## Maximize Public Space

Reconfigured spaces are opportunities for thoughtful design that address several of the key ‘ingredients’ that add value to public spaces. From basic amenities such as adding pedestrian lighting along Main Street, within The Park and throughout the Park and Ride, to benches along the streetscape, to bicycle parking within the Village, each element that can be implemented incrementally as funds are available, will go a long way in making Fair Haven attractive to visitors and instill community pride with locals.



Maximizing Uses



Displays of Color



Combining Safety and Beauty



Integrated Benches & Art



Whimsical Necessity



Bike Parking

# STREETSCAPE IMPROVEMENT PLAN

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## Summary

The pages that follow include the overall recommended alternative plan, as well as plans and sections for the four key areas evaluated as part of the existing conditions analysis. These four areas have the potential for change both in the short term and in the long term. These include North Park Place and Caernarvon Street, Main Street near the library and Fair Haven Grade School, Main Street at the commercial district and the Fair Haven Park and Ride at South Park Street. Each key area includes an option that addresses safety and the second option that builds on safety and includes placemaking principles, addresses a need for complete streets in Fair Haven by including designated space for bicycles, and finally, incorporates beautification concepts. Each of the key areas also includes images of existing conditions elsewhere that are meant for inspiration..

Each plan also includes points raised through the market analysis, the traffic study or through community input via the community survey undertaken by the revitalization committee.



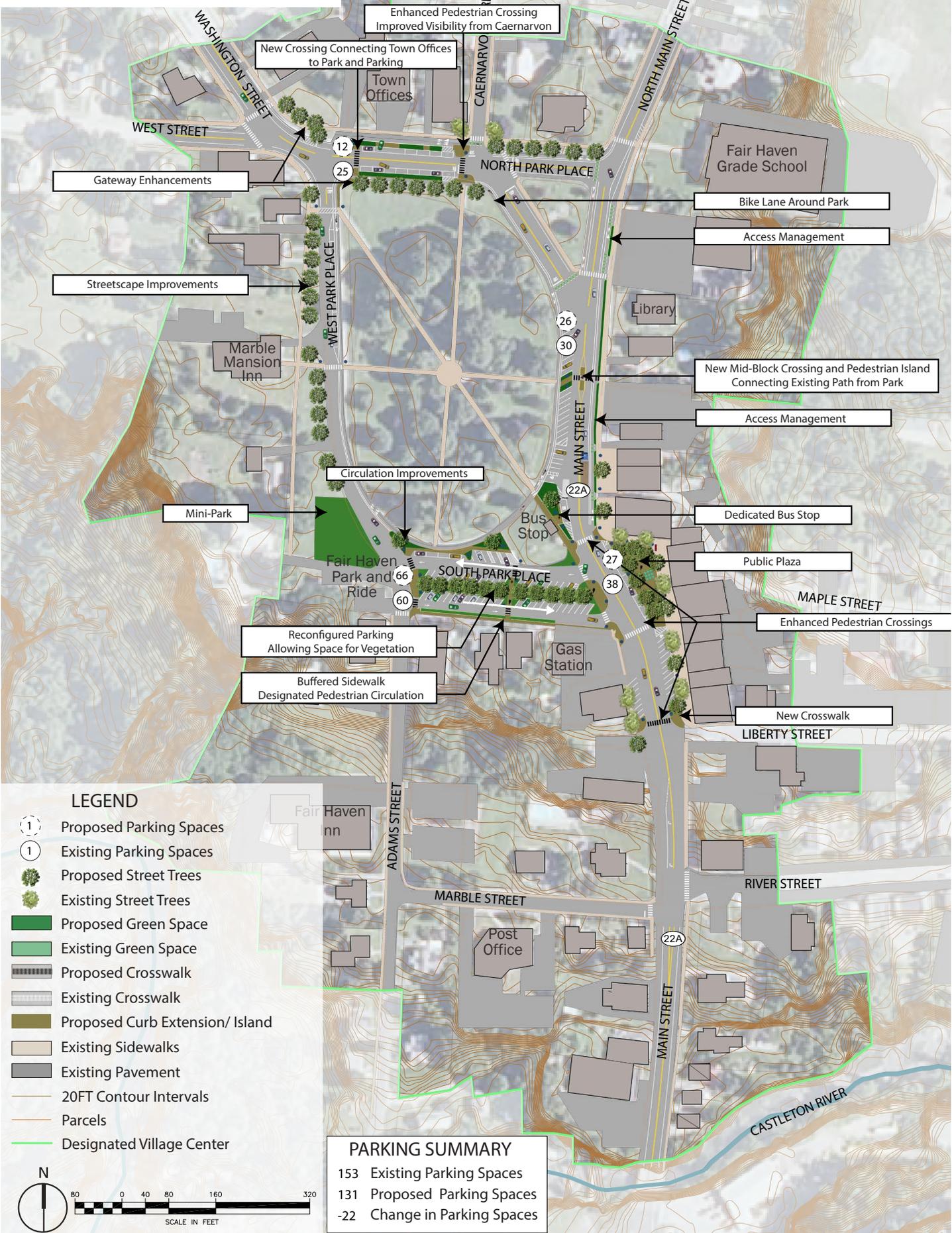
Each focus area includes references to comments collected throughout the project's process, that were key in the development of the design solutions.

These are broken down by source.

## Key to sources

- > Market Analysis/ Interviews
- Existing Conditions Analysis
- \* Revitalization Committee Survey

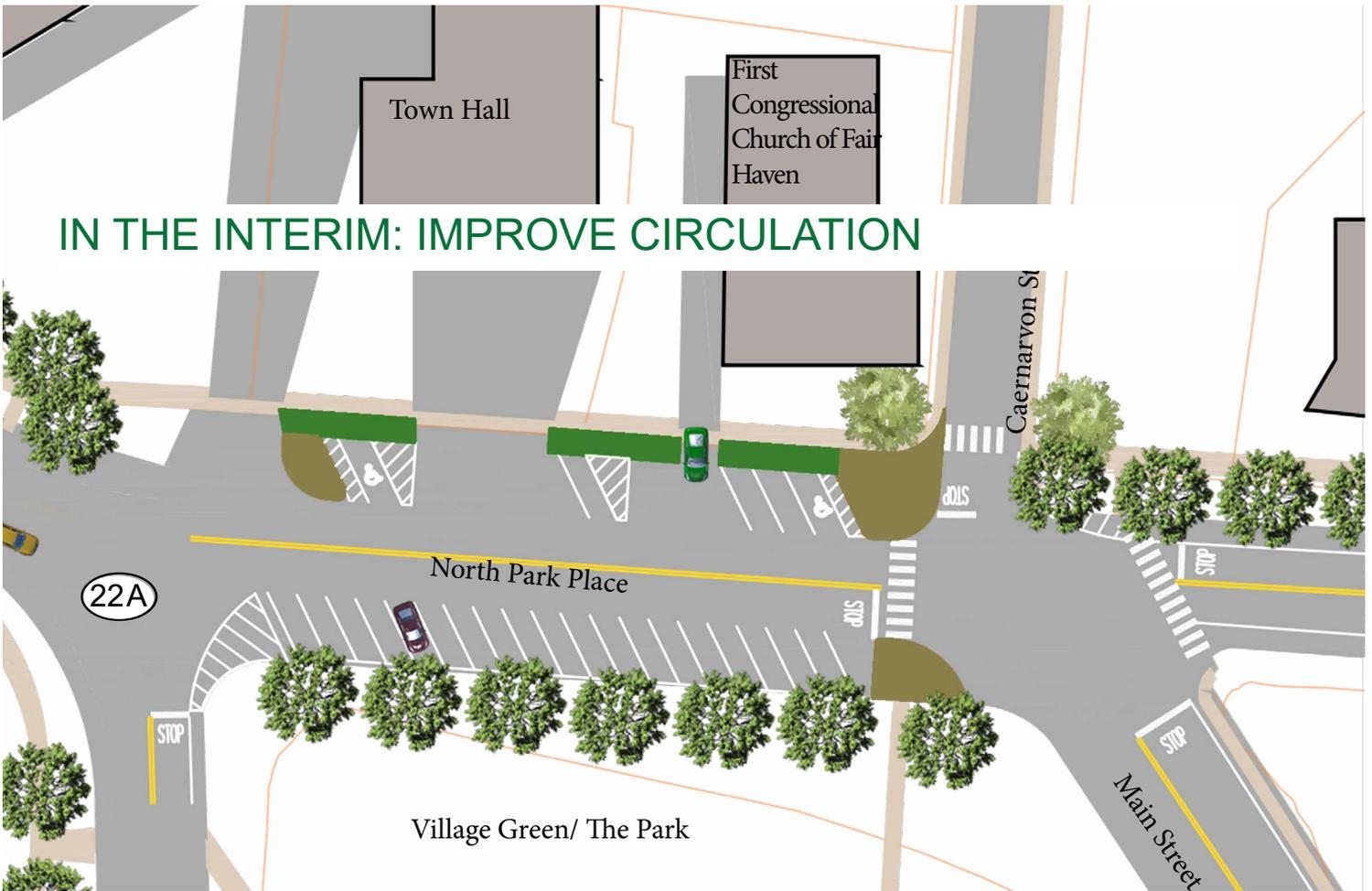
# STREETSCAPE PLAN



## LEGEND

- Proposed Parking Spaces
- Existing Parking Spaces
- Proposed Street Trees
- Existing Street Trees
- Proposed Green Space
- Existing Green Space
- Proposed Crosswalk
- Existing Crosswalk
- Proposed Curb Extension/ Island
- Existing Sidewalks
- Existing Pavement
- 20FT Contour Intervals
- Parcels
- Designated Village Center

PARKING SUMMARY	
153	Existing Parking Spaces
131	Proposed Parking Spaces
-22	Change in Parking Spaces



## IN THE INTERIM: IMPROVE CIRCULATION

Adding curb extensions to the crosswalk at Caernarvon Street and North Park Place is a priority. Full parking width curb extensions are recommended due to the complex intersection, the diagonal parking to the west and the parallel parking to the east. Green buffers help define parking and add space and protection along the sidewalk. Providing an additional stop sign on North Park Place and Caernarvon Street removes confusion at the current three-way stop while slowing traffic. Adding a line of trees along the northern edge of the Park creates much-needed vertical elements to enclose the street, also contributing to slowing traffic and adding a sense of arrival into Fair Haven as it transitions the street into a more urban area.

- > Improves parking and Streetscape to make downtown somewhere people want to be and feel safe
- Reduces exposure of pedestrians to vehicular traffic
- \* Identifies space for more trees

### Examples of implementation tools along North Park Place:



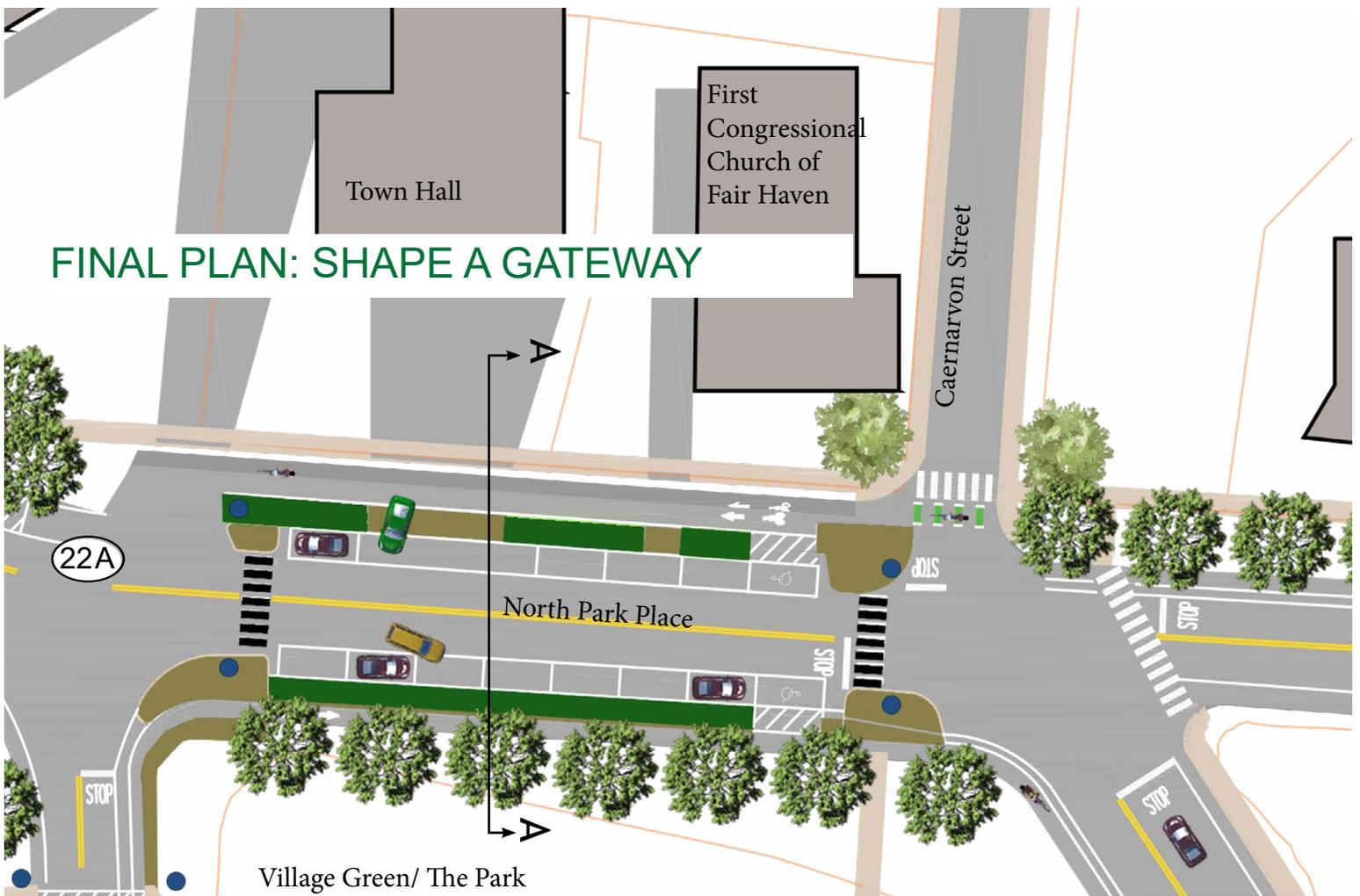
Highlight Civic Space



Animate the Street



Create an Identity



## FINAL PLAN: SHAPE A GATEWAY

The expanse of pavement in front of Fair Haven's Town Hall is an opportunity to celebrate entry into town from Washington Street/ Route 22A. By re-configuring parking in this area and reducing travel lane widths, vehicular traffic slows down, bicycle lanes are included and a gateway is created. Adding a stop sign to the intersection with Caernarvon Street reduces confusion for visitors unfamiliar with circulation patterns in this area of Fair Haven. Adding a crosswalk on the west side of Town Hall prioritizes pedestrian movements and further acts to connect the Park to the Town.

- > Improved parking and Streetscape to make downtown somewhere people want to be and feel safe
  - Directs pedestrian circulation from Town Hall to Fair Haven Park
  - Reduces exposure of pedestrians to vehicular traffic
- \* Increases Frequency of Crosswalks
- \* Safer parking option
- \* Includes Bicycle Lanes
- \* Identifies space for more trees

### Examples of implementation tools on North Park Place:



Celebrate Multi-Modality



Increase Crosswalks

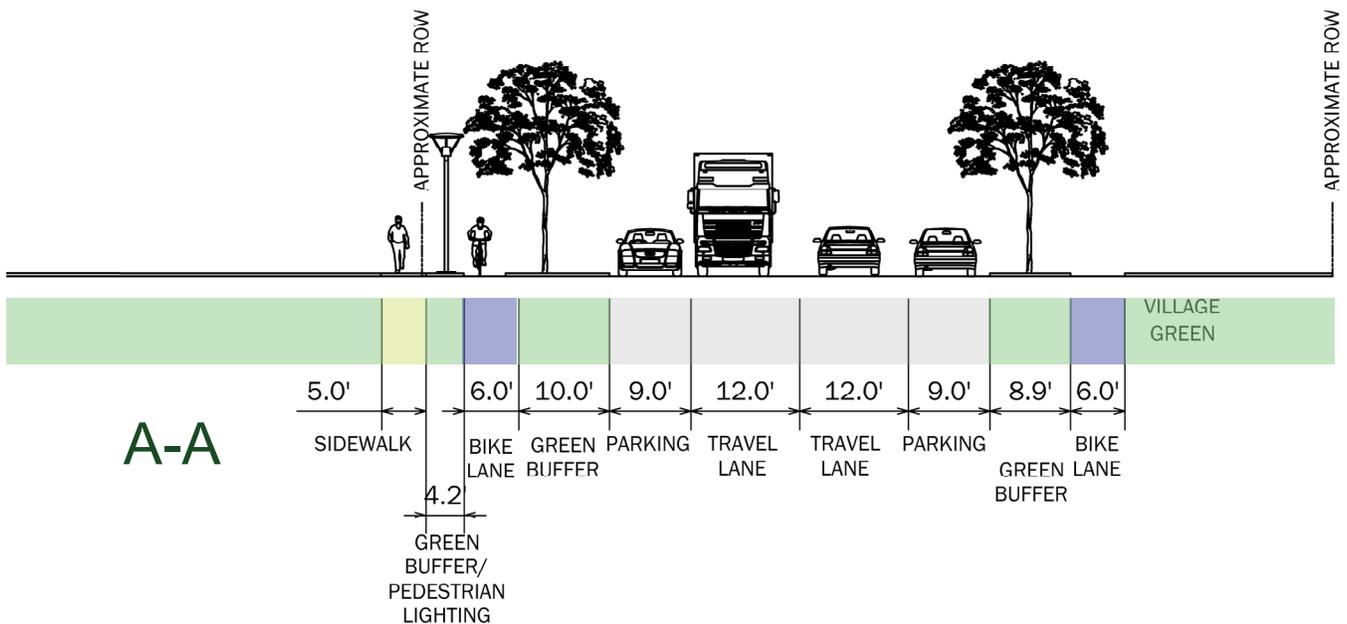


Create a Sense of Arrival

# North Park Place at Town Offices

## Proposed Streetscape Character

- Two-way traffic
- Narrowed roads
- Clear pedestrian circulation; improved visibility at crosswalks
- Bike Lanes
- Concrete sidewalks
- Street trees at regular intervals
- Amenities found throughout the Village are selected from a limited palette to unite the different areas



# IN THE INTERIM: DELINEATE ACCESS

## Increasing Mobility



## Increasing Connections



Eliminating a parking space between the ingress and egress of the Dollar General and bank parking lots reduces visibility challenges posed by parked cars in these areas. By adding a green buffer, pedestrians also have refuge from the large expansive pavements of on either side of them. It's also an opportunity to add vegetation to create shade or to beautify Main Street with planters.

Adding a mid-block crosswalk connects the existing path within the Park to the Commercial area and to services on the east side of Main Street.

> Invest in bike, pedestrian, and vehicular safety

- Reduces lengthy crosswalks; provides a buffer between pedestrians and vehicular traffic

- Re-imagines historical aspects of the Park (bicycle loop around the park)

- \* Reduces vehicular speeds by narrowing the width of the road

- \* Flowers, flowers, flowers

# FINAL PLAN: CREATE A COMPLETE STREET

Increasing Safety & Comfort



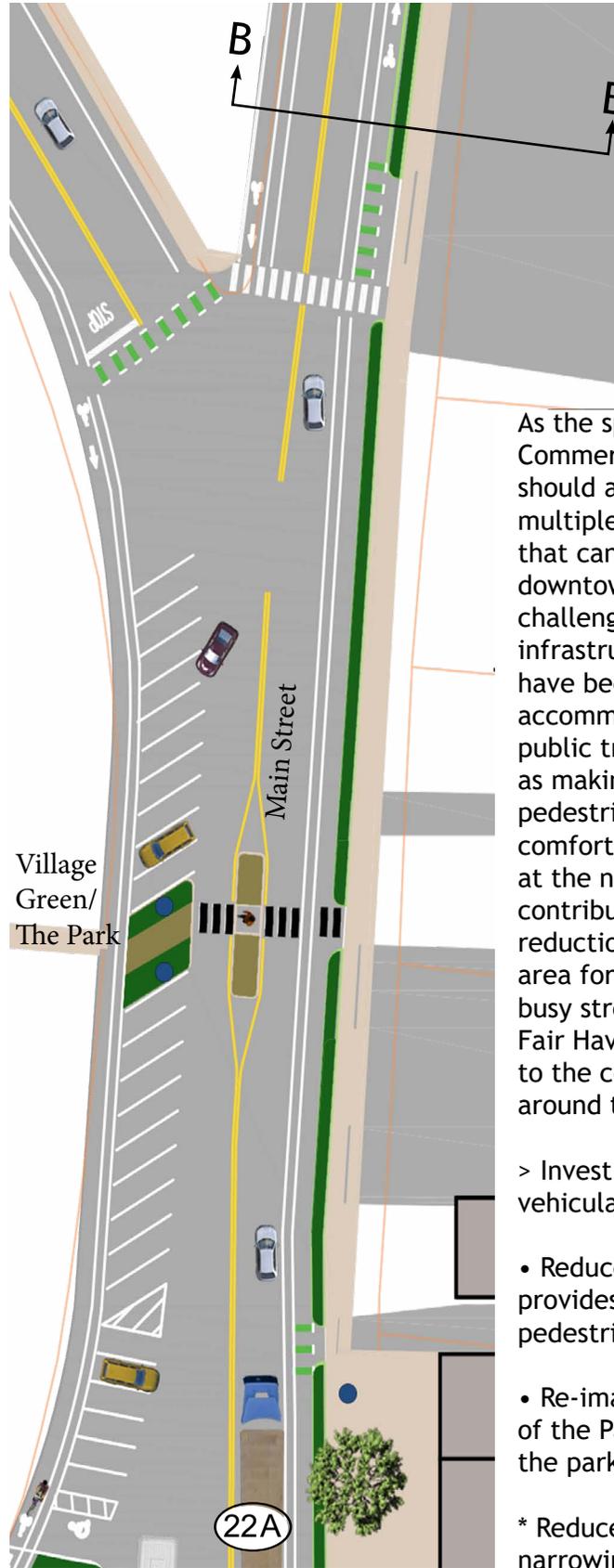
Having fun!



Aiming for Multi-Modality



Re-Imagining Past Uses



As the spine of Fair Haven's Commercial Area, Main Street should accommodate the multiple modes of transportation that can help bring people downtown. By addressing challenging pedestrian infrastructure, opportunities have been identified to accommodate bicycling and public transportation, as well as making the experience for pedestrians safer and more comfortable. A refuge island at the new mid-block crossing contributes to vehicular speed reductions and provide a pause area for pedestrians crossing this busy street. A Bike lanes connect Fair Haven Grade School children to the commercial area and around the Park safely.

> Invest in bike, pedestrian, and vehicular safety

- Reduces lengthy crosswalks; provides a buffer between pedestrians and vehicular traffic

- Re-imagines historical aspects of the Park (bicycle loop around the park)

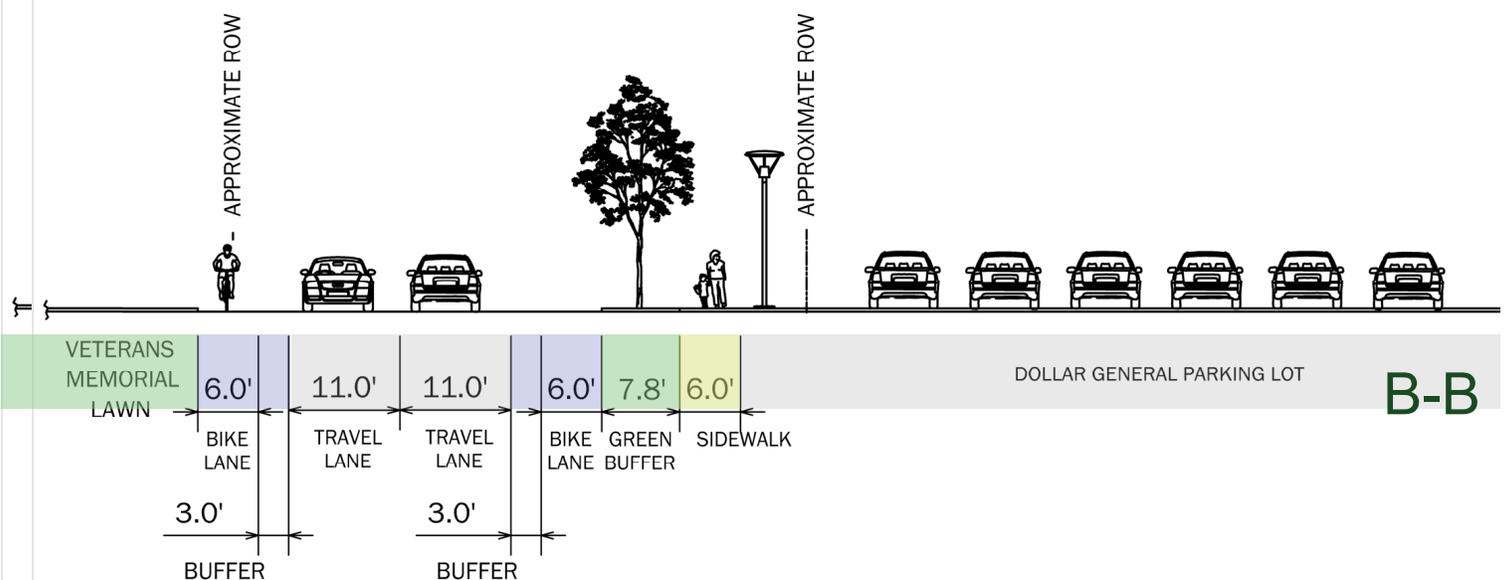
\* Reduces vehicular speeds by narrowing the width of the road

\* Flowers, flowers, flowers

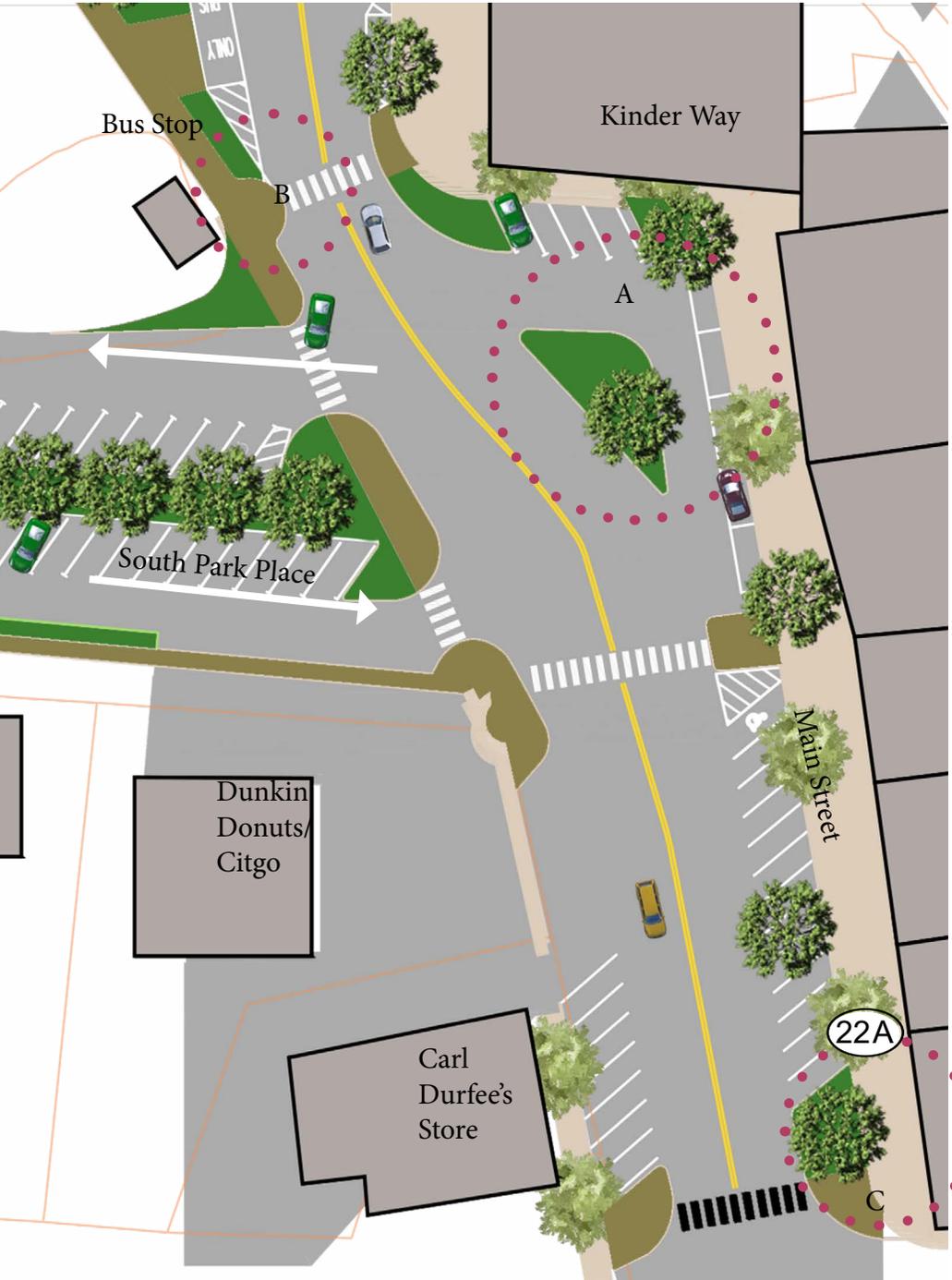
# Main Street at Dollar General

## Proposed Streetscape Character

- Two-way traffic
- Narrower roads and shoulders
- Sidewalks with buffers
- 5' wide Concrete sidewalks
- Street Trees where visibility is not obstructed, to help visually narrow the road and beautify the streetscape
- Access management to reduce pedestrian-motorist conflicts and motorist-motorist conflicts



# IN THE INTERIM: ADDRESS CIRCULATION



As circulation and safety is a crucial issue in this area, adding an island that affects the turning options and removes the temptation to perform a u-turn in the parking area reduces vehicular conflicting with oncoming traffic. Curb extensions at the Citgo and Bus Stop/ Kinder way crosswalks improve visibility of pedestrians crossing Main Street and provide opportunities for large planters to enliven the space. A new crosswalk at Liberty Street provides additional connections between the two commercial areas. Streetscape enhancements include adding street trees at regular intervals along Main Street.

Meet the following concerns raised by the community:

- > Parking areas are clear
  - Reduces parking confusion to improve circulation
  - + Less confusion means incoming traffic can focus on seeing Fair Haven's offerings
- \* Addresses vehicular safety issues on South Main Street and at the Liberty Street Intersection

## Examples of implemented strategies:



A - Clear Circulation

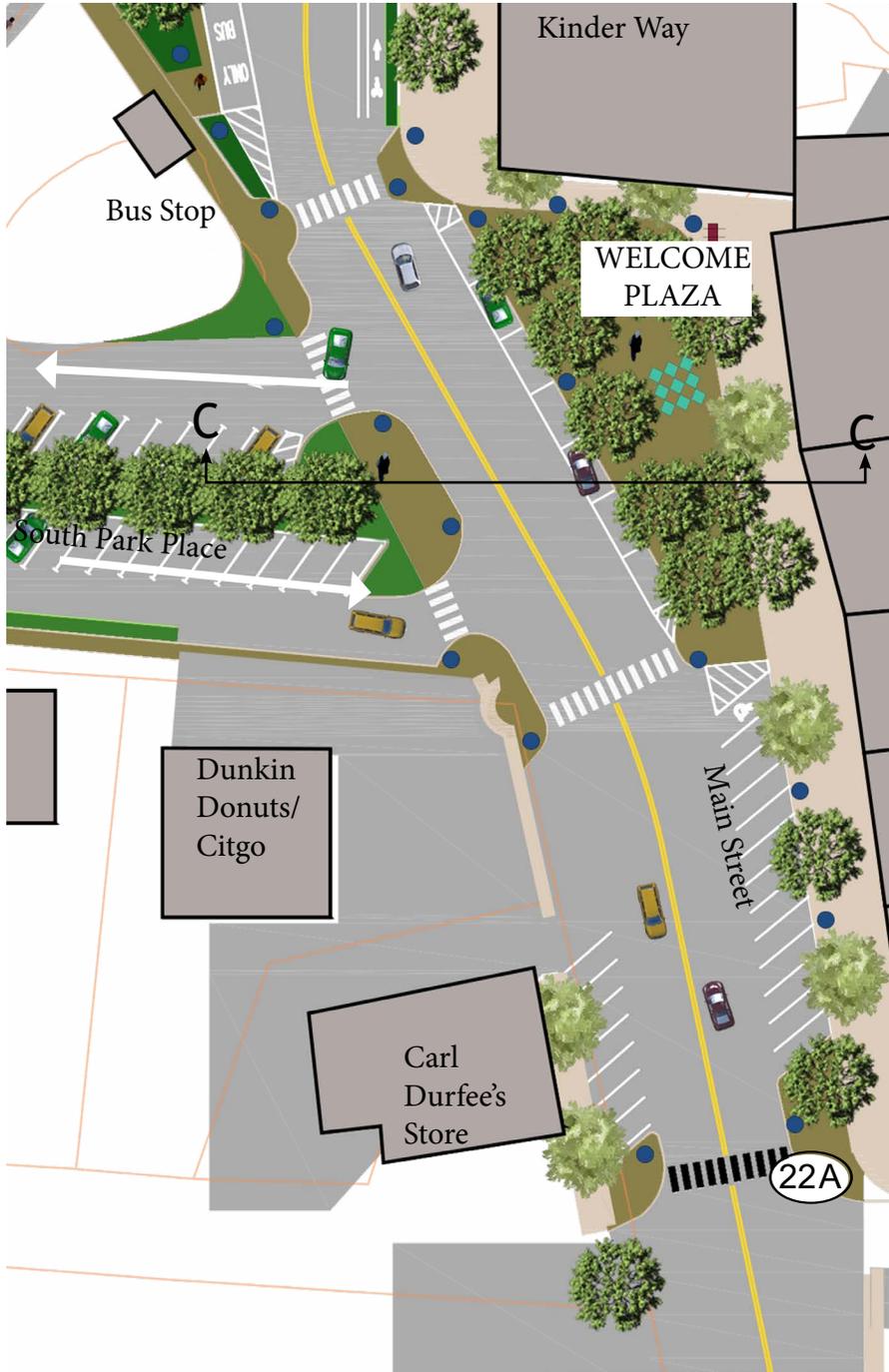


B - Variable Levels of Design



C - Defined Parking Area

# FINAL PLAN: CREATE A WELCOME PLAZA



In addition to addressing pedestrian crossing issues along Main Street, this option transforms the space in front of the commercial block on Main Street into a welcoming gateway into Fair Haven from the south. Increasing public outdoor space in front of the businesses invites lingering and impromptu encounters between community members and visitors. Enhancing beauty and providing pedestrian and bicyclist amenities attracts customers, residents and tourists, where the street becomes a destination; in turn, boosting revenue for businesses.

Meet the following concerns raised by the community:

- > Increases Vibrancy
- > Gives residents and visitors a reason to stop in Fair Haven
- Reduces parking confusion
- + Reduce impervious surfaces by using permeable pavement on the plaza and contributing to vegetation maintenance
- \* Addresses vehicular safety issues on South Main Street and at the Liberty Street Intersection
- \* Motivation for owners to repair properties to appeal to increased

## Examples of implementation tools in the Welcome Plaza:



Moveable Furniture



Water Play/ Feature

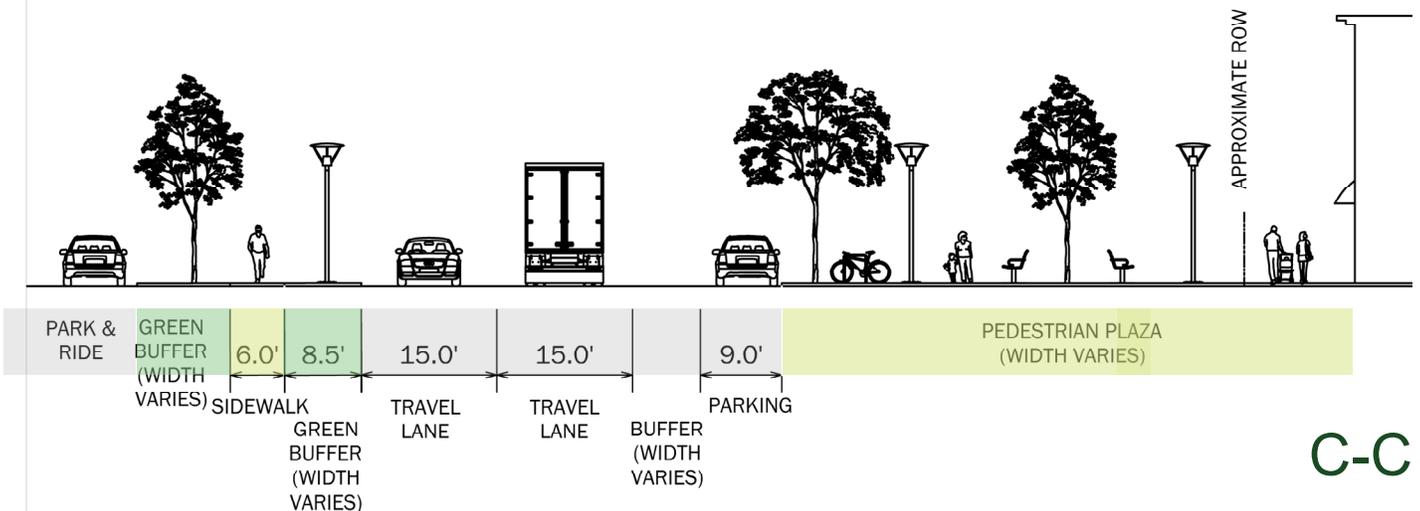


Oasis from Traffic

# Main Street at Park and Ride

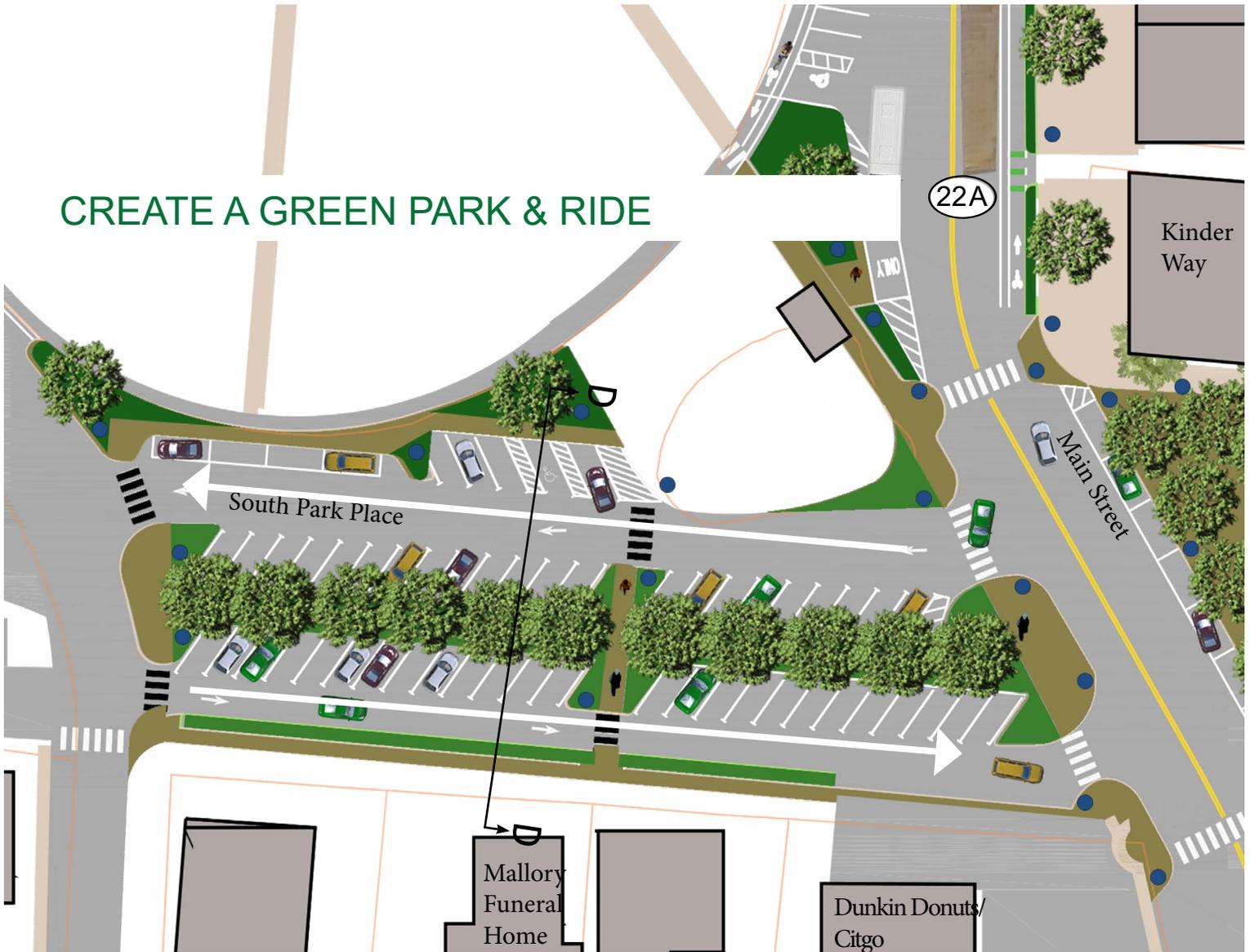
## Proposed Streetscape Character

- Two-way traffic
- Improved visibility at crosswalks; shortened crosswalks
- Narrower road and parallel parking
- Increased furnishing zone/ public space
- Concrete sidewalks
- Street trees at 30' intervals
- Plaza space uses triangulation combinations to attract people to the commercial area with several options



C-C

## CREATE A GREEN PARK & RIDE



Fair Haven's Park and Ride's extreme hardscape is an opportunity to embrace Green Streets principles for parking lots. Vermont Green Streets are based on addressing stormwater, while contributing to the overall health of our communities by adding 'vitamin n[ature]' to an otherwise hard landscape. Placemaking is at the core of a green street, which in turn contributes to a more robust economy.

- > Improved parking to make downtown somewhere people want to be and feel safe
- Clear circulation for pedestrians
- Reduced exposure for pedestrians (to vehicular traffic) and to hardscape/ asphalt
- \* Reconfigured Parking

### Examples of implementation goals in the Park and Ride:



Stormwater Retention



Biodiversity

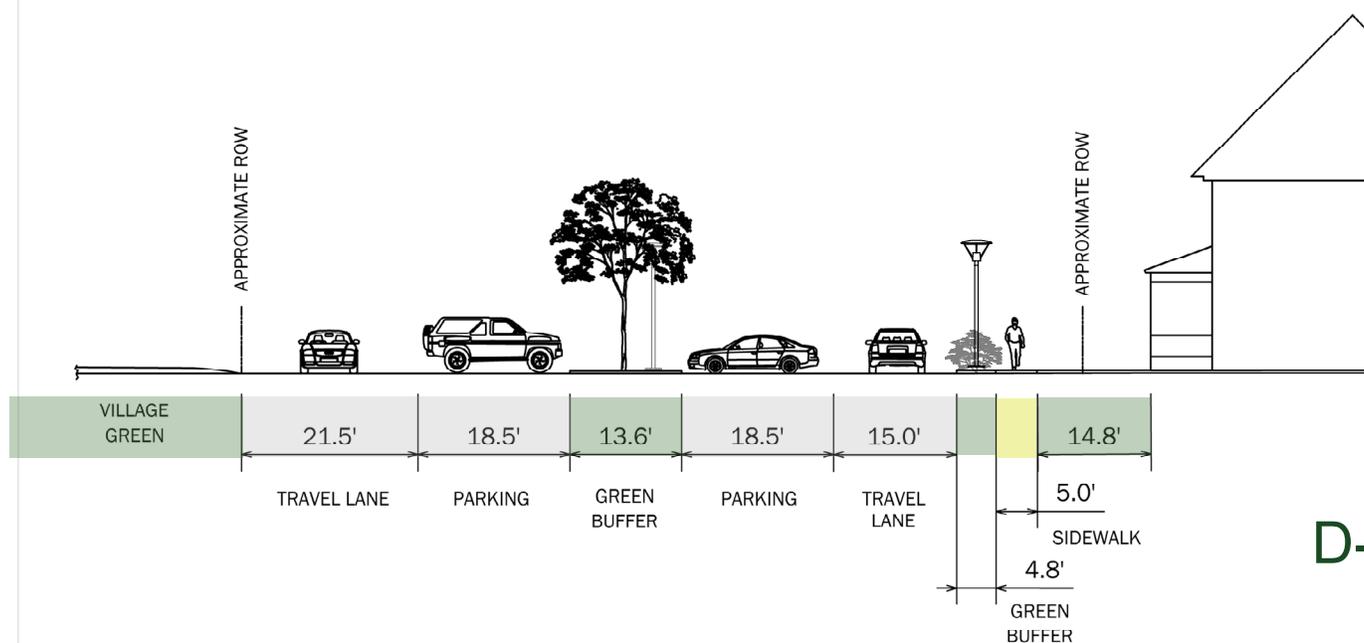


Break in Monotony of Pavement

# South Park Place at Fair Haven Park and Ride

## Proposed Streetscape Character

- One-way traffic on either side of the parking area: improves circulation and navigation
- Angled parking helps with navigation
- Clear prioritizing of pedestrian circulation out of and through the parking area
- 5' wide concrete sidewalks
- Street trees and vegetative buffer
- Reduction in area of pavement



D-D

## Addressing Project Goals

As illustrated by the plans and sections, the Preferred Alternative Plan focuses on connecting the commercial downtown to Fair Haven's key asset: The Park, while focusing on pedestrian and cyclist safety that is not only functional, but offers opportunities to beautify Fair Haven.



The image to the left illustrates in light tone, the current space assigned to sidewalks and crosswalks in Fair Haven. The image to the right illustrates in red the new or improved sidewalks and in black, the proposed crosswalks.

# Addressing Project Goals

Below is the matrix used to evaluate the implementation of changes within the Village and especially, in the four key areas with regards to the three parts of the project: market analysis, traffic safety and beautification.

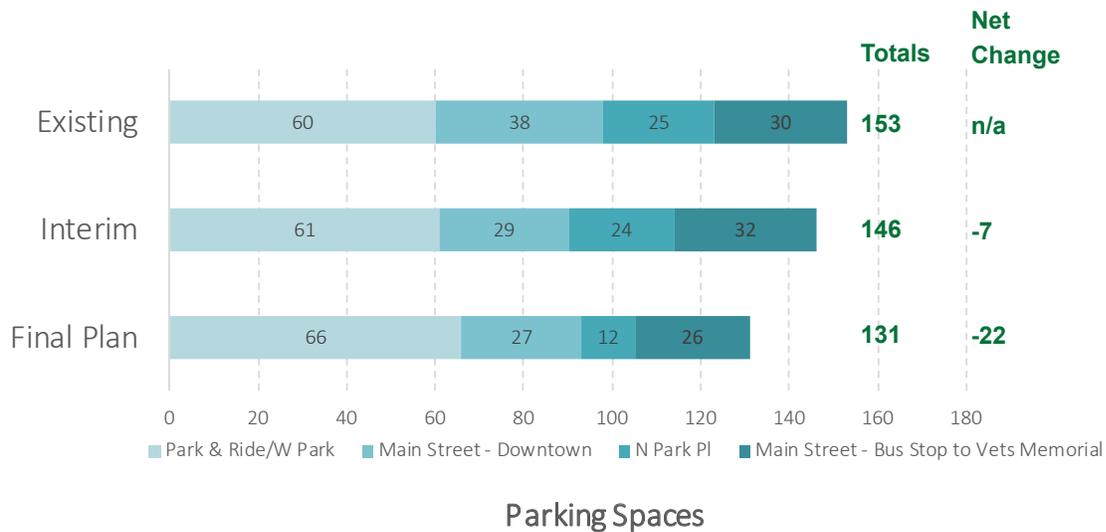
Utilizing quick-build projects to test out ideas in the interim will help support revitalization and determine any adjustments to long-term changes. Building upon interim projects and realizing the final plan will address more of the safety, beautification and economic revitalization goals of Fair Haven.

	Safety	Beautification	Economic Revitalization
Existing	<ul style="list-style-type: none"> <li>High vehicle speeds and unclear traffic paths</li> <li>Pedestrian network is incomplete</li> <li>No bicycle accommodations</li> <li>Good: Curb extensions at the FHGS crosswalk</li> </ul>	<ul style="list-style-type: none"> <li>Poor: Very wide travel lanes</li> <li>Poor: Wide and underused sidewalks</li> <li>Poor: Narrow and unbuffered sidewalks</li> <li>Good: Large village green</li> <li>Good: Opportunities for public art installations</li> </ul>	<ul style="list-style-type: none"> <li>Poor: Streetscape lacks curb appeal</li> <li>Poor: Destinations in the village aren't connected and don't seem walkable</li> <li>Poor: Buildings needs repair</li> <li>Good: Pride &amp; upkeep of historic buildings</li> </ul>
Interim	<ul style="list-style-type: none"> <li>Good: Traffic calming and clear places for travel and parking</li> <li>Good: New crossing locations and sidewalk continuity</li> <li>Poor: No bicycle accommodations</li> </ul>	<ul style="list-style-type: none"> <li>Fair: Narrowed pavement with some room for new trees and plantings</li> <li>Fair: Some sidewalks have furnishing zones and amenities</li> <li>Good: Curb extensions</li> </ul>	<ul style="list-style-type: none"> <li>Fair: Some more appealing pedestrian spaces draw people downtown</li> <li>Good: Walkable communities attract young adults &amp; professionals</li> <li>Good: People walking are more likely to spend money than people driving</li> </ul>
Final Plan	<ul style="list-style-type: none"> <li>Good: Traffic calming and clear places for travel and parking</li> <li>Good: New crossing locations and sidewalk continuity</li> <li>Good: Bike lane connecting FHGS to downtown and around the park</li> </ul>	<ul style="list-style-type: none"> <li>Good: Narrowed pavement with ample room for new trees and plantings</li> <li>Good: All sidewalks have furnishing zones and amenities</li> <li>Good: Curb extentions and stormwater management</li> </ul>	<ul style="list-style-type: none"> <li>Good: Many appealing pedestrian spaces draw people downtown</li> <li>Good: Walkable communities attract young adults &amp; professionals</li> <li>Good: People walking and bicycling are more likely to spend money than people driving</li> </ul>
Key	<ul style="list-style-type: none"> <li>Good</li> <li>Fair</li> <li>Poor</li> </ul> <p><b>Amenities</b> include lighting, benches, planters, trees, bike racks, trash bins, etc.</p>		

## Acknowledging Changes to Parking

As was acknowledged in the existing conditions portion of the report, parking availability in Fair Haven is of concern among many community members. As previously mentioned, undertaking a parking audit will determine any quantitative constraints, what are the peaks of parking needs and the overall needs of the community when it comes to parking.

However, it must be noted that any changes at reducing the amount of pavement in Fair Haven and prioritizing safety in the downtown area for pedestrians requires a change to parking. In the long-term, implementing change incrementally from one area of Town to another, will help determine any impacts to parking and how to adjust the plan as needed. While parking spaces will be reduced, it is vital to consider that the improvements to walkability and in the final plan, cyclability, provides much-needed alternatives to vehicular travel in Fair Haven to accommodate all residents and visitors, young and old in their enjoyment of the Village.



# IMPLEMENTATION AND NEXT STEPS

The preceding plans illustrate physical changes that can be implemented within Fair Haven to meet the Streetscape Revitalization goals identified at the beginning of the project. Aside from physical changes, there are several steps that the community of Fair Haven can begin applying within the town to begin to address Fair Haven’s revitalization.

## Enliven public spaces

Regular, or even annual, events bring positivity to a town by connecting community members, building partnerships with local businesses, and build momentum for the larger objectives of revitalization. Summer Concerts on the Green is a great community event that draws not only local members, but surrounding communities, into Fair Haven to appreciate this free musical experience. Building on this established community event, the community might ask how surrounding businesses might benefit from the event. Do businesses stay open later on Concert night? Is there a way to represent some of the businesses at the event by drawing them into the park?



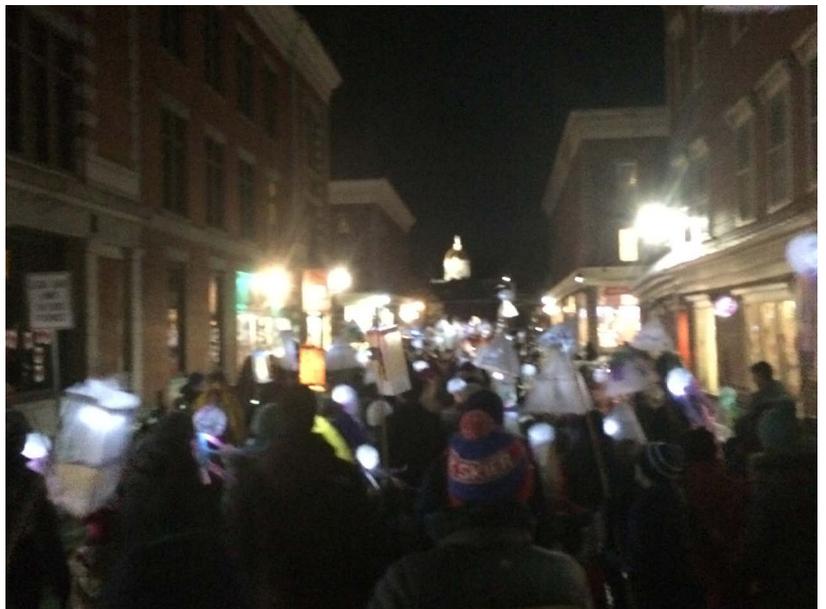
Parking lot converted into a community space with food trucks in Montpelier.

Moreover, what other event can enliven Fair Haven throughout other days of the summer and even during the winter?

## Try ideas out!

Pop-up demonstration projects – also known as ‘quick build’ projects or part of “tactical urbanism,”- typically involve community members working together to bring attention to overlooked spaces, address neighborhood issues, or demonstrate things they want changed or improved within a public such as a streetscape, empty building or underused lot.

While illustrations are helpful to convey ideas to change public space, a pop-up



Union Elementary School in Montpelier’s biennial lantern walk in February 2018. The elementary school children make lanterns, community members are invited to make lanterns and all walk the streets of downtown together accompanied by drumming.

installation is easily understood by all community members. Most importantly, an idea can be tested out! Because they are temporary, pop ups provide basis for discussion amongst all who come into contact with it and provide feedback. Due to the temporal nature of these pilots, they are also an opportunity to change direction if needed. It is also a quick way to build support for a project!

A pop-up demonstration project can be organized and implemented quickly or over time.

Below are several images of pop-up projects and pilots.



Pilot Bump Outs



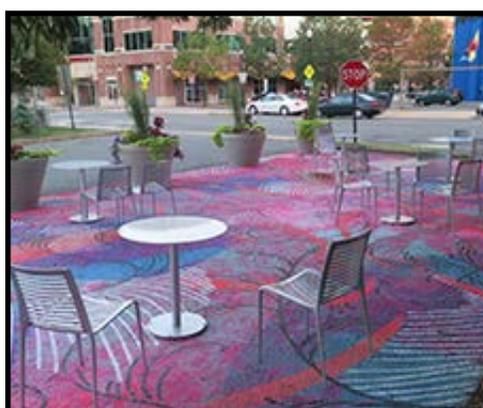
Temporary Curb Extension



Pilot Curb Extensions



Pilot Bike Lanes



Pop-Up Plaza



Temporary Parklets

Interim intersection improvements along Main Street may be good candidates for a ‘pilot’ test of the new configuration through temporary re-striping and demarcation of crosswalks. This allows time to evaluate the proposed change to the streetscape and parking reconfiguration. If the pilot is successful, an interim ‘quick build’ project, such as the rubber curb extensions in Bethel, may include flowerpots, and paint, to test the change for a longer timeframe and may also be a solution until funding for permanent street changes can be secured (or in the case of crosswalks and curb changes, until a VTrans paving project is scheduled).

## Establish a permanent Fair Haven Revitalization Committee

The enthusiasm garnered for the revitalization project needs to be sustained. Revitalization is not a one-time project. Pilots need support to be developed, installed and tested. Projects need consistent and continuous work: maintenance of anything people use and love is a long-term commitment. Also, uses and users change over time and any well-devised placemaking design now may need to shift or be modified as social changes occur. Success of any revitalization in Fair Haven depends heavily on management of the space and daily/weekly/monthly/yearly maintenance. Trash receptacles can only fulfill their purposes if they are emptied and plants are only as beautiful as the time taken to water, prune and weed them.

There are several approaches to the management of public spaces. This can include a combination of paid city staff, volunteers and/ or private sector investments. Towns and cities throughout Vermont have formed organizations with businesses to help see pilots, projects and events that attract people downtown through. In Montpelier, Montpelier Alive is a collective organization that works “with partners to sustain and build upon Montpelier’s vibrant downtown community by offering and supporting special events and activities and by promoting City businesses. [They] work to ensure a thriving local economy for Montpelier and to preserve the City’s historic character and unique sense of place.” Through events, pilot projects such as parklets, art installations and constant communication with the public (through a newsletter, updated website and social media, and public promotion in local shops), Montpelier Alive helps support both businesses and community by continually identifying opportunities to enliven the downtown.

## Go Outside the Box

Building on Fair Haven’s pride of The Park, provide amenities for younger children to build gross motor skills while their parents spend time downtown. By investing in sculptural play structures that are unlike what already exists at the back of the grade school, Fair Haven can create a reason for families to gather downtown on weekends, or for families from other communities to come to the Village for a different experience. Creative playscape designers can build on Fair Haven’s history and create custom pieces not found elsewhere, invoking a truly unique connection to the Town.



Downsview, Toronto, Canada by Earthscapes

Unconventional Play Structures become reasons to visit Fair Haven

## Invest in Amenities

Several of the comments collected through the survey by the revitalization committee indicated some small gestures that could help beautify Fair Haven; notably: trees, lighting and flowers. While trees and lighting are longer-term commitments and require significant financial support, flowers do not. By investing in smaller, moveable structures for planting flowers such as pots or window planters, a small investment and small effort can go far in sending a message that something is happening in Town; that someone cares and wants to be there.

The following page illustrates suggestions for potential streetscape amenities that the Town might consider adding over time. Limiting the selection of public amenities to a guided palette will help pull the different parts of the public realm together.

# AMENITIES - OPTIONS FOR GUIDELINES

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## Benches



## Trash Receptacles



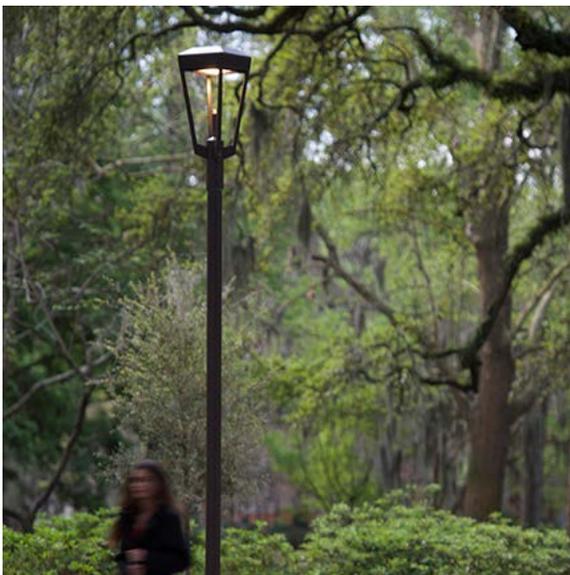
## Planters



## Bike Parking



## Lighting



## Moveable Furniture



# IMPLEMENTING REVITALIZATION: RECOMMENDED

Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
<p><b>Small Scale Projects:</b> give the community confidence that change is occurring (Town plan, zoning bylaws and site plan review guidelines are opportunities to identify policies to address beautification)</p>					
Conduct a survey on citizens' current views of the beauty of Fair Haven as a metric for measuring success of revitalization projects throughout time	Everywhere in Town and beyond: Community members; visitors; business owners, at regional events, online	Year 1 and again every 5 years	\$	Fair Haven Revitalization Committee, Grassroots Funds	Repeat every five years to gauge implementation steps
Add window baskets to community businesses along Main Street	Main Street Businesses and Public Buildings	ongoing	\$	Vermont Lakes Region Chamber of Commerce	Watering, pruning, dead-heading and weeding throughout planting season
Add hanging flower baskets from lights/ poles	Along Main Street	ongoing	\$	Vermont Lakes Region Chamber of Commerce	Watering, pruning, dead-heading and weeding throughout planting season
Place large flower pots at key gateway locations	KinderWay Crosswalk and next to bus stop, future: curb extensions/ mid block crosswalks	1-5 years	\$\$	Vermont Lakes Chamber of Commerce, Town of Fair Haven	Watering, pruning, dead-heading and weeding throughout planting season
Invest in moveable furniture	To enhance the pedestrian experience downtown, to test best locations for permanent furnishings, then test out and use in the plaza	5+ years	\$\$	Local businesses along Main Street -co-ownership potential	Assign to businesses for storage/ cleaning.

\$ = \$0 - \$10,000  
 \$\$ = \$10,000 - \$50,000  
 \$\$\$ = \$50,000 - 100,000  
 \$\$\$\$ = \$100,000+

Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
Activate Downtown with regular one-time events	In front of business district, in The Park; in lawned parcel on southwest corner of The Park	1-5 years	\$-\$	Recreation Department; school; senior groups; volunteer groups	Set up, flooding, snow removal for outdoor rink as needed. Clean-up after community events: public works or other in town to empty trash, clean streets if needed.
Change parking length limits	2 hour parking near businesses; tenant passes for long term parking areas further from businesses or behind commercial district	ASAP	\$	Landlords, Town, Business Owners	Sign upkeep: clean, repair and replace as needed
Prohibit parking in designated areas that are safety issues	Main Street: between Dollar General's egress/ingress; same for Merchant's Bank	ASAP	\$	VTrans or Town of Fair Haven	Until physical changes are made: restriping
Change No Parking signs for legibility	Main Street: in front of grade school	ASAP	\$	Town of Fair Haven	Sign upkeep: clean, repair and replace as needed
Add mid-block crosswalk	Main Street in front of community bank/ where Park spoke leads to the parking area	1-5 years	\$	VTrans or Town of Fair Haven	Maintain pavement markings, signs, pavement conditions, etc.
Add crosswalk	Main Street at Liberty Street	1-5 years	\$	VTrans, Town of Fair Haven	Maintain pavement markings, signs, pavement conditions, etc.

\$ = \$0 - \$10,000  
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 \$\$\$\$ = \$100,000+

Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
Temporary art installations	Throughout the Village - including the brick wall along Main Street/ Kinder Way	Ongoing	\$-\$	Landlords, Arts Impact Grant, Animating Infrastructure Grants, Vermont Community Foundation Spark! Connecting Community Grant	Coordination of installment, removal with artists, subcommittee and Town
Art in vacant storefronts	Main Street Businesses	ASAP	\$	Landlords of vacant storefronts, local artists or local school	Coordination of installment, removal with artists, subcommittee and Town
Install additional trash receptacles	Commercial District	ASAP	\$	Town of Fair Haven	Trash pick up

\$ = \$0 - \$10,000  
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 \$\$\$\$ = \$100,000+

Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
<b>Pilot Projects:</b> invest in pilot projects to determine long-term investments (use pilot studies to 'test' ideas that would require more investment to permanently implement)					
Test curb extensions	Caernarvon / Main Street Crosswalk Main Street: Mid-block crossing FH Citgo Liberty Street	ASAP	\$	AARP, Local Motion, VTrans for final plan	Once permanently installed: regular repair and maintenance
Test parking reconfigurations	In front of Downtown Businesses (space for plaza and safe parking) At Park and Ride	ASAP	\$	VTrans	Once permanently installed: regular repair and maintenance
Test circulation change	Make Park and Ride one-way loop around parking	ASAP	\$	Town of Fair Haven, VTrans	Once permanently installed: regular repair and maintenance
Test bicycle lane	Along Main Street connecting FHGS to downtown	ASAP	\$	Town of Fair Haven, Local Motion, VTrans, FHGS, AARP	Once permanently installed: regular repair and maintenance, sidewalk, bicycle and pavement markings and repairs

\$ = \$0 - \$10,000  
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Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
<p><b>Long Term Projects:</b> invest in landscape beautification (once physical changes to the streetscape are solidified and built, add amenities)</p>					
Install permanent curb extensions	Caernarvon / Main Street Crosswalk Main Street: Mid-block crossing FH Citgo Liberty Street	1-5 years	\$ \$	VTrans, Town of Fair Haven	Once permanently installed: regular repair and maintenance, sidewalk, bicycle and pavement marketings and repairs
Permanently reconfigure Park and Ride	South Park Place	1-5 years	\$ \$	Trans, Town of Fair Haven	Regular road and parking lot maintenance: inspections to document condition and identify needed repairs
Permanently reconfigure parking in front of downtown businesses	Main Street/ commercial district	3-5 years	\$ \$	Town, VTrans	Regular road maintenance, regular pavement marking inspection and repair
Install permanent bicycle lanes	Around the Park and along Main Street and North Park Place	5-10 years	\$ \$	VTrans	Regular road maintenance, regular pavement marking inspection and repair
Install permanent plaza	In front of commercial district/ Main Street	10+ years	\$ \$ \$ \$	Town, ACCD	Regular sidewalk/ plaza maintenance, regular vegetation maintenance, lighting, etc.

\$ = \$0 - \$10,000  
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Action Item	Location	Time-Frame	Range of Cost	Partners/ Funding	Maintenance Needs
Install pedestrian-scale lighting	Main Street Park and Ride The Park North Park Place	5-10 years	\$\$	VTrans, ACCD	Light upkeep, cost of electricity
Install play structures	Southwest corner away from park or near cannon	1-5 years	\$\$\$	Town of Fair Haven, FH Grade School, Vermont Community Foundation	Regular inspections and repairs, surface replacement
Move bus shelter	Move closer to park to allow better visibility/ circulation for pedestrians at crosswalk	1-5 years	\$	Town of Fair Haven, Historical Society?	Once moved: add lighting and seating inside the shelter, as well as a map of Fair Haven
Plant street trees	Along Main Street within the Park and Ride Along North Park Place Within Plaza	5-10 years	\$\$\$	Arbor Day Foundation,	Maintain, trim vegetation, regular watering in first years of installation
Install accessible water feature in front of downtown businesses	Within Plaza	10+ years	\$\$\$	Town of Fair Haven, Vermont Community Foundation	Regular fountain/ water feature inspection and maintenance for clogging, water quality, etc.
Install street furnishings	Commercial District, along Main Street, new curb extensions	As projects are completed	\$-\$\$\$	Town of Fair Haven, Business Owners, Sponsors, Donors	Clean, repair as needed

\$ = \$0 - \$10,000  
 \$\$ = \$10,000 - \$50,000  
 \$\$\$ = \$50,000 - 100,000  
 \$\$\$\$ = \$100,000+

# APPENDIX

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Downtown Market Analysis and Strategy  
August 2018

Traffic Data Summary Memo  
June 2018

VTrans 2019 Paving Project Memorandum  
October 2018

# DRAFT

## Downtown Market Analysis and Strategy

Town of Fair Haven, VT

August 2018

Prepared for:

Town of Fair Haven, VT  
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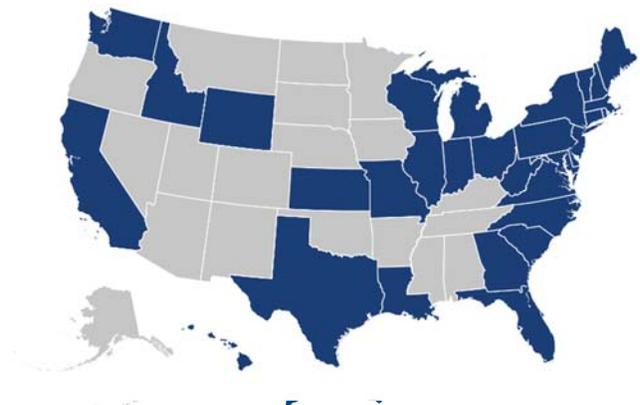
## About Camoin Associates

Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$6 billion. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 31 states and garnered attention from national media outlets including *Marketplace* (NPR), *Forbes* magazine, *The New York Times* and *The Wall Street Journal*. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. We are based in Saratoga Springs, NY, with regional offices in Portland, ME; Boston, MA; Richmond, VA and Brattleboro, VT. To learn more about our experience and projects in all of our service lines, please visit our website at [www.camoinassociates.com](http://www.camoinassociates.com). You can also find us on Twitter [@camoinassociate](https://twitter.com/camoinassociate) and on [Facebook](https://www.facebook.com/camoinassociates).

## The Project Team

Rachel Selsky  
*Project Manager*

Anna Winslow and Bethany Meys  
*Analyst*



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## Executive Summary

As a subconsultant to DuBois and King, Camoin Associates conducted a limited market analysis with focus on socioeconomic, demographic, and retail data for the Town of Fair Haven, Vermont. In addition to our data analysis, this report is based on informational interviews with key stakeholders within the Town and Camoin's extensive experience working with similar communities throughout the State of Vermont and the nation.

This market analysis was completed to inform the Town's Fair Haven Downtown Streetscape Improvement Plan; a greater strategic planning effort being undertaken by the Town. Findings from this report were used as a basis for economic development-related recommendations, discussed in detail in this Executive Summary. Following these key findings and recommendations, the report consists of a Demographic & Socioeconomic Profile; Industry Overview; and Retail Leakage Analysis.

## Key Findings

- **Demographics:** The Town of Fair Haven saw slight growth in population between 2010 but overall is relatively stable and is projected to decline slightly through 2022. The Town's median age (43.6) is younger than the rest of Rutland County (46.1) but still older than the rest of Vermont (43.1) and the United States (38.2).
- **Socioeconomics:** Fair Haven has the lowest household income compared to the county, state and country in 2017, at \$45,776. Twenty-nine percent of the town's population has a bachelor's degree or higher, compared to 31% in Rutland County and 38% in Vermont.
- **Employment:** As of 2017, there were over 1,000 jobs in the Town of Fair Haven. The town has experienced job losses over the past five years (6% decrease) and is projected to continue on this path. Average earnings of jobs in Fair Haven are lower than the county, state, or nation at slightly over \$47,000 per year. Government (NAICS 90) and Retail Trade (NAICS 44) industries provide the most jobs for the town, at 329 and 260 respectively. The Government, Education and Hospitals (Local Government) industry (NAIS 9036) is the largest employer with 216 jobs, and Grocery Stores (NAICS 4451) is the second largest industry with 159 jobs.

Despite the loss of jobs projected in Fair Haven by 2022, there remain opportunities for growth in certain industry sectors. Because of its small population, looking to trends in the county and state bring added insight and can help the town to focus efforts to those industry sectors that are growing, such as Health Care and Social Sciences and Management of Companies and Enterprises. Aligning new downtown businesses or activities with these industries would not only increase activity downtown but also assist in growing industries that have been projected to do so.

- **Retail Market Analysis:** According to existing sales leakage information for the Local Trade Area, Fair Haven can support at least one new business from each of the following sectors:
  - Furniture Stores;
  - Clothing Stores;
  - Jewelry, Luggage, and Leather Goods;
  - Sporting Goods Stores;
  - Office Supplies, Stationary & Gift Stores; and/or
  - Restaurants/Other Eating Places (includes a brewery/pub).

Between the businesses in the list above, the Local Trade Area could support about 19,000 square feet of additional retail space across these industries.



- **Interview Findings:** In addition to the data collected and described above and in the full report, a set of interviews was conducted to better understand the challenges and opportunities being faced by business owners and residents in Fair Haven. Our recommendations focus around addressing those issues, which include:
  - Fair Haven is a great place to live and raise a family, but an increased vibrancy in the downtown area is needed to make it attractive to new residents.
  - Recent new establishments, like the Kinder Way Café, have been a nice addition to the downtown and breathed new energy into the community, however there is need for additional reasons for people to stop and stay downtown.
  - The Thursday night in the park events are well attended and bring new people into the community.
  - Streetscape and parking improvements are necessary to make downtown somewhere people want to be and feel safe.
  - The town green is a wonderful asset but is underutilized.
  - Opportunities exist to attract young people to live and play in Fair Haven while they are attending college and beyond. To make Fair Haven attractive to young people, there are certain improvements that will need to be made. These include increased residential, food, and entertainment options which provide diversified product types and price points. Specific examples include a brewery, arts/cultural events, and residential options with more modern finishes.
  - The current building stock is in need of significant repair to bring it up to modern health and safety standards and is an impediment to businesses locating in downtown Fair Haven.
  - The Town is described as easy to do work with, although working with state partners on permitting requirements and land use regulations is more challenging.

## Strategic Recommendations

The following recommendations were developed based on the information collected in the interviews, an understanding of existing capacity for economic development initiatives, plus the data and best practices of downtown revitalization for small towns. The recommendations below are intended to complement the streetscape beautification and safety improvements being developed elsewhere in this project.

### Parking, Streetscape, and Downtown Revitalization

- **Invest in bike, pedestrian, and vehicular safety and downtown streetscape.** Improvements in the streetscape, parking options, appearance, and safety of the downtown area will be vital to increasing economic activity and drawing people downtown. Current concerns over crossing at certain crosswalks, parking availability, and safety with cars has been a detriment that has prohibited economic development in the village center.
- **Increase promotion of Fair Haven.** Publicize the downtown revitalization efforts, successes, and investments both locally and regionally through press releases, newsletters, social media, and mailings. Improving the perception of parking in Fair Haven will be critical to encouraging people to come to downtown Fair Haven to shop and for community events.
- **Review land use regulations and policies.** Conduct a review of the existing land use regulations to ensure that they align with the goals of the community in terms of bringing economic development and vibrancy to the downtown village. Work with the local business community to make sure the regulations do not prevent community and economic development and that all requirements are clear and easy to follow.

Review regulations to allow for:

- Breweries, entertainment venues, and other desired uses as allowable by-right
- Food trucks, outdoor kiosks, and other non-traditional retailers

- Second and third floor residential and office uses.
  - Higher density development
  - A reduction in the minimum parking requirements
  - Temporary outdoor seating, signage, pop-up shops, and structures to create on-street vibrancy.
- **Provide adequate guidance for local, regional, and state regulations.** Local and regional officials and regulations were identified as easy to work with and understand. However, some of the statewide requirements, including Act 250, were mentioned in the interviews as a hindrance to business and property development. Dedicate one staff person from the Town to be up to date on regulations and be able to help new and existing business owners get through the process and able to answer questions.
  - **Find ways to fill vacant storefronts to bring visual appeal and vibrancy to the streetscape.** Work with local property owners with vacant storefronts in the downtown to find ways to fill the space with limited commitment, overhead, or risk. Examples include holiday/seasonal pop up shops for new retailers getting started, art galleries, or a co-op of different producers looking to get started selling their goods. Finding innovative ways to use the space will bring life and energy to the street and give people more of a reason to stop and spend time in downtown.

Use historic and cultural assets to drive a public art project that focuses on the past, present, and future of Fair Haven. Consider the use of slate and other local material to install a public art piece that brings people together, beautifies the space, and makes Fair Haven stand out.

- **Engage college students and young professionals.** Fair Haven’s proximity to Castleton and St. Josephs is an asset to build off of. With young adults and young professionals looking to make roots in unique, walkable, and affordable communities, Fair Haven is in a position to be a great home base for many students and those just graduated. Communicate with property owners to identify available units and maintain an inventory that can be shared with college staff and student networks for students looking to live off campus. Identify all the assets that would be attractive to a young person and highlight those in the marketing of material (access to recreation, proximity to employment and educational centers, affordability, unique community assets like Kinder Way Café, etc.). Work with property owners to educate them on why they are a good population to rent to (community vibrancy, and ongoing lease arrangements, etc.) and ways to make the lease terms desirable or manageable for college students (lease period, subletting, etc.).



In La Cross, Wisconsin, community groups are using grants to “transform these vacant storefronts into beautiful showcases for art”. They are called phantom art galleries and described as “temporary exhibition spaces created by community artists who work together in order to enliven street-level downtown windows, empty storefronts, and public spaces with colorful artwork exhibitions and installations that are viewable and accessible at all hours from the sidewalk.”

Source: “Phantom Art Strikes Again – Downtown Revitalization Efforts Get Boost from New Wisconsin Arts Board Program” Wisconsin Academy of Sciences, Arts & Letters.

<https://www.wisconsinacademy.org/magazine/phantom-art-strikes-again>

Work to build the reputation and reality that Fair Haven is a great place for a young person to live. Breweries, cultural attractions, coffee shops, cafes, unique restaurants, farmers' markets, arts, and recreational amenities are all attractive to young people looking for a place to live. Promote the successes of the community as progress occurs and momentum builds. Highlight young people that are moving to the area (or already live there). Establish a community advocate program where young adults can become advocates for Fair Haven as they move among their networks in the larger region. Find ways to get young people the information they need in order to be good spokespeople for Fair Haven and connect them with the right people and incentives to continue to promote on behalf of Fair Haven.

- **Encourage desired development types.** Find ways to encourage the type of development and offerings that will bring people to the downtown village throughout the day and the week. Targeted grants, loans, training programs, and direct business attraction are all methods that could be used for downtown Fair Haven. Look to regional businesses that are doing well and might want a second location in downtown Fair Haven and identify what they need to make it work.
- **Share the "Fair Haven" story.** Engage with the Rutland Economic Development Corporation on a regular basis to share the story, personalities, building inventory, community assets, and opportunities of Fair Haven so that it can be highlighted in their marketing efforts. Make sure that the Rutland Economic Development Corporation is aware of the available space in downtown so that when they have a potential business looking for a specific type of space they think of Fair Haven.
- **Build off of new and established business success.** Identify what is working for the long standing businesses in town like Durfees, for the newer businesses like Kinder Way Café, and others. Understand who the customers are, and what else they are looking for when in town. Work to identify other retailers or entrepreneurs who would align with the vision Fair Haven successful businesses and help build a cluster of likeminded businesses.

Continue to build on community events being held in the park to build the brand of Fair Haven as a place with a unique and special community spirit. Many people are looking to live in places that have a unique spirit that brings people together. The Thursday evening events have been successful at bringing people into Fair Haven and establishing more events and attractions throughout the week will increase the vibrancy and time and money spent in downtown.

Focus on community safety concerns in a way that builds community, increases safety, and promotes 24/7 use of the space by all. Continue to focus on community policing and other mental and health services in the community to improve quality of life and place for all who want to enjoy the park.



*To encourage the desired development type, some communities do some of the initial "foot work" to establish financial viability and then issue a developer RFP.*

For example, say the town residents decide they would love to see a family friendly restaurant and lounge open in a vacant building in downtown. The first step would be to conduct a basic pro forma analysis to estimate average construction cost, debt service costs, annual revenues, and annual expenses and determine whether the project would be viable. If the outcome of the pro forma analysis shows a negative return, the Town would have to consider whether they wanted to offer an incentive (grant, loan, tax abatement, \$1 sale, etc.) to make the project work. Once a viable project has been identified the Town would issue a developer RFP that shows the return on investment and becomes more attractive to a potential developer.

*Photo: Example of a vision for a downtown that could drive a community's developer RFP.*

*<https://finearchitecturalillustration.com/blog/color-rendering-of-downtown-shops-at-rincon-del-rio-auburn-california/>*

## Economic Development Programs

- Leverage existing programs.** The Rutland County Economic Development Corporation has programing available to businesses in Rutland County to assist with investments, training, and technical assistance. Make sure that all businesses are aware of the programs that are available to them, such as the low interest revolving loan fund, the 10-week business class, entrepreneurship networks, and mentoring opportunities.
- Market and promote available programs.** Use existing marketing collateral available from Rutland Economic Development Corporation and/or make Fair Haven specific materials that outline the available programming, how to apply, who to contact and what types of projects are eligible. Distribute this material to local banks, community colleges, small business assistance centers, coworking locations, and other places to familiarize people with Fair Haven.
- Establish a local revolving loan fund for targeted projects.** Work with state and private funding options to create a financial assistance program to help targeted projects. Establish requirements, targeted business types, and regulations to protect the money and the investment. Use the funds to support priority projects that may otherwise not receive traditional loans.
- Develop a property tax incentive program.** Consider the feasibility of establishing a property tax abatement that would allow property owners (residential and commercial) to phase in the increased assessed value of their property that occurs because of investment. Research what other communities are doing in this regard such as the 485-b tax program in New York State that phases in the change in assessed value over a period of ten years to reduce the disincentive of property investments. Conduct necessary fiscal analysis and public education before implementing a program of this kind.
- Establish business networking events and recognition.** Collaborate with local and regional business owners and economic development organizations to develop a series of networking and training events to support business development and new partnerships. Host a quarterly event that brings business owners together to talk about issues they may be facing, travel around the region to see different success stories, and learn a new skill to further their business. Use these opportunities to highlight the momentum in Fair Haven, build support for different projects, and connect with business owners to help identify their challenges and potential solutions.
- Review the village area designation.** Make sure property owners are aware of the benefits of the village district designation and consider expanding to include key properties that are not currently included in the designation.



Figure 1: Rutland Economic Development Corporation logo



Figure 2: Rutland Economic Development Corporation Infographic

## Conclusions

The Town of Fair Haven is in an excellent position to continue to build off of its many assets, including proximity, existing building stock and streetscape, and momentum and energy around community improvement. Continuing

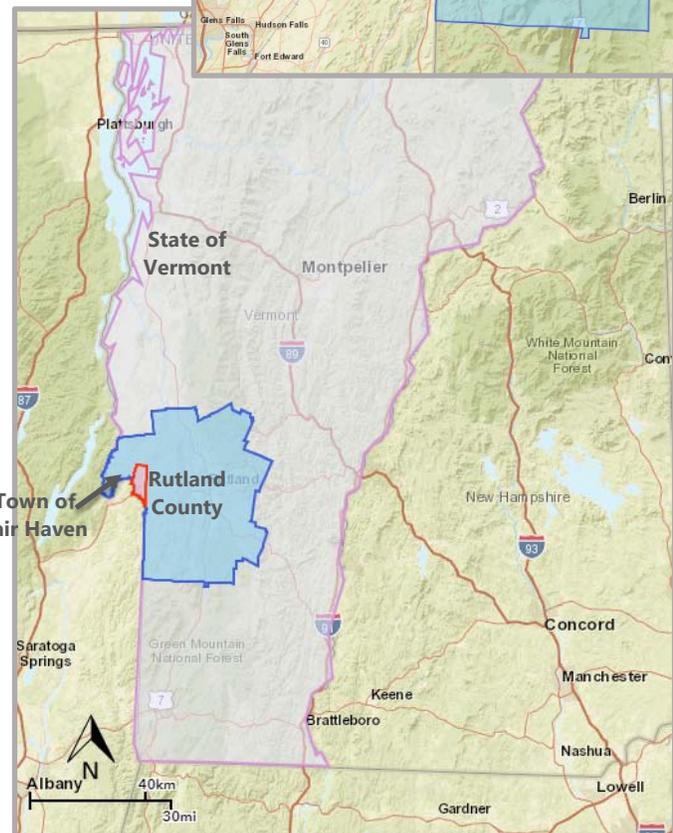
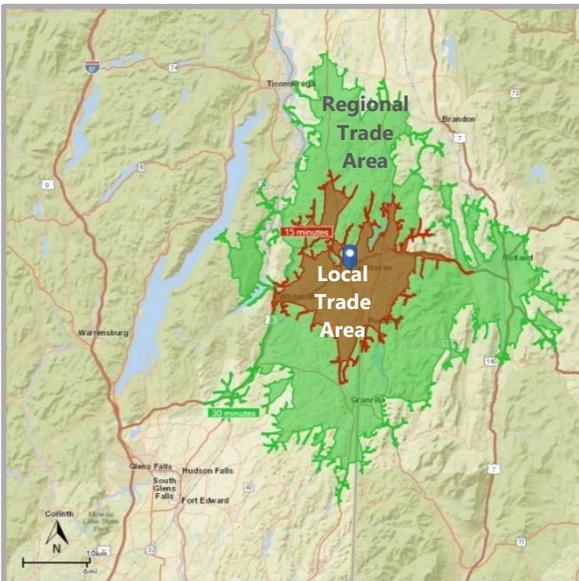
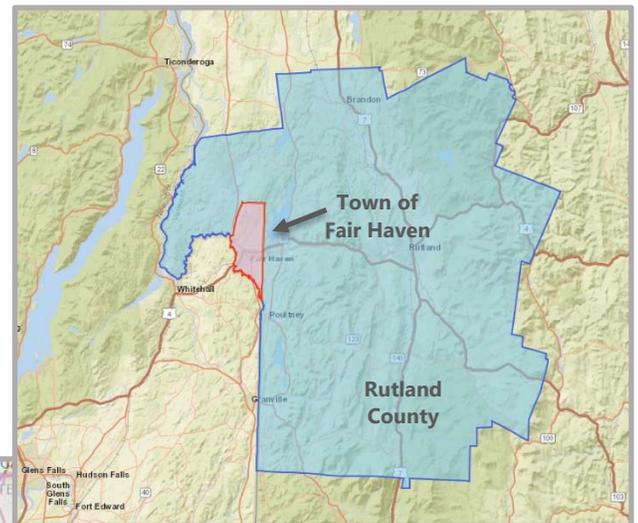
to focus on creating a positive business environment that is attractive, safe, and vibrant will result in additional activity throughout the community that will increase sales, residents, and tax revenue. The initial first steps for Fair Haven need to be around parking and pedestrian safety improvements and strengthening connections with the Rutland Economic Development Corporation to ensure that all available resources are being utilized.



## Geographies Studied

The following geographies were employed throughout this report. See the accompanying figures for more detail on study areas.

- **The Town of Fair Haven, VT.** The county subdivision area was used to gather demographic, socioeconomic, and industry data. County subdivisions tend to encompass a wider area surrounding the town, versus Census Designated Places, which focus on the most densely population portion of a town.
- **15-Minute Drive Time.** The 15-minute drive time surrounding the Fair Haven county subdivision defines the Local Trade Area, which is used in the Retail Leakage Analysis section of this report.
- **30-Minute Drive Time.** Similarly, the 30-minute drive time surrounding Fair Haven is used for the Regional Trade Area in the Retail Leakage Analysis.
- **Rutland County.** The county area was studied to provide context for demographic, socioeconomic, and industry data collected for the town.
- **The State of Vermont.** State data was studied to offer greater insight into the economy surrounding the town and county.
- **United States.** National data was collected to offer trends for comparison.



## Demographic & Socioeconomic Profile

To inform the strategic recommendations outlined above, Camoin Associates completed a basic analysis of the demographic and socioeconomic situation within the Town of Fair Haven, VT and surrounding Rutland County. This regional data was compared to the State of Vermont and the United States.

### Population

The table below shows historic and projected population trends for the four comparison geographies. Rutland County saw virtually no growth in population over the 2010-2017 period. However, the population of Fair Haven grew by 1.6% since 2010. Growth rates were significantly larger at the state and national level, at 2.6% and 6.1%, respectively. Population is projected to decline within the county and within the Town of Fair Haven over the next five years, with growth rates of -1.1% and -0.5%, respectively through 2022. In contrast, Vermont is expected to see meager population growth of 1.5% over the same period, while population is projected to grow more rapidly in the nation as a whole.

Table 1: Population Trends Comparison

Population Trends Comparison					
	Population (2010)	Population (2017)	Population (2022)	% Change (2010-2017)	% Change (2017-2022)
Town of Fair Haven	2,734	2,777	2,763	1.6%	(0.5%)
Rutland County	61,642	61,778	61,092	0.2%	(1.1%)
State of Vermont	625,741	642,128	651,684	2.6%	1.5%
US	308,745,538	327,514,334	341,323,594	6.1%	4.2%

Source: Esri

## Age Distribution

Figure 3 below compares the age distribution of the Town of Fair Haven to that of Rutland County, Vermont, and the US. At 43.6, the Fair Haven population has a younger median age than Rutland County, but slightly older than the state and significantly older than the nation. Looking more closely at five-year age cohorts, Fair Haven has significantly fewer individuals aged 50 to 74 than the county. Fair Haven also has far fewer persons within the 35-39 age group than any of the comparison geographies.

Figure 3: Age Distribution Comparison, 2017, Source ESRI

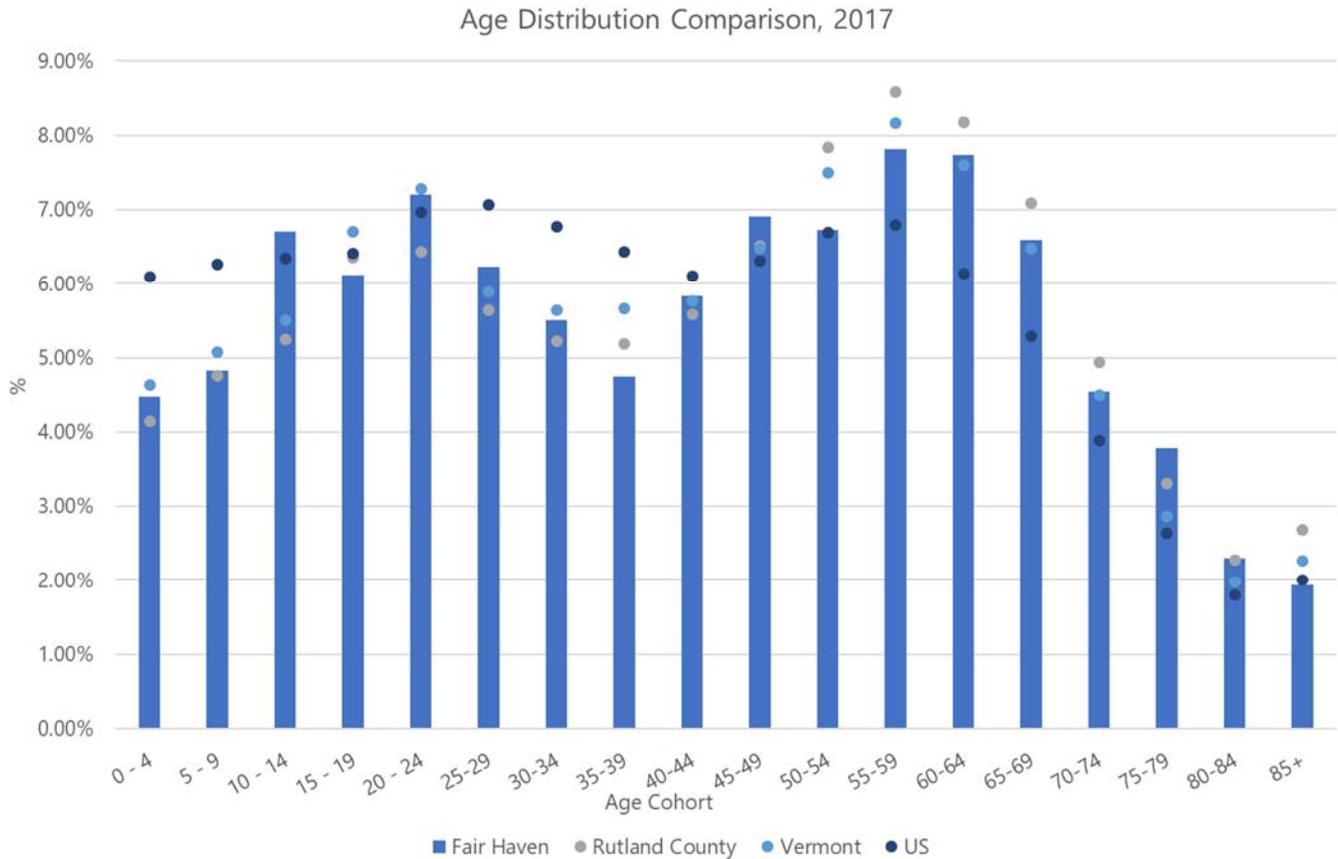


Table 2: Median Age, 2017

Median Age, 2017	
Town of Fair Haven	43.6
Rutland County	46.1
State of Vermont	43.1
US	38.2

Source: Esri

## Household Income

Table 3 below outlines trends in median household income across the town, county, state, and nation. Fair Haven shows the lowest household income of the comparison geographies in 2017, at \$45,776. However, household income is projected to grow at a more rapid rate in the town than in the county over the 2017 to 2022 period. Fair Haven is projected to have median household income of \$48,949 by 2022, a growth rate of nearly 7%. The state and nation are projected to see much more rapid growth than the town and county, at approximately 11%.

Table 3: Median Household Income Comparison

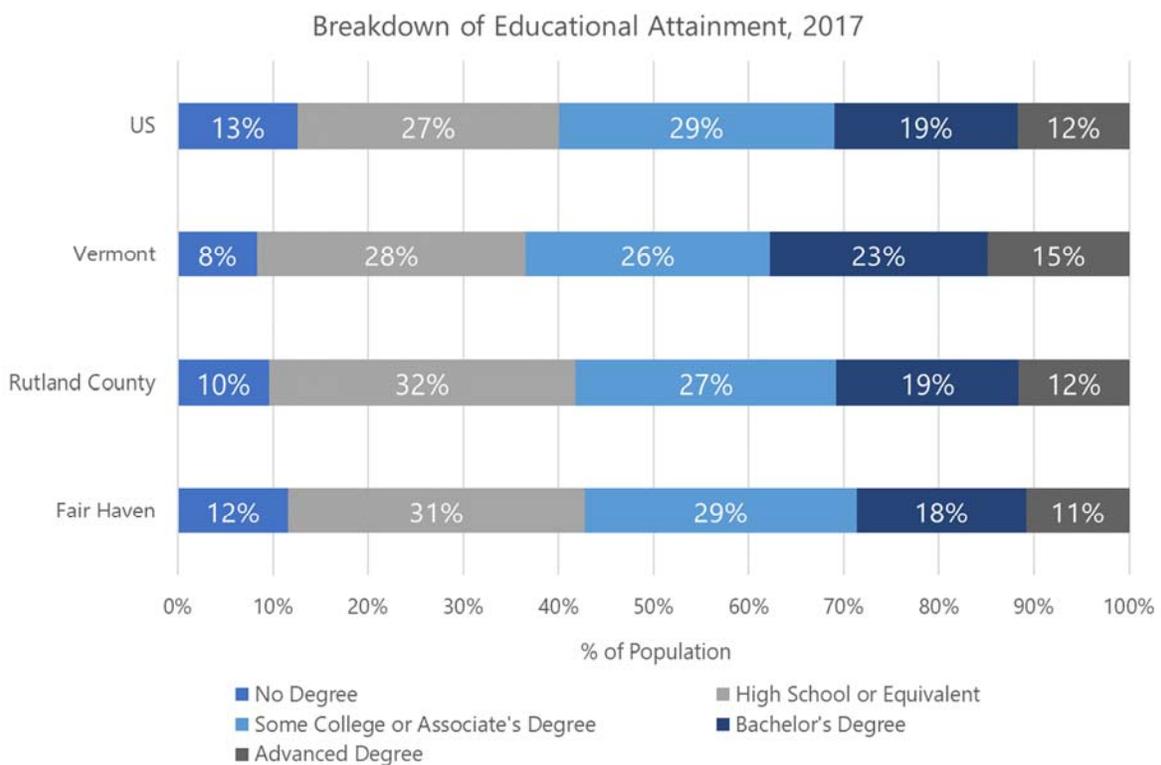
Median Household Income Comparison				
	Median Household Income (2017)	Median Household Income (2022)	# Change (2017-2022)	% Change (2017-2022)
Town of Fair Haven	\$ 45,776	\$ 48,949	\$ 3,173	6.9%
Rutland County	\$ 51,152	\$ 53,460	\$ 2,308	4.5%
State of Vermont	\$ 56,578	\$ 62,882	\$ 6,304	11.1%
US	\$ 56,124	\$ 62,316	\$ 6,192	11.0%

Source: Esri

## Education

The chart below compares educational attainment figures for the four study areas. Trends in the Town of Fair Haven closely resemble those of the county; however, both the town and county have fewer individuals with a bachelor's degree compared to the state, and more individuals with no degree compared to the state.

Figure 4: Breakdown of Educational Attainment, 2017, Source ESRI



## Industry Overview

This section of the report provides insight on the economic situation in the Town of Fair Haven in the context of the county, state, and nation. Industry data by NAICS code is sourced from Economic Modeling Specialists, International (EMSI). Data at the town level is shown for the Fair Haven zip code area.

Table 4 below outlines historical and projected job growth in comparison geographies. The town has experienced significant job loss over the past five years and is projected to continue on this path. The county saw job loss over the past five years, but at a slower rate than at the town level. Fair Haven lost 62 jobs, or 6% of jobs since 2012, while the county saw decline at a rate of 3%. The town is projected to lose 7% of jobs by 2022. The town also demonstrates the lowest average earnings per job in 2017, at \$47,313, which is approximately \$3,000 less than average earnings of the county, \$6,000 less than average earnings in the state, and \$16,000 less than national average earnings per job.

Table 4: Employment Growth Summary

Employment Growth Summary								
Region	2012 Jobs	2017 Jobs	2022 Jobs	2012-2017 # Change	2012-2017 % Change	2017-2022 # Change	2017-2022 % Change	Avg. Earnings Per Job (2017)
Town of Fair Haven	1,075	1,013	939	(62)	(6%)	(74)	(7%)	\$ 47,313
Rutland County	31,737	30,681	30,246	(1,056)	(3%)	(435)	(1%)	\$ 50,365
Vermont	351,402	358,303	373,217	6,901	2%	14,914	4%	\$ 53,832
US	148,464,262	160,157,543	175,675,521	11,693,281	8%	15,517,978	10%	\$ 63,519

Source: EMSI

The table below summarizes the Town of Fair Haven industries at the 2-digit NAICS code level. Government and Retail Trade provide the most jobs by far for the town, at 329 and 260 jobs in 2017, respectively. Despite being the top employing industry in the town, Government saw the most job loss over the 2012 to 2017 period, shedding 58 jobs, a decline of 15%. Government is projected to shed another 15%, or 48 more jobs through 2022. Administrative and Support and Waste Management and Remediation Services saw the most historical growth, adding 18 jobs since 2012. Management of Companies and Enterprises is projected to contribute the most growth in jobs over the next five years, adding 12 jobs through 2022.

Wholesale Trade and Management of Companies and Enterprises present the strongest earnings per job, each paying over \$100,000 annually, on average. It should be noted that four 2-digit industries demonstrate location quotients above 1.2, which denotes significant concentration of an industry.<sup>1</sup> These industries are: Mining, Quarrying, and Oil and Gas Extraction; Retail Trade; Management of Companies and Enterprises; and Government.

Table 5: Town of Fair Haven, All Industries

NAICS 2-Digit Level Industries 2012-2022, Town of Fair Haven										
NAICS (2-digit)	Description	2012 Jobs	2017 Jobs	2022 Jobs	2012 - 2017 # Change	2012 - 2017 % Change	2017 - 2022 # Change	2017 - 2022 % Change	Avg. Earnings Per Job (2017)	2017 Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	12	13	14	2	14%	1	6%	\$ 28,092	1.10
21	Mining, Quarrying, and Oil and Gas Extraction	87	79	54	(8)	(9%)	(25)	(32%)	\$ 51,686	19.88
22	Utilities	-	-	-	Insf. Data	Insf. Data				
23	Construction	64	65	63	0	0%	(2)	(3%)	\$ 44,596	1.17
31	Manufacturing	26	29	24	3	11%	(5)	(17%)	\$ 43,372	0.37
42	Wholesale Trade	29	12	14	(17)	(59%)	2	19%	\$108,921	0.31
44	Retail Trade	264	260	248	(3)	(1%)	(12)	(5%)	\$ 30,307	2.50
48	Transportation and Warehousing	16	12	11	(5)	(28%)	(1)	(8%)	\$ 65,453	0.33
51	Information	<10	<10	<10	Insf. Data	0.08				
52	Finance and Insurance	21	17	14	(4)	(19%)	(4)	(21%)	\$ 74,083	0.44
53	Real Estate and Rental and Leasing	-	-	-	Insf. Data	Insf. Data				
54	Professional, Scientific, and Technical Services	12	10	<10	(1)	(11%)	Insf. Data	Insf. Data	\$ 48,783	0.16
55	Management of Companies and Enterprises	13	21	33	8	63%	12	55%	\$103,179	1.49
56	Administrative and Support and Waste Management and Remediation Services	12	30	33	18	147%	3	10%	\$ 40,817	0.47
61	Educational Services	-	-	-	Insf. Data	Insf. Data				
62	Health Care and Social Assistance	15	21	26	6	42%	5	26%	\$ 37,209	0.16
71	Arts, Entertainment, and Recreation	17	12	10	(5)	(31%)	(1)	(12%)	\$ 21,651	0.66
72	Accommodation and Food Services	60	67	70	8	13%	2	4%	\$ 20,511	0.77
81	Other Services (except Public Administration)	39	34	34	(5)	(12%)	(1)	(2%)	\$ 17,308	0.71
90	Government	387	329	280	(58)	(15%)	(48)	(15%)	\$ 63,975	2.12
99	Unclassified Industry	-	-	-	Insf. Data	Insf. Data				
		1,075	1,013	939	(62)	(6%)	(74)	(7%)	\$ 47,313	

Source: EMSI

<sup>1</sup> EMSI defines Location Quotient as, "...a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region "unique" in comparison to the national average. Many economists consider an area's industry to be concentrated if its LQ is above 1.2."



Industry figures at the county level show similar trends as the town, with even more industries shedding jobs. The top employing industries are Health Care and Social Assistance; Government; Retail Trade; Accommodation and Food Services; and Manufacturing. Of these industries, only Health Care and Accommodation and Food Services saw job growth since 2012, adding 10 and 380 jobs, respectively. Health Care is projected to add a significant number of jobs through 2022, at nearly 800 jobs, a growth rate of 16%.

Table 6: Rutland County, All Industries

NAICS 2-Digit Level Industries 2012-2022, Rutland County										
NAICS (2-digit)	Description	2012 Jobs	2017 Jobs	2022 Jobs	2012 - 2017 # Change	2012 - 2017 % Change	2017 - 2022 # Change	2017 - 2022 % Change	Avg. Earnings Per Job (2017)	2017 Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	232	250	270	18	8%	21	8%	\$ 27,431	0.68
21	Mining, Quarrying, and Oil and Gas Extraction	371	332	249	(39)	(11%)	(82)	(25%)	\$ 75,528	2.76
22	Utilities	530	384	447	(146)	(28%)	63	16%	\$ 138,301	3.59
23	Construction	2,090	2,130	2,053	40	2%	(77)	(4%)	\$ 46,158	1.27
31	Manufacturing	3,259	3,001	2,738	(258)	(8%)	(263)	(9%)	\$ 75,169	1.24
42	Wholesale Trade	824	801	821	(23)	(3%)	19	2%	\$ 65,242	0.69
44	Retail Trade	4,149	3,922	3,611	(227)	(5%)	(311)	(8%)	\$ 34,789	1.24
48	Transportation and Warehousing	762	763	742	1	0%	(21)	(3%)	\$ 45,087	0.71
51	Information	343	291	252	(52)	(15%)	(40)	(14%)	\$ 57,067	0.51
52	Finance and Insurance	626	457	386	(169)	(27%)	(71)	(16%)	\$ 72,731	0.38
53	Real Estate and Rental and Leasing	405	393	375	(12)	(3%)	(18)	(5%)	\$ 40,605	0.77
54	Professional, Scientific, and Technical Services	1,020	950	914	(70)	(7%)	(36)	(4%)	\$ 64,942	0.48
55	Management of Companies and Enterprises	212	346	537	134	63%	191	55%	\$ 103,179	0.80
56	Administrative and Support and Waste Management and Remediation Services	1,086	1,192	1,233	106	10%	40	3%	\$ 38,538	0.62
61	Educational Services	771	748	700	(23)	(3%)	(48)	(6%)	\$ 29,712	0.95
62	Health Care and Social Assistance	5,045	5,055	5,854	10	0%	799	16%	\$ 57,562	1.30
71	Arts, Entertainment, and Recreation	342	380	405	39	11%	24	6%	\$ 19,902	0.72
72	Accommodation and Food Services	3,106	3,485	3,393	380	12%	(92)	(3%)	\$ 23,875	1.32
81	Other Services (except Public Administration)	1,456	1,247	1,163	(210)	(14%)	(83)	(7%)	\$ 27,240	0.85
90	Government	5,108	4,554	4,104	(554)	(11%)	(450)	(10%)	\$ 58,438	0.97
99	Unclassified Industry	-	-	-	Insf. Data	Insf. Data				
		31,737	30,681	30,246	(1,056)	(3%)	(435)	(1%)	\$ 50,365	

Source: EMSI

In contrast to the town and county, the State of Vermont experienced job growth in the majority of its industries. Similar to the county, Health Care and Social Assistance and Government are top employers at the state level. Health Care saw the most growth between 2012 and 2017, adding nearly 4,000 jobs. Accommodation and Food Services also saw large growth in jobs, increasing by over 3,000 jobs. Health Care is projected to gain the most jobs through 2022 by a large margin, expected to add nearly 8,000 jobs over this period.

Table 7: State of Vermont, All Industries

NAICS 2-Digit Level Industries 2012-2022, State of Vermont										
NAICS (2-digit)	Description	2012 Jobs	2017 Jobs	2022 Jobs	2012 - 2017 # Change	2012 - 2017 % Change	2017 - 2022 # Change	2017 - 2022 % Change	Avg. Earnings Per Job (2017)	2017 Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	6,030	6,247	6,278	217	4%	31	0%	\$ 31,603	1.45
21	Mining, Quarrying, and Oil and Gas Extraction	655	650	647	(5)	(1%)	(3)	(0%)	\$ 75,024	0.46
22	Utilities	1,836	1,288	1,269	(548)	(30%)	(19)	(1%)	\$ 138,926	1.03
23	Construction	21,966	22,111	21,976	144	1%	(135)	(1%)	\$ 49,952	1.13
31	Manufacturing	32,792	30,716	29,318	(2,076)	(6%)	(1,397)	(5%)	\$ 72,012	1.09
42	Wholesale Trade	9,691	9,762	10,453	71	1%	691	7%	\$ 73,795	0.72
44	Retail Trade	39,500	39,555	39,434	56	0%	(121)	(0%)	\$ 36,392	1.07
48	Transportation and Warehousing	7,678	7,404	7,468	(274)	(4%)	64	1%	\$ 49,595	0.59
51	Information	5,159	4,754	4,446	(405)	(8%)	(308)	(6%)	\$ 70,870	0.72
52	Finance and Insurance	9,420	8,996	8,944	(424)	(5%)	(52)	(1%)	\$ 94,289	0.65
53	Real Estate and Rental and Leasing	4,306	4,587	4,701	281	7%	114	2%	\$ 46,106	0.77
54	Professional, Scientific, and Technical Services	18,625	18,998	20,573	373	2%	1,576	8%	\$ 81,393	0.83
55	Management of Companies and Enterprises	1,960	2,051	2,888	91	5%	837	41%	\$ 110,129	0.40
56	Administrative and Support and Waste Management and Remediation Services	12,344	13,559	15,191	1,215	10%	1,631	12%	\$ 44,271	0.61
61	Educational Services	16,140	17,174	18,916	1,035	6%	1,741	10%	\$ 42,512	1.86
62	Health Care and Social Assistance	52,599	56,416	64,209	3,817	7%	7,793	14%	\$ 53,445	1.25
71	Arts, Entertainment, and Recreation	5,701	5,661	5,645	(40)	(1%)	(16)	(0%)	\$ 26,632	0.92
72	Accommodation and Food Services	30,229	33,391	34,962	3,163	10%	1,570	5%	\$ 25,997	1.09
81	Other Services (except Public Administration)	15,124	14,344	14,378	(780)	(5%)	34	0%	\$ 31,022	0.84
90	Government	59,648	60,638	61,521	990	2%	884	1%	\$ 66,647	1.11
99	Unclassified Industry	-	-	-	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0%	0%
		351,402	358,303	373,217	6,901	2%	14,914	4%	\$ 53,832	

Source: EMSI

Looking at this data at the national level provides context for the performance of local industries. The US is seeing positive job growth across almost all industries, with the exception of Mining, Quarrying, and Oil and Gas Extraction and Other Services (except Public Administration), which saw decline of 23% and 0.1%, respectively. Looking forward, the nation is projected to experience growth across every industry, much of which is concentrated within Health Care and Social Services, which is projected to see growth of over 4 million jobs through 2022, a growth rate of 20%.

Table 8: United States, All Industries

NAICS 2-Digit Level Industries 2012-2022, United States									
NAICS (2-digit)	Description	2012 Jobs	2017 Jobs	2022 Jobs	2012 - 2017 # Change	2012 - 2017 % Change	2017 - 2022 # Change	2017 - 2022 % Change	Avg. Earnings Per Job (2017)
11	Agriculture, Forestry, Fishing and Hunting	1,876,725	1,925,265	1,969,020	48,540	3%	43,754	2%	\$ 36,092
21	Mining, Quarrying, and Oil and Gas Extraction	814,718	626,791	671,323	(187,927)	(23%)	44,532	7%	\$ 120,785
22	Utilities	550,588	558,633	568,273	8,045	1%	9,640	2%	\$ 144,921
23	Construction	7,518,471	8,749,187	9,613,318	1,230,716	16%	864,130	10%	\$ 62,623
31	Manufacturing	12,125,219	12,592,662	12,622,804	467,444	4%	30,141	0%	\$ 81,475
42	Wholesale Trade	5,810,175	6,019,283	6,485,117	209,108	4%	465,834	8%	\$ 86,120
44	Retail Trade	15,517,330	16,477,352	17,677,267	960,023	6%	1,199,915	7%	\$ 36,389
48	Transportation and Warehousing	4,770,574	5,571,759	6,162,624	801,185	17%	590,865	11%	\$ 61,779
51	Information	2,817,415	2,967,337	3,130,726	149,922	5%	163,389	6%	\$ 115,718
52	Finance and Insurance	5,907,213	6,208,499	6,749,611	301,287	5%	541,111	9%	\$ 118,875
53	Real Estate and Rental and Leasing	2,413,107	2,669,716	2,879,857	256,609	11%	210,141	8%	\$ 59,593
54	Professional, Scientific, and Technical Services	9,115,918	10,244,053	11,748,726	1,128,135	12%	1,504,673	15%	\$ 97,995
55	Management of Companies and Enterprises	2,003,075	2,267,252	2,480,942	264,177	13%	213,690	9%	\$ 137,179
56	Administrative and Support and Waste Management and Remediation Services	8,917,829	9,975,760	11,196,287	1,057,930	12%	1,220,527	12%	\$ 43,141
61	Educational Services	3,774,603	4,118,848	4,733,497	344,246	9%	614,649	15%	\$ 48,659
62	Health Care and Social Assistance	18,200,054	20,237,882	24,377,300	2,037,828	11%	4,139,419	20%	\$ 58,374
71	Arts, Entertainment, and Recreation	2,406,789	2,750,459	3,080,129	343,671	14%	329,669	12%	\$ 39,264
72	Accommodation and Food Services	11,979,504	13,743,067	15,256,614	1,763,563	15%	1,513,547	11%	\$ 23,757
81	Other Services (except Public Administration)	7,679,885	7,670,185	8,319,884	(9,701)	(0%)	649,700	8%	\$ 32,733
90	Government	24,093,134	24,497,042	25,542,714	403,908	2%	1,045,673	4%	\$ 75,087
99	Unclassified Industry	171,936	286,510	409,487	114,573	67%	122,977	43%	\$ 63,711
		148,464,262	160,157,543	175,675,521	11,693,281	8%	15,517,978	10%	\$ 63,519

Source: EMSI



Table 9 below shows the top 10 employing industries in Fair Haven at the 4-digit NAICS code level. Education and Hospitals (Local Government) employed 216 people in 2017, but suffered job loss historically and is projected to continue on the decline. Three of these ten industries are government-related, while the remaining seven represent a diverse set of industries. The only sub-sectors on this list that have experienced job growth and are projected to continue growth are Local Government, Excluding Education and Hospitals; Restaurants and Other Eating Places; Gasoline Stations; and Management of Companies and Enterprises. Management of Companies and Enterprises shows the highest earnings of these top 10 industries by a large margin, at \$103,179.

Table 9: Town of Fair Haven, Top 10 4-Digit Industries

Town of Fair Haven, Top 10 4-Digit Industries										
NAICS (4-digit)	Description	2012 Jobs	2017 Jobs	2022 Jobs	2012 - 2017 # Change	2012 - 2017 % Change	2017 - 2022 # Change	2017 - 2022 % Change	Avg. Earnings Per Job (2017)	2017 Location Quotient
9036	Education and Hospitals (Local Government)	277	216	173	(61)	(22%)	(43)	(20%)	\$ 62,277	3.97
4451	Grocery Stores	157	159	152	1	1%	(7)	(4%)	\$ 28,343	9.17
2123	Nonmetallic Mineral Mining and Quarrying	87	79	54	(8)	(9%)	(25)	(32%)	51,686	132
9039	Local Government, Excluding Education and Hospitals	52	55	56	4	8%	1	2%	\$ 57,424	1.55
7225	Restaurants and Other Eating Places	50	55	56	4	9%	1	2%	\$ 20,791	0.82
4471	Gasoline Stations	44	46	47	2	5%	0	0%	\$ 23,622	7.85
9029	State Government, Excluding Education and Hospitals	43	42	40	(0)	(1%)	(3)	(6%)	\$ 77,371	2.94
2381	Foundation, Structure, and Building Exterior Contractors	43	40	39	(3)	(7%)	(1)	(3%)	\$ 41,291	5.98
3279	Other Nonmetallic Mineral Product Manufacturing	22	22	15	(1)	(4%)	(7)	(31%)	\$ 42,423	42.45
5511	Management of Companies and Enterprises	13	21	33	8	63%	12	55%	\$ 103,179	1.49

Source: EMSI

Despite the loss of jobs projected in Fair Haven by 2022, there remain opportunities for growth in certain industry sectors. Because of its small population, looking to trends in the county and state bring added insight and can help the town to focus efforts to those industry sectors that are growing, such as Health Care and Social Sciences and Management of Companies and Enterprises. Aligning new downtown businesses or activities with these industries would not only increase activity downtown but also assist in growing industries that have been projected to do so.

## Retail Leakage Analysis

This retail leakage analysis examines the supply and demand for goods and services within a particular region. This process also helps to identify the unique shopping characteristics and amenities that can be expanded. The analysis outlines consumer habits within the region, estimates retail demand, and can help identify business opportunities or niche markets that are not served by current offerings.

### Trade Areas

As discussed briefly in the beginning of the analysis, the retail trade area is the geographic area from which Town of Fair Haven businesses generates the majority of their customers. To understand the buying patterns of local and regional residents, two geographies were used in this analysis. First, we assessed the retail market for the Local Trade Area, which is defined as the 15-minute drive time area surrounding the Town of Fair Haven. Retail establishments in this area serve the day-to-day needs of customers and offer convenience-type products and services. The Local Trade Area typically covers businesses such as supermarkets, gas stations, pharmacies, hair and nail salons, and coffee shops.

Similarly, purchasing habits of individuals within the Regional Trade Area, defined as the 30-minute drive time from Fair Haven, were analyzed. This larger geographic area includes businesses that sell “destination” products and services to Fair Haven residents. Consumers are willing to travel farther to frequent these businesses, which include car dealerships, clothing shops, department stores, specialty shops, and restaurants.

### Sales Leakage

Sales leakage offers insight on opportunities to capture unmet demand in the trade area. There are multiple industries in both trade areas that show some amount of leakage. However, some will offer more significant opportunity than others, due to the various characteristics of the defined area. There may be barriers to entry that would not be incorporated into the leakage data, such as negative community sentiments towards certain business types, or town zoning restrictions. In contrast, particular businesses may have a competitive advantage due to local characteristics. For instance, a viable strategy for a new restaurant/drinking establishment could rely on the strong “beer tourism” aspect of Vermont. In addition, changing retail landscapes and the transition from traditional retail stores to online shopping pose certain challenges to some industries. For example, electronics are increasingly purchased online, and thus, a physical electronics store would likely not be as successful as other potential business opportunities.

### Sales Surplus

Negative leakage implies that there is a sales surplus, or excess supply, in that industry in the defined area. There are two possible reasons that a sales surplus could occur. First, a cluster of competing businesses offering a similar good or product could be located in the same trade area. These businesses may draw spending from households outside of the specified area, meaning that sales exceed the demand that exists within the area’s population. Second, a surplus may show a saturated retail market, where supply is greater than demand.

### Retail Use Feasibility: Local Trade Area

This section focuses on industries in the Local Trade Area that provide a positive retail gap large enough to support at least one new business opening in the trade area. The analysis for the Local Trade Area assumes that 25% of the existing leakage in each industry can be potentially recaptured by the new business. The table below outlines all industries with retail leakage. The average sales of the State of Vermont by industry are used to determine the number of potential businesses that could be supported by the industry’s retail leakage from the Local Trade Area.

According to the existing sales leakage for the Local Trade Area, the following industries present an opportunity for at least one new business. The list below indicates the industry, followed by number of supportable businesses, and supportable square footage, which is calculated based on industry standards nationally.

- Furniture Stores, 1 business, 2,204 square feet
- Electronics & Appliance Stores<sup>2</sup>
- Clothing Stores, 2 businesses, 4,461 square feet
- Jewelry, Luggage & Leather Goods Stores, 1 business, 717 square feet
- Sporting Goods & Hobby Stores, 2 businesses, 6,929 square feet
- Office Supplies, Stationery & Gift Stores, 1 business, 945 square feet
- Other Misc. Store Retailers<sup>3</sup>, 1 business, 1,971 square feet
- Restaurants/Other Eating Places, 1 business, 1,819 square feet

Between the businesses in the list above, the Local Trade Area could support about 19,000 square feet of additional retail space across these industries.

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<sup>2</sup> As mentioned briefly above, electronics are increasingly being purchased online. Thus, though the Electronics & Appliance Stores industry shows enough leakage to warrant a new business opening, Camoin Associates does not recommend targeting this industry for physical retail space.

<sup>3</sup> Other Miscellaneous Store Retailers refers to the sale of specialty store merchandise, which includes establishments such as Pet and Pet Supplies Stores, Art Dealers, Manufactured Home Dealers, and Tobacco Stores.

Table 10: Supportable Retail, Local Trade Area

Supportable Retail - 15-Minute Drive Time							
A	B	C	D	E	F	G	H
NAICS	Retail Category	Retail Gap	25% Leakage Recapture	Average Sales per Business	Supportable Businesses (D / E)	Average Sales per SF	Supportable SF (D / G)
4413	Auto Parts, Accessories & Tire Stores	\$ 594,459	\$ 148,615	\$ 706,621	0	\$ 300	495
4421	Furniture Stores	\$ 2,644,371	\$ 661,093	\$ 1,174,543	1	\$ 300	2,204
4422	Home Furnishings Stores	\$ 1,190,926	\$ 297,732	\$ 660,708	0	\$ 300	992
4431	Electronics & Appliance Stores	\$ 4,332,414	\$ 1,083,104	\$ 1,098,222	1	\$ 500	2,166
4442	Lawn & Garden Equip & Supply Stores	\$ 752,762	\$ 188,191	\$ 859,011	0	\$ 250	753
4452	Specialty Food Stores	\$ 970,137	\$ 242,534	\$ 527,070	0	\$ 350	693
4461	Health & Personal Care Stores	\$ 2,338,616	\$ 584,654	\$ 1,785,111	0	\$ 400	1,462
4481	Clothing Stores	\$ 5,352,900	\$ 1,338,225	\$ 753,628	2	\$ 300	4,461
4482	Shoe Stores	\$ 1,002,775	\$ 250,694	\$ 829,388	0	\$ 300	836
4483	Jewelry, Luggage & Leather Goods Stores	\$ 1,434,267	\$ 358,567	\$ 423,068	1	\$ 500	717
4511	Sporting Goods & Hobby Stores	\$ 6,929,185	\$ 1,732,296	\$ 1,051,272	2	\$ 250	6,929
4512	Book, Periodical & Music Stores	\$ 447,424	\$ 111,856	\$ 576,152	0	\$ 250	447
4521	Department Stores	\$ 8,665,600	\$ 2,166,400	\$ 8,524,308	0	\$ 250	8,666
4529	Other General Merchandise Stores	\$ 2,659,745	\$ 664,936	\$ 2,017,612	0	\$ 500	1,330
4531	Florists	\$ 218,092	\$ 54,523	\$ 195,344	0	\$ 200	273
4532	Office Supplies, Stationery & Gift Stores	\$ 1,133,747	\$ 283,437	\$ 487,257	1	\$ 300	945
4533	Used Merchandise Stores	\$ 128,685	\$ 32,171	\$ 211,485	0	\$ 200	161
4539	Other Miscellaneous Store Retailers	\$ 2,364,900	\$ 591,225	\$ 596,780	1	\$ 300	1,971
7224	Drinking Places - Alcoholic Beverages	\$ 437,754	\$ 109,439	\$ 462,374	0	\$ 250	438
7225	Restaurants/Other Eating Places	\$ 2,546,421	\$ 636,605	\$ 536,700	1	\$ 350	1,819

Source: Esri, Camoin Associates

## Retail Use Feasibility: Regional Trade Area

This section focuses on any industries in the Regional Trade Area that provide a large enough positive retail gap to support at least one new business opening within a 30-minute drive time of Fair Haven. The analysis for the Regional Trade Area assumes that 10% of the existing leakage in each industry can be potentially recaptured by the new business. This is because the larger area encompasses more existing retail offerings. The table below outlines all industries with retail leakage. The average sales of the State of Vermont by industry are again used to determine the number of potential businesses that could be supported by the industry's retail leakage from the Regional Trade Area.

According to the existing sales leakage for the Regional Trade Area, the following industries present an opportunity for at least one new business. The list below indicates the industry, number of supportable businesses, and supportable square footage, based on industry standards nationally.

- Clothing Stores, 2 businesses, 5,101 square feet
- Sporting Goods & Hobby Stores, 2 businesses, 6,340 square feet

Approximately 11,000 square feet of additional retail space could be supported based on leakage in the Regional Trade Area.

Table 11: Supportable Retail, Regional Trade Area

Supportable Retail - 30-Minute Drive Time							
A	B	C	D	E	F	G	H
NAICS	Retail Category	Retail Gap	10% Leakage Recapture	Average Sales per Business	Supportable Businesses (D / E)	Average Sales per SF	Supportable SF (D / G)
4431	Electronics & Appliance Stores	\$ 2,477,048	\$ 247,705	\$ 1,098,222	0	\$ 500	495
4442	Lawn & Garden Equip & Supply Stores	\$ 395,947	\$ 39,595	\$ 859,011	0	\$ 250	158
4452	Specialty Food Stores	\$ 1,335,195	\$ 133,520	\$ 527,070	0	\$ 350	381
4481	Clothing Stores	\$ 15,304,447	\$ 1,530,445	\$ 753,628	2	\$ 300	5,101
4483	Jewelry, Luggage & Leather Goods Stores	\$ 2,108,187	\$ 210,819	\$ 423,068	0	\$ 500	422
4511	Sporting Goods & Hobby Stores	\$ 15,851,129	\$ 1,585,113	\$ 1,051,272	2	\$ 250	6,340
4512	Book, Periodical & Music Stores	\$ 2,169,366	\$ 216,937	\$ 576,152	0	\$ 250	868
4529	Other General Merchandise Stores	\$ 5,790,958	\$ 579,096	\$ 2,017,612	0	\$ 500	1,158
4532	Office Supplies, Stationery & Gift Stores	\$ 2,201,751	\$ 220,175	\$ 487,257	0	\$ 300	734
4533	Used Merchandise Stores	\$ 242,457	\$ 24,246	\$ 211,485	0	\$ 200	121

Source: Esri, Camoin Associates

## Attachment A: Data Sources

### Proprietary Data Sources

#### Economic Modeling Specialists International (EMSI)

To analyze the industrial makeup of a study area, industry data organized by the North American Industrial Classification System (NAICS) is assessed. Camoin Associates subscribes to Economic Modeling Specialists Intl. (EMSI), a proprietary data provider that aggregates economic data from approximately 90 sources. EMSI industry data, in our experience, is more complete than most or perhaps all local data sources (for more information on EMSI, please see [www.economicmodeling.com](http://www.economicmodeling.com)). This is because local data sources typically miss significant employment counts by industry because data on sole proprietorships and contractual employment (i.e. 1099 contractor positions) is not included and because certain employment counts are suppressed from BLS/BEA figures for confidentiality reasons when too few establishments exist within a single NAICS code.

#### Esri Business Analyst Online (BAO)

ESRI is the leading provider of location-driven market insights. It combines demographic, lifestyle, and spending data with map-based analytics to provide market intelligence for strategic decision-making. ESRI uses proprietary statistical models and data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to present current conditions and project future trends. Esri data are used by developers to maximize their portfolio, retailers to understand growth opportunities, and by economic developers to attract business that fit their community. For more information, visit [www.esri.com](http://www.esri.com).

### Public Data Sources

#### American Community Survey (ACS), U.S. Census

The American Community Survey (ACS) is an ongoing statistical survey by the U.S. Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. The survey is mandatory to fill out, but the survey is only sent to a small sample of the population on a rotating basis. The survey is crucial to major planning decisions, like vital services and infrastructure investments, made by municipalities and cities. The questions on the ACS are different than those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. For more information on the ACS, visit <http://www.census.gov/programs-surveys/acs/>

#### OnTheMap, U.S. Census

OnTheMap is a tool developed through the U.S. Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. There are also visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. The OnTheMap tool can be found here, along with links to documentation: <http://onthemap.ces.census.gov/>.

## Attachment B: Interviews

We would like to thank all of our interview participants and community stakeholders for devoting time to assisting the Camoin Team in the completion of this Project. We gained valuable first-hand knowledge and important suggestions from these interviews that enhanced the outcome of our final product.

Lorraine Brown

David Calvi

Mark Gutel

Lauren Hughes

Jeff Jones

Jesse Kyhill

Jon Meigs

Tyler Richardson

Bonnie Rosati



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## Memorandum

To: Joe Gunter, Fair Haven Town Manager  
 From: Sophie Sauvé, PLA  
 Date: June 27, 2018  
 Re: Traffic Data Summary

As indicated in our scope of work, D&K has collected speed data and measured sight distances at four locations in downtown Fair Haven. The four sites, as recommended by the steering committee, are:

1. Main Street at the top of the hill, outside of the Wooden Soldier
2. Main Street outside of Kinder Way
3. N Park Place and Caernarvon St
4. N Main St at the crosswalk outside of Fair Haven Grade School (FHGS)

These sites are mapped in Attachment A. The overall posted speed limit in the Village of Fair Haven is 30 mph, with the exception of site 4, next to the grade school, which posts 25 mph during drop off and pickup times when the yellow school zone lights are flashing. Otherwise, the speed limit is 30mph.

### Speed Data Collection

**Table 1** describes the vehicle speeds recorded on Monday, May 14, 2018. They were all recorded during midday, between 10 AM and 3:30 PM. Speeds were measured from all sites in each relevant direction (not including vehicles approaching the sites from a stop controlled or redundant approach). Additionally, the southbound traffic on North Main Street was measured while school was being released and there were many children crossing the street. However, the vehicle speeds were measured far enough back from the school and crosswalk that the recorded speeds likely still represent the free flow speed on this street.

**Table 1. Speed data measured at four sites in the project area (posted speed: 30mph)**

Location	Direction	Vehicles	Vehicle Speeds (mph)				
			Mean	Median	85th %	Low	High
Site 1 - Main St (outside of Wooden Soldier)	NB	100	26	25	30	18	41
Site 2 - Main St crosswalk (outside of Kinder Way)	NB	100	24	24	28	17	38
	SB	100	27	27	29	20	33
Site 3 - N Park Pl & Caernarvon St	EB	100	24	24	27	19	32
Site 4 - N Main St crosswalk (outside FHGS)	NB	60	26	26	29	16	32
	SB	55	26	26	30	16	37

**Table 1** shows several statistics describing the recorded speeds, including the mean (most occurring), median, lowest, highest, and 85<sup>th</sup> percentile (“85<sup>th</sup> %”). The 85<sup>th</sup> percentile speed is also called the operating speed, and it indicates the speed at which 85% of vehicles are traveling below. It is considered the speed at which people feel comfortable driving based physical and visual cues from the road they are driving on. There are several factors that may affect the operating speed of a road, including the width of the lanes and shoulders, parking, proximity to buildings, and the presence of vertical elements such as trees and vegetation within the visual field.

Sites 1 and 2 are located in the core of Fair Haven’s downtown, where storefronts line the streets, close to the bus stop and an entrance to the park. This area has wider sidewalks and several crosswalks. Based on our data collection, the operating speed of the northbound traffic at site 1 as traffic first enters the core area from the hill on Main Street is 30 mph. While this data was being collected, many vehicles travelling at faster speeds (above the 85<sup>th</sup> percentile) were observed to be trucks, appearing to gain momentum as they travelled downhill before the intersection with Route 4A, only to need to travel uphill after crossing the Castleton River towards the Village.

Further into town, as vehicles are travelling through the core area past Kinder Way at site 2, the operating speed of traffic is 28 mph. Approaching southbound traffic coming from northern Main Street and North Park Place has an operating speed of 29 mph.

Site 3 is located at the crosswalk on North Park Place. The vehicle speeds measured here included traffic travelling eastbound on North Park Place from Washington Street and West Street. The operating speed of this traffic was 27 mph. Traffic from the east approaches was coming from stop controlled lanes, so their speeds were slower and not measured as part of this study.

Site 4, the crosswalk in front of FHGS, was important to measure because of the presence of school children as pedestrians and cyclists. Southbound vehicles on North Main Street had an operating speed of 30 mph as they first appeared around the bend from the intersection of North Main Street and Capitol Hill/4<sup>th</sup> Street. Northbound traffic, approaching this crosswalk after just passing through the core of downtown, was travelling at an operating speed of 29 mph.

## Sight Distance Measurements

Sight distances were measured at the same four sites that speed was measured, except for at site 1, where it was measured at the nearest crosswalk on Main Street outside of Kokomo’s Laundromat to ensure the critical sight distance was captured. The sight distance is best at the crest of a hill because the uphill traffic is visible from this point. The visibility is more limited from a point further from the uphill and crest, like at this crosswalk.

**Table 2** below shows the measured sight distances from the four sites, which were also measured on Monday, May 14, 2018.

**Table 2. Sight distance measurements at four sites in the project area**

Location	From (side of crosswalk)	Looking (direction on street)	Sight Distance (ft)
Site 1 Main St crosswalk outside of laundromat	East	North	328
	East	South	239
	West	North	350
	West	South	237
Site 2 Main St crosswalk outside of Kinder Way	East	North	453
	East	South	379
	West	North	495
	West	South	400
Site 3 N Park Pl crosswalk at Caernarvon Rd	North	East	163
	North	South	497
	North	West	130
	South	East	163
	South	South	365
	South	West	265
Site 4 N Main St at FHGS Crosswalk	East	North	746
	East	South	267
	West	North	240
	West	South	616

Per the American Association of State Highway and Transportation Officials (AASHTO) guidelines, the required stopping sight distance for a road with a design speed of 30 mph is 200 feet. Two approaches at Site 3, North Park Place crosswalk at Caernarvon Road, do not meet the AASHTO stopping sight distance requirement of 200 feet (they are highlighted in red). The limiting factors of sight distance for this site were cars parked along the north side of North Park Place in both directions.

### Existing Traffic Patterns

The angled parking that lines Main Street and North Park Place presents a safety issue in downtown Fair Haven, as parked cars have a limited sight distance because of the configuration of the parking. Especially in the core area of downtown, the angled parking has very little delineation from the travel lanes despite the irregular shape of the parking area. It is wide and open, so there is not one place where vehicles pull in and out of the travel way. Additionally, the unconventionally large pavement widths in downtown expose pedestrians crossing the road to oncoming traffic for longer than necessary. Vermont Route 22A (Main Street and Washington Street) is a popular truck route in western Vermont, bringing heavy truck traffic through downtown Fair Haven.

School pickup at Fair Haven Grade School takes place right on Main Street, where the conflicting through traffic needs to watch for school children and the vehicles that are picking them up. The Dollar General parking lot serves as the pickup location for students, which makes the ingress and egress on Main Street very busy. There is a crossing guard at the crosswalk on North Main Street (site 4) for school children, though several were observed not using the crosswalk.

### Next Steps – Speed Management

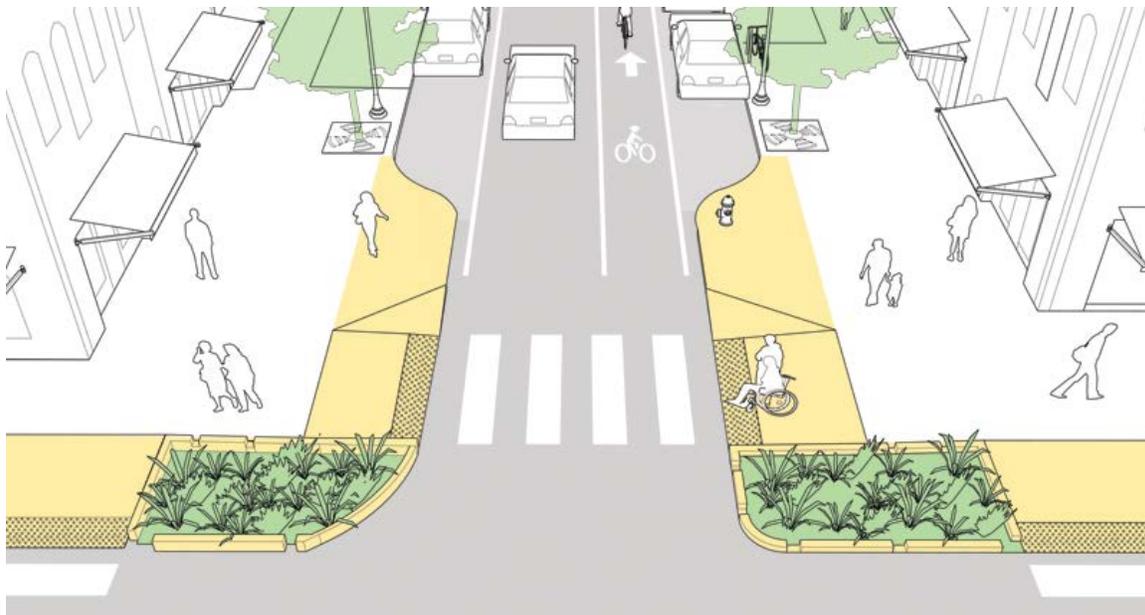
The traffic measured in the study area was generally travelling close to the posted speed limit of 30 mph. However, all of these roads are in the designated downtown of Fair Haven, where access to amenities such as the park, local shops and cafés, and services like the school and the library is expected to include travel by foot or bicycle. Vehicle speeds play a major role in both the safety and level of comfort for pedestrians, bicyclists, and also other vehicles. **Figure 1**, from the Federal Highway Administration (FHWA) Small Town and Rural Multimodal Networks report (2016) illustrates a pedestrian’s chance of survival when involved in a vehicle crash and varying speeds.



**Figure 1.** Impact Speed and a pedestrian's risk of severe injury or death, from the FHWA Small Town and Rural Multimodal Network

In downtown Fair Haven, many of the observed higher speeds are over 35 mph, especially at site 1 in front of the Wooden Soldier where heavy trucks tend to be travelling the fastest. This is a dangerous situation not only for pedestrians and bicyclists, but also for other motorists. Reducing the speed of vehicles through traffic calming measures would greatly improve the safety and comfort of all users of the road. The Town of Fair Haven has several options for speed management and traffic calming in the downtown to make the streets safer and more appealing. Options to consider include (but are not limited to):

**Curb Extensions or Chicanes** – a lateral deflection slows traffic, or a curb extension shortens the distance for pedestrians crossing while increasing their visibility for motorists.



**Figure 2.** Curb Extensions, from NACTO Urban Street Design Guide

**Raised Median/Pedestrian Refuge Island**– slows traffic, shortens the distance of pedestrian crossings and also provides space for landscaping



**Figures 3 & 4. Medians and Refuge Islands**, from FHWA Small Town and Rural Multimodal Networks (left) and FHWA Pedestrian Countermeasure Policy Best Practice Report (right)

**Raised Crosswalk** – acts as a speed table (horizontal deflection) to slow traffic, improves visibility of the crosswalk and pedestrians



**Figure 5. Raised Crosswalk**, from NACTO Urban Street Design Guide

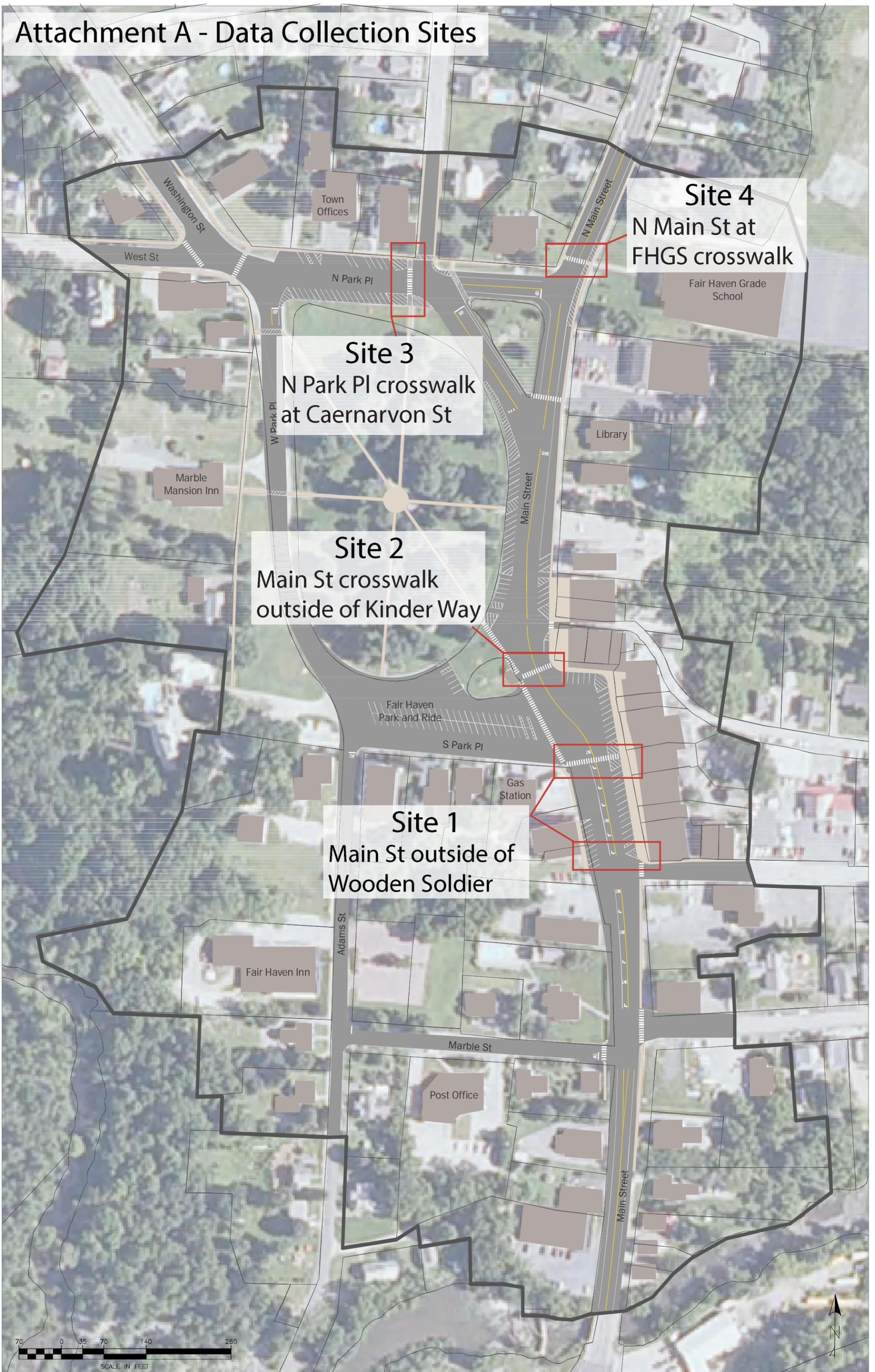
**Bicycle Lanes** – narrows the width of travel lanes and provides a dedicated space for safe bicycling downtown

**Reconfiguring Parking** – delineates parking areas from travel lanes to reduce conflicts between through traffic and vehicles making parking maneuvers



**Figure 6. Bike Lane on Main Street in Lyndonville, Vermont,** from FHWA Small Town and Rural Multimodal Networks

# Attachment A - Data Collection Sites





## Memorandum

To: Joseph Gunter, Fair Haven Town Manager  
From: Sophie Sauvé, PLA, ASLA, LEED A.P.  
Date: April 30, 2019

**Re: VTrans 2019 Paving in Fair Haven**

In developing alternatives for the Fair Haven Downtown Revitalization Project, DuBois & King, Inc. has been in touch with VTrans with regards to the upcoming paving project along portions of 22A that are in the Village of Fair Haven. VTrans is nearing completion of their construction documents for the paving project and expects to request bids in early 2019. If the Town of Fair Haven wishes to request any modifications to the areas being repaved, this must be done as soon as possible for consideration by VTrans.

### North Park Place

A majority of the paving project is outside the project area. However, North Park Place, from Washington to Main Street will be part of the VTrans paving project in 2019. In anticipation of the upcoming completion of documents for the paving project, we have prepared the included plans to illustrate areas that the Town of Fair Haven may wish to address with VTrans for modifications. The modifications could include long-term changes or pilots during the resurfacing project which could be undertaken before the final paving is complete to gauge whether they are desired within Fair Haven permanently.

Safety concerns have been discussed with committee members, as well as voiced by the general public about North Park Place. Safety concerns are also supported by crash data that was shared during our first project meeting with the Town and the Revitalization committee.

The included drawings illustrate existing conditions along North Park Place and proposed changes based on safety concerns.

### Caernarvon Approach at North Park Place

The primary area of concern is the intersection of Caernarvon and North Park Place - where vehicular visibility is compromised by the row of diagonal parking, wide travel

lanes and a stop bar that is far back from the intersection. Another concern is the crosswalk to the Park from Caernarvon across North Park Place due to both length of crossing and visibility. Based on these two concerns, we are recommending curb extensions into North Park Place on both the south (park) side and the north (town hall) side. Curb extensions will enable the stop bar for vehicles on Caernarvon to be well ahead of the crosswalk and provide visibility of and to oncoming traffic from the three other directions. For the crosswalk, curb extensions provide a place where pedestrians can both be seen and see oncoming traffic without already being on the road.

### Three-way Stop at Caernarvon, North Park Place and Main Street

We also heard concerns about the three-way stop at the intersection of Caernarvon, North Park Place East, North Park Place West and Main Street. Given the confusion of having three out of four streets with stops and one without, we are recommending that North Park Place traveling east also install a stop sign. This will not only reduce confusion at this already unconventional intersection, but also require vehicular traffic in all directions to slow down upon their approaches to their respective stop signs.

### Travel Lane Widths

In evaluating this area of North Park Place, we also noted that the travel lane widths are larger than what is standard in combination with diagonal parking. We recommend narrowing the travel lane widths to 14.5' in each direction, which will also improve safety in the area. Narrower travel lanes have been documented to slow down traffic, making the road safer for everyone.

### Co-Benefits

By addressing safety concerns with travel lane reductions, an additional 6' of hardscape has the potential to be transformed into a green buffer along the northern sidewalk of North Park Place. This provides a significant buffer between the existing sidewalk and parking, having the co-benefit of increasing comfort levels of pedestrians traveling on the sidewalk to two key destinations on this road (Town Hall, Church). In addition, providing space for a green buffer allows for trees that help visually narrow the road, additionally contributing to slowing down vehicular traffic and creating an overall more pleasant gateway into Fair Haven from Washington Street.

Encl. North Park Place – Proposed Narrowing.pdf

**NOT FOR  
CONSTRUCTION  
PRELIMINARY  
PLANS**

NO.	DATE	DESCRIPTION	BY	CHKD

FAIR HAVEN  
DOWNTOWN  
STREETSCAPE  
IMPROVEMENT PLAN

NORTH PARK  
PLACE

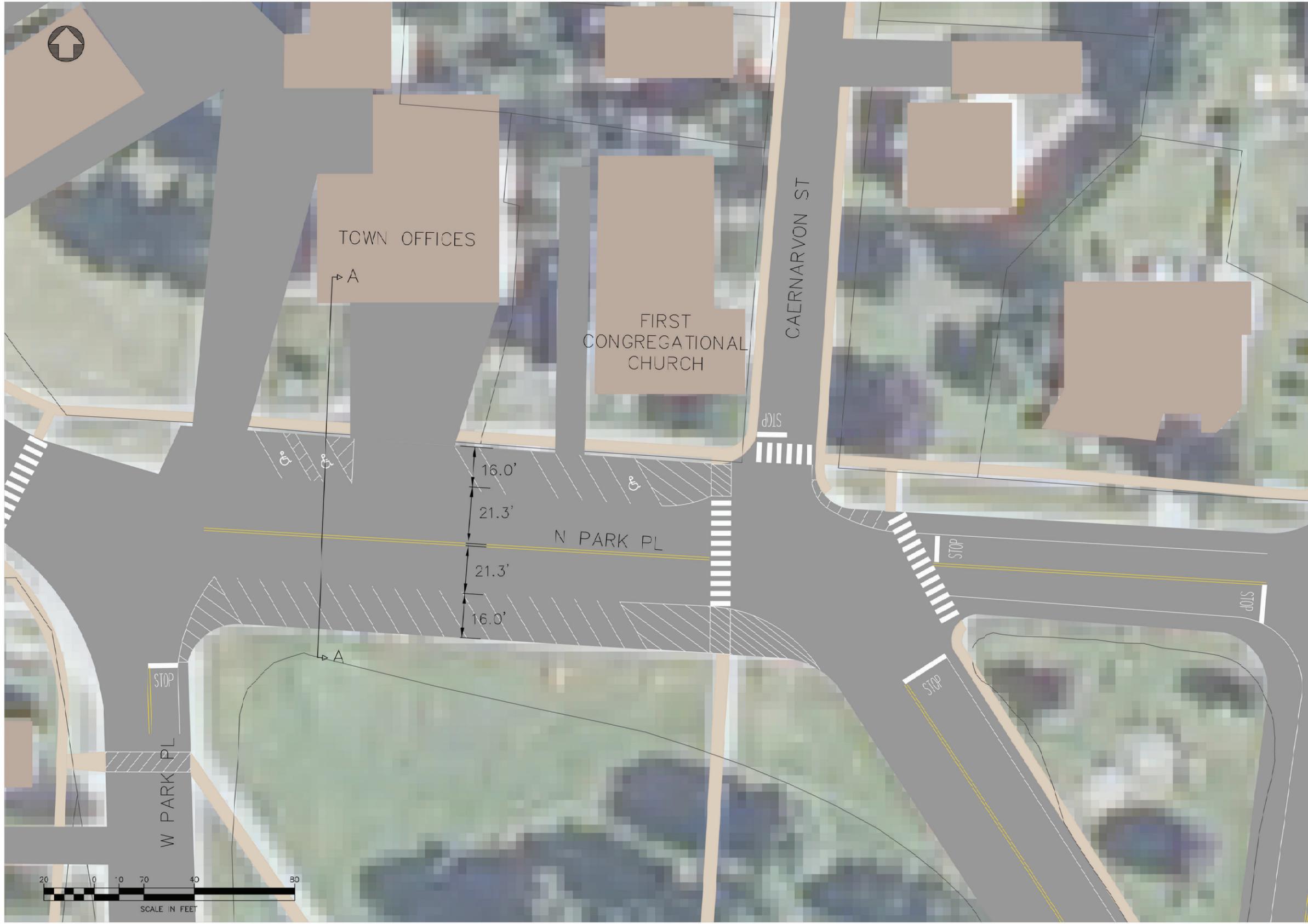
SHEET TITLE

EXISTING  
CONDITIONS

DRAWN BY	DATE
CHECKED BY	D&K PROJECT #
PRJ. ENCL.	D&K ARCHIVE #

SHEET NUMBER

1



EXISTING

PROFESSIONAL SEAL  
**NOT FOR  
CONSTRUCTION  
PRELIMINARY  
PLANS**

NO.	DATE	DESCRIPTION	BY	CHKD

FAIR HAVEN  
DOWNTOWN  
STREETSCAPE  
IMPROVEMENT PLAN

NORTH PARK  
PLACE

SHEET TITLE  
PROPOSED  
RECONFIGURATION

DRAWN BY	DATE
CHECKED BY	D&K PROJECT #
PRJ. ENGR.	D&K ARCHIVE #

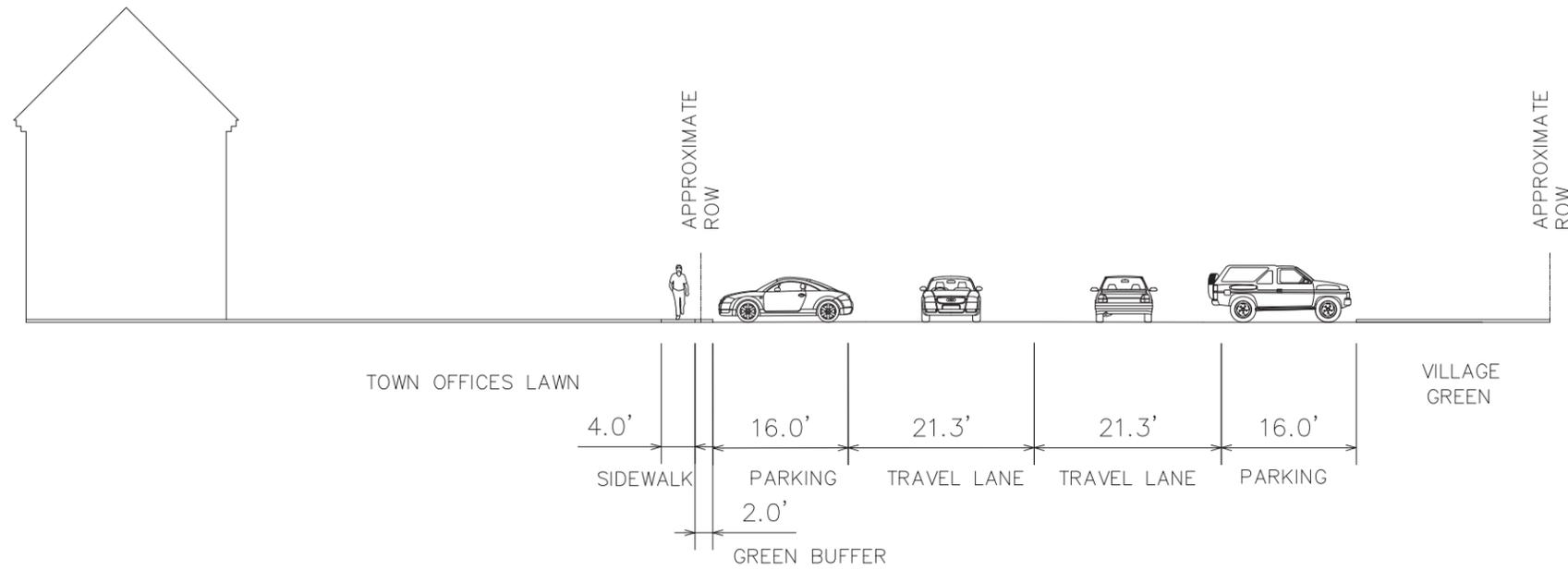
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2

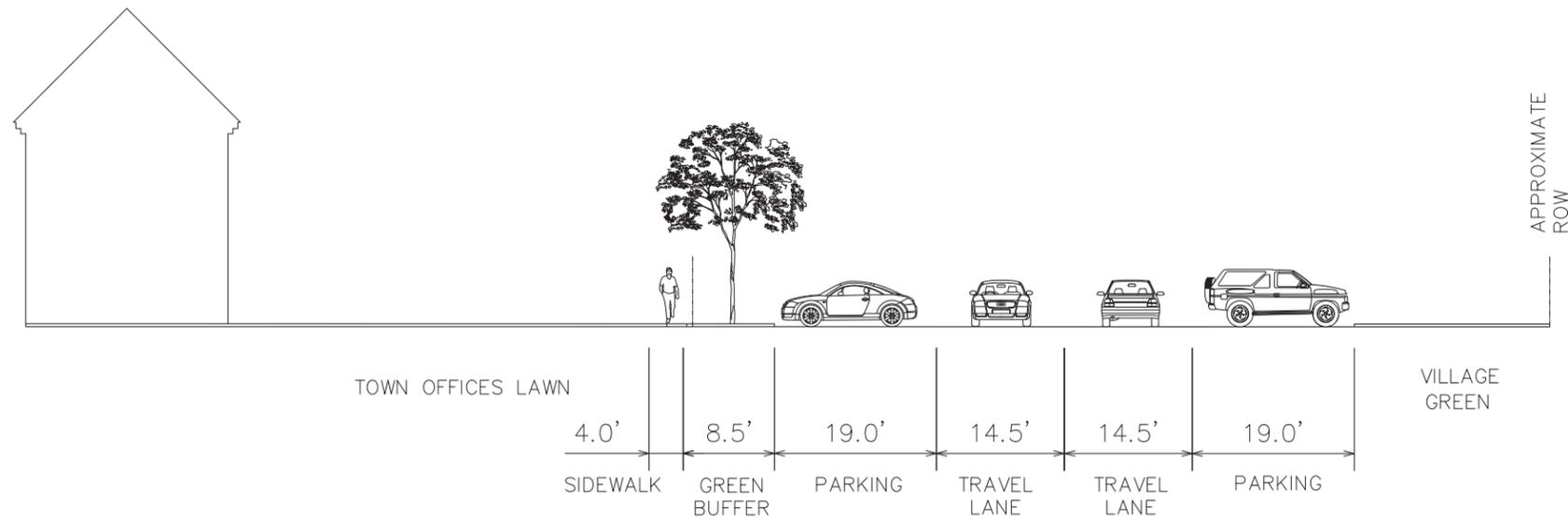


PROPOSED

**NOT FOR  
CONSTRUCTION  
PRELIMINARY  
PLANS**



SECTION AA — EXISTING



SECTION BB — PROPOSED

NO.	DATE	DESCRIPTION	BY	CKD

FAIR HAVEN  
DOWNTOWN  
STREETSCAPE  
IMPROVEMENT PLAN

NORTH PARK  
PLACE

SHEET TITLE

EXISTING AND  
PROPOSED  
CROSS  
SECTIONS

DRAWN BY	DATE
CHECKED BY	D&K PROJECT #
PROJ. ENG.	D&K ARCHIVE #

SHEET NUMBER

3

We can have the kind of city we want.  
We can tell the car where to go and how  
fast. We can be a place not just for driving  
through, but for arriving at.  
-Jeff Speck