



DOWNTOWN MASTER PLAN



NOVEMBER 2022



COLLABO

INTRODUCTION

Downtown West Milton is the heart of a charming, friendly village, with a collection of historic buildings that are graced with quaint shops offering antiques, fashion, hardware & specialty items as well as a small selection of dining options. The Stillwater State Scenic River runs along the eastern edge of Downtown, and provides an idyllic setting for the West Milton Municipal Park, where locals & visitors can take a break from shopping to picnic, canoe, fish, or just enjoy the lovely scenery.

Maintaining and further enhancing the quality of this area requires a continuous dedication to preserving and enhancing what makes Downtown West Milton great. Understanding this challenge, the Village developed the Downtown Master Plan, which is intended to address specific issues related to connectivity, parks and open space, land use and development, and entertainment and activity. Overall, the Downtown Master Plan establishes a vision for the future of Downtown and identifies the recommendations, policies and actions to make it a reality.

PURPOSE

The West Milton Downtown Master Plan is the Village's official plan and policy guide for Downtown West Milton. It provides a decision-making framework for Village staff, elected and appointed officials, residents, business owners, and community stakeholders. The Plan presents a community vision for the future of Downtown, outlining specific recommendations and strategies to help achieve that vision over time. Further, the plan establishes an expectation for future investment, communicating the types of uses, desired built form, and improvements for Downtown West Milton.





STUDY AREA

The study area for the Downtown Master Plan is bounded by High Street on the north, Stillwater Street on the south, Jay Street on the West, and the Stillwater River on the east. The total area is approximately .33 square miles in size.

COMMUNITY VISION

The vision for Downtown West Milton is to foster a community of River and Recreation, with a charming and thriving pedestrian-oriented environment that is attractive and welcoming to residents and visitors. Downtown's attractiveness as a place to live, work, and play remains strong due to a vibrant mix of retail, restaurant, entertainment, service, recreation, office, residential, and civic uses all within close proximity. Public spaces are attractive and inviting, enhanced with landscaping, public art, and pedestrian amenities.

The Downtown will be a lively and vibrant year-round focal point for the community, providing the ideal location for a wide range of events, festivals, and activities. The Downtown maintains and strengthens its relationship to the Stillwater River and the West Milton Cascades with improved connectivity, new activities, and enhanced views and vistas.

New growth and development will be respectful of the unique sense of place and character that has defined Downtown for decades. New development and renovated buildings provide space for a greater variety of uses within Downtown to better serve existing and future populations. Pedestrian activity and interest are maximized by prioritizing restaurant uses on the first floor of existing and new buildings. Uses in the Downtown also include businesses providing daily goods and services for year-round residents of the Village.

The Village of West Milton has long been defined by the excellent events, festivals, and activities that take place in and near Downtown every year. These remain a critical component of Downtown, reinforced by efforts to create new events that not only strengthen tourism and seasonal activity, but also focus on providing year-round gathering and engagement opportunities for West Milton residents.

To serve an active, thriving, and successful Downtown a well-designed transportation network is in place to ensure safe and efficient access and mobility for pedestrians, cyclists, and automobiles. Enhanced crosswalks, signals, and signage help to create a more comfortable and effective pedestrian environment, and bicycle racks and designated routes provide improved bicycle safety and access.

Parking lots have been strategically designed and located to meet the parking needs of Downtown, be conveniently and easily accessed, and to prevent surface lots from dominating the visual landscape of OH 48.

PLAN GOALS

1. Leverage proximity to the Stillwater River, West Milton Cascades and other nearby recreation and environmental assets.
2. Reinforce Downtown's distinct character and sense of place while accommodating desirable infill development.
3. Strengthen Downtown as a vibrant and active year-round mixed-use district.
4. Make getting around Downtown easy, safe, and efficient for all modes of transportation.
5. Enhance the events, festivals, and outdoor community gathering opportunities in Downtown.



PLAN PROJECTS

CIRCULATION AND CONNECTIVITY

- A** RIVERFRONT TRAIL NETWORK
- B** PEDESTRIAN / BICYCLE PATH AND GATEWAY ACROSS BRIDGE
- C** BULLDOG WALK AT SMITHS ALLEY
- D** IMPROVED PEDESTRIAN CROSSINGS
- E** TRAIL CONNECTION TO WEST MILTON CASCADES
- F** MAIN STREET BICYCLE LANE
- G** HAMILTON STREET BICYCLE SHARROW
- H** PARKING LOT RECONFIGURATION
- I** TRAIL AT FORMER MILTON-UNION HS
- J** PARK ENTRANCE AT SMITHS ALLEY
- K** PARK ENTRANCE AT E WATER STREET

PARKS AND OPEN SPACE

- A** VILLAGE SQUARE
- B** PARK AMPHITHEATER
- C** PUBLIC ACCESS TO WEST MILTON CASCADES
- D** IMPROVEMENTS TO FISHING POND
- E** KAYAK / CANOE DOCKS AND FISHING PIER
- F** WALKING / MOUNTAIN BIKING NATURE TRAILS
- G** REPURPOSE BOY SCOUT SHELTER AREA AS DOG PARK
- H** ROPES COURSE / ZIP LINE AREA
- I** OLD WEST MILTON CEMETERY ACCESS AND IMPROVEMENTS
- J** PICNIC AREA
- K** PICKLE BALL COURTS
- L** PLAYGROUND

POTENTIAL REDEVELOPMENT

- A** MONUMENT SQUARE
- B** REPURPOSE WEST MILTON INN
- C** REPURPOSE FORMER AUTO SERVICE BUILDING
- D** INFILL DEVELOPMENT (MIXED-USE) ON VACANT LOT
- E** REPURPOSE FORMER FOOD MARKET
- F** INFILL DEVELOPMENT (MIXED-USE) ON PORTION OF HAMLER INSURANCE PARKING LOT
- G** INFILL DEVELOPMENT (MIXED-USE) ON PORTION OF VILLAGE PEDDLER PARKING LOT
- H** OUTDOOR DINING AREA IN SIDE SETBACK
- I** INFILL DEVELOPMENT (MIXED-USE) ON VACANT LOT
- J** REPURPOSE FORMER BUZZ THEATER
- K** REPURPOSE FORMER VIDEO STORE
- L** PARTNER WITH WEST MILTON UNITED CHURCH FOR RECREATION CENTER (OPTION 1)

CIRCULATION & CONNECTIVITY

KEY ISSUES

Downtown includes the intersection of two essential state routes, OH 571 going east to west and OH 48 going north to south. Downtown sits 12 minutes north of Englewood, 14 minutes west of Tipp City, 17 minutes southwest of Troy, and 17 minutes North of the Dayton airport. Downtown is in a prime location to benefit from traffic currently traveling through the Village in each direction. The intersection of OH 48 and OH 571 sees approximately 10,400 cars a day (2018 AADT Data). Though Downtown was initially planned and developed in the mid-19th century, transportation through the Downtown area is primarily focused on single-occupant vehicles. Based on community outreach and engagement, it is clear that local residents would like to make the Downtown area more walkable and safer for all modes of transportation.

Due to the regional nature of OH 571 and OH 48, larger trucks frequently utilize these routes to provide goods to various parts of the Village and neighboring municipalities. Residents have indicated that the McDonald's restaurant, including the drive-thru area, contributes to frequent traffic issues and congestion during daytime hours. There are inadequate crosswalks along both OH 48 and OH 571, especially at the intersection of these routes. Portions of OH 48 south of OH 571 suffer from speeding traffic, creating an unsafe environment for pedestrians utilizing narrow sidewalks.

Portions of neighborhoods immediately surrounding Downtown lack adequate sidewalks and bicycle lanes, making it more difficult for residents of all ages to circulate. Promoting active forms of transportation such as walking, running, and bicycling can significantly benefit local residents while lowering the amount of auto traffic in the Village center. Streets with poor paving, lack of trees, little to no lighting, missing stretches of sidewalks, and lack of crosswalks present obstacles to active transportation.



PARKING

The Downtown area currently includes a Village-owned parking Lot near OH 48 and Hamilton Street, containing approximately 33 spaces. In addition, significant on-street parking is located along N Washington Street between North Street and Front Street, along other streets within the area. Individual businesses maintain smaller parking areas, typically to the side or rear of their buildings. A larger private parking lot is located off of W Hamilton Street, which serves various businesses on that block. There is the potential to encourage greater utilization of existing parking resources through improved signage, shared parking arrangements, and redesign of lots to increase efficiency and layout.

GUIDING “COMPLETE STREETS” PRINCIPLES

1. Dedicated access to transportation options for pedestrians and cyclists
2. Adequate and efficient parking areas
3. Safe and efficient improvements to the Downtown streetscape that creates a walkable environment, such as slower traffic speeds, including streets that are well-lit and free of hazards
4. Streets should go beyond the channel for vehicles, but meets the needs of those walking, cycling, and driving while doing business, providing and utilizing services
5. Downtown circulation should include new reflect pathways for residents and visitors to move through as a way to connect to well-designed public spaces
6. Connections should highlight places of celebration and cultural expressions and promote social interactions
7. Circulation should support and enhance green infrastructure and active lifestyle choices that aim at reducing stress and improving mental health
8. Connectivity should create environments that encourage people to spend time Downtown interacting with downtown businesses and amenities

TRAILS

The West Milton Municipal Park currently includes a single trail running north to south from the existing canoe landing. This Trail provides access to several resources, including the fishing pond, sledding hill, ballfield, playground area, and picnic shelters. It is also utilized as a part of a disc golf course. There is significant potential to expand the local trail network to provide additional amenities and improved connectivity for residents. Locating trails near the Downtown district can provide active transportation options for residents and visitors for short-distance trips. They help to create a low-cost recreation benefit for families and help to connect local businesses. A significant trail network can also make communities more attractive places to live.



A. RIVERFRONT TRAIL NETWORK



The Plan recommends the expansion of a Riverfront Trail Network to provide essential access to natural resources while providing connections to downtown assets. North of E Tipp Pike / OH-571, it is recommended that a paved riverfront path be established along both sides of the Stillwater River. This path would need to incorporate a new easement along the eastern edge of the Riverside Cemetery property. The Trail would then proceed south under the bridge to enter the Municipal Park. On the east side of the River, the Trail could utilize existing City property and connect with recent and planned developments at Stillwater Crossings. This Trail Network would provide a recreational amenity for current and future Village residents. In the southern portion of West Milton Municipal Park, the Plan recommends a trail along the riverbank that

could provide additional access points at Smiths Alley and Water Street. Over time, the Trail Network could expand to integrate with other regional trails to provide more excellent connectivity. The Network would help to promote healthy and active recreational activities and support downtown businesses and services.

Standard and consistent signage should be used to guide Trail users and promote local places of interest in the downtown area. Signage should contain directions, mileage markers, trail rules, maps, and educational or historical information.

ACTION STEPS

1. Incorporate in the Open Space and Circulation Elements of the Comprehensive Plan- The Riverfront Trail Network should be incorporated as key features in both the Open Space and Circulation Elements of the Village's Comprehensive Plan.
2. Create a Detailed Park Design Plan- The Village should engage a landscape architect to create a detailed Park Design Plan, which would include the Riverfront Trail Network as a critical component. The Design Plan would incorporate grading and ADA accessibility. Trail features such as benches, signage, bicycle racks, public art, and landscape design, including native landscapes and decorative plantings in key areas. The Design Plan should have precise cost estimates and design drawings to detail build out and phasing of Trail improvements.
3. Identify New Partnerships- The Village is recommended to coordinate outreach to potential community partners to assist Trail implementation and programming.
4. Acquire Needed Easements- The Village should look at the potential acquisition of public easements where necessary, including the eastern edge of the Riverside Cemetery, to facilitate trail access.
5. Identify Grant Opportunities- Utilizing the list outlined in the Downtown Master Plan as a starting point, the Village should work to Identify state, federal, and local resources and appropriate funding sources for Trail implementation.
6. Secure Local funding commitments- The Village should identify additional available funding through the Miami County or State annual budget to implement the Trail Network.
7. Organize a Green Team- The Village may consider working with the Milton-Union School District to develop a training and educational program for volunteers and youth to help enhance and maintain the Trail over time.
8. Develop Maintenance Plan- The Village should develop a plan to manage ongoing maintenance and expansion of the Trail.
9. Monitor Performance- It is recommended that the Village seeks to collect data on



usage, quality of life impact, and economic impact of the Trail Network. This data will help Plan for future expansions and potential grant applications.

POTENTIAL RESOURCES

- Ohio Department of Natural Resources- Clean Ohio Trail Fund: The Clean Ohio Trail Fund (COTF) seeks to improve outdoor recreational opportunities for Ohioans by funding trails for outdoor pursuits of all kinds. Local governments, park and joint recreation districts, conservancy districts, soil and water conservation districts, and non-profit organizations are eligible to apply. Funding can be utilized for land acquisition along with new trails or connector-trail development. Construction grants also might cover the cost of engineering and design. The State of Ohio will reimburse up to 75 percent of eligible expenses under the Clean Ohio Trail Fund with a grantee match of 25 percent. All projects must be completed within 15 months from the date they are signed into the contract. The maximum grant award is \$500,000.
- Ohio Department of Natural Resources- Recreational Trail Program: The Recreational Trail Program focuses on the development of urban trail linkages, trailheads, and trailside facilities; maintenance of existing trails; restoration of trail areas damaged by usage; improving access for people with disabilities; acquisition of easements and property; development and construction of new trails; purchase and lease of recreational trail construction and maintenance equipment; environment and safety education programs related to trails. The maximum grant award is \$150,000.



- Conservation Club Competitive Partnership Grant: The ODNR Division of Wildlife Conservation Club Competitive Partnership Grant Program is a program to encourage participation in wildlife-related recreation activities (fishing, hunting, trapping, and shooting sports education) on a local level. Participation by youth or individuals unfamiliar with wildlife-related recreation is emphasized. Projects focusing on public access to property or facilities, educating youth in safe participation in wildlife-related activities, and developing long-term mentorship programs in fishing, hunting, and shooting sports are encouraged. County conservation clubs, organized non-profits, and regional/state conservation organizations whose constitution and bylaws state that conservation functions and education are the principal purposes of the organization may apply. A conservation club can apply for up to \$15,000 per fiscal year and can be divided between as many as ten (10) separate project proposals. Each proposal must include a detailed budget indicating how the funds will be spent.

POTENTIAL PARTNERS

- Miami County Park District
- Village of West Milton Parks Department
- Miami Valley Trails
- YMCA
- Local developers
- Local business owners

COST ESTIMATE

Approximately \$700,000/mile for a 10-foot wide trail.

B. PEDESTRIAN / BICYCLE PATH AND GATEWAY ACROSS BRIDGE



The Plan recommends pedestrian and bicycle paths along OH 571, especially along the Stillwater River bridge. OH, 571 is a crucial gateway into the Village from the east and connects the growing Stillwater Crossings area to Downtown. OH 571 is also a major thoroughfare connecting to the north-south thoroughfare of OH 48. A multi-use pathway along the north and south sides of OH 571 would help promote active transportation for all ages and abilities. Gateway signage and public art on both sides of the bridge should also be implemented to celebrate the entrance into the Downtown area. Gateway signage can also be included to provide

wayfinding for visitors entering the community. Through this strategic initiative, new developments east of the Stillwater River will be connected to the Village as a whole. New residents will be encouraged to visit downtown businesses and amenities, helping to support local revitalization efforts. These proposed improvements will ensure that all ages, including children living in newly developed neighborhoods and seniors living at independent and assisted care facilities, have direct access to the Downtown area.

ACTION STEPS

1. Continue coordinating with ODOT on the potential bridge and pathway improvements on both sides of OH 571.
2. Work with developers at Stillwater Crossings to ensure that safe and attractive connections are made into new residential and mixed-use development areas. Discuss forming a community benefits agreement with developers to help support the Gateway project.
3. Engage a local artist to help create an attractive and welcoming gateway into the Downtown area, focusing on the theme of River and Recreation.

POTENTIAL RESOURCES

- **Ohio Local Major Bridge Program:** The Local Major Bridge Program provides Federal funds to counties and municipalities for bridge replacement, rehabilitation, and demolition projects. A Local Major Bridge is a moveable bridge or a bridge with a deck area greater than 15,000 square feet. ODOT will provide up to 80% of eligible costs for construction and construction engineering only. There is a maximum of \$20,000,000 per project. To qualify for funds, projects must have a General Appraisal of 4 or less or be legally posted for load restriction. The project must also be open to vehicular traffic and structurally deficient. Local Programs staff regularly update guidelines and forms to assist local public agencies with the Local Major Bridge Program funding process.
- **Miami Valley Regional Planning Commission Transportation Alternatives Program:** The TA Program provides funding for programs and projects defined as transportation alternatives, including on-and off road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhances mobility, community improvement activities, recreation trail; and planning, designing, or construction boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.
- **Ohio Arts Council - ArtsNEXT Grant:** The ArtsNEXT program provides competitive funding for innovative and experimental projects. Awards support big ideas that push boundaries, engage participants in unexpected ways, pilot new solutions to challenging problems, improve

program design with calculated risk-taking, or result in the creation of new work. These forward-looking projects help define Ohio as an exciting, cutting-edge place to make, consume, and experience the arts. Applicants may request between \$7,500 and \$20,000. All awards require a 1:1 cash match.

- **Community Benefits Agreement:** A Community Benefits Agreement is a contract between a developer and community-based organizations representing residents' interests. The agreement spells out the community's benefits of supporting the developer's project in their neighborhood. CBAs often include benefits such as the improvement of parks or community facilities. These agreements can help ensure more equitable development, enabling existing residents to benefit from new activities.

POTENTIAL PARTNERS

- Village of West Milton Public Works
- ODOT
- Grace Developments
- Ryan Homes
- Randall Residence

COST ESTIMATE

Approximately 1.5 Million for pedestrian / bicycle path and gateway across bridge.

C. BULLDOG WALK AT SMITHS ALLEY

The Plan recommends greatly enhancing Smith Alley to create a strong connection between OH 48 and the former Milton-Union High School grounds. It is envisioned that the alley becomes “Bulldog Walk,” which will highlight the history and tradition of West Milton athletics. Bulldog Walk would include decorative pavers, seating, lighting improvements, and signage and would create a direct link to West Milton Municipal Park. This project would connect to proposed walking trails, mountain biking areas, and other active park activities. Bulldog Walk would include enhanced pedestrian crossings at its intersections with Jefferson Street, S Main Street, S Miami Street, and S Washington Street.



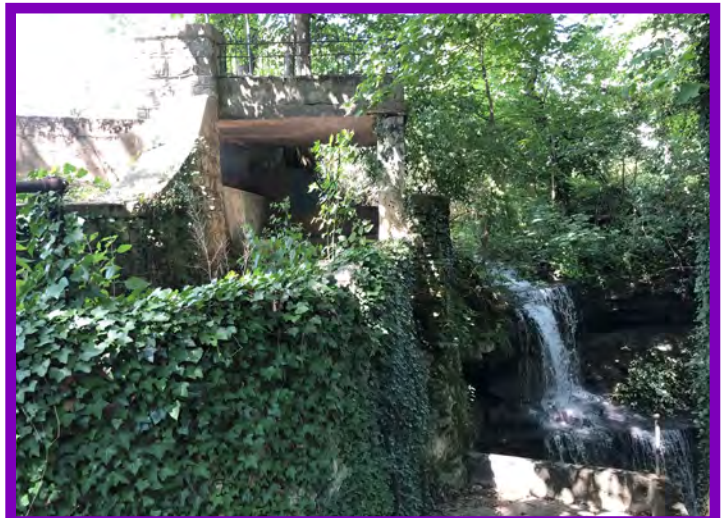
D. IMPROVED PEDESTRIAN CROSSINGS

Improved pedestrian crossings should be implemented throughout the Downtown area, with priority given to the OH 571 / OH 48 intersection, a mid-block corner on OH 48 between North Street and W Hamilton Street, and at 2nd and Jefferson Streets. Improved pedestrian crossings would help to calm traffic in highly active areas. Crossings should have pedestrian-activated crossing lights, unique paving patterns, and corner bump-outs to help create shorter crossing distances.



E. TRAIL CONNECTION TO WEST MILTON CASCADES

The Plan recommends utilizing the West Milton Inn property as a critical trailhead, providing access from the heart of Downtown to the Stillwater River. This property is ideal due to its prominent location, the beautiful West Milton Cascades, and existing parking that could be utilized for visitors. A walking path is recommended to be formalized just south of the creek, adjacent to OH 571. As the path reaches the River, it could split, with a route progressing north along the Riverside Cemetery property and south under the OH 571 bridge, connecting to the Municipal Park.



F. MAIN STREET BICYCLE LANE

A bicycle lane going north and southbound along N Main Street would provide essential access to key locations within the Village, including the post office, library, churches, and residential areas. Due to the width of Main Street, the lanes could be painted on both sides of the street without the need to eliminate on-street parking spaces; This amenity would provide residents and visitors safer access to the Downtown area without the need for a car. Street trees could be planted along Main Street while improving sidewalks and crossings at street intersections.



G. HAMILTON STREET BICYCLE SHARROW

In tandem with the proposed Main Street Bicycle lane, the Plan recommends that a bike route be indicated on Hamilton street as a narrow path connecting Milton Union High School to the Municipal Park. Sharrows are road markings that indicate a shared lane environment for bicycles and automobiles. Among other benefits, shared lane markings reinforce the legitimacy of bicycle traffic on the street, recommend proper bicyclist positioning, and may be configured to offer directional and wayfinding guidance.



H. PARKING LOT RECONFIGURATION

Parking lots should be reconfigured inside North Miami street and North Main street. Street trees should be added. Parking should be accessed from West Hamilton Street. This centrally located parking lot will provide pedestrians access to the recommended amenities. Pedestrians can safely exit their cars and utilize proposed sidewalks and improved cross paths to access storefront properties and downtown services.



I. TRAIL AT FORMER MILTON-UNION HS

A trail at the former Milton-Union HS property would help to connect residents from SJay Street to the Downtown area. The enhanced connectivity should include shaded walking space and amenities such as benches and signage to the former school grounds site, creating a stronger link to existing and future open space amenities.



J. PARK ENTRANCE AT SMITHS ALLEY

A paved and accessible park entrance should be incorporated at Smiths Alley and Washington Street to help provide pedestrians an additional access point to the Municipal Park. This location could be a hub for additional planning elements such as the trail network, dog park at the former boy scout shelter, and mountain biking / nature trails. The addition of this access point will help to improve east-west connectivity through Smith's Alley, connecting the former Milton-Union High School grounds to the Municipal Park.



K. PARK ENTRANCE AT E WATER STREET

An additional paved and accessible park entrance should be introduced south of the Downtown district at E Water Street. As part of this project, a formal trailhead and improved sidewalks should connect to the mountain biking / nature and walking trails. The southern entrance will also provide a direct access point to the Old West Milton Cemetery.



PARKS AND OPEN SPACE

The Village of West Milton boasts a large Municipal Park along with natural features like the West Milton Cascades, and the Stillwater River, and large open greenspaces currently owned by Milton-Union Schools in the Downtown area. Parks and open spaces are a necessity and vital quality of life amenity that could also play a role in attracting economic and residential growth to the Village.

Benefits of green and open spaces:

- Creates areas where relaxation and active recreation can occur, including amphitheatres, plazas, bird watching, fishing, biking, aquatic activities, rope courses, mountain biking, canoeing, kayaking, and walking
- Community spaces that groups can utilize for year-round activities and events
- The addition of trees and removal of hard paved surfaces for landscape can improve water and air quality
- Green spaces help to define the Downtown district and create attractive areas for both residents and visitors

KEY ISSUES

Dedicated gathering spaces should be carefully designed throughout the Downtown district. The West Milton Municipal Park is currently the sole green space utilized for a host of activities and programs such as the 4th of July Festival and the Rock the Hill event. Given the available greenspace at the Municipal Park, additional activity areas can be created to encourage use. The West Milton Cascades are currently inaccessible to the public and can only be accessed through private property at the West Milton Inn. Additionally, only one canoeing and kayaking launch is located in the park, which is over-utilized for the level of visitors. The Downtown area lacks smaller informal gathering areas as well as green infrastructure, such as trees and plantings, to beautify and add to an attractive and welcoming experience.



A. VILLAGE SQUARE



The proposed Village Square re-purposes the municipal parking lot along OH 48 as a public plaza. The Village Square could be phased and implemented over time to gradually transform the property from a formal parking lot to a community gathering space. The Square would continue to be the central location for food trucks to locate during year-round festivals. Landscape improvement including trees and flowers would be integrated along with pedestrian routes that would connect directly to the proposed trail network and amphitheater. The Village Square would serve as the main pedestrian entrance to Municipal Park. Redesigning the municipal parking lot into a Village Square will attract year-round activity through the

incorporation of features such as an ice skating rink, Christmas Tree area, and dedicated spaces for the West Milton Farmers Market. . A fountain could provide a centerpiece to the Square, acting as a gathering space for local residents and visitors, while cafe seating could be utilized by both existing and new restaurants in the area. Parking would be accommodated through better utilization of spaces along Washington Street, as well as through potential shared parking arrangements with local businesses such as Wertz's.

ACTION STEPS

1. Work with landscape architects to create a conceptual design for the Village Square.
2. Create a phased approach, beginning with minor improvements such as asphalt murals, hanging festoon lighting, seating and landscaping to begin to transform the space.
3. Identify grant opportunities- utilizing the list outlined in the Downtown Master Plan as a starting point, the Village should work to identify state, federal, and local resources and appropriate funding sources for capital improvement implementation.
4. Secure local funding commitments- The Village should identify additional available funding through the Miami County or State annual budget to implement capital improvements.
5. Create signage program to highlight available parking spaces along Washington Street.
6. Coordinate with local business on a shared parking agreement.
7. In tandem with Village Square construction, connect trails and pathways from the Village Square to the Municipal Park.



POTENTIAL RESOURCES

- **Tax Increment Financing:** Tax Increment Financing (TIF) is an economic development mechanism available to local governments in Ohio to finance public infrastructure improvements and, in certain circumstances, residential rehabilitation. Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation.
- **State Capital Improvement Program:** The Program allows the State to use its general revenues as debt support to issue general obligation bonds up to \$175 million in fiscal years 2017 to 2021 and \$200 million in fiscal years 2022 to 2026. Funding is provided through grants, loans, and loan assistance or local debt support. Grants are available for up to 90% of the total project costs for repair/replacement and up to 50% for new/expansion. Loans can be provided for up to 100% of the project costs. Grant/loan combinations are also available. There is no minimum or maximum loan amount with a term of one to thirty years, not exceeding the project's useful life. The interest rate is 0%. Once the project is completed, a final amortization schedule is provided, requiring payments every January and July until the term of the loan expires. Loans may be paid in full with no prepayment penalty.
- **Community Development Block Grant (CDBG) Program:** The Community Development Block Grant (CDBG) program provides flexible funding to carry out a wide range of community development activities directed toward neighborhood revitalization, economic development, and improved community facilities/services. The CDBG Downtown Revitalization Program focuses on projects that are designed to improve Central Business Districts. Qualifying projects should aid in eliminating slums or blight and create and retain permanent, private-sector job opportunities for LMI households. This includes projects designed to improve blighted streetscapes, rehabilitate deteriorated building facades and address code



violations in central business districts.

- T-Mobile Hometown Grant: T-Mobile Hometown Grants is a \$25 million, five-year initiative to support the people and organizations who help small towns across America thrive and grow. Hometown Grants are given every quarter to up to 25 small towns. Small towns with populations less than 50,000 are eligible to apply. Recipients are selected and awarded on a quarterly basis. Grants are up to \$50k per town. Project for Public Spaces - Community Placemaking Grants: Project for Public Spaces' Community Placemaking Grants enable US-based nonprofits and government agencies to address this inequality of access by working directly with local stakeholders to transform public spaces or co-create new ones.



POTENTIAL PARTNERS

- Miami County Park District
- Local business owners
- Village of West Milton Parks Department
- Project Revival

COST ESTIMATE

Phase 1 improvements: \$50,000 - \$100,000.
Complete build-out: \$1,000,000.



B. PARK AMPHITHEATER



Due to structural issues, the existing retaining wall at the western edge of West Milton Municipal Park will need to be rebuilt. This project provides the opportunity to re-envision the hillside area as an Amphitheater space that can be utilized for year-round festivals and events. The Amphitheater can serve different age groups and provide flexible seating space for a variety of uses. Additional music and food programming and activities are highly requested based on community engagement and feedback. The Amphitheater should be designed to support ADA accessibility, with a series of switch-back ramps integrated with seating areas,

to help residents and visitors connect from the upper and lower areas of the Park. The existing refreshment stand adjacent to the baseball field can be demolished, preserving the concrete pad as a platform for a new stage space. The Amphitheater should be designed to integrate with local sledding activities, providing an easier way for families to access the top of the hill in the wintertime.

ACTION STEPS

1. Coordinate with a landscape architect and engineer to create design plans and cost estimates for implementation.
2. Identify Grant Opportunities- Utilizing the list outlined in the Downtown Master Plan as a starting point, the Village should work to identify state, federal, and local resources and appropriate funding sources for park Amphitheater implementation.
3. Secure Local funding commitments- The Village should identify additional available funding through the Miami County or State annual budget to implement the park Amphitheater.



POTENTIAL RESOURCES

- Tax Increment Financing: Tax Increment Financing (TIF) is an economic development mechanism available to local governments in Ohio to finance public infrastructure improvements and, in certain circumstances, residential rehabilitation. Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation.
- Ohio Arts Council - ArtsNEXT Grant: The ArtsNEXT program provides competitive funding for innovative and experimental projects. Awards support big ideas that push boundaries, engage participants in unexpected ways, pilot new solutions to challenging problems, improve program design with calculated risk-taking, or result in the creation of new work. These forward-looking projects help define Ohio as an exciting, cutting-edge place to make, consume, and experience the arts. Applicants may request between \$7,500 and \$20,000. All awards require a 1:1 cash match.

- Miami County Foundation Grants: Miami County Foundation supports arts, community development, education, health, and human services programs. Miami County Foundation awards approximately \$300,000 each grant cycle to approximately 90 organizations.
- Virginia W. Kettering Foundation Grants: The Virginia W. Kettering Foundation funds projects under Arts, Culture and Humanities Education, Environment, Health/Medical, Human Services, and Public/Society benefits.

POTENTIAL PARTNERS

- Miami County Park District
- Local business owners
- Village of West Milton Parks Department
- Project Revival

COST ESTIMATE

\$1,000,000 - \$1,500,000

C. PUBLIC ACCESS TO WEST MILTON CASCADES

The West Milton Cascades is located on the northwest corner of OH 571 and OH 48, behind the West Milton Inn. There is an overlook near the top of the falls, and a stairway down to the base. The falls has two main drops followed by a series of small cascades. The creek empties into the Stillwater River approximately 1,000 feet downstream of the falls. The Plan recommends that the Village pursue an agreement with the owner of the West Milton Inn to provide public access to the West Milton Cascades. This access would enable the public to access the natural space for tours and recreation, leisurely activities such as bird watching, and photography. Public access points would connect to the proposed trailhead for the larger Municipal Park trail network linking pedestrians to Downtown amenities and other recreational activities. In addition, the Village may want to consider a lighting project at the falls to create a special holiday destination, similar to the much-loved Ludlow Falls lights.



D. IMPROVEMENTS TO FISHING POND

The fishing pond in the Municipal Park should be improved for resident and visitor use. A sand entrance should be added to the entryway of the fishing pond. Upkeep should be maintained, and fish deposits in ponds should be regularly serviced. A portion of the trail network should surround the pond giving improved access to pedestrians. Improvements to this area can be done in tandem with local programs such as a “Cops N Bobbers” fishing derby to add to the recreational nature of the park for all age groups.



D. KAYAK/CANOE DOCK AND FISHING PIER

Barefoot Canoes has been providing paddling excursion services since the 1970s. They currently utilize a put-in and take-out location at the northeast corner of the Municipal Park. Due to significant use during warmer months, the Plan recommends the addition of an additional public launching point for kayaking and canoeing. This dock could be located in the central portion of the Park, and potentially include space for fishing. The Village should work with local experts to identify the right location design, and orientation of a dock facility to ensure suitability during seasonal flooding events.



F. WALKING / MOUNTAIN BIKING NATURE TRAILS

Mountain biking and walking nature trails should be implemented in the Village-owned wooded area south of the main portion of Municipal Park. This element will connect pedestrians and mountain bikers to the proposed Park entrances at Smith's Alley and Water Street.. The southern portion of the mountain bike and nature trail could connect to the rope course and zipline area. Parts of the nature trail could also lead into the Old West Milton Cemetery. The International Mountain Biking Association (IMBA) currently provides Trail Accelerator Grants designed to grow the quantity and quality of mountain bike trail communities and accelerate the pace of trail building. Trail Accelerator grants provide a jump-start to communities that have the interest and political support to develop trail systems but need assistance to get projects up and running. A Trail Accelerator grant offers awardees professional trail planning and consultation services to launch their trail development efforts, which can often leverage additional investment from local, regional, and national partners.



G. REPURPOSE BOY SCOUT SHELTER AREA AS DOG PARK

The Plan recommends repurposing the former Boy Scout Shelter, located south of the main portion of Municipal Park, into a dog park area. Public dog parks allow dogs to get ample off-leash exercise and social activity with other dogs. When dogs get the adequate physical and mental exercise they need, humans are able to notice a decrease in the level of troublesome behavior from their dogs which will benefit society as well. This project would include clearing brush and trees to create a usable greenspace just east of the shelter to provide open and gated space for pets. Updated seated areas and improved roofing could be implemented to enhance the shelter.



H. ROPES COURSE / ZIP LINE AREA

A ropes course is a challenging outdoor personal development and team building activity which usually consists of high and/or low elements. Low elements take place on the ground or above the ground. High elements are usually constructed in trees or made of utility poles and require a belay for safety. The Plan recommends that the Village work to identify an operator for a potential ropes course and zip line area in the woods to the south of the main portion of Municipal Park. Adding a zip line and rope course can provide challenging activities for youth, young adults, and after-school events. Programs using low ropes course elements or group initiatives are most often designed to explore group interaction, problem-solving, and leadership. Some of the commonly claimed outcomes include enhancement of cooperation, decision making, self confidence, positive risk-taking, social cohesion, trust, self esteem, leadership, goal setting, and teamwork.



I. FOUNDER'S CEMETERY ACCESS AND IMPROVEMENTS

The Founder's Cemetery is located to the south of Municipal Park, off of Water Street. The cemetery was known as the Civil War Cemetery and includes notable early Village residents. Records show that 33 people are buried in the cemetery. Access to the cemetery should be cleared and pathways should be connected to the nature trail at the southern portion of the Park. Headstones and fencing should be repaired to beautify the area, and a signaged installed to describe the history of the cemetery.



J. SPLASH PAD

A splash pad or spray pool is a recreation area, often in a public park, for water play that has little or no standing water. This generally eliminates the need for lifeguards or other supervision, as there is little risk of drowning. Typically there are ground nozzles that spray water upwards out of the splash pad's rain deck. There may also be other water features such as a rainbow (semicircular pipe shower), or mushroom- or tree-shaped showers. Some splash pads feature movable nozzles similar to those found on fire trucks to allow users to spray others. The showers and ground nozzles are often controlled by a hand activated-motion sensor, to run for a limited time. Typically the water is either freshwater, or recycled and treated water that is typically treated to at least the same level of quality as swimming pool water standards. These splash pads are often surfaced in textured non-slip concrete or in crumb rubber. The Plan recommends the installation of a splash pad at the former Milton-Union High School grounds. A splash pad was highly desired by local residents and could add to the overall recreational activities that are available within the Village.



K. PICNIC AREA

A picnic area should be incorporated at the former West Milton-Union High School grounds just east of the paved parking space and west of the proposed splash pad. This area should be shaded with trees and provide seating for families. Locating the picnic area at this location complements other proposed uses on the site, as well as existing activities such as Milton-Union football games.



L. PICKLEBALL COURTS

Pickleball is a racket/paddle sport where two players (singles), or four players (doubles), hit a perforated hollow polymer ball over a 36-inch-high net using solid faced paddles. The appearance of a pickleball court, and the manner of play, resemble tennis, but the court is less than a third the size of a tennis court. Since its inception the number of people playing pickleball has grown each year and after 2010 pickleball started being mentioned as one of the fastest growing sports in the United States. Some estimates predict there could be as many as 40 million players by the end of the decade. The Plan recommends that Pickleball courts should be implemented at the former West Milton-Union High School grounds. Given location and spacing, a maximum of seven pickleball courts can be implemented along the western edge of the site along S Jay Street.



M. PLAYGROUND

Playground space should be created at the northwest corner of the former West Milton-Union High School site. Additional playspace for the youth is a highly sought-after amenity given feedback from community engagement. A new playground will provide an additional option for parents and guardians to take their children, within close proximity to local neighborhoods. It's recommended that the Village and School District work with organizations such as KABOOM! to help implement the playground project. KABOOM! is a national nonprofit that works to end playspace inequity for good.



POTENTIAL REDEVELOPMENT

The success of downtown districts depends on the ability to bring locals, visitors, and workers to thriving commercial and public spaces. Public spaces should be strategically implemented in key areas throughout the downtown area that circulate pedestrians and experience the culture, history, and assets that make the West Milton community special. The Downtown area currently includes approximately 16 storefront businesses, anchored by Wertz's, in the charming historic district along OH 48. Maximizing the reuse of existing buildings and activating vacant lots should be prioritized through reinvestment that will provide services, key goods, and encourage the community's vision to become a reality.

KEY ISSUES

Vacant and underutilized buildings and lots help to create a feeling of disconnection and contribute to an overall lack of vitality Downtown. Key sites, including corner properties at gateway intersections are currently underutilized. Currently vacant buildings can be brought back online and can contribute to the Downtown district experience. Due to the narrow right-of-way of OH 48, there is a lack of space for outdoor seating and dining, both of which would help to enliven the area and draw people Downtown. Partnerships should be leveraged with key business community organizations to beautify current downtown businesses.



A. CATALYST PROJECT: MONUMENT SQUARE



The current configuration of OH 571 and OH 48 causes significant congestion at the primary hub of Downtown West Milton. The lack of street alignment at this intersection, in tandem with entrances to the McDonald's parking lot and drive through, help to contribute to this situation. The Plan proposes a long-term significant change at this intersection through potential relocation of McDonald's and the creation of a new public space, Monument Square. The creation of this space would allow traffic to

flow in a more normalized 1-way direction around the Square, while also creating usable greenspace within the Downtown area. Monument Square would include public art or memorializations, along with pedestrian walks and landscaping. New development and renovated buildings could face the square, creating a new focal point for Downtown.

ACTION STEPS

1. Coordinate with an engineering firm, and ODOT to create and approve conceptual designs for the site.
2. Coordinate with McDonald's ownership on potential site relocation options and agreements.
3. Identify grant opportunities- Utilizing the list outlined in the Downtown Master Plan as a starting point, the Village should work to identify state, federal, and local resources and appropriate funding sources for public roadway redesign and public space implementation.
4. Secure local funding commitments- The Village should identify additional available funding through the Miami County or State annual budget for the creation of public spaces and street design.
5. Coordinate with ODOT to implement a street redesign in order to create Monument Square.



POTENTIAL RESOURCES

- **Tax Increment Financing:** Tax Increment Financing (TIF) is an economic development mechanism available to local governments in Ohio to finance public infrastructure improvements and, in certain circumstances, residential rehabilitation. Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation.
- **Building Demolition and Site Revitalization Program:** This program is designed to provide grants for demolishing commercial and residential buildings and revitalizing surrounding properties. Nearly \$150 million is available. The majority of the funds, approximately \$106 million, will be available statewide on a first-come, first-served basis as provided in the statute. The balance of the funds available will provide for a \$500,000 set-aside per County that will be awarded on a first-come, first-served basis. Eligible properties are: Commercial properties include buildings used for retail, office, manufacturing, industrial, industrial warehousing, institutional, or other non-residential or mixed-use (meaning any mix of these uses or a mix of residential and commercial uses) purposes. Counties must establish one "Lead Entity" that will be the applicant and award recipient. A county



land reutilization corporation shall be the lead entity if one is found. Suppose a county has not created a county land reutilization corporation. In that case, the Board of County Commissioners must submit a lead entity letter of intent and grant user access to identify a lead entity. A subrecipient agreement between the lead entity and other end users (i.e., other local governments, non-profit organizations, community development corporations, regional planning commissions, community action agencies, etc.) must be submitted as part of the application.

- **Onsite stormwater loan program:** Provides financial assistance for stormwater management projects focusing on treating stormwater at its source to minimize, avoid, or offset impacts on water resources and reduce flow to sewers or surface waters. The maximum loan amount is \$5,000,000.

Eligible costs include the following:
Construction of onsite stormwater controls, such as bioretention, permeable pavement, bioswales, rain gardens, tree boxes, green roofs, infiltration basins/trenches, soil profile restoration, and rainwater harvesting with appropriate designated uses, Professional engineering services related to the eligible stormwater controls, Legal fees related to the application and/or project implementation, and application preparation, Site preparation, including grading, earthwork, and demolition required to support the eligible stormwater controls, Associated maintenance for the initial period of project establishment before owner acceptance, based on the project contract.

POTENTIAL PARTNERS

- McDonald's
- ODOT
- Stillwater Crossings developers
- Local property owners

COST ESTIMATE

Approximately \$2,000,000.



B. CATALYST PROJECT: REPURPOSE THE WEST MILTON INN



The West Milton Inn is a historic structure at the corner of OH 571 and OH 48, that over the years has served as a tavern, a well-loved restaurant, and a retail shop. The building is currently vacant, and includes a larger property containing the West Milton Cascades. The Plan envisions that the West Milton Inn once again becomes a hub for community gathering and activity for Downtown West Milton. Due to its unique historic character and natural value of the Cascades, the Inn, and its property, is envisioned as a destination brewery, restaurant,

boutique lodging, or wedding / event venue. In addition to a commercial use, the Inn could serve as a small visitor center and trail head for a system of natural experiences throughout Municipal Park and the riverfront area.

ACTION STEPS

1. Coordinate with the owners of the West Milton Inn on potential support for future redevelopment and site redesign.
2. Assist in the recruitment of an appropriate destination business for the property.
3. Coordinate with the owners of the Inn and local contractors for any needed physical improvements to the building or site.
4. Explore grants relating to preservation of historic properties.
5. Secure local funding commitments- The Village should identify additional available funding through the Miami County or State annual budget for redevelopment/economic opportunities.



POTENTIAL RESOURCES

- **The Ohio Community Reinvestment Area Program:** The reinvestment program is an economic development tool administered by municipal and County governments that provide real property tax exemptions for property owners who renovate existing or construct new buildings. Community Reinvestment Areas are areas of land in which property owners can receive tax incentives for investing in real property improvements. To use the Community Reinvestment Area program, a city, Village, or county petitions to the Ohio Department of Development for confirmation of a geographical area where investment in housing and commercial development has traditionally been discouraged. Once the Director of Development confirms an area, communities may offer real property tax exemptions to taxpayers that invest in that area.
- **Ohio Historic Preservation Tax Credit Program:** The Ohio Historic Preservation Tax Credit Program provides a tax credit to leverage the private redevelopment of historic buildings. The Tax Credit Program provides a state tax credit up to 25% of qualified rehabilitation expenditures incurred during a rehabilitation project, up to \$5 million. The tax credit can be applied to applicable financial institutions, foreign and domestic insurance premiums or individual income taxes.
- **Paul Bruhn Historic Revitalization Grants Program:** The Historic Revitalization Grant Program fosters economic development in rural communities through the rehabilitation of historic buildings in those communities. Eligible subgrant properties must be listed

in the National Register of Historic Places or determined eligible for listing at the National, State, or local level of significance and located within rural communities with populations less than 50,000. State Historic Preservation Offices, Tribal Historic Preservation Offices, Certified Local Governments, and nonprofits can apply for funding. Eligible costs for this program include architectural/engineering services (not to exceed 20% of the subgrant) and physical preservation projects.

POTENTIAL PARTNERS

- West Milton Inn owners
- Village of West Milton Parks Department
- Ohio Craft Brewers Association
- Ohio Hotel & Lodging Association

COST ESTIMATE

TBD

C. REPURPOSE FORMER AUTO SERVICE BUILDING

The former auto service building at 25 Hayes Street, just west of OH 48, should be repurposed into a restaurant or cafe with outdoor dining space as an element of the larger Monument Square development. Due to the legacy of the property, the restaurant could appeal to visitors with a theme based on local aviation history.



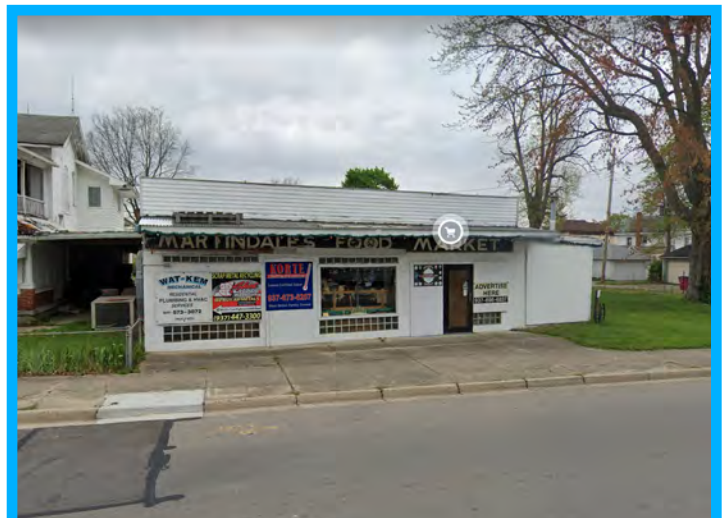
D. INFILL DEVELOPMENT (MIXED-USE) ON VACANT LOT

The Plan recommends the development of a mixed-use building on the vacant lot currently owned by McDonald's. This building could be part of a larger Monument Square development, which could include improved sidewalks and other streetscape elements. This building and Monument Square would serve as a gateway property into the Downtown area.



E. REPURPOSE FORMER FOOD MARKET

It is recommended that smaller vacant and underutilized storefronts be enlivened through new commercial and community uses. The former Martindales food market on Hayes Street, just west of OH 48 should be targeted for adaptive reuse. Upgrading this building as a small boutique grocer or health food store would fit within the larger theme of creating a River and Recreation community.



F. INFILL DEVELOPMENT (MIXED-USE) ON PORTION OF HAMLER INSURANCE PARKING LOT

If feasible, a corner property development should be implemented at the southeast corner of OH 571 and OH 48. A mixed-use development could utilize a portion of the Hamler Insurance parking lot to create a significant new gateway into the Downtown district while creating additional space for retail or restaurant uses. In tandem with new development, streetscape and crossing improvements at this corner should help to create a safer and more welcoming pedestrian experience for Downtown visitors.



G. INFILL DEVELOPMENT (MIXED-USE) ON PORTION OF VILLAGE PEDDLER PARKING LOT

If feasible, infill development should be implemented in the Village Peddler parking lot, to complete the commercial block between W North Street and W Hamilton Street. Maximizing mixed-use commercial square footage will help to provide space for services and activities, including restaurants and cafes, desired by Village residents.



H. OUTDOOR DINING AREA IN SIDE SETBACK

An outdoor dining area should be added to support the existing Pearson House restaurant. Outdoor dining areas help to create a more desirable and vibrant downtown environment, which will help to attract residents and visitors alike.



I. INFILL DEVELOPMENT (MIXED-USE) ON VACANT LOT

The Plan recommends that the vacant lot adjacent to the municipal parking lot be redeveloped as a mixed-use space with a restaurant or cafe on the ground floor. This use would be compatible with improvements to create a Village Square, with the restaurant envisioned to include outdoor seating on the square itself.



J. REPURPOSE FORMER BUZZ THEATER

Locally-owned theaters have been an important fixture on traditional main streets and in small towns across America. In their prime, these cinema and live performance venues were hubs for local entertainment and community gathering in an era when commercial and social activity revolved around the downtown. Their distinctive architectural styles, with elaborate facades and grand marquees, served as iconic places of community identity and pride. The Buzz Theater is an important landmark in the center of Downtown West Milton. The Theater, at 15 S. Miami was originally designed as a movie house, and was owned and operated by Charley Furnace. During prohibition the Buzz Theater was the site of West Milton's "speakeasy." In 1929, Charley installed a "talking machine" in the Buzz Theater to show talkies. The building has been vacant for a number of years and is generally in poor condition. The Plan recommends that the Village work with the existing property owner to repair and repurpose the building into a space that can host arts and performance activities for all ages.. Bringing a significant building of this size back online can help to attract people to the Downtown district. A building of this size would likely require historic tax credits and other funding sources available to redevelop and repurpose for performing arts-related activities.



K. REPURPOSE FORMER VIDEO STORE

The former Curry’s video store on OH 48 is a significant building with beautiful historic detail. As such, it is an important site for adaptive reuse as a commercial or restaurant space. . Along with retrofitting the building, the back portion of the property could include new greenspace and the front of the property could be utilized for outdoor dining.



L. PARTNER WITH WEST MILTON UNITED CHURCH FOR RECREATION CENTER (OPTION 1)

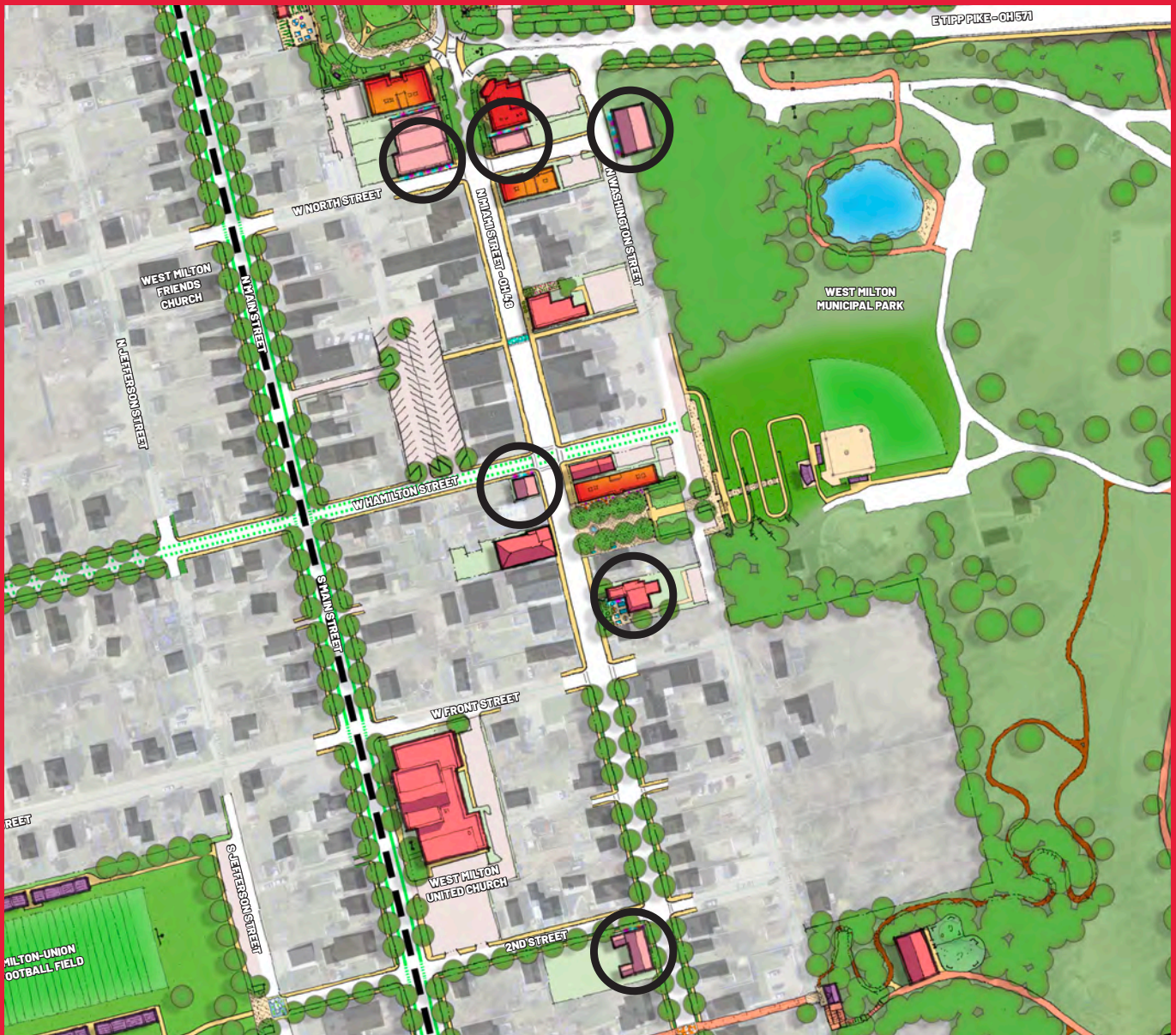
The Plan recommends the exploration of two options for a Village recreational space within the Downtown district. Option one is to partner with the West Milton United Church. This agreement could lead to the use of underutilized space within the current building for athletics, exercise and community programs and events.



M. PARTNER WITH MILTON/UNION SCHOOLS FOR RECREATION CENTER (OPTION 2)

The second option for the creation of an indoor recreational center could be developed in partnership with the Milton-Union School District. The ideal location for such a venue would be adjacent to the football stadium along S Jefferson Street. The Recreation Center could include space for locker rooms, concessions, and other uses to support stadium events. This location provides ample parking for visitors, while still being located within the heart of the Village.





RECOMMENDED MURAL SITES

21, 23, 36, 101, 102, 111 MIAMI STREET, AND 102 N WASHINGTON STREET SITES

Murals can help to create vibrant districts that people want to visit, live in, and take care of. They encourage people to slow down and admire their surroundings. Murals can also create important conversations and expand thought while signifying history or important events. The Plan recommends the painting of several murals

within the Downtown district to help beautify and activate sites, increase foot traffic, and leverage local history and culture. Art designs can highlight historical figures from West Milton around recreation, inventions, or significant activities in the Village's history.

ORGANIZATION AND CAPACITY BUILDING

Implementation of Plan projects will need to rely on close coordination and partnerships between key entities such as the Village of West Milton, Milton - Union Schools, and Project Revival, a locally based 501 (c) (3) non-profit organization. The goals of Project Revival are to provide more reasons for people to come back to West Milton's downtown; Cleanup and spruce up the downtown area making it more attractive for businesses to open; and provide sweat equity in building it, in the hopes that they will come. Nothing is guaranteed, but doing nothing is guaranteed to result in nothing.

The Plan recommends that Project Revival consider joining the Ohio Main Street Program in order to expand capacity to assist in Plan implementation. The neighboring communities of Piqua, Troy and Tipp City are all currently part of the Program. The Ohio Main Street Program, administered by Heritage Ohio, works with communities across the state to revitalize their historic or traditional commercial areas. Based in historic preservation, the Main Street approach was developed by the National Trust for Historic Preservation to save historic commercial architecture and the fabric of American communities' built environment but has become a powerful economic development tool as well.



The Main Street program is designed to improve all aspects of the downtown or central business district, producing both tangible and intangible benefits. Improving economic management, strengthening public participation, honoring historic preservation and beautification, and making downtown a fun place to visit are critical to recruiting new businesses and residents. Building on downtown's inherent assets — rich architecture, personal service, and traditional values and most of all, a sense of



