

Greater Burlington Retail Market Competition

Downtown Retail and Entertainment Market Share

(based upon number stores and square footage)

Strong

Youth apparel
Women's apparel
Jewelry
Dining - privately owned restaurants
Dining - cafes
Banking
Arts/theater
Specialty retail
Nightclubs
Sporting goods - outdoor gear
Books - new and used
Musical instruments
Home furnishings



Moderate

Hotel rooms
Department stores
Cosmetics
Sporting goods
Entertainment - movies
Hobby/Crafts
Men's Apparel
Athletics Clubs
Children's Apparel
Office supplies
Electronics
Toys
Dining - national chain
Hardware/home improvement



Weak

SWOT ANALYSIS

STRENGTHS

- Authentic, dense downtown area with intact historic fabric
- Church Street Marketplace
- Colleges, universities, medical center
- Critical mass of restaurants, retail, historic storefronts,
- Churches & government offices.
- Arts & Entertainment
- Good civic assets: library, YMCA, post office
- High quality, clean public realm
- Lake Champlain and Waterfront

WEAKNESSES

- ❑ Limited and inconvenient parking
- ❑ Concentration of social services
- ❑ Negative Safety Perception
- ❑ Retail weaknesses: men's wear, electronics, toys, hardware,
- ❑ office supplies, pharmacy
- ❑ Hospitality/tourism, conventions
- ❑ Street and sidewalk maintenance
- ❑ No critical mass of museums and cultural facilities

SWOT ANALYSIS

OPPORTUNITIES

- Strong downtown employment base
- Year-round Waterfront
- Public investment to encourage private development
- Complete Champlain Parkway
- Relocate transit center to preferred location
- More housing -- emphasis on workforce priced housing
- Encourage critical mass of arts & entertainment

THREATS

- ❑ Large retailers choosing Dorset Street, Shelburne Road,
- ❑ Taft Corners,
- ❑ Loss of employers to suburban offices
- ❑ City Center Development in S. Burlington
- ❑ South Burlington, Williston, Essex Outlet Center becoming competitive with downtown

Greater Burlington Retail Comparisons

<i>LOCATION</i>	<i>ACRES</i>	<i>PRESENT Retail (Square Feet)</i>	<i>FUTURE Retail (Square Feet)</i>
Shelburne Road	120	580,000	200,000 +
Dorset St/U-Mall	180	1,025,000	300,000 +
Taft Corners	450	900,000	1,000,000
Downtown	150	700,000	150,000

Shelburne Rd./Route 7

Acreage 120 acres

Square Feet	Shopping centers	450,000
	<u>Lowe's</u>	<u>130,000</u>
	Total Retail	580,000

Shelburne Rd., South Burlington



Total Acres: 120

Total Retail: 580,000 SF

Dorset St./U-Mall/City Center

- Acreage 180 acres
- Square Feet

UMall	625,000
<u>Other</u>	<u>400,000</u>
Total	1,025,000

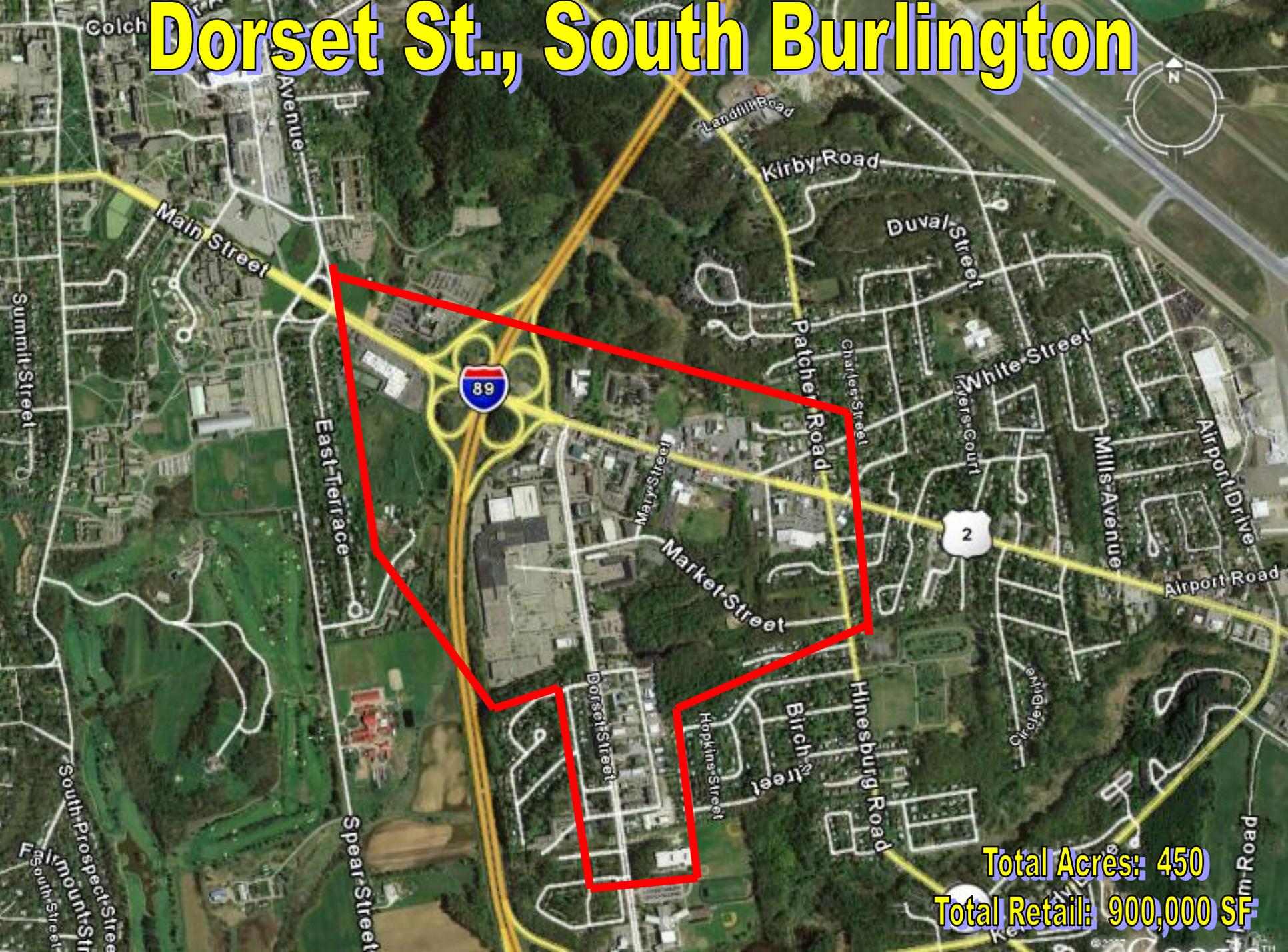
City Center (future):

Retail: 300,000

Office: 220,000

Residential: 550 units

Dorset St., South Burlington



Total Acres: 450

Total Retail: 900,000 SF

Taft Corners

- Acreage 450 acres
- Square Feet

Taft Corners Park	450,000
Maple Tree Place	350,000
<u>Other</u>	<u>100,000</u>
Total	900,000

Planning additional 1,000,000 sq. feet
for retail within 20 years

Taft Corners



Total Acres: 450

Total Retail: 900,000 SF

Downtown

- Acreage 150 acres
- Square Feet

Church St.	230,000
Town Center	320,000
<u>Off Church St.</u>	<u>150,000</u>
Total	700,000

Additional Square Footage
available for retail 150,000

Downtown Burlington

