

Caldwell -Ohio-

HISTORIC DOWNTOWN CALDWELL REVITALIZATION PLAN

Spring 2022

Acknowledgments

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PART 1:
Project Summary

1.1 Project Background

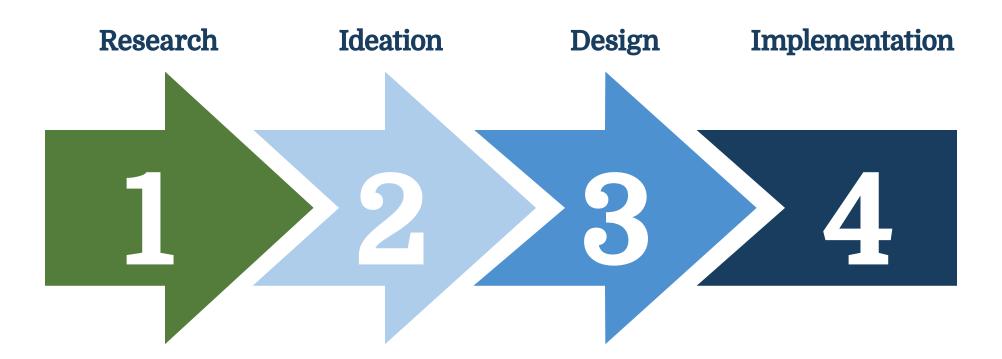
The Village of Caldwell has just under 2,000 residents and is the county seat of Noble County. The community has a historic Downtown area with numerous buildings that contribute to the Caldwell Downtown National Register District. The Noble County Courthouse is one of the most prominent buildings in Caldwell and was constructed in approximately 1933.

This planning effort has been administered through Buckeye Hills Regional Council (BHRC) and is funded through the Economic Development Administrations' CARES Act funding. The intent of the funding is to provide assistance to communities as they recover from the impacts of the COVID-19 pandemic. The scope of the project includes recommendations for placemaking, tourism, economic development, and preservation.

The project team collaborated closely throughout the project with a core steering committee including Village Officials, OSU Extension Staff, BHRC staff and stakeholders throughout the village.

1.2 Project Process

Phase 1: Phase 2: Phase 3: Next Steps:



1.3 Community Engagement

1.3.1 STAKEHOLDER ENGAGEMENT

The project kicked off with one-on-one discussions between the project team and community stakeholders. These discussions formed the basis of the project team's understanding of the Village and of efforts to revitalize Downtown Caldwell.

1.3.2 SITE VISITS & COORDINATION

The project team conducted a tour of the community as well as follow up visits to collect information and ideas. The project team also coordinated with the steering committee biweekly.

1.3.3 SURVEY

A community survey was launched in order to help the project team understand the communities ideas and desires. There was a large response to the survey with over 250 responses representing a sizable portion of the community.

The results of the survey revealed that community members care deeply about the success of Downtown Caldwell. They want a downtown that is more vibrant, one that has more businesses and visitors, and a place where they can come for fun and entertainment.

1.3.4 SURVEY SNAPSHOT

Key Issues to Address

- Perceived Parking Issues
- Lack of Entertainment
- Lack of Restaurants

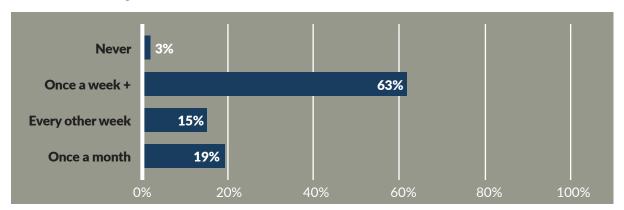
Desired Amenities

- Recreation Center
- Kids Activities
- Good Food

Desired Businesses

- Restaurants
- Bakery
- Movies Theater
- Bowling Alley
- Brewery
- Grocery Store
- · Ice Cream Shop

How often do you visit Downtown Caldwell



1.4 Downtown Caldwell Vision Statement

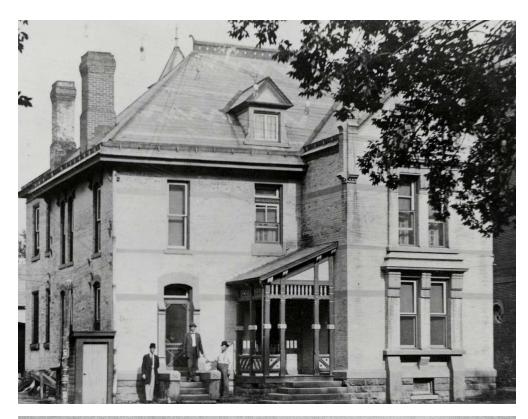


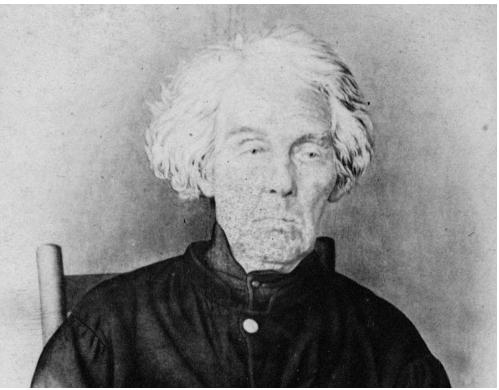
1.5 Planning Goals

- 1. Explore ways to promote The Village and Downtown Caldwell and to create unified branding and visual representations of the community.
- 2. Define opportunities for expanding business activity in Downtown Caldwell.
- 3. Build partnerships to expand the tourism economy in and around Caldwell.
- 4. Develop options to increase broadband access in Caldwell and to expand wifi options in Downtown Caldwell.
- 5. Promote historic preservation and capitalize on the recent downtown Caldwell national register nomination.

HISTORIC Caldwell -Ohio - PART 2:

Community Character Framework





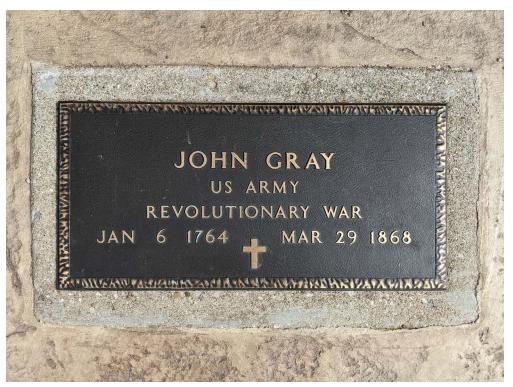




2.1 Our History

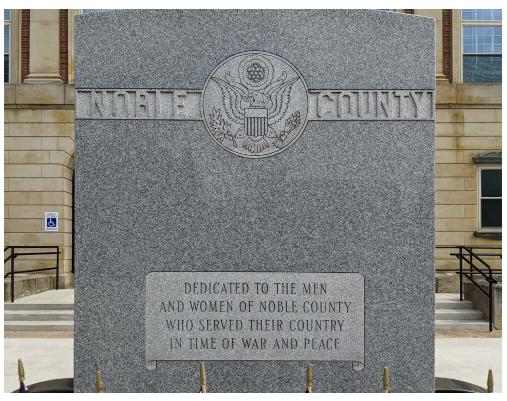
Caldwell is interwoven with history that includes remarkable people and events











2.2 The Town Square

The Courthouse Square is the heart and soul of the community









2.3 Our Architecture

Caldwell's architecture is distinctive and well-preserved.











2.4 Our Unique Identifiers

Caldwell's details are distinctive, fun, and engaging.









2.5 Our Open Space

Caldwell is surrounded by beautiful parks, forests, and rolling farmland.



HISTORIC

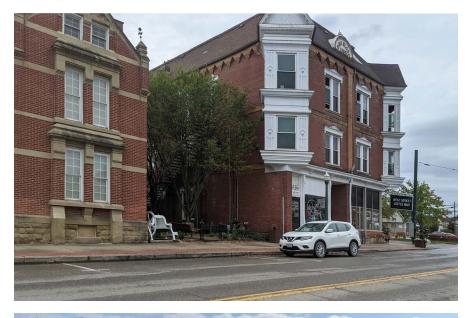
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PART 3:

Brand Identity Guidelines

3.1 Background



3.1.1 Inspiration

Caldwell has a strong sense of place with distinctive buildings and strong geographic features. Downtown presents this historic feel, but also has a fun and welcoming atmosphere.

The brand identity is designed to evoke these community strengths in a brand mark that his versatile and distinctive.



3.1.2 Brand Identity Naming Convention

The words 'HISTORIC' and 'OHIO' are a component of the primary lockup. This states clearly that the community is historic in both the character of the community and the

3.2 The Brand Mark

3.2.1 Primary Lockup

The primary lockup is for use on official communications, signs, and other graphics. This graphic is simple and scales well for all projects. This lockup can be used in reverse (on a dark background), or can be modified for official use by the Village government.

Caldwell

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3.2.2 Secondary Lockup

The secondary lockup is for use where a stronger graphic punch is desired.

3.2.3 Special Use Lockups

The special use lockup is for use on graphics such as signs, badges, and other features.









3.3 Primary Font

3.3.1 Montserrat Regular & Italic

Montserrat is an accessible font that is visually clean and easy to read. Montserrat is fully free to the public through Google Fonts.

AaBbCc*DdEeFf*

0123456789

3.3.2 Montserrat Bold & Bold Italic

Montserrat bold if the primary font for headers and emphasized text. The font creates a strong hierarchy for organizing information.

AaBbCc**DdEeFf**

0123456789

3.3.3 Montserrat Black & Black Italic

When a punchy font or graphic is required for signs, posters, and other visually dynamic elements, Montserrat Black may be used. This font has a distinctive style while still appearing fun and appealing.



0123456789

3.4 Secondary Fonts

3.4.1 Domine Bold

Domine Bold is the primary font for the brand identity. This font can be found in Adobe Typekit.



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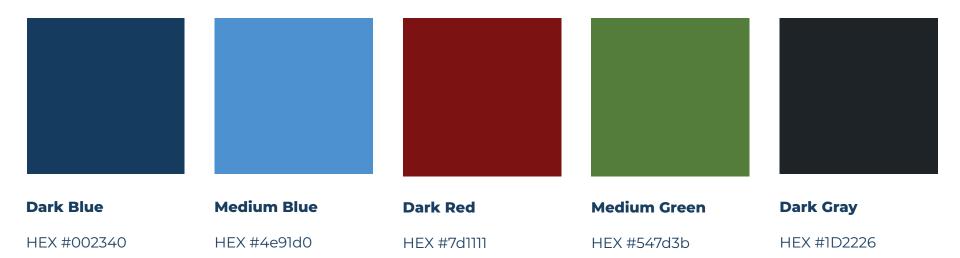
3.4.2 Galada

Galada, as seen in the brand mark, is great when paired with Domine. This font can also be found in Adobe Typekit.



3.5 Primary Color Palette

3.5.1 Primary Palette



3.6 Full Color Palette

Color	Name	Hex Code	RGB		СМҮК				Pantone	RAL	
			R	G	В	С	М	Υ	K		
	Dark Blue	002340	0	35	64	74	36	0	63	534 C	5026
	Medium Blue	4e91d0	78	145	208	63	30	0	18	660 C	5015
	Light Blue	aecdea	174	205	234	26	12	0	8	277 C	5024
	Dark Green	204e28	32	78	40	59	0	49	69	343 C	6035
	Medium Green	547d3b	84	125	59	33	0	53	51	2265 C	6017
	Light Green	adbf28	173	191	40	9	0	79	25	2299 C	6018
	Yellow	fef200	254	242	0	0	5	100	0	803 C	1016
	Orange	ef9f22	239	159	34	0	33	86	6	143 C	1033
	Light Red	dc3522	220	53	34	0	76	85	14	179 C	3028
	Dark Red	7d1111	125	17	17	0	86	86	51	1815 C	3003
	Dark Grey	1d2226	29	34	38	24	11	0	85	Black C	9011
	Dark/Medium Gray	494a42	73	74	66	1	0	11	71	425 C	7022
	Medium Gray	818074	129	128	116	0	1	10	49	408 C	7023
	Med/Light Gray	96988c	150	152	140	1	0	8	40	403 C	7030
	Light Gray	aaaea2	170	174	162	2	0	7	32	407 C	7038

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CHAPTER 4:

Urban Design & Placemaking

4.1 Site Amenities Program

4.1.1 Benches

Basis of Design: Keystone Ridge Designs 'Lamplighter', 6' length.

Color: Black.

Options: Bench with our without back is available.

Notes: Endplate of bench should be customized with the text "Historic Downtown Caldwell"

4.1.2 Litter Receptacles

Basis of Design: Keystone Ridge Designs 'Midtown', 32 Gallon Capacity.

Color: Black.

Options: Options with recycling are available.

4.1.3 Planters

Basis of Design: Keystone Ridge Designs 'Midtown', 38 Gallon Capacity.

Color: Black.

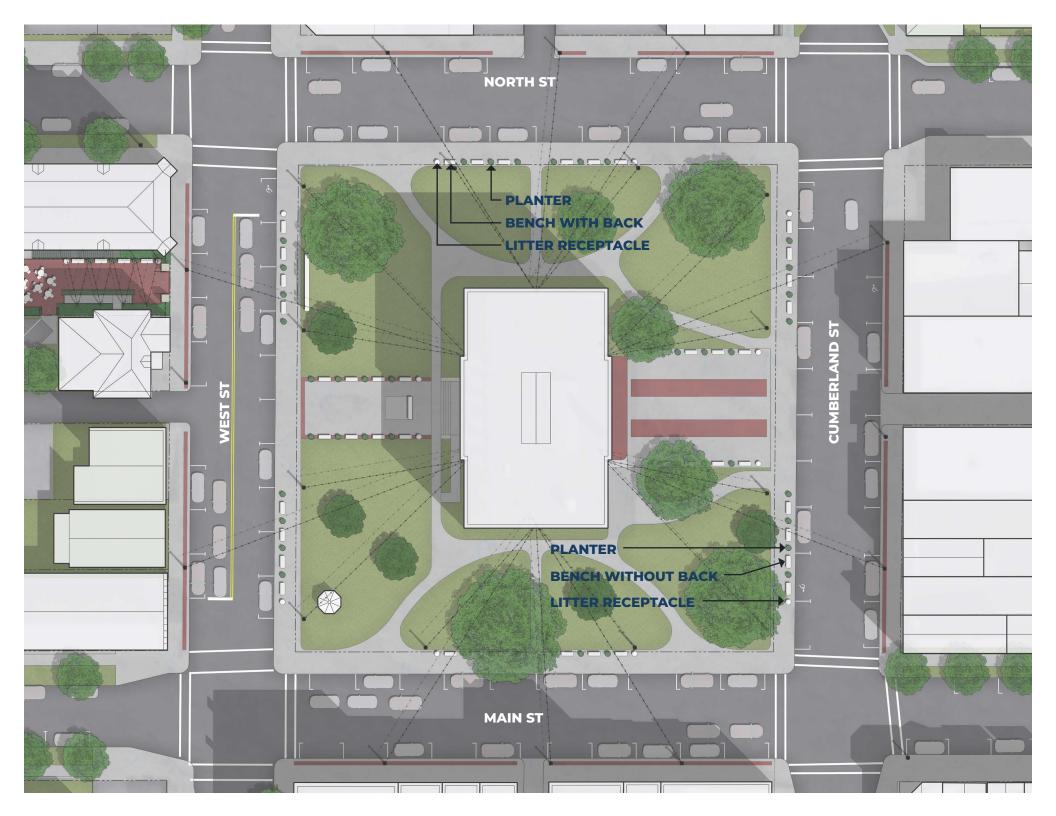
Options: Various sizes are available.











4.2 Light Canopy

A light canopy can be formed utilizing string lights which span from the courthouse to existing light posts around the square. This will create a dramatic effect and will visually unify the square as a singular space.

4.2.1 Materials

LED String lights are readily available and relatively inexpensive. The best string lights for this application would have small glass globes in order to be clearly visible in the daytime. Color changing LED string lights could be used, but the controllers would need to be coordinated.

4.2.2 Structural Support

The string lights will need to be clipped to a metal wire which would provide the structural support for the electrical wire and lights.

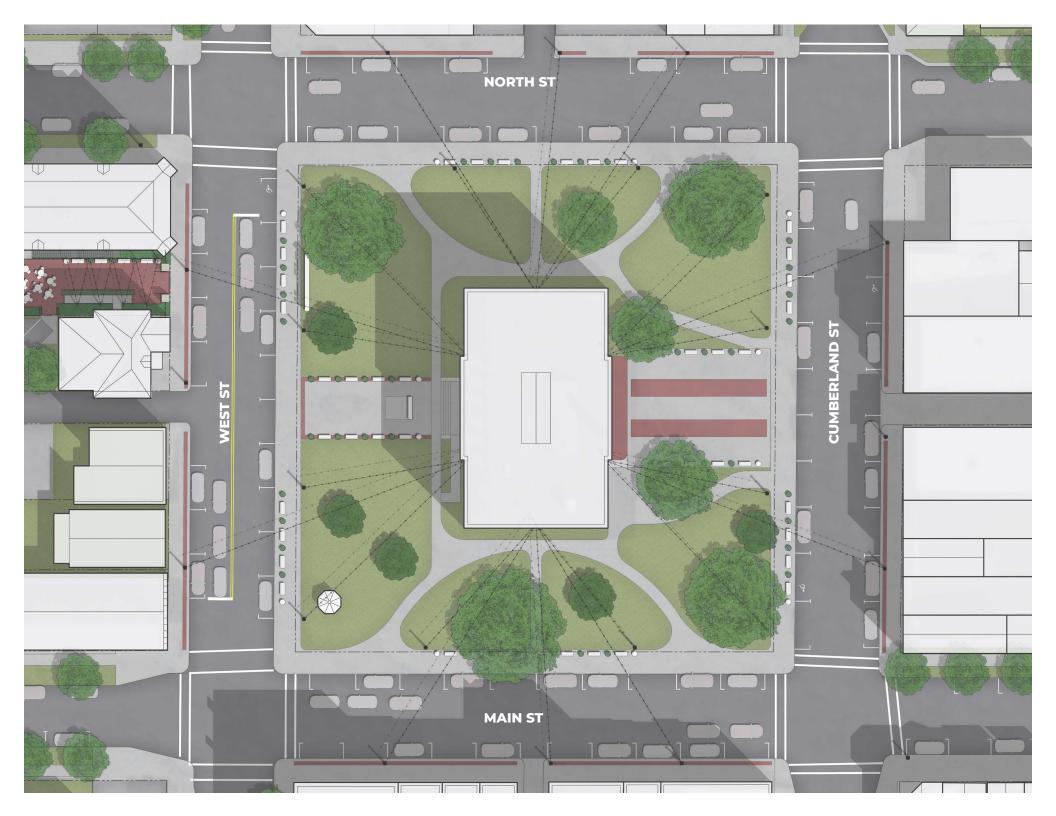
The string lights will need to hung from the courthouse in order to create the clearance and visual impact that is desired. Metal wire could be affixed directly to the building, or could be attached to temporary polls which have a weighted base. A structural engineer should be consulted to determine the best attachment method which accounts for wind loads and loading on the roof or parapet of the building.

4.2.3 Electrical Power & Maintenance

The power for the string lights is available from existing outlets that are attached to the top of the existing light posts. The village of Caldwell will need to budget for the power consumption that these string lights will require. Although low LEDs have low power consumption, this will still be a cost to consider.



An example of a light canopy in Bloomington, Indiana. *Photo: Indianapublicmedia.org*

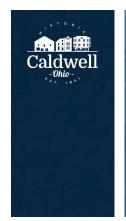


4.3 Hanging Baskets and Banners

Planters and banners will enhance the existing light posts around the square. These are relatively low cost improvements that have high impact.

4.3.1 Banner Design

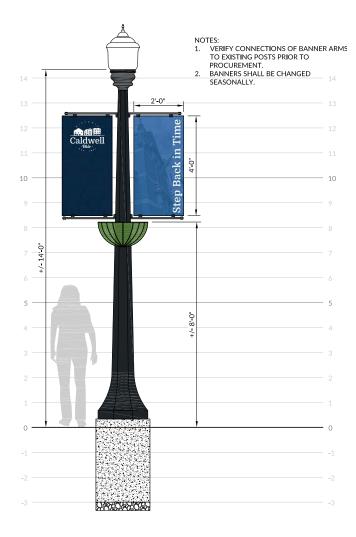
The graphic design of the banners can be varied using the color palette described in the brand guidelines. Each banner could include a short phrase, image, color tone, and/or pattern to promote a promotional campaign or a seasonal event.













4.4 Historical Markers

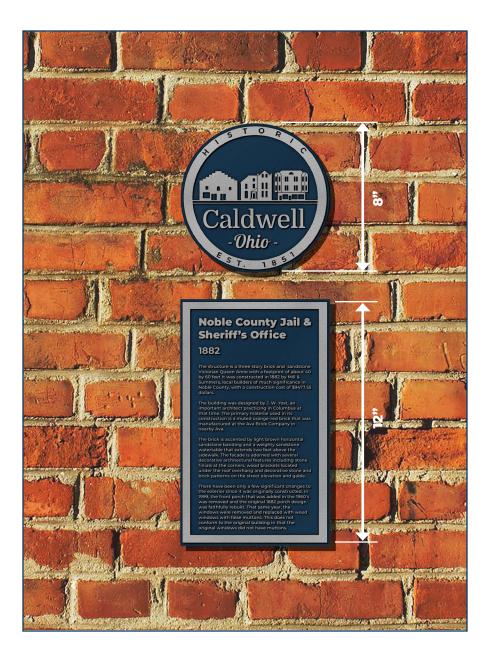
Historical markers have the opportunity to identify and educate historic buildings within Downtown Caldwell. These markers can be placed on all contributing buildings within the National Register Historic District.

4.4.1 Marker Design

The markers are divided into two components, the marker and the information panel. The marker can be placed on existing buildings first and the information panel can be added at a later time OR both the marker and information panel can be installed simultaneously.

4.4.2 Preservation Considerations

The markers should include mounting tabs on the back of the metal panels and should be spaced to fit in the mortar bed of a standard brick module. The panels will be mounted to the building using an epoxy or other adhesive. Drilling or altering existing bricks or stone masonry should **not** be required for installation of the panels.





4.5 Alley Activation & Mural Walls







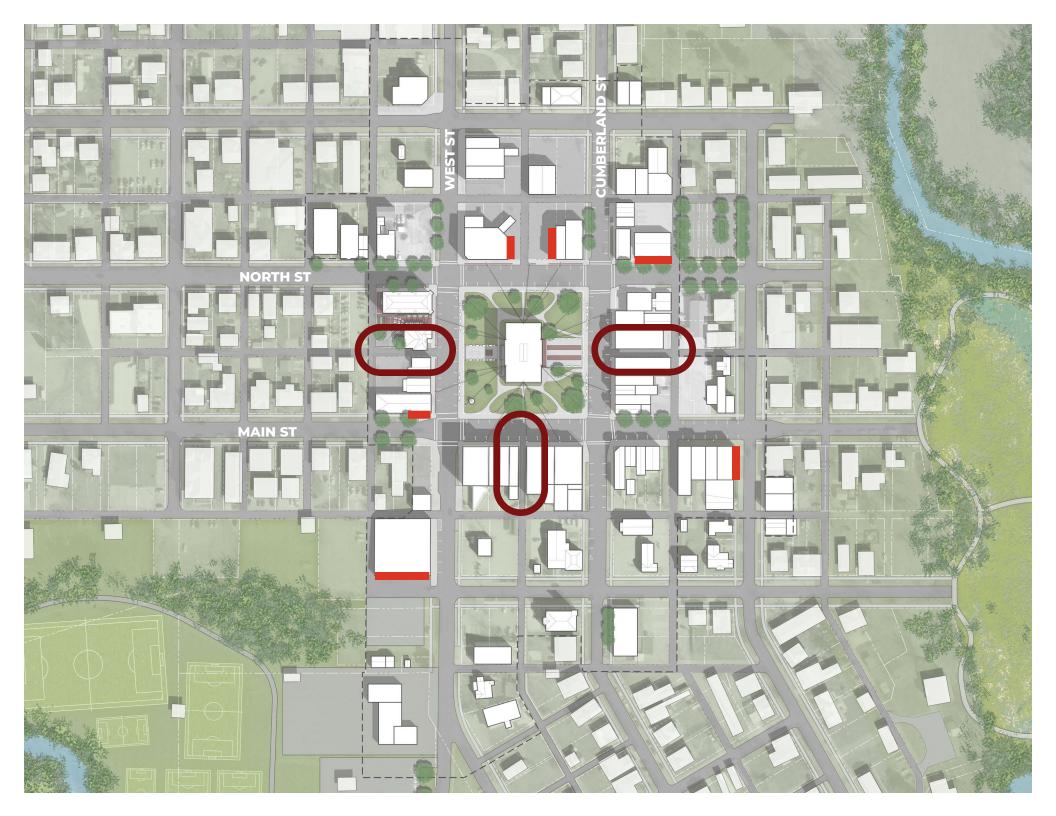
The alleys and blank building facades can serve as a canvas for placemaking and interaction. These small spaces can create strong moments and memorable spaces.

4.5.1 Murals

Mural are a relatively low cost way to bring excitement and energy to Downtown Caldwell as proven by the existing mural implementations. Murals can be located through the historic district, however their placement and materials should be site specific. On already painted masonry surfaces or non-masonry surfaces murals can be painted directly on existing walls. Existing unpainted masonry surfaces should not be painted and in those instances vinyl applied murals should be used. Using vinyl murals also provides opportunities for non-muralists to participate because digital work or high quality images can be blown up to fit the needed space.

4.5.2 Alleys

One alley has already been activated with site furnishings, artwork, and other amenities. This strategy should be employed throughout the Historic District.



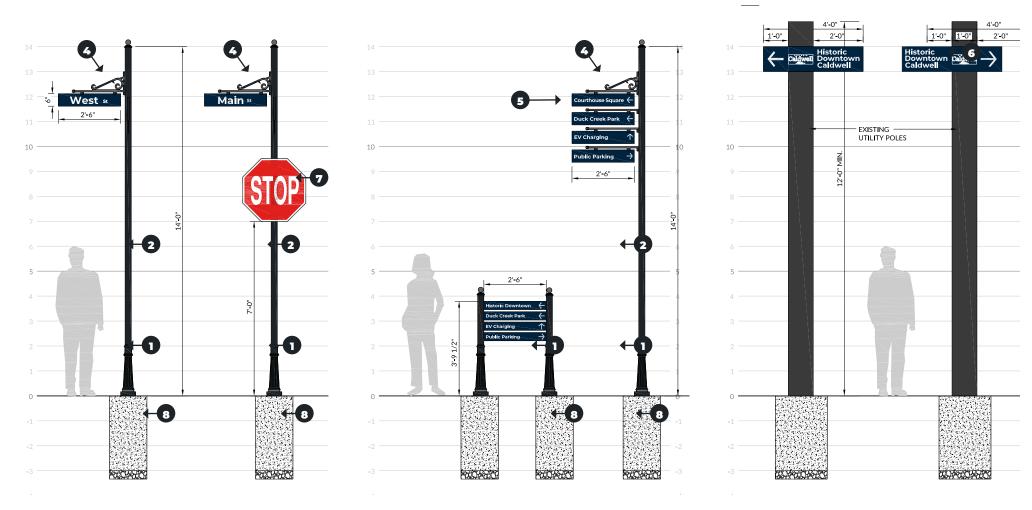
4.6 Customized Sign Family



4.7.1 Key Specifications

- 24" height powder coated decorative metal post base. Basis of Design: Capital Streetscapes Base31
- 3" diameter powder coated decorative metal sign post. Basis of Design: Capital Streetscapes FL3x14
- 3" diameter decorative metal ball finial. Basis of Design: Capital Streetscapes Ball3.
- Decorative metal arm and scroll. Basis of Design: Capital Streetscapes Arm-A and Scroll A.

- Decorative metal arm only. Basis of Design: Capital Streetscapes Arm-A.
- .125" thickness aluminum sign with reflective vinyl overlay, mount with two bolts or metal tie wrap
- Metal stop sign with black metal frame. Basis of Design: Capital Streetscapes FR30OCT.
- **3**6" depth concrete footing with threaded rod for mounting.



4.7 Major Gateway Sign

A major gateway sign should be constructed at the northeast corner of Marietta Road and Woodsfield Road. This highly visible intersection can serve as a Gateway for both Noble County and the Village of Caldwell.

4.7.1 Existing Conditions

This site currently has a billboard that occupies the space and visually dominates the hillside. This billboard may be be purchased or removed by its current owner. The Village and County both should work with the owner to find an appropriate solution that benefits all entities.

4.7.2 Proposed Design

The new major Gateway sign should be large enough in scale to be easily visible from passing traffic that is moving at a high rate of speed. The sign should have a masonry base and should have colors that represent the brand identities of both entities.





4.8 Minor Gateway Signs

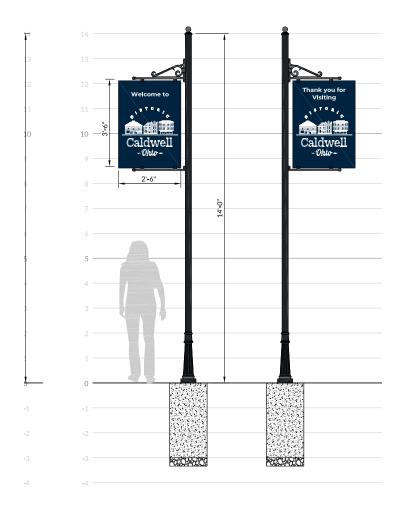
Minor Gateway signs can mark the entrance to the Village of Caldwell and to the historic district.

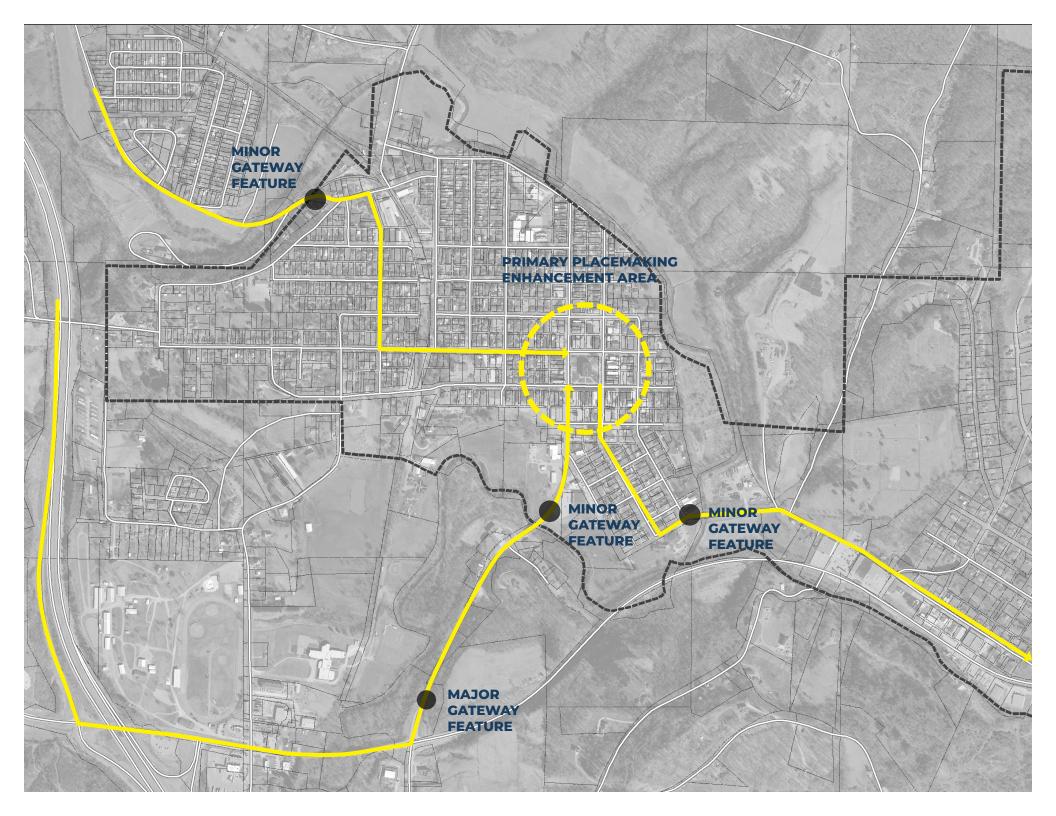
4.8.1 The Design

The design is based on the standard sign family but has a much larger sign graphic. This will be highly visible from adjacent roadways but can be easily located within existing rights-of-way.

4.8.2 Sign Message

The sign message should have the Historic Caldwell brand identity and should include some text such as "welcome to" and "thanks for visiting". This text can be determined later and can be customized to each site.



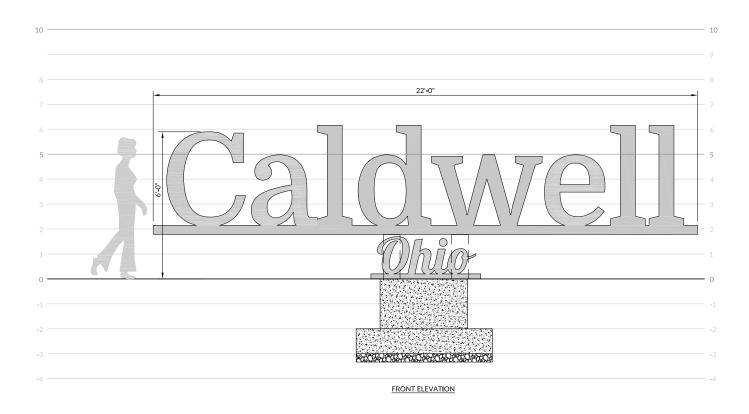


4.9 Interactive Sign

Interactive signs create a memorable photo opportunity for visitors and residents. In the age of social media, this is a prime opportunity to promote the community in a relatively low cost way.

4.9.1 The Design

The design is based on the new Historic Caldwell Ohio brand identity. The sign will need a hardened structure as visitors will likely climb on it. It will also need a foundation.





4.10 Duck Creek Greenway



In order to better connect Caldwell a multi-use trail network could be implemented that connects major destinations in the community and utilizes Duck Creek as a recreational and environmental amenity.

4.10.1 Railroad Trail

The Railroad Trail would follow the general path of the now abandoned railroad right of way directly through Caldwell. This path would be the backbone of the system connecting the majority of the Village directly with Caldwell Elementary and the Noble County Fairgrounds.

4.10.2 Fairground Trail

The Fairgrounds Trail would follow Fairgrounds Road to Main Street connecting the Fairgrounds directly to Downtown Caldwell. This would provide another safe route to Caldwell Elementary in an area that is currently without sidewalks in some locations.

4.10.3 Downtown Connector

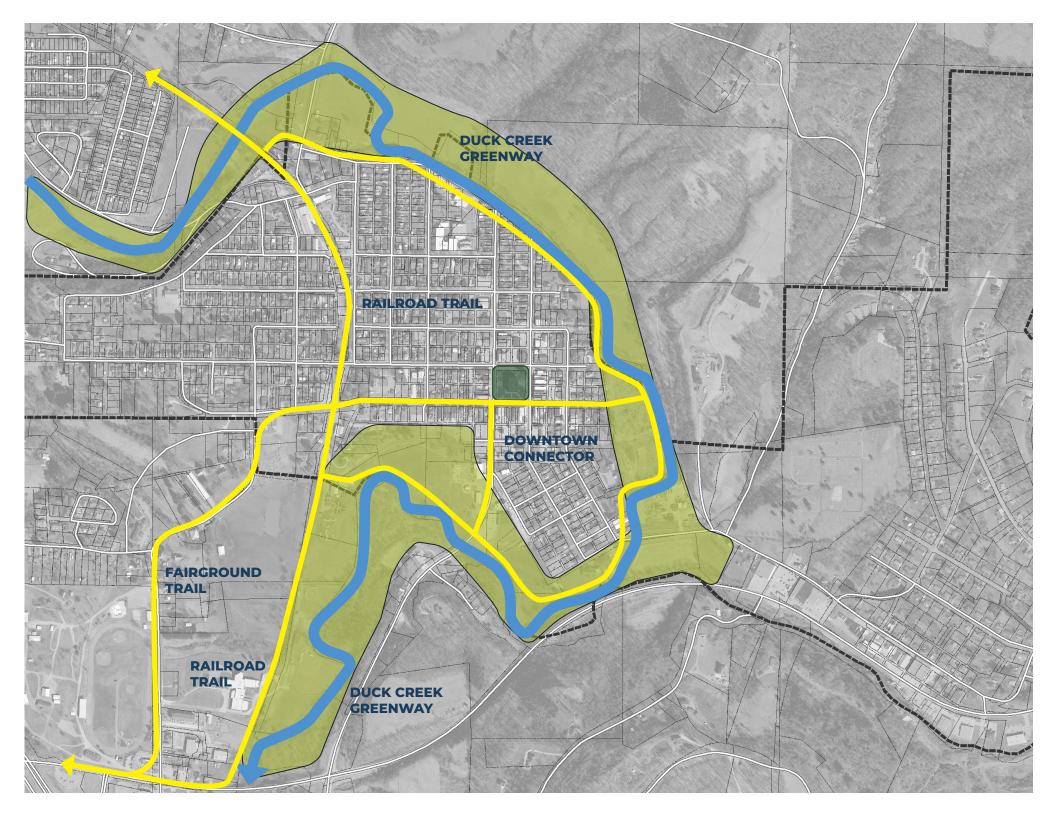
The Downtown Connector would be a small stretch of multi-use path that would connect the Skating Rink and Village Hall with Downtown Caldwell.

4.10.4 Duck Creek Greenway

The Duck Creek Greenway would be a series of connected parks and multi-use trail that would allow access to outdoor recreations throughout the Village. The Greenway would also serve as a flood mitigation area.

4.10.5 East Park

A new park could be built on the east side of Downtown which provides access to the Duck Creek Greenway. This would include amenities such as a walking path, viewing overlooks, benches, and native plantings.



4.11 Downtown Parking Modernization



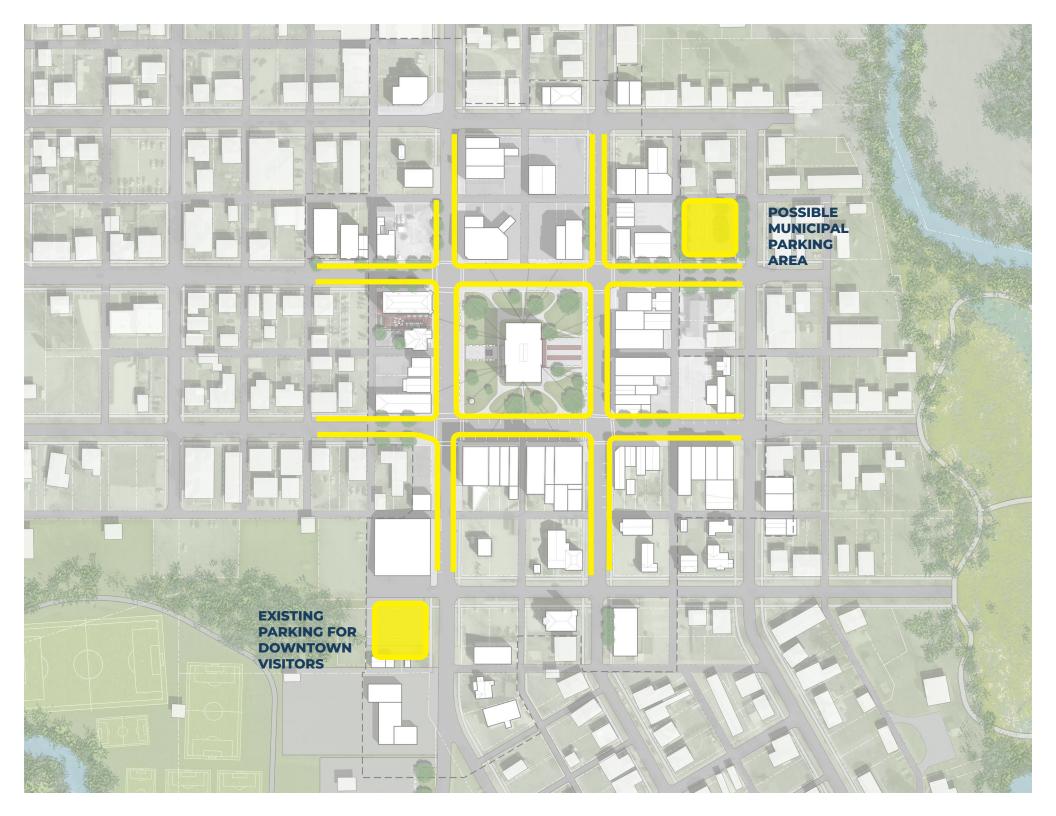
4.11.1 Time-Limited and/or Metered On-Street Parking

On-street parking is absolutely critical to the success of downtown businesses. This parking is needed to support the short periods of time that both residents and visitors patronize shops and restaurants. It is critical that at least some of these spots are always available in order to create a welcoming and convenient experience. On-street parking should not be used by longer-term visitors of Downtown such as government and business employees. These visitors should utilize off-street parking that is available in the near vicinity, or they should use on-street parking that is not directly within the Square. While a short walk may be required for these employees, the open parking spaces created by this will have an enormous benefit in keeping the businesses viable and enhancing the vitality of Downtown.

A potential solution to this issue is additional signage which clearly marks the time limits for parking. Active monitoring and ticketing of offenders may be required as enforcement. A subsequent step would be to meter the parking with either individual meters or pay stations. When changes are implemented, these should be studied to determine their effectiveness in achieving their goals. Parking policies should be routinely revisited and adjusted over time to best serve the Downtown businesses, residents, and visitors.

4.11.2 Additional Off-Street Parking

A vacant lot on north street has the potential to accommodate up to 30-40 additional vehicles. This could alleviate much of employee-related parking concerns.



4.12 Electric Vehicle Charging Stations

Installing electric vehicle (EV) charging is a key opportunity to draw visitors to Downtown Caldwell at a relatively low cost. Caldwell is extremely well located to take advantage of EV users as it is directly off a major interstate highway and midway between Cambridge and Parkersburg- the next closest locations of high speed EV charging.

4.12.1 Charging Types

Electric vehicle charging is generally broken down into three categories: Level 1, Level 2, and Level 3.

Level 1

- Typically a common household outlet, used for daily in home charging
- Charges 3 5 miles per hour, around 40 hours to fully charge a typical EV
- Typical Cost: n/a

Level 2

- Relatively inexpensive and can be installed in homes using 220 volt outlet
- Frequently installed at retail stores, workplaces and other public areas, used for regular daily charging needs
- Charges 12 80 miles an hour, around 4.5 hours to fully charge a typical EV
- Typical Cost: \$20,000 per charger

Level 3

 Expensive high voltage service, used for very fast charging typically on long trips

- Charges 75 500 miles per hour, around 30 minutes to fully charge a typical EV
- Typical Cost: \$100,000 per charger

4.12.2 Level 2 Charging Opportunities

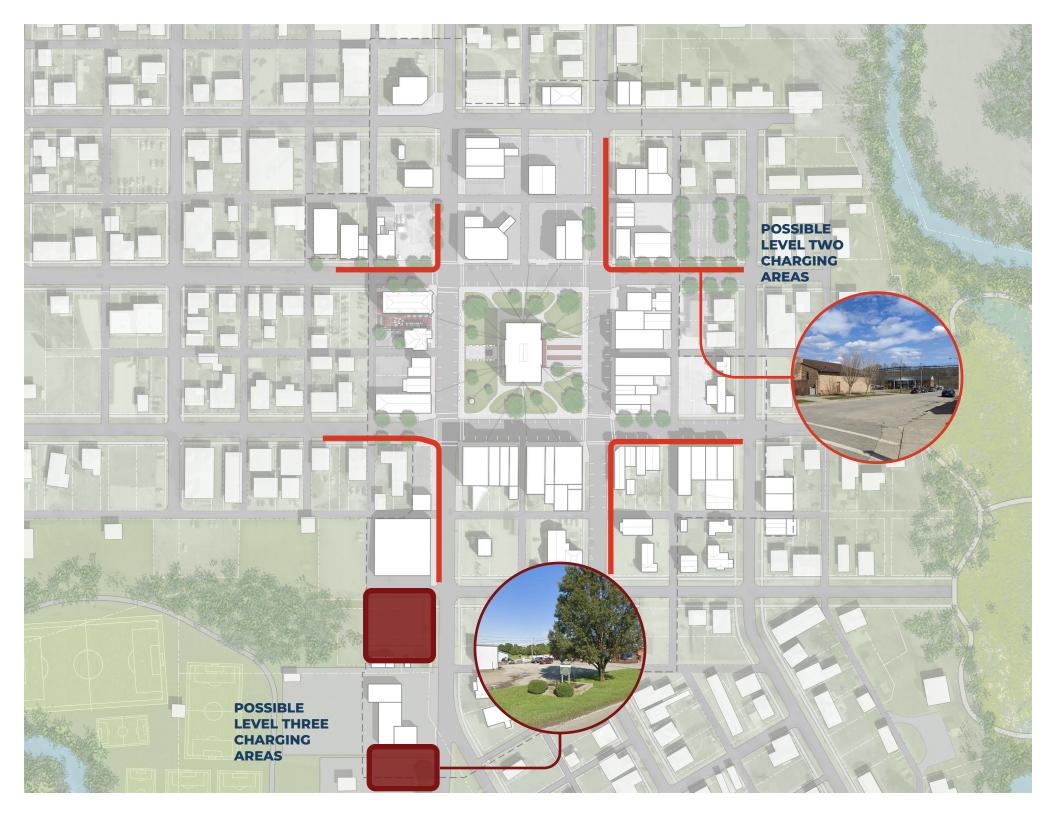
Level 2 charging is typically used for daily charging needs and therefore the best opportunities to locate public Level 2 chargers are adjacent to employment centers, housing, and retail establishments.

As indicated on the previous map, key opportunities in Caldwell for Level 2 chargers are at the newly proposed parking lot at North Street and East Street as well as in on street parking areas off the square. A key feature of locating Level 2 chargers in these areas is to incentive employees in Downtown Caldwell to park off the square allowing those spaces to be utilized by business patrons.

4.12.3 Level 3 Charging Opportunities

Level 3 charging is typically used for quick charges on longer trips and therefore implementing a Level 3 charging station presents the best opportunity to draw visitors to Caldwell and Downtown businesses.

As indicated on the previous map, the key opportunities in Caldwell for a Level 3 charger is on Village property adjacent to the Village Hall either to the north or the south. If the south location is chosen, improvements should be made to the parking area and the gateway feature (shown below). For either location wayfinding features and sidewalk or the 'Downtown Connector' Multi-use Path improvements should be made to maximize the investment and opportunity to draw visitors to Downtown businesses.



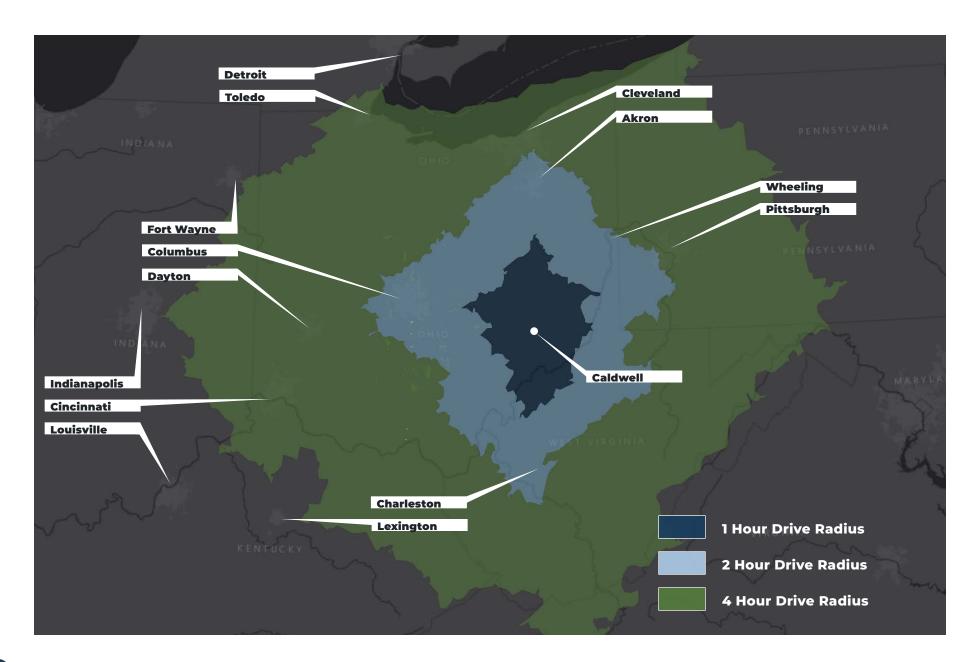
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PART 5:

Programming & Events

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5.1 Regional Demographics

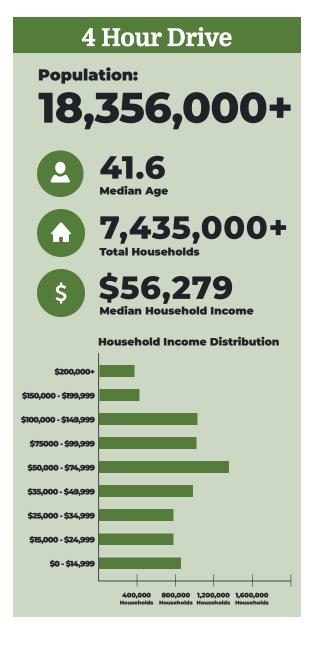


1 Hour Drive **Population:** 433,000+ 174,000+ **Total Households** \$50,444 Median Household Income **Household Income Distribution** \$200,000+ \$150,000 - \$199,999 \$100,000 - \$149,999 \$75000 - \$99,999 \$50,000 - \$74,999 \$35,000 - \$49,999 \$25,000 - \$34,999 \$15,000 - \$24,999 \$0 - \$14,999

2 Hour Drive **Population:** 4,966,000+ 40.5 **Median Age** 1,964,000+ \$58,011 **Median Household Income Household Income Distribution** \$200,000+ \$150,000 - \$199,999 \$100,000 - \$149,999 \$75000 - \$99,999 \$50,000 - \$74,999 \$35,000 - \$49,999 \$25,000 - \$34,999 \$15,000 - \$24,999 \$0 - \$14,999

200,000

300,000



5.2 Existing Events Overview

Events are key to the success of the tourism economy in Caldwell. There are a number of existing events that occur in or near Caldwell.

5.2.1 Village Sponsored Events

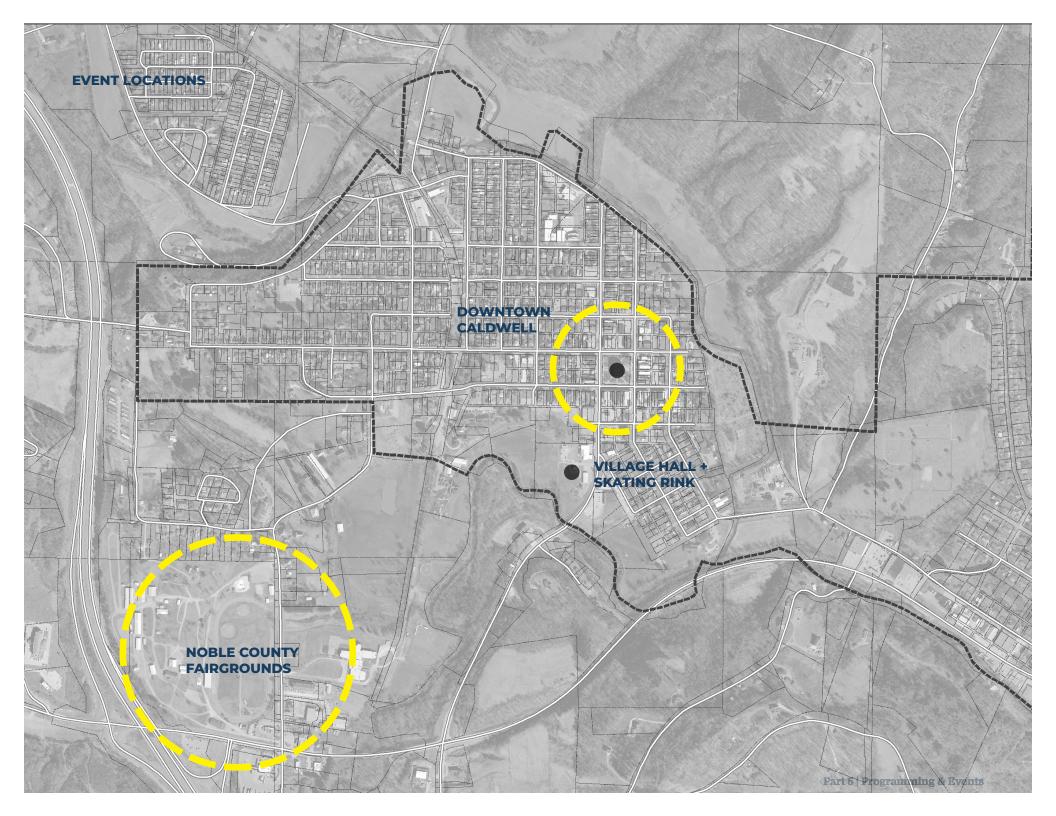
The Village of Caldwell has a number of events that are organized by the Village's Tourism Committee or other local groups. These events include:

- Easter Egg Roll (Saturday before Easter)
- Art on the Square (2nd weekend in June)
- Fireman's Festival (Last weekend of July)
- A Village Christmas to Remember (Late November through December)

5.2.2 Fairgrounds Events

A number of additional large-scale events take place at the Noble County Fairgrounds, either sponsored by the County or other hosts. These events include:

- Fourth of July Celebration
- Noble County Fair (Last week in August through Labor Day weekend)
- Appalachian Foothills Fall Festival & Old Iron Power Club (late September)



5.3 Enhancements to Benefit Existing Events

A number of the proposed concepts elsewhere in the plan will have direct benefits for existing events. These include the following improvements.

5.3.1 Municipal WIFI or High Speed Internet

In today's event environments most vendors conduct transactions through a mobile credit card processing system that used WIFI or cellular networks. A lack of connectivity can be a detriment to vendors by add time to each transaction and creating excessive costs depending on the type of connection used by the vendor. By adding Municipal WIFI, either through the installation of a targeted WIFI network or larger-scale effort, the Village can improve access and ease of operations for vendors at the many public or privately sponsored events.

5.3.2 Multi-Use Trails

Many of the large-scale events in the Caldwell area take place at the Noble County Fairgrounds and two of the three existing hotels in the area are located near the fairgrounds. By constructing either the proposed Fairground Path or Railroad Path, this would create a direct connection for visitors from these key locations to Downtown Caldwell.

5.3.3 Funding

If, as envisioned in Chapter 7, additional lodging opportunities are created within the Village the a large portion of the lodging tax revenues should be designated to a new fund that helps support Village sponsored events.

5.4 Possible New Events

A number of opportunities exist to provide additional events in the Village that could help attract visitors to the community as well as provide entertainment and business opportunities for residents.

5.4.1 Spring Festival

The majority of the large-scale events take place during the second half of the year. A spring focused event would ensure energy is spread out throughout the year. Opportunities include:

- Beautiful Blooms An event focused on a specific plan or other spring only occurrence (such as the Cherry Blossom Festival in Washington DC). This could be curated throughout the community.
- Art Focused Festival A collection of interactive events focused on community participation. An artist could lead community members in the creation of an art piece. Other nighttime events like sip and paint could also take place.
- Parade of Lights A nigh-time parade where participants light up floats, bikes, or just carry a glow stick and welcome the coming of spring.

5.4.2 Farmers Market

Local farmers and other artisans or craftspeople could be invited to set up on the square on Saturday morning or another weekday evening to sell their offerings. This can help to build a market for local produce and encourage entrepreneurs to consider opening retail Downtown.

5.5 Programing and Facilities

Adding additional programming and small scale facilities in Caldwell can create opportunities for residents and visitors as well as build a market for business opportunities.

5.5.1 Village Movie Nights

One of the most requested entertainment options in the survey for the plan was a movie theater. Though the Village cannot provide that option, there are opportunities to provide entertainment for residents and visitors. Regular monthly or twice monthly village movie nights could create a go-to entertainment option in the warm weather months. Movies could be shown on the square or outdoors at the Village Hall.

5.5.2 Small Amphitheater

A small amphitheater could be constructed that would allow for performances, weddings, or other events. This could also host components of other festivals or events in the future Caldwell -Ohio-

PART 6:

Business Opportunities

6.1 Hospitality

Currently Caldwell has no hotels with the municipal limits and no legal framework for short term rentals. In order to build a sustainable tourism industry the Village should encourage the development of the hospitality industry.

6.1.1 Short Term Rental Regulation

A simple way to increase the availability of hospitality space in Caldwell would be to create a regulatory framework to help encourage short term rentals. These rentals generally are managed by private property owners and are rented by visitors through online platforms such as VRBO and AirBNB.

6.1.2 Regulatory Framework

By creating a regulatory framework for short term rentals the Village would be able to ensure that the introduction of these types of rentals to the community would provide benefits while also protecting the quality of life for residents. Rules created by the ordinance should address on the following issues:

- Create a lodging tax of 6% as allowed by the Ohio Revised Code.
- Limit the geography of units to the Downtown Revitalization Area.
- Require the licensee to apply for a short term rental permit pay \$100 yearly fee.
- Require licensee to complete a BCI background check and provide the appropriate documentation with their permit application.

6.1.2 Hotels

Attracting a hotel to be constructed within the Village municipal boundary will be a more long term endeavor than enabling short term rentals.

Hotels are often either constructed by local or regional operators and franchised under a national brand or directly constructed and operated by national or international chains. Due to the capital required to construct hotels a combination of demographics and metrics goes into the decision making process of hotel developers.

In order to encourage the construction of a hotel within the municipal limits the Village should take the following steps:

- Identify potential hotel development sites within the Village boundaries
- Ensure potential sites are zoned appropriately t
- Identify potential annexation opportunities that would ensure developable sites are within the Village
- Collaborate with existing hotel operators to explore annexation into the Village to allow for the collection of lodging tax

6.2 Growing the Outdoor Recreation Economy

Caldwell is well situated within a short distance from a large number of outdoor recreation opportunities. With focus and intention the Village has the opportunity to capitalize on the outdoor recreation economy to grow the number of visitors, helping to support the local economy.



6.2.1 Existing Outdoor Attractions

Caldwell Lake

Just north of the Village, Caldwell Lake is a Village owned reservoir that provides drinking water for Village residents and businesses. In addition the lake provides opportunities for outdoor recreation and has recently added a kayak launch and a professional grade disk golf course.

Wolfs Run State Park

Wolf Run State Park offers more than 1,000 acres of scenic, peaceful woodlands and cool, clean waters for a quiet retreat. The park's second growth forest provides high-quality outdoor recreation, such as camping, hiking, fishing, boating, hunting, and winter recreation.

Seneca Lake

Seneca Lake is Ohio's third largest inland water way and offers a variety of fishing, boating, and water sports.

Jesse Owens State Park

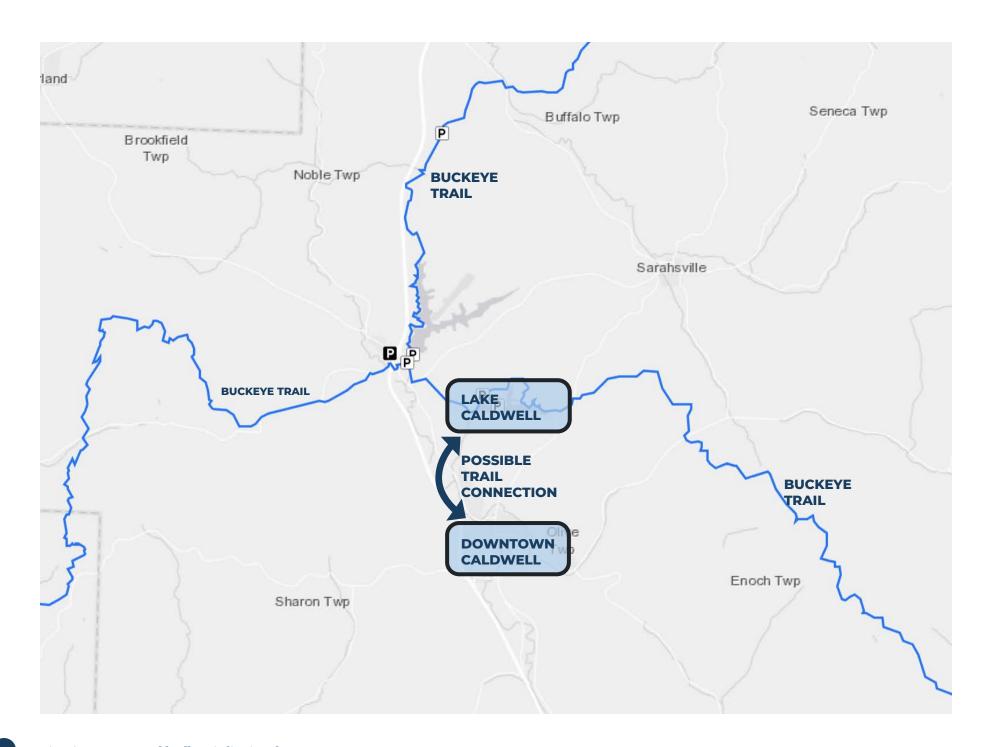
One of Ohio's newest and largest state parks at over 60,000 acres, Jesse Owners provides popular hunting, fishing, and paddling options. Additional acres are available for hunting and fishing in the adjacent wildlife areas. One additional attraction is the Big Muskie Bucket, the largest dragline ever built.

The Wilds

The Wilds is a private, non-profit safari park and conservation center that combines cutting-edge conservation science and education programs with handson experiences and adventures that include ziplining, horseback riding, fishing and more.

Blue Rock State Forest

Rugged hills and rich green forests provide the backdrop to hike, fish, boat, swim or just take in the wildlife of this scenic 322-acre state park.



6.2.2 Multi-Use Paths And The Buckeye Trail

In Chapter _ we proposed a series of multi-use paths that would create connections and recreation opportunities in and directly adjacent to Caldwell. These internal connections would also enable larger regional connections that would be decisive investments to growing the Outdoor Recreation Economy in Caldwell.

Buckeye Trail

For nearly 1444 miles, the Buckeye Trail winds around Ohio, reaching into every corner of the state. First envisioned in the late 1950's as a trail from the Ohio River to Lake Erie, the Buckeye Trail evolved into a large loop allowing hikers to experience a little of all that Ohio has to offer.

Key segments of the Buckeye Trail are directly north of Caldwell, with one stretch following the north side of Caldwell Lake.

Connecting to the Buckeye Trail

A direct connection to the Buckeye Trail could be created using the proposed multi-use paths within Caldwell and then following an undefined route to Caldwell Lake. This direct connection would draw hikers along with other more causal users to the Village. This would also be one component of the larger outdoor opportunities that would help draw visitors to the Village to explore the region.

6.2.3 Future Outdoor Recreation and Ecotourism Development

As Caldwell looks to grow its internal leisure and tourism economy its important to acknowledge that the majority of the work that is undertaken in order expand the outdoor recreation economy will be outside the Village of Caldwell.

Partnerships for Future Planning

In order to successfully grow the outdoor recreation and ecotourism economy in the region the Village should partner with Noble County and other regional municipalities to undertake an Outdoor Recreation and Ecotourism Planning Effort.

This future planning effort should identify public sector improvements at parks and other publicly owned assets, business opportunities that could be developed by the private sector, and opportunities for public support of private sector business development.

6.3 Village WIFI Network

Adding Village owned WIFI access to specific locations in Caldwell the Village can encourage residents and visitors to spend time in targeted areas. Initial targets for WIFI access include Downtown Caldwell and the Village Hall.

6.3.1 Downtown Caldwell Network Connection

A Downtown Caldwell connection would be focused on the square and would likely be targeted for placement atop the County Courthouse. This would include one to two units each at an average cost of \$10,000 per unit.

Benefits

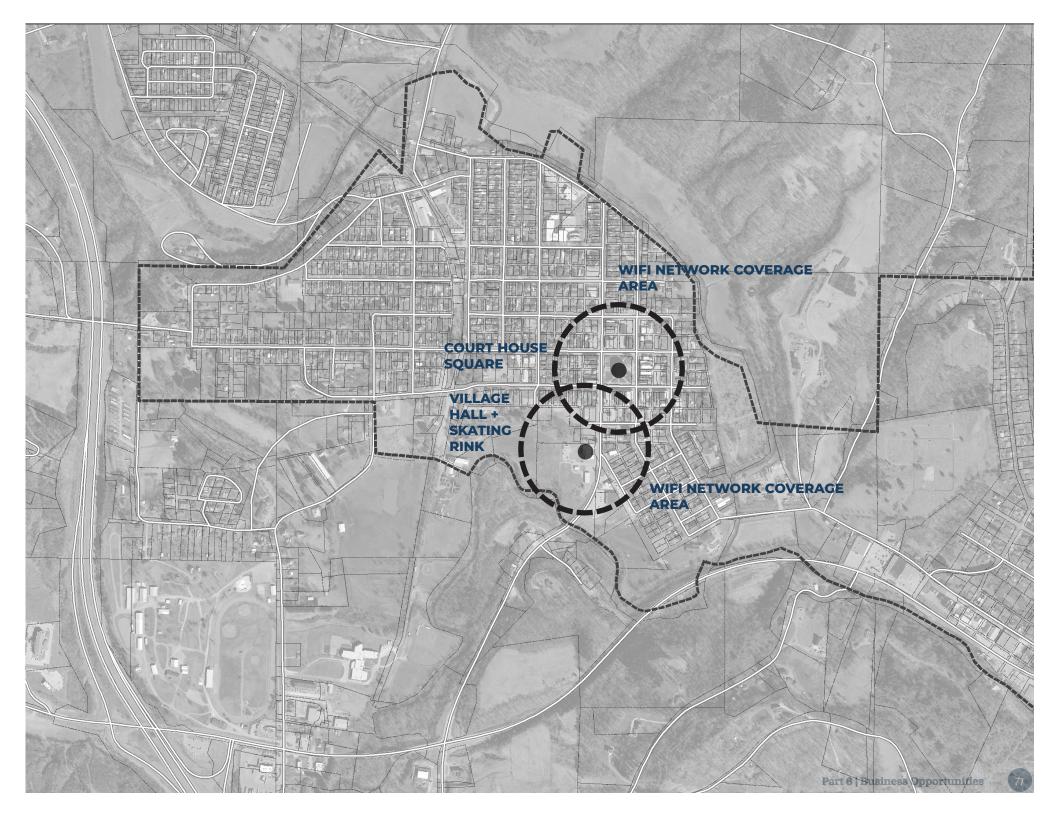
- Create an incentive for students, remote workers, and others to utilize outdoor amenities in like the alley activation
- Provide easy and high quality access for vendors at events such as the Fireman's Festival and Art on the Square
- Remove the burden on business owners to provide WIFI access to customers
- Encourage visitors to post images and videos

6.3.2 Village Hall Network Connection

A connection based at the Village Hall would be focused on providing access for the Skating Rink throughout the winter season along with any future events or programming that may take place in the area. This connection would require one unit at an average cost of \$10,000.

Benefits

- Provide easy and high quality access for vendors at events
- Encourage visitors to post images and videos



6.4 Municipal High Speed Internet

Similar to the Village owned water system one possibility of expanded large-scale internet access in Caldwell is via a municipal high speed internet network.

6.4.1 Municipal Fiber Network

Some communities around the state have implemented their own municipal fiber networks such as Fairlawn. Fiber connections provide some of the highest connections speeds possible and are made directly to each service address. Though this is an expensive undertaking to set up the network the cost may be covered by federal grants.

Benefits

- · Among the fastest speeds possible
- Provides low cost access for all residents
- Attract businesses and provide current businesses with tools for growth
- Creates better access for Police and Fire within the Village as well as Noble County Government.

Drawbacks

- · Expensive to implement
- · Requires physical connections to each service address

6.4.2 Municipal 4G Network

Due to the aggressive expansion of 5G networks, pricing on components of 4G networks (also known as LTE) have decreased dramatically. Each 4G unit costs an average of \$10,000 and provides service to a 1/4 mile area. In order to connect to the network users are provided with a hotspot unit that averages a cost of \$100 per unit.

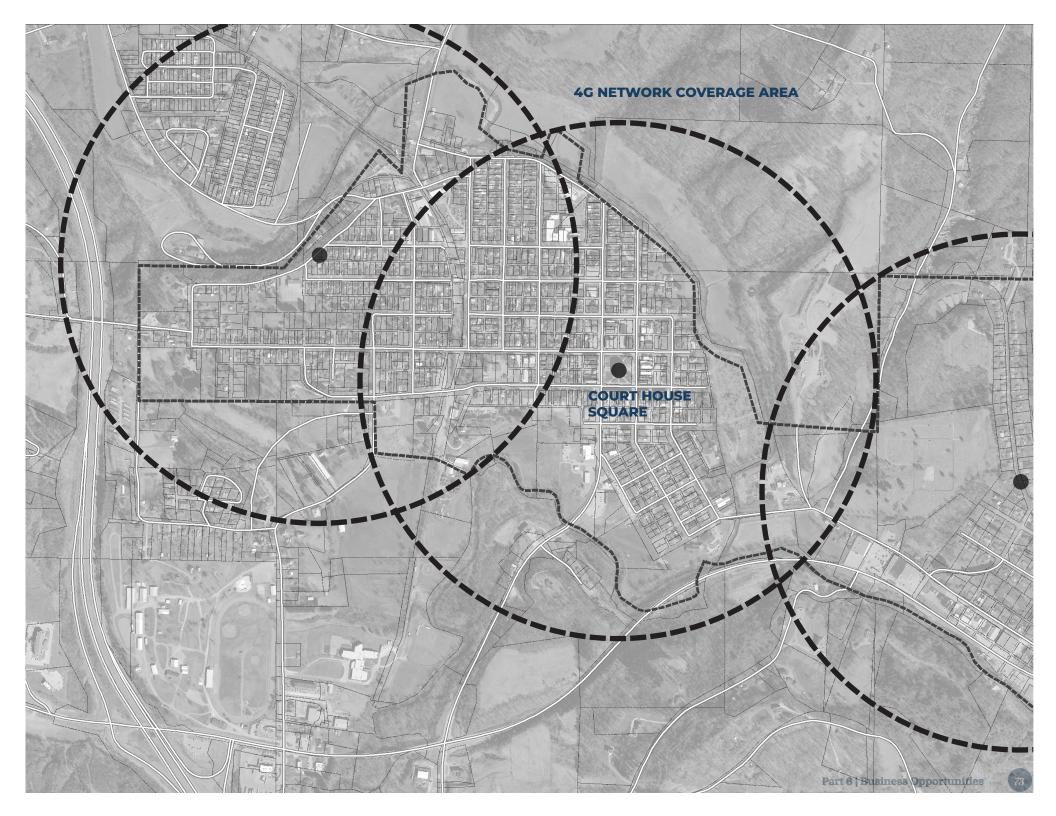
This type of network has been deployed in communities around Ohio and grew in popularity during the COVID-19 pandemic. There are also opportunities to collaborate with the local school district in order to create access for students. To that end a student focused network can be programmed to provide access to only approved school focused content during school hours.

Benefits

- · Relatively low cost
- · Quick to implement

Drawbacks

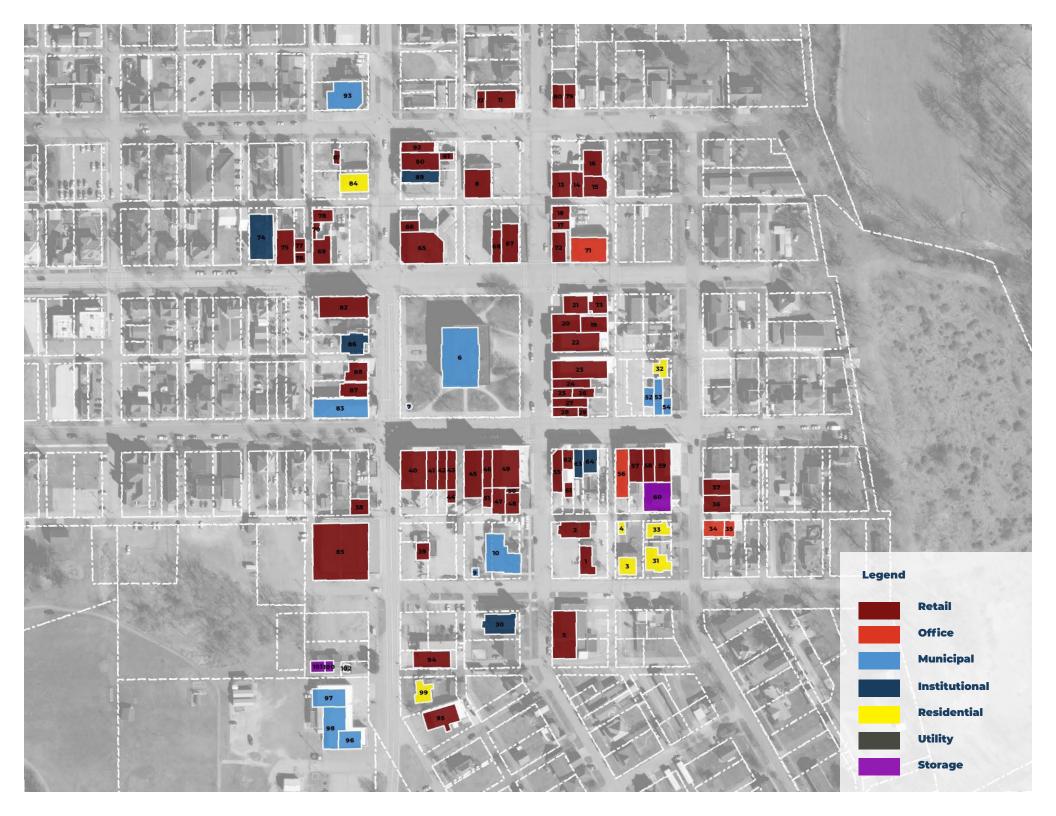
 Lower speeds than fiber, comparable to 4G smartphone connections



6.5 Downtown Business Inventory

Code	Address	Use	Business Name	
5	309 Bridge St	Retail	Patten's Appliance Center Inc	
8	515 Cumberland St	Retail	Allbritain's Collision	
13	510 Cumberland St	Retail	Allbritain's Alignment & Repair	
17	504 Cumberland St	Retail	Next Level Muscle	
18	506 Cumberland St	Retail	Your Kneaded Touch	
22	420 Cumberland St	Retail	Archer's Flowers & Gifts, Antiques and More	
23	416 Cumberland St	Retail	Lifestyle Gym	
24	414 Cumberland St	Retail	Lewis E. Henery, Jeweler	
25	408 Cumberland St	Retail	Carl's Shoes	
27	404 Cumberland St	Retail	Hair on the Square, McFarland's Barber Shop	
28	402 Cumberland St	Retail	Caldwell Vision Centre	
36	310 East St	Retail	Noble Satellite Systems	
37	310 East St	Retail	Noble Satellite & Appliance	
38	536 Main St	Retail	Claire's Corner Fuel Mart	
39	314 Main St	Retail	True Value Rental	
41	421 Main St	Retail	Signs 4 Less	
42	419 Main St	Retail	Creno's Pizza	
43	417 Main St	Retail	Cross Law Office, LLC	
45	415 Main St	Retail	Peoples Bank	
46	413 Main St	Retail	Peoples Bank	
47	401 Main St	Retail	Hayes True Value	
48	401 Main St	Retail	Hayes True Value	
49	401 Main St	Retail	Hayes True Value	

Code	Address	Use	Business Name	
51	413 Main St	Retail	Peoples Bank	
55	319 Main St	Retail	Fresh Start Floor Covering LLC	
56	309 Main St	Office	The Journal-Leader	
57	307 Main St	Retail	The Samaritan House of Noble County	
58	303 Main St	Retail	Murphy's Furniture	
62	317 Main St	Retail	The Flower Boxx	
65	430 North St	Retail	The Farmer's & Merchant Bank	
67	400 North St	Retail	Dr. Doubna, New Boutique	
68	406 North St	Retail	Carol Goff & Associates	
69	508 North St	Retail	Sickler Law Office	
72	312 North St	Retail	Crum & Richards Insurance Agency	
73	309 North St	Retail	Pure Water Company	
75	514 North St	Retail	Action Specialty Muffler Shop	
76	512 North St	Retail	Charm Beauty Salon	
78	508 North St	Retail	Sickler Law Office	
81	507 Spruce St	Retail	Reed's Barber Shop	
82	421 West St	Retail	Noco Loco Boutique, West Street Coffee Bar	
85	315 West St	Retail	NAPA, H&R Block	
87	409 West St	Retail	Salon Four Seven	
88	411 West St	Retail	Yontz Anderson Insurance	
90	516 West St	Retail	New Life Church Fellowship	
94	218 West St	Retail	Auto Plus Auto Parts	
95	214 West St	Retail	A Healthy Fit	



Caldwell -Ohio-

PART 7:

Historic Preservation



7.1 Understanding Historic Tax Credits

Tax Credit Basics

- Tax credits are only available to properties that will be used for a business or other income producing purpose
- A "substantial" amount must be spent rehabilitating the historic building which generally equates to amount equal to the existing value of the property
- Your building needs to be listed as a contributing building on the National Register of Historic Places
- All proposed work must be reviewed and approved by the State Historic Preservation Office and for federal projects the National Parks Service

In order to incentivize the preservation of historic buildings the State and Federal governments offer Historic Tax Credits. These tax credits support the rehabilitation of historic buildings that are listed on the National Register of Historic Plans. Almost all buildings within Downtown Caldwell are eligible for these tax incentives.

7.1.1 Federal Historic Tax Credit Overview

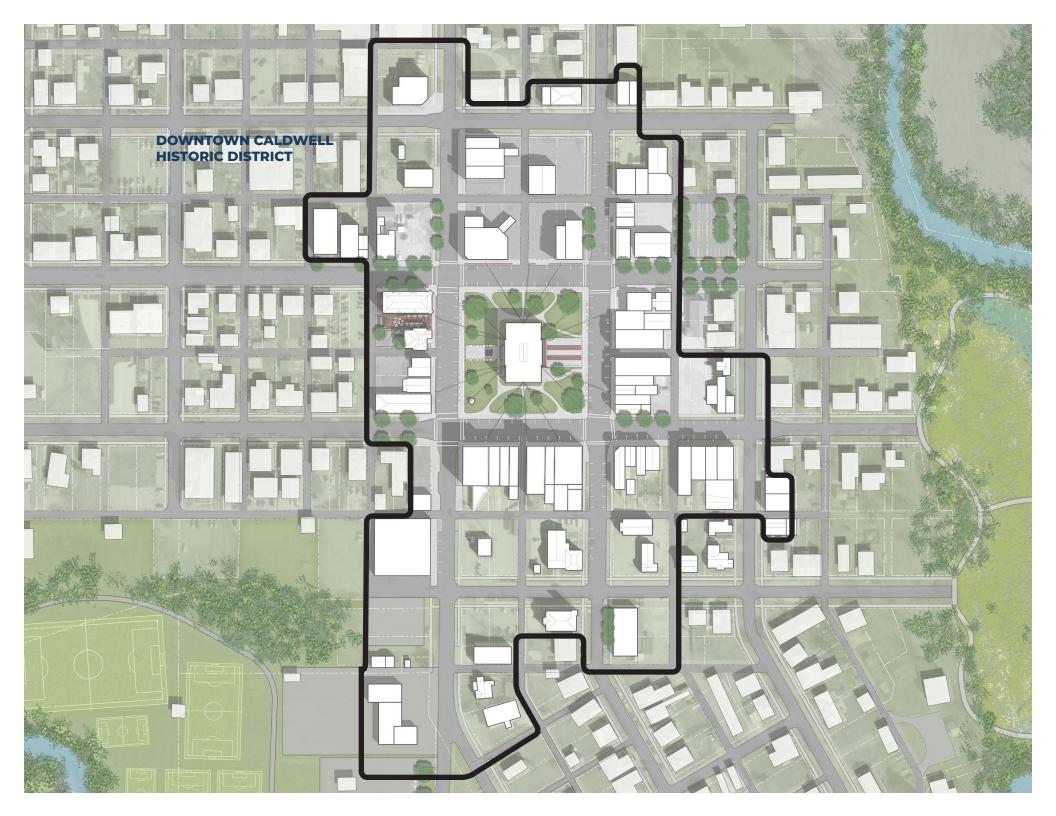
A 20% income tax credit is available for the rehabilitation of historic, income-producing buildings that are on the National Register. The tax credit is non-competitive meaning if your building qualifies and the work is certified, the credit may be taken. Owner-occupied residential properties do not qualify for the federal tax credit.

7.1.2 Ohio Historic Preservation Tax Credit Overview

The Ohio Historic Preservation 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 program is highly competitive and receives applications bi-annually in March and September.

7.1.3 How to Get Started

Its important to know that the vast majority of projects require outside assistance in order to navigate the process. In addition to examining the "Tax Credit Basics" to see if your project is eligible a good first step is reaching out to the State Historic Preservation Office (SHPO) for assistance. SHPO also maintains a list of historic tax credit consultants and architects focused on historic preservation that can assist you with your project.



7.2 IOOF Building Revitalization

The International Order of the Oddfellows (IOOF) Building in Downtown Caldwell at the Corner of North and West Street provides an interesting case study in how the Historic Tax Credit could be applied throughout the Downtown Caldwell Historic District.

7.2.1 Existing Conditions

Though the building is of prime architectural significance and key to the economic and cultural health of Caldwell, it is in a state of disrepair. The building currently houses a retail coffee shop and clothier, as well as a law office and residential apartment. Despite being partially occupied the building has several major deficiencies: the mechanical systems are failing, there are multiple roof leaks, there is inadequate ADA access, and vacant third floor space is open to the elements. Most importantly the full economic opportunities of the building remain unrealized creating a detrimental impact to Downtown Caldwell as a whole.

7.2.2 Assessing The Properties Needs & Opportunities

The first step is to evaluate the existing conditions and identity needs and opportunities. As noted above there are a number of immediately visible defects that were identified by an initial examination by an architect and historic preservation consultant.

Based on conversations with stakeholders and an assessment by an architect, several redevelopment opportunities were identified. Unlike developing a new building when renovating a historic building (particularly using the historic tax credit) your existing conditions will often dictate the end use of the

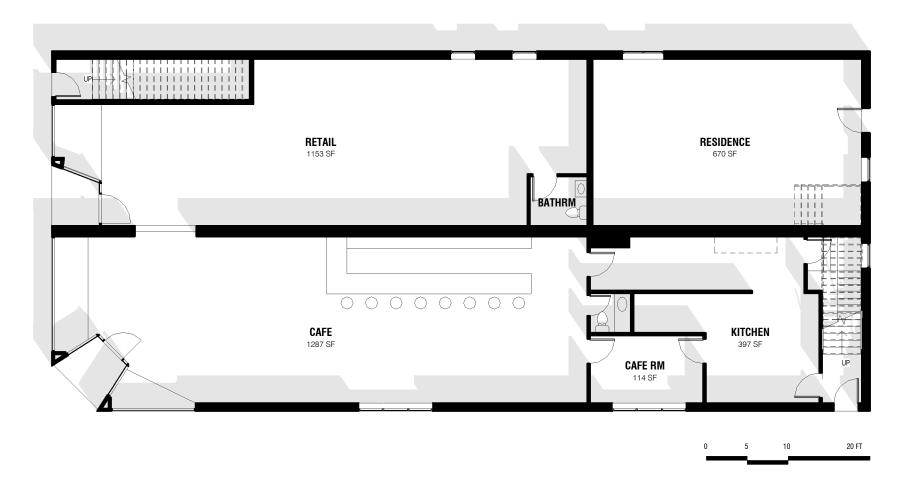








7.2.3 Existing Floor 1



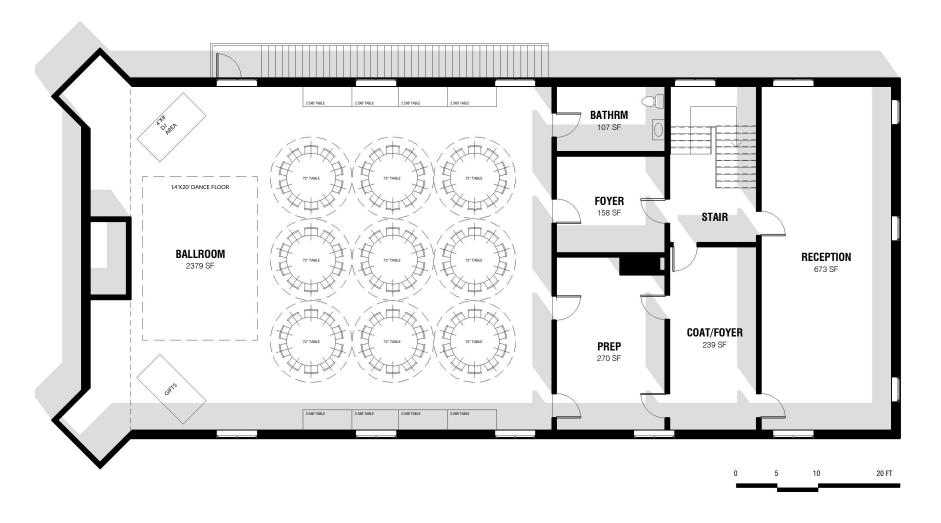
The first floor contains two retail spaces - one for a cafe and the other for a clothing and accessories store. The retail space exposes the existing tin ceiling and the cafe has acoustic ceiling tile covering the original details. The back of house space for the cafe is undergoing minor renovations. The full basement can be accessed from the rear kitchen. The basement contains low-hazard storage items and the newer mechanical ducts for the retail spaces are visible. The residence in the rear is occupied but the overall layout is not known at this time.

7.2.4 Existing Floor 2

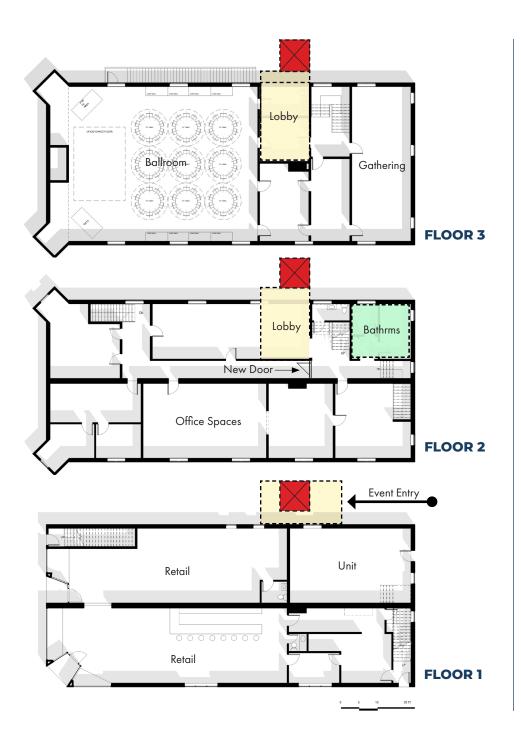


The second floor currently contains four suites, of which three (1,2,3) are being used for professional office space. Suite 6 is a residential suite and Suite 4 and the adjacent space are being used for storage. There are two bathrooms on this floor. Both are in useable condition. The bathroom under the stair is too small for ADA accessibility. The center wall dividing the space makes all of the walls in each suite flexible for future configurations as desired. This floor has two exits and appears to be code compliant for Business use.

7.2.5 Existing Floor 3



The third floor contains a Ballroom in need of renovation. The tin ceiling appears to be original and able to be restored. The space has great light with the surrounding windows. The front of the room has a single step up to the windows and there is a small storage room. The center rooms were most likely originally used for support space while the room in the rear (labeled Reception) is a public or semi-public space to support the Ballroom.



7.2.6 Scheme 1A: Event Space W/External Elevator

- A-2 & B Occupancy / 100 person max occupancy on Floor 3
- \$\$\$\$ This Scheme would have the most upfront cost
- 4,000 SF Third Floor Renovation + Elevator = \$600-750K estimate
- Mixed Use Property garners the most revenue
- Event Space brings people to the Caldwell area

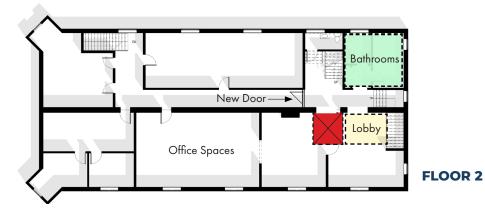
The "Event Space" scheme desires a new elevator for accessibility and event convenience for the building. This can be installed at the exterior of the building as shown or within the structure

The new external elevator would be conveniently accessed from the courtyard space via a small lobby and the views of the historic structure from the street side would be preserved.

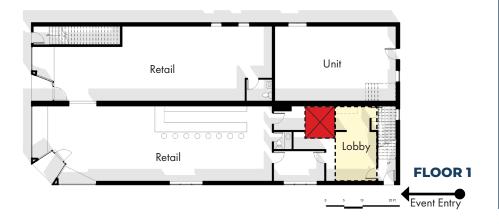
With an elevator, accessibly bathrooms could be expanded on the second floor which would serve both the second and third floors via the existing stair as well.

The bathroom on the third floor could be relocated or all of the bathrooms could be maintained on the second floor to allow for additional programming space upstairs.

Ballroom Lobby



FLOOR 3



7.2.7 Scheme 1B: Event Space W/Internal Elevator

- A-2 & B Occupancy / 100 person max occupancy on Floor 3
- \$\$\$\$ This Scheme would have the most upfront cost
- 4,000 SF Third Floor Renovation + Elevator = \$600-750K estimate
- Mixed Use Property garners the most revenue
- Event Space brings people to the Caldwell area

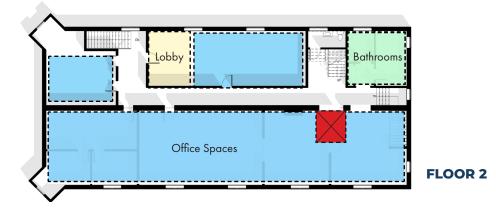
The "Event Space" scheme desires a new elevator for accessibility and event convenience for the building. This can be installed at the exterior of the building as shown or within the structure

The new external elevator would be conveniently accessed from the courtyard space via a small lobby and the views of the historic structure from the street side would be preserved.

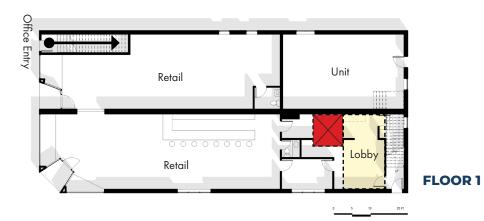
With an elevator, accessibly bathrooms could be expanded on the second floor which would serve both the second and third floors via the existing stair as well

The bathroom on the third floor could be relocated or all of the bathrooms could be maintained on the second floor to allow for additional programming space upstairs.

Open Office Bathrms Lobby Support



FLOOR 3



7.2.8 Scheme 2: Government Offices

- B Occupancy / 40 person per floor occupancy
- \$\$\$- This Scheme would have significant cost
- 4,000 SF Third Floor Renovation = \$500-650K estimate
- 4,000 SF Second Floor Renovation = \$300,000 estimate
- Allows for the expansion of needed government department space
- Consistent income generating space
- Opportunity for future adaptation of government services

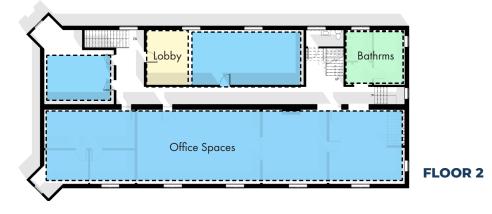
The "Government Offices" scheme would desire an elevator for accessibility and convenience.

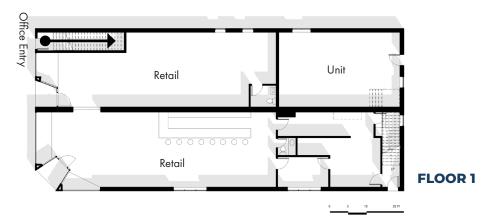
The new internal elevator would be accessed from the existing street entrance with a new lobby internally. ADA access would have to be evaluated at the doorway. Bathrooms can remain on both the second and third floors or on only one floor to allow for more programming space as needed.

The new office spaces could be of minimal renovation at the second floor and the third floor would require more significant cost due to the condition of the space.

The ground floor retail space and basement access would need to be reconfigured to accommodate the lobby and elevator.

Open Office Support FLOOR 3





7.2.9 Scheme 3: Co-Work Space W/O Elevator

- B Occupancy / 40 person per floor occupancy
- \$\$- This Scheme would have the least cost due to lack of an elevator
- 4,000 SF Third Floor Renovation = \$400K estimate
- 4,000 SF Second Floor Renovation = \$300,000 estimate
- Brings diversity of small businesses to one space in Caldwell
- Income can be inconsistent but profitable if at capacity

The "Co-Work Space" scheme would not require an elevator for accessibility.

Bathrooms can remain on both the second and third floors or on only one floor to allow for more programming space as needed.

The new office spaces could be of minimal renovation at the second floor and the third floor would require more significant cost due to the condition of the space.

The ground floor retail space and basement access could remain as is.

This option can be combined with Scheme 1 or 2 - depending on desire and/or necessity of an elevator.







7.3 Historic Building Inventory

Code	Address	Floors
1	310 Bridge St	1
2	310 Bridge St	1
3	308 Bridge St	2
4	308 Bridge St	1
5	309 Bridge St	1
6	350 Courthouse	3
7	350 Courthouse	1
8	515 Cumberland St	1
9	300 Cumberland St	1
10	300 Cumberland St	2
11	603 Cumberland St	2
12	603 Cumberland St	1
13	510 Cumberland St	1
14	510 Cumberland St	1
15	510 Cumberland St	1
16	510 Cumberland St	1
17	504 Cumberland St	1
18	506 Cumberland St	2
19	426 Cumberland St	1
20	426 Cumberland St	1
21	428 Cumberland St	1
22	420 Cumberland St	2
23	416 Cumberland St	2
24	414 Cumberland St	2
25	408 Cumberland St	2
26	408 Cumberland St	1

		l
Code	Address	Floors
27	404 Cumberland St	1
28	402 Cumberland St	2
29	402 Cumberland St	1
30	221 Cumberland St	2
31	301 East St	1
32	407 East St	2
33	305 East St	2
34	304 East St	1
35	304 East St	2
36	310 East St	2
37	310 East St	1
38	536 Main St	1
39	314 Main St	1
40	425 Main St	3
41	421 Main St	2
42	419 Main St	2
43	417 Main St	2
44	417 Main St	1
45	415 Main St	3
46	413 Main St	2
47	401 Main St	1
48	401 Main St	2
49	401 Main St	2
50	401 Main St	1
51	413 Main St	1
52	304 Main St	1

Code	Address	Floors
53	304 Main St	1
54	304 Main St	1
55	319 Main St	2
56	309 Main St	2
57	307 Main St	2
58	303 Main St	2
59	303 Main St	2
60	305 Main St	1
61	317 Main St	1
62	317 Main St	2
63	315 Main St	2
64	313 Main St	2
65	430 North St	2
66	430 North St	1
67	400 North St	2
68	406 North St	2
69	508 North St	2
70	508 North St	1
71	310 North St	1
72	312 North St	1
73	309 North St	2
74	518 North St	2
75	514 North St	2
76	512 North St	2
77	512 North St	1
78	508 North St	2

Code	Address	Floors
79	310 Spruce St	2
80	310 Spruce St	2
81	507 Spruce St	1
82	421 West St	3
83	401 West St	2
84	515 West St	1
85	315 West St	2
86	409 West St	3
87	409 West St	1
88	411 West St	2
89	514 West St	2
90	516 West St	2
91	518 West St	1
92	520 West St	2
93	601 West St	1
94	218 West St	2
95	214 West St	2
96	215 West St	1
97	215 West St	1
98	215 West St	1
99	216 West St	1
100	225 West St	1
101	225 West St	1
102	221 West St	1



Caldwell -Ohio-

PART 8:

Action Plan

8.1 How To Use This Action Plan

The following Action Plan has been developed in order to create an actionable, useful roadmap for Village Officials and outside partners.

8.1.1 Summary of Action Items

In order to understand the best way to appropriately and efficiently implement this plan the proposed actions from the plan have been compiled on the following pages. Each proposed item is given a cost estimate if applicable, responsible parties, and possible fundings sources.

The following are the action items mentioned within the plan.

#	Action Item
1	Brand Guidelines
2	Site Amenities Program
3	Light Canopy
4	Banner and Planter Program
5	Historical Market Program
6	Alley Activation Program
7	Mural Implementation
8	Customized Signage
9	Noble County Gateway Sign

#	Action Item
10	Minor Gateway Signs
11	Interactive Sign
12	Duck Creek Greenway
13	Downtown Parking Modernization
14	EV Charging Station
15	Spring Festival
16	Farmers Market
17	Village Movie Nights
18	Small Amphitheater

#	Action Item
19	Short Term Rental Regulation
20	Hotel Development
21	Buckeye Trail Connection
22	Outdoor Recreation and Ecotourism Plan
23	City Wifi Network
24	Municipal High Speed Internet
25	Historic Tax Credit & Other Preservation
26	IOOF Building Revitalization

Action Item 1: Brand Guidelines

IMPLEMENT CALDWELL BRAND GUIDELINES

Description

New Brand Guidelines were developed as part of this planning effort. These guidelines will be the standard for all future communications by the Village. The logos, fonts, and colors should become the standard for the Village and the Village should collaborate with partners in order to help bolster the image and brand perception of the Village of Caldwell.

Implementation Items

Adoption by Council: The Mayor and Council should direct Village employees to adopt these Brand Guidelines to ensure that they are utilized in all Village communications.

Update Digital Communications: The Village's new logo, fonts and colors should be updated on all digital communications including:

- The Village's website
- Social Media Presence
- Partner organization's websites such as Visit Noble County

Update Physical Communications: The Village's new logo, fonts and colors should be updated on all digital communications including:

- Letterhead
- Utility Bills
- Other paper communications

Use Brand Guidelines in all future communications and signage: Anytime the Village conducts digital or physical communications, including new signage or any other opportunities that may arise the new Brand Guidelines should be used.

Action Item 2: Site Amenities Program

IMPLEMENT AN UPDATED SITE AMENITIES PROGRAM WITH NEW STANDARD ITEMS

Description

As part of this planning effort new standard site amenities and furnishing have been identified. These newly selected amenities will ensure that the look and feel of Downtown Caldwell conforms with the Villages desire for high quality, long lasting amenities that reinforce its image as a historic community.

Implementation Items

Adoption by Council: The Mayor and Council should adopt these site amenities standards to ensure that all future Village purchases conform to these standards.

Existing Site Amenities: The Village in collaboration with Noble County recently replaced benches on the square with benches that no longer confirm to the standards as laid out in this plan. Existing benches should slowly be phased out to the new standard and existing benches could be used in other non-downtown locations such as Village parks or the Fairgrounds.

Implementing New Amenities: Due to budget constrains the Village should slowly implement the new standards site amenities on a yearly basis. The Village could target a specific block or area each year. Other additional funding opportunities outside the yearly general fund include:

- Fundraising by selling sponsorships for individual benches and planters to local individuals and businesses
- Incorporate the implementation of site amenities into streetscape projects with potential funding from state or federal grants and transportation projects

Action Item 3: Light Canopy

INSTALL LIGHT CANOPY ON COURTHOUSE SQUARE

Description

New Brand Guidelines were developed as part of this planning effort. These guidelines will be the standard for all future communications by the Village. The logos, fonts, and colors should become the standard for the Village and the Village should collaborate with partners in order to help bolster the image and brand perception of the Village of Caldwell.

Implementation Items

Detailed Design and Permitting: The detailed design phase will include plans for final placement, how the electricity is run, and facilitate the approval process with the County, the Village, the Fire Department and any other impacted parties.

Implementation of Canopy: The Village, using the approved plans will hire a contractor and implement the final design. Opportunities for funding include.

- Possible AEP grants or donations
- State Capital Budget or Grants
- Appalachian Regional Commission, Economic Development Agency, or other Federal Grants
- National Scenic Byway Grant

Action Item 4: Banner and Planter Program

IMPLEMENT BANNER AND PLANTER PROGRAM

Description

Downtown Caldwell has many of the components already in place to create a successful banner and planter program. There are existing streetlights capable of accommodating banner poles and planters. Additionally a series of planters around the square are already in place and maintained by the Village therefore there is the ability to maintain any newly added planters.

Implementation Items

Purchase and Install Banners Poles and Planters: The Village should pursue an initial purchase of banner poles and planters paid for with the General Fund or local fundraising. Initial banners should be 'standard' banners that can be up throughout the year.

Develop Banner Program: Following the initial installation of the banners a long term banner program should be developed. Although it is unlikely that the banner program will be completely self-sustaining, the Village can raise funds by selling time limited sponsored banners for specific times of year. The sponsorships should be priced so that they not only fund the sponsored banner but also raise enough funds for other banners and planters. Example banner sponsorships could include:

- Graduating Seniors
- Veterans (Possibilities for Memorial Day, 4th of July, Veterans Day)
- Class Reunions and Businesses for the Fireman's Festival

Develop Art Banner Program: One component that could be incorporated into a larger banner program could be and Art Banner program where the Village hired artists or designers to create artistic banners celebrating Caldwell history and historic figures, local landmarks and more. These could be fun and artist designed creating a draw and educational opportunity.

Action Item 5: Historical Marker Program

DEVELOP A HISTORICAL MARKER PROGRAM

Description

Historical markers have the opportunity to identify and educate historic buildings within Downtown Caldwell. These markers can be placed on all contributing buildings within the National Register Historic District. The markers are divided into two components, the marker and the information panel. The marker can be placed on existing buildings first and the information panel can be added at a later time OR both the marker and information panel can be installed simultaneously.

Implementation Items

Determine a Manufacturer: The Village should partner with the Historic Society on this project and jointly solicit proposals from companies that could manufacture these markers. The markers must follow the proposed designs in order to ensure that they conform to the Villages new Brand Guidelines.

Develop Program: The Village and Historical Society should work to recruit building owners to participate in the Historical Marker Program. These partners would agree to allow the placement of the markers on their buildings and if possible could help pay for the placement. The Village and Historical Society should pursue grants from the Ohio Humanities County, Ohio History Fund or the Certified Local Government program both hire a historian to develop the content of the markers and pay for the placement of the markers.

Short Term Implementation: In the short term, as content is developed for various buildings, QR codes could be printed on durable materials and placed on the buildings. The QR code could lead viewers to a specific page on the Historical Society's website about each building.

Action Item 6: Alley Activation Program

CONTINUE TO IMPLEMENT AN ALLEY ACTIVATION PROGRAM

Description

Alley activations not only provide public space for residents and visitors to enjoy lunch, work, or socialize but they also help to enliven the built environment in a fun and engaging way. One alley has already been activated with site furnishings, artwork, and other amenities. This strategy should be employed throughout the Historic District.

Implementation Items

Develop Placemaking Ideas: The Village should partner with local community groups and businesses to create ad-hoc working groups to implement alley activations. The working group should research other similar installations around the country and world and then brainstorm fun, even wacky ideas to create engaging spaces for residents and visors.

Implement Alley Activation: The working group should solicit donations and inkind services in order to implement the various alley activations. These activations could be rotated out yearly if needed or desired.

Action Item 7: Mural Implementation

IMPLEMENT ADDITIONAL MURALS IN DOWNTOWN CALDWELL

Description

Mural are a relatively low cost way to bring excitement and energy to Downtown Caldwell as proven by the existing mural implementations. Murals can be located through the historic district, however their placement and materials should be site specific. On already painted masonry surfaces or non-masonry surfaces murals can be painted directly on existing walls. Existing unpainted masonry surfaces should not be painted and in those instances vinyl applied murals should be used. Using vinyl murals also provides opportunities for non-muralists to participate because digital work or high quality images can be blown up to fit the needed space.

Implementation Items

Solicitation of Property Owners: Property owners should be approached for potential murals throughout Downtown Caldwell, particularly along the Alley Activations.

Implementation of Murals: The Village can create agreements with the property owners in order to allow for mural placement on their buildings, specifying how long the murals are to remain. As funds become available artists should then be solicited to create murals using a Call for Artist process. Sponsorships and grant funding from the Ohio Arts Council should be solicited to implement the murals.

Action Item 8: Customized Signage

IMPLEMENT A CUSTOMIZED SIGNAGE PROGRAM WITH NEW STANDARD ITEMS

Description

As part of this planning effort new standard customized signage has been designed. The newly designed signs will ensure that the look and feel of Downtown Caldwell conforms with the Village's desire for high quality, long lasting signage that reinforces its image as a historic community.

Implementation Items

Adoption by Council: The Mayor and Council should adopt these customized signage standards to ensure that all future Village purchases conform to these standards.

Implementing New Signage: Due to budget constrains the Village should slowly implement the new standards signs on a yearly basis. The Village could target a specific area each year. Other additional funding opportunities outside the yearly general fund include:

- National Byway Funding
- CVB Funding

Action Item 9: Major Gateway Sign

IMPLEMENT A MAJOR GATEWAY SIGN

Description

A major gateway sign should be constructed at the northeast corner of Marietta Road and Woodsfield Road. This highly visible intersection can serve as a Gateway for both Noble County and the Village of Caldwell. The new major Gateway sign should be large enough in scale to be easily visible from passing traffic that is moving at a high rate of speed. The sign should have a masonry base and should have colors that represent the brand identities of both entities.

Implementation Items

Address Existing Billboard: This site currently has a billboard that occupies the space and visually dominates the hillside. This billboard may be purchased or removed by its current owner. The Village and County both should work with the owner to find an appropriate solution that benefits all entities.

Detailed Design, Permitting, and Funding: The detailed design phase will include plans for base of the sign placement, how any electricity is run, and facilitate the approval process. A funding agreement should be considered between the County and Village and they should jointly seek grant opportunities.

Sign Construction and Installation: Following the detailed design a sign contractor along with others as needed will construct and install the sign.

Action Item 10: Minor Gateway Signs

IMPLEMENT MINOR GATEWAY SIGNED

Description

Minor Gateway signs can mark the entrance to the Village of Caldwell and to the historic district. The design is based on the standard sign family but has a much larger sign graphic. This will be highly visible from adjacent roadways but can be easily located within existing rights-of-way. The sign message should have the Historic Caldwell brand identity and should include some text such as "welcome to" and "thanks for visiting". This text can be determined later and can be customized to each site.

Implementation Items

Final Location Selection: The Village and any partners should determine final locations for Minor Gateway Signs based on the proposed locations within this plan and any customized text for each sign.

Implementing New Signage: Due to budget constrains the Village should slowly implement the new minor gateway signs on a yearly basis. The Village could target a specific location each year. Other additional funding opportunities outside the yearly general fund include:

- National Byway Funding
- CVB Funding

Action Item 11: Interactive Sign

IMPLEMENT CALDWELL INTERACTIVE SIGN

Description

Interactive signs create a memorable photo opportunity for visitors and residents. In the age of social media, this is a prime opportunity to promote the community in a relatively low cost way. The design is based on the new Historic Caldwell Ohio brand identity. The sign will need a hardened structure as visitors will likely climb on it. It will also need a foundation.

Implementation Items

Final Location Selection: The Village and any partners should determine final locations for the Caldwell Interactive Sign based on the proposed locations within this plan.

Implementing New Signage: Due to the larger scale cost of implementing this sign, outside funding should be pursued.

- State Capital Budget
- Federal Grants
- National Byway Funding
- CVB Funding

Action Item 12: Duck Creek Greenway

DEVELOP THE DUCK CREEK GREENWAY AND TRAIL NETWORK

Description

In order to better connect Caldwell a multi-use trail network could be implemented that connects major destinations in the community. In addition to a multi-use trail network the Duck Creek Greenway would incorporate a series connected parks and multi-use trails that would allow access to outdoor recreations throughout the Village. The Greenway would also serve as a flood mitigation area.

Implementation Items

Acquire Property: The Village and partner entities like the Noble County and the State of Ohio should pursue opportunities to acquire parkland within the Duck Creek Greenway area. Funding for parkland acquisition could be pursued through the Clean Ohio Green Space Conservation Program and Land and Water Conservation Fund.

Consider creation of Parks District: A parks district could be created that would unlock other funding opportunities for parkland acquisition and development.

Design and Construct Downtown Connector: The Downtown Connector would likely be the easiest trail to implement in the short term. Existing ODOT and Safe Routes to Schools projects could provide an opportunity to integrate the proposed trail into an already developing project. Much of the right-of-way needed to construct this connector is already controlled by the city and some is sidewalk that would only need to be expanded to accommodate a variety of users. This would also be important to implement to ensure an easy connection to the existing Village parking area, Skating Rink, and potential new EV charging. Funding opportunities include:

- Clean Ohio, ODOT and other state funding
- Federal Grant Opportunities
- Village General Fund

Design and Construct Railroad and Fairground Trails: These trails provide key connections between the Village and other nearby areas. The Village should pursue the implementation of trails within the municipal boundaries and partner with outside entities like Noble County for the development of trails outside the Village boundaries. These trails should be developed using a phased approach as opportunities arise and funding allows.

Duck Creek Trail: Anytime the Village conducts digital or physical communications, including new signage or other items the new Brand Guidelines should be used.

Action Item 13: Downtown Parking Modernization

IMPLEMENT AN UPDATED SITE AMENITIES PROGRAM WITH NEW STANDARD ITEMS

Description

Downtown business owners and residents have indicated that parking access is important to the success of Downtown Caldwell. This parking is needed to support the short periods of time that both residents and visitors patronize shops and restaurants. It is critical that at least some of these spots are always available in order to create a welcoming and convenient experience. On-street parking should not be used by daily users of Downtown such as government and business employees.

Implementation Items

Additional Enforcement: A potential solution to this issue is additional signage which clearly marks the time limits for parking. Active monitoring and ticketing of offenders may be required to enforce this.

Explore Parking Meters or Kiosks: A subsequent step would be to meter the parking with either individual meters or pay stations. When changes are implemented, these should be studied to determine their effectiveness in achieving their goals. Parking policies should be routinely revisited and adjusted over time to best serve the Downtown businesses, residents, and visitors.

New Downtown Lot: A vacant lot on north street has the potential to accommodate up to 30-40 additional vehicles. This could alleviate much of employee-related parking concerns.

Action Item 14: EV Charging Station

INSTALL EV CHARGING STATIONS AT LOCATIONS THROUGHOUT DOWNTOWN CALDWELL

Description

Implementing EV charging stations present a variety of opportunities in Caldwell. Level 2 charging has the opportunity provide downtown employees the ability to charge during the workday while encouraging them to park off the square. In order to capitalize on the opportunity to drive additional visitors to Downtown Caldwell, Level 3 fast charging should also be pursed.

Implementation Items

Implement Level 2 Charging: Funding should be pursed to install Level 2 EV charging stations at locations suggested in the plan. Due to the ongoing state and federal efforts to installed EV infrastructure grant opportunities are dynamic and are likely to grow in the near term. Funding opportunities include but are not limited to:

- On-time grant opportunities such as the recent AEP Ohio EV grant
- Ohio EPA EV grants
- Federal grants through the Infrastructure Investment and Jobs Act

Implement Level 3 Charging: Funding should be pursed to install Level 3 EV charging stations at locations suggested in the plan. Due to the ongoing state and federal efforts to installed EV infrastructure grant opportunities are dynamic and are likely to grow in the near term. Funding opportunities include but are not limited to:

- On-time grant opportunities such as the recent AEP Ohio EV grant
- Ohio EPA EV grants
- Federal grants through the Infrastructure Investment and Jobs Act

Explore Additional Level 2 Charging: Following the initial implementation of Level 2 Chargers in Downtown Caldwell, additional Level 2 Chargers should be explored for Caldwell Lake in order to encourage visitors.

Action Item 15: Spring Festival

HOST SPRING FESTIVAL

Description

The majority of the large-scale events take place during the second half of the year. A spring focused event would ensure energy is spread out throughout the year.

Implementation Items

Explore the Possibilities: The Village Tourism Committee should discuss and explore the possibility of implementing a new Spring Festival either based on ideas proposed within the plan or on other community driven ideas.

Host and Grow Event: The Village in collaboration with any partners can host the event yearly.

Action Item 16: Farmers Market

HOST FARMERS MARKET

Description

Local farmers and other artisans or craftspeople could be invited to set up on the square on Saturday morning or another weekday evening to sell their offerings. This can help to build a market for local produce and encourage entrepreneurs to consider opening retail Downtown.

Implementation Items

Explore the Possibilities: The Village Tourism Committee should discuss and explore the possibility of implementing a new farmers market in Downtown Caldwell. Location possibilities include the square or various alleys and on street areas.

Host and Grow Event: The Village in collaboration with any partners can host the event weekly or monthly throughout the warm months.

Action Item 17: Village Movie Nights

IMPLEMENT AN UPDATED SITE AMENITIES PROGRAM WITH NEW STANDARD ITEMS

Description

One of the most requested entertainment options in the survey for the plan was a movie theater. Though the Village cannot provide that option, there are opportunities to provide entertainment for residents and visitors. Regular monthly or twice monthly village movie nights could create a go-to entertainment option in the warm weather months. Movies could be shown on the square or outdoors at the Village Hall.

Implementation Items

Explore the Possibilities: The Village Tourism Committee should discuss and explore the possibility of implementing Village Movie Nights. A host committee should be formed and outside sponsorship solicited to pay for the needed equipment and licensing fees. A location should also be determined.

Host and Grow Event: The Village in collaboration with any partners can host the event monthly throughout the warm months. This could also be considered at the Skating Rink during the winter months.

Action Item 18: Small Amphitheater

CONSTRUCT A SMALL AMPHITHEATER

Description

A small amphitheater could be constructed that would allow for performances, weddings, or other events. This could also host components of other festivals or events in the future.

Implementation Items

Site Selection: The Mayor and Council should work with partners to determine optimal sites for the location of a small amphitheater.

Detailed Design and Permitting: The detailed design phase will include plans for final design facilitate the approval process with the County, the Village, and any other impacted parties.

Implementation the Small Amphitheater: The Village, using the approved plans will hire a contractor and implement the final design. Opportunities for funding include.

- State Capital Budget or Grants
- Appalachian Regional Commission, Economic Development Agency, or other Federal Grants

Action Item 19: Short Term Rental Regulation

IMPLEMENT SHORT TERM RENTAL REGULATIONS

Description

Currently Caldwell has no hotels with the municipal limits and no legal framework for short term rentals. In order to build a sustainable tourism industry the Village should encourage the development of the hospitality industry. A simple way to increase the availability of hospitality space in Caldwell would be to create a regulatory framework to help encourage short term rentals. These rentals generally are managed by private property owners and are rented by visitors through online platforms such as VRBO and AirBNB

Implementation Items

Adoption by Council: The Mayor and Council should adopt the regulatory framework as proposed within this plan.

Implementing Regulatory Framework: Following adoption of the framework Village Staff will develop an application based on the regulatory framework and begin accepting applications and collecting tax payments.

Action Item 20: Hotel Development

ENCOURAGE HOTEL DEVELOPMENT

Description

Attracting a hotel to be constructed within the Village municipal boundary will be a more long term endeavor than enabling short term rentals. Hotels are often either constructed by local or regional operators and franchised under a national brand or directly constructed and operated by national or international chains. Due to the capital required to construct hotels a combination of demographics and metrics goes into the decision making process of hotel developers.

Implementation Items

Identify Existing Opportunities: Identify potential hotel development sites within the Village boundaries and ensure potential sites are zoned appropriately

Explore Future Opportunities: Identify potential annexation opportunities that would ensure developable sites are within the Village.

Explore Annexation of Existing Hotels: Collaborate with existing hotel operators to explore annexation into the Village to allow for the collection of lodging tax.

Action Item 21: Buckeye Trail Connection

CONSTRUCT A BUCKEYE TRAIL CONNECTION

Description

A direct connection to the Buckeye Trail could be created using the proposed multi-use paths within Caldwell and then following an undefined route to Caldwell Lake. This direct connection would draw hikers along with other more causal users to the Village. This would also be one component of the larger outdoor opportunities that would help draw visitors to the Village to explore the region.

Implementation Items

Acquire Property: The Village and partner entities like the Noble County, ODOT, and ODNR should pursue opportunities to acquire right-of-way or easements within the corridor between Downtown Caldwell and Caldwell Lake. Funding for parkland acquisition could be pursued through the Clean Ohio Green Space Conservation Program and Land and Water Conservation Fund.

Consider creation of Parks District: A parks district could be created that would unlock other funding opportunities for trail development.

Design and Construct Trail: The trail could be constructed in phases as funding allows. Existing property or right-of-way already under control of one of the project partners should be targeted first. Funding opportunities include:

- Clean Ohio, ODOT and other state funding
- Federal Grant Opportunities

Action Item 22: Outdoor Recreation and Ecotourism Plan

UNDERTAKE OUTDOOR RECREATION AND ECOTOURISM PLANNING EFFORT

Description

As Caldwell looks to grow its internal leisure and tourism economy its important to acknowledge that the majority of the work that is undertaken in order expand the outdoor recreation economy will be outside the Village of Caldwell. In order to successfully grow the outdoor recreation and ecotourism economy in the region the Village should partner with Noble County and other regional municipalities to undertake an Outdoor Recreation and Ecotourism Planning Effort. This future planning effort should identify public sector improvements at parks and other publicly owned assets, business opportunities that could be developed by the private sector, and opportunities for public support of private sector business development.

Implementation Items

Create Partnership for Planning Effort: The Village should coordinate with Visit Noble County, County Commissioners, ODNR and others to explore an Outdoor Recreation and Ecotourism Planning Effort. The Village could undertake a planning effort focused on Caldwell Lake as a first step or could do so as part of a larger effort.

Fund and Complete Planning Effort: Grant funding should be solicited for the funding effort. Opportunities include Tourism Ohio, State and Federal Grant Programs or local CVB funding.

Action Item 23: Village Wifi Network

INSTALL VILLAGE WIFI NETWORK

Description

Adding Village owned WIFI access to specific locations in Caldwell the Village can encourage residents and visitors to spend time in targeted areas. Initial targets for WIFI access include Downtown Caldwell and the Village Hall.

Implementation Items

Hire Wifi & Broadband Consultant: In order to undertake the creation of a Downtown Caldwell WIFI system the Village will hire a consultant to design the network and install the network. The Village will work with an partners that are needed to install the system such as Noble County. Federal and state funding should be pursued for the system

Action Item 24: Municipal High Speed Internet

STUDY MUNICIPAL HIGH SPEED INTERNET

Description

Similar to the Village owned water system one possibility of expanded large-scale internet access in Caldwell is via a municipal high speed internet network. Possibilities include municipal fiber or 4G networks. These possibilities should be explored by the Village.

Implementation Items

Study Possibilities: The Village working with a broadband consultant should study the possibilities of creating a high speed internet system, what the costs may be, and any potential funding opportunities.

Action Item 25: Historic Tax Credit & Other Preservation

PROMOTE THE HISTORIC TAX CREDIT AND IMPLEMENT A HISTORIC PRESERVATION PROGRAM

Description

In order to incentivize the preservation of historic buildings the State and Federal governments offer Historic Tax Credits. These tax credits support the rehabilitation of historic buildings that are listed on the National Register of Historic Plans. Almost all buildings within Downtown Caldwell are eligible for these tax incentives.

Implementation Items

Promote Historic Tax Credit: The Village should partner with the CIC and Historical Society to continue promoting the Historic Tax Credit to building owners. The Village could partner with the Ohio History Connection or others to facilitate historic tax credit workshops.

Pursue Certified Local Government Status: The Village should work with the State Historic Preservation Office to pursue Certified Local Government (CLG) Status would allow the Village to access federal funding.

Conduct a Historic Preservation Plan: Once CLG status is achieved the Village should apply for funding to conduct a Historic Preservation Plan. The plan could conduct detailed assessments of existing buildings to determine which are primed for historic tax credits, recommend the enhancement of preservation incentives such as tax abatements that would enhance Ohio Historic Preservation Tax Credit and other historic preservation activities.

Action Item 26: IOOF Building Revitalization

ASSIST WITH 100F BUILDING REVITALIZATION

Description

The International Order of the Oddfellows (IOOF) Building in Downtown Caldwell at the Corner of North and West Street provides an interesting case study in how the Historic Tax Credit could be applied throughout the Downtown Caldwell Historic District. Though the building is of prime architectural significance and key to the economic and cultural health of Caldwell, it is in a state of disrepair. The building currently houses a retail coffee shop and clothier, as well as a law office and residential apartment. Despite being partially occupied the building has several major deficiencies: the mechanical systems are failing, there are multiple roof leaks, there is inadequate ADA access, and vacant third floor space is open to the elements. Most importantly the full economic opportunities of the building remain unrealized creating a detrimental impact to Downtown Caldwell as a whole.

Implementation Items

Apply for Technical Assistance Grants: Using the information generated by this planning effort the Village and its partners, notability the CIC should apply for technical assistance through the Opportunity Appalachia program in order to proceed into project development.

Assemble Development Team: The property owner, technical assistance team, CIC and other partners should assemble a development team that can help move the project forward. Historic tax credits should be pursued to help finance the project.

Development and Construction: Once the project is financed and final design has been completed the renovation can proceed..

