

**Village
of
Midland**
*Beautification
Plan*
2017





Credits

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Table of Contents

Purpose and vision	5	Transit Corridor	16-17
History	6	Organized Tree Canopy	18-19
Current Conditions	7	On Street Parking	20-21
Looking to the Future	8	Trash Receptacles	22
Street Analysis	9	Park Improvements	23
Focal Points	10-11	Historic Preservation	24-25
Intersection 68 & 28		Street Lighting	26
- Welcome Sign	12-14	Recommendations	27
Clean up Initiatives	15	Post Beautification	28

Purpose and Vision

The purpose for a Beautification Plan for the Village of Midland is to provide future guidance toward the successful development of the area and direct the village in to a new era. This Plan includes research, analysis, and proposals to the village for beautification purposes that can be implemented now and in to the future.

This Beautification Plan is created to solely provide guidance, not to regulate zoning or land use.

The four basic questions this plan aims to answer are:

1. What are current conditions for the Village?
2. What historical events have left a lasting impact on the community?
3. Where does Midland want to see growth?
4. How does Midland achieve beautification?

The Beautification Plan for the Village of Midland is an expression of the Village's desires for the future and provides guidance toward their vision. Village staff, residents, organizations, and other individuals are encouraged to review this plan and make suggestions where they deem needed.

The benefits of having a Beautification Plan include:

1. Achieving consistent and informed decision making
2. Ability to direct beautification
3. Preservation of land and historic fabric
4. Improve upon village facade and overall attractiveness

The vision for a Beautification Plan for the Village of Midland is to provide a method of identifying and utilizing opportunities to beautify the area. This will in turn, aid in the overall facade, economic viability and commercial investment, and property values within the Village for the future. Although this plan is focused on specific areas continuation of these ideas is encouraged throughout the entirety of Midland.

History

Previously named Clinton Valley, Midland City was and has remained a small town within Clinton County, Ohio. Midland resides along the famed B&O Rail line which brought economic vitality to the area through the late 1800s, known as a great coaling and water station.

Midland was made up of a post office, a grocery store, a barber shop, a school house, and a Rail house which at the time was also a small diner and hotel for rail passengers.

A few known residents include: A.B. Martin, village Physician, Inez Walker, boarding house, F.P. Walker, grocery store, and Ed Shaw, Barber shop.

Unlike most villages, Midland's total population has remained around the 300 mark for the past 100 years; although during the 1970s a spike of 388 people resided within Midland.

View from Tracks US 68 North



Store/Post Office



Midland School

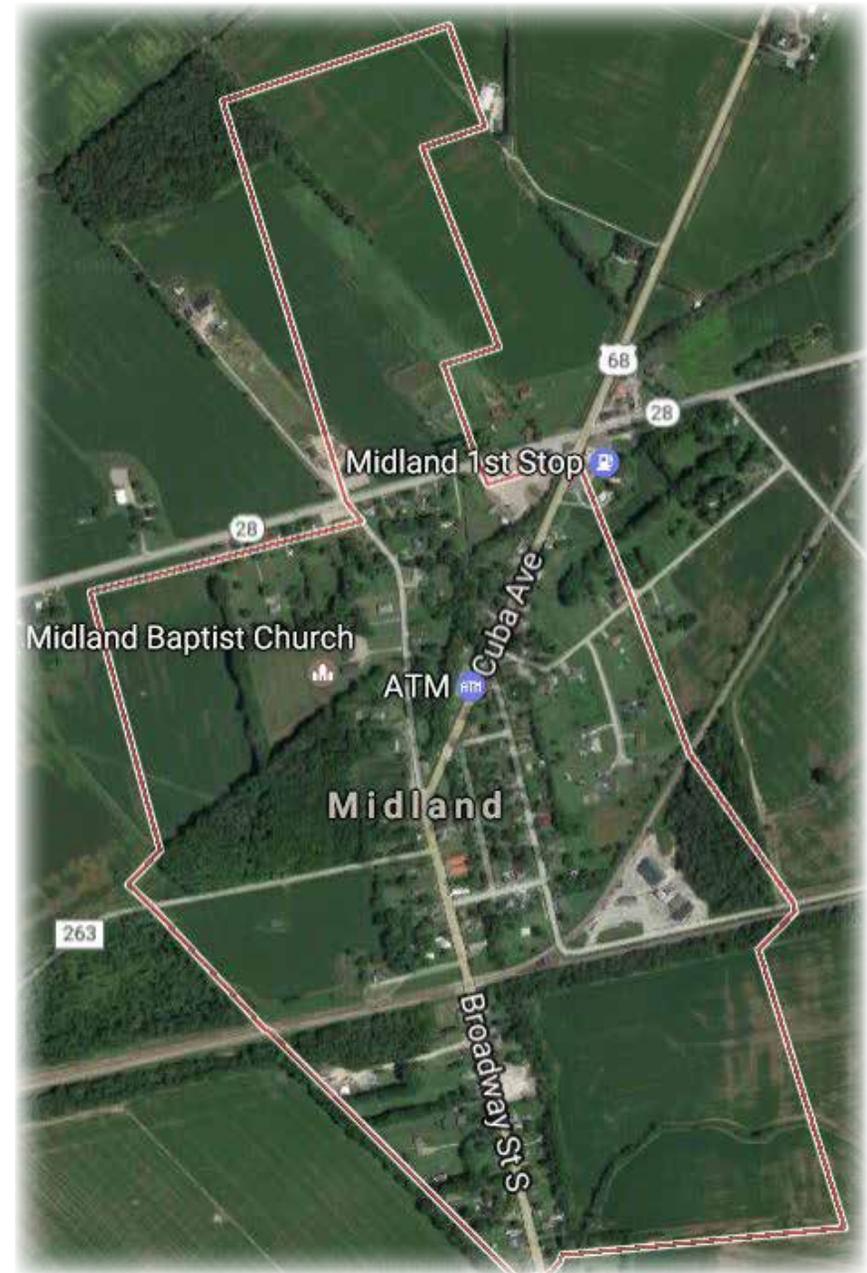


Current Conditions

The Village of Midland is a small, tight-knit community in the Southwestern region of Ohio and is located in south-central Clinton County. The Village has a population of 317 people and this has remained nearly unchanged. The median household income in the village is \$37,369 (2010) and 17% of households are below poverty.

State route 68 runs directly through the heart of Midland allowing for a high number of travelers to pass through the village on a regular basis. Located at the main intersection of the village, OH-68 and OH-28, are the majority of Midland's consumer businesses which include a gas station/convenience store, a car dealership and an auto repair shop. These businesses cater to a region much larger than Midland itself and should not be over looked when considering beautification of the village.

Midland's greatest potential asset when considering location is its proximity between Blanchester and the city of Wilmington. Midland's greatest potential asset with regards to history and sense of place, is the railroad house that is tucked away inside the community, largely hidden from view while traveling OH-68. The railroad house has long been unused, but could be refurbished and utilized, as well as the brick building located at the intersection of Broadway and Main St.



Looking to the future

The Village of Midland does not want to remain in the state it is currently in. Midland seeks to beautify the landscape by investing in parks, investing in clean up initiatives, and inspiring the community to become more involved with local government practices.

Although Midland is composed of 317 residents, the village's voice is as strong as they are a tight knit community with small town values who strive for a better future. Midland's residents aim to clean up the area with regards to litter and dumping problems, and historic building preservation along with creating a safer more walkable environment for the younger generation.

In the past Midland has had many community events from Fall Festivals to "Beggars Night". In recent years these events have since ceased. Midland wants to see community based events reoccur to aid in the overall sense of community, attract outsiders to invest in the area, and influence residents to become more involved in village preservation. A way to encourage this activity can be by beginning village beautification.

Historic Rail Depot



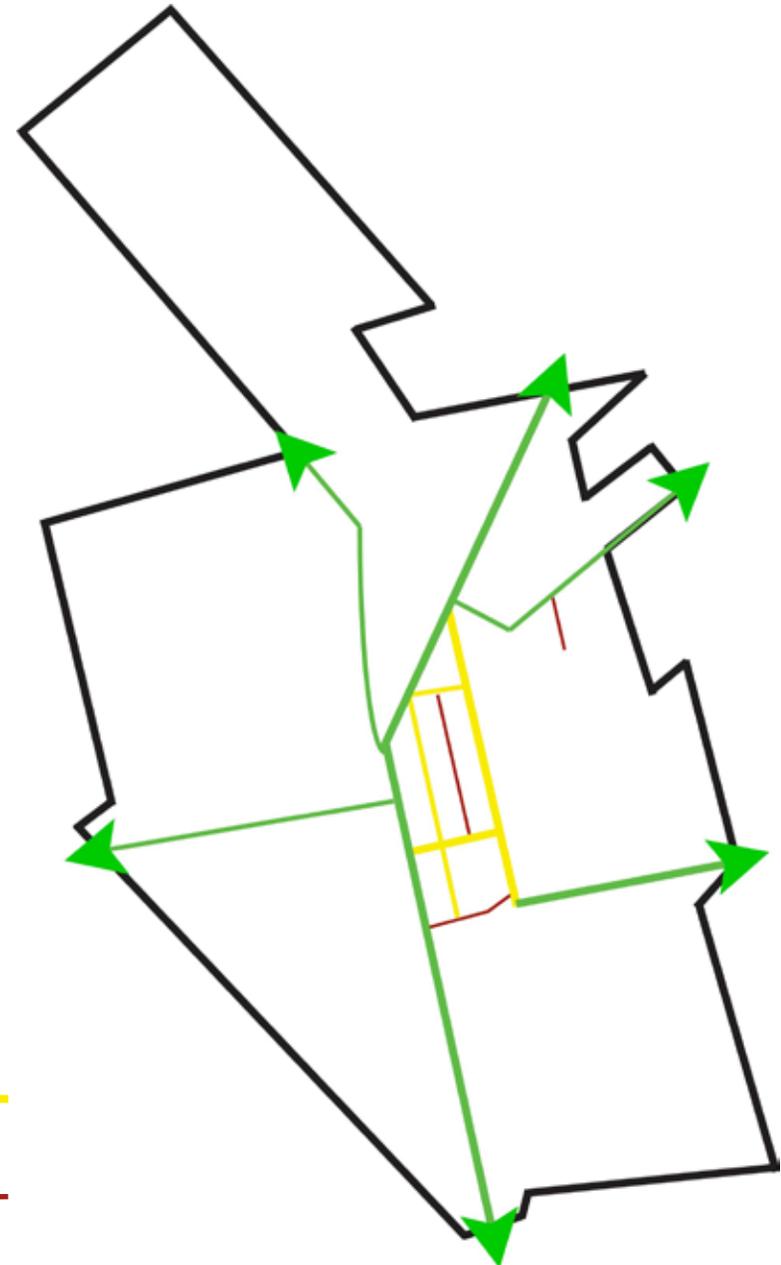
Street Analysis

The Village of Midland is composed of three main street types: through streets, local streets, and connector streets (as represented in the diagram to the right).

Through streets lead in and out of the Village--the main thoroughfare being Cuba Ave/Broadway Street. These routes are the green streets in the diagram and have the highest average volume of traffic.

As for connector streets they have less traffic than through streets, form most of the grid in Midland, and feed into the through streets. These streets are yellow in the diagram.

With regards to local street characteristics they feed into the connectors, are generally low volume, and they form alleyways. These streets are red in the diagram.



Focal Points

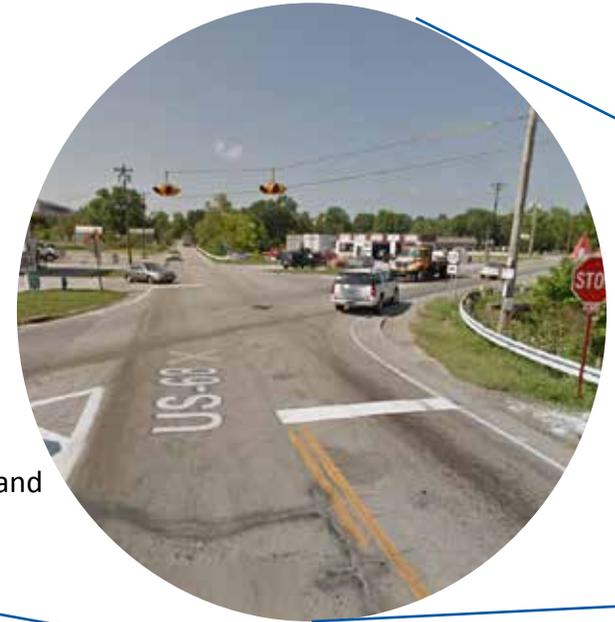
The blue circles in the diagram indicate the focus areas within this plan. Focus areas included to the right would be, the intersection of Cuba and Broadway, historic buildings including the Rail house, the village park, High St, and the intersection of OH 28 and 68.

These areas have been chosen due to the amount of public use and visibility. The idea is that the recommendations proposed for these focus spaces should be continued throughout the Village.

Beautification of these spaces include but are not limited to: Re-paving, Street Tree planting, Street Lamp instillation, Garbage receptacle instillation, Restoration, and Revitalization.



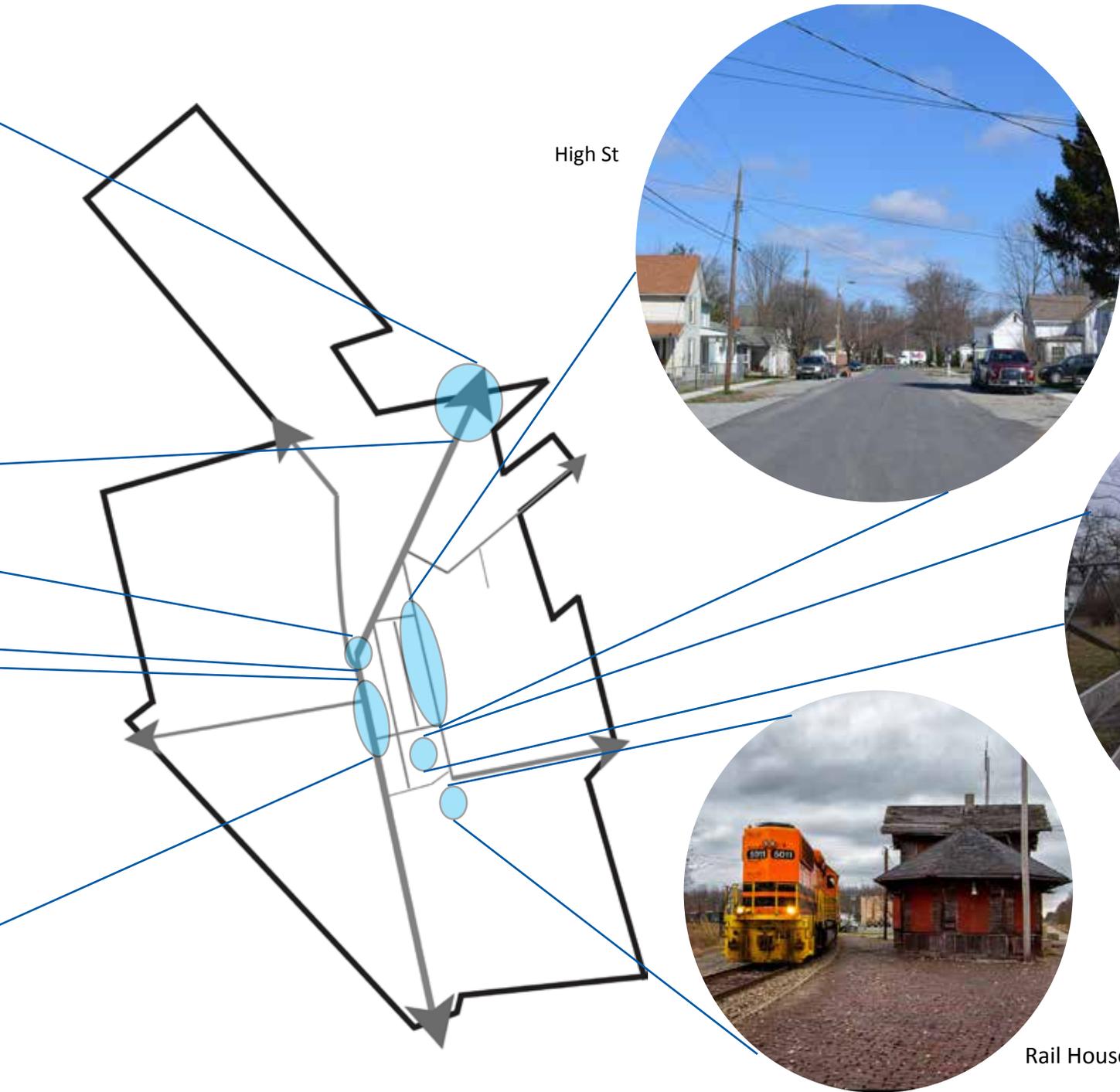
Cuba and Broadway



OH 28 and 68



Broadway St



High St



Park

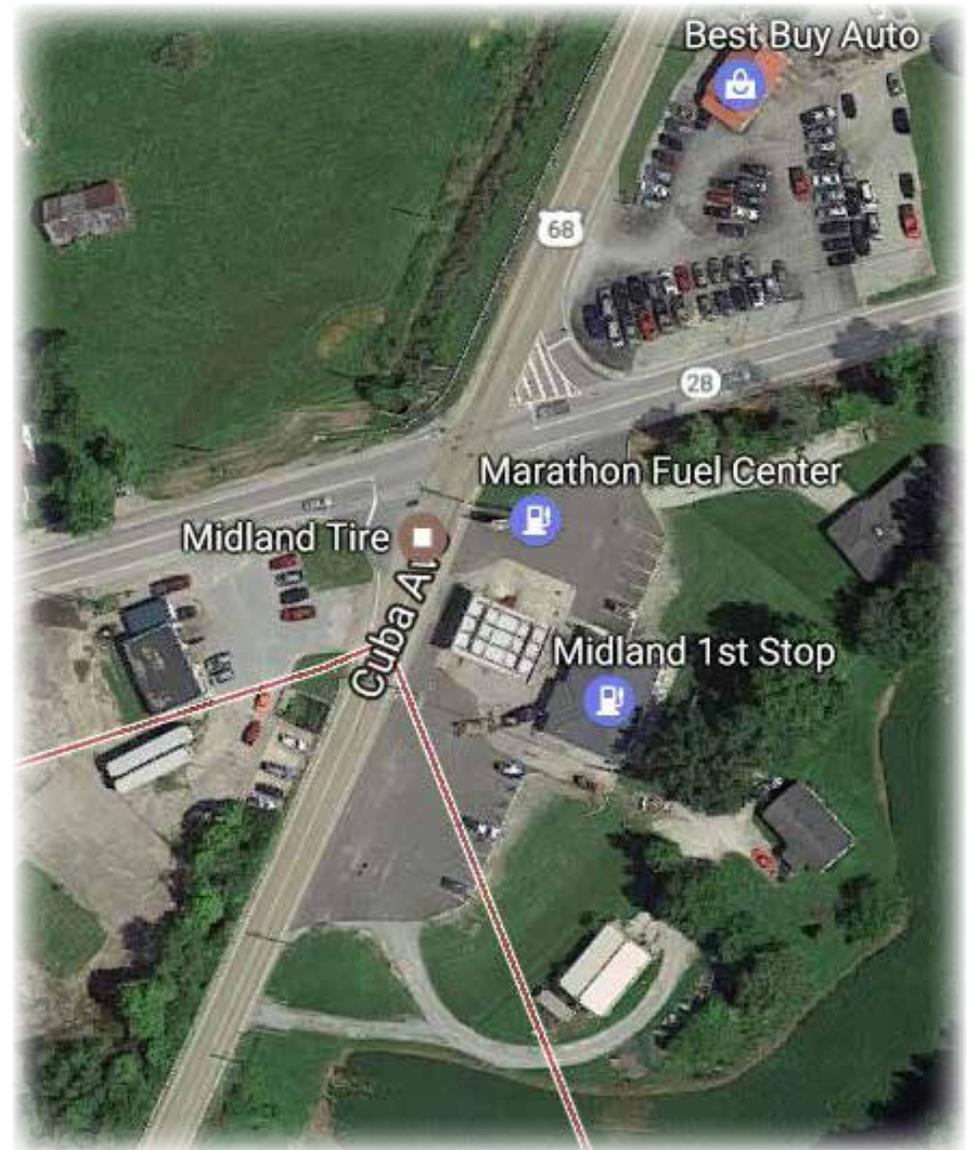


Rail House

68-28 Intersection

Ohio Routes 28 and 68 meet in Midland to create the Village's most prominent and well-traveled intersection. Midland's most active businesses are also located at this intersection due to its high traffic volume.

The businesses located at this intersection are largely auto orientated, leading to large paved lots consuming most of the landscape surrounding the street. In order to soften the feel of the area, an increase in tree canopy and landscaping will need to be implemented to make the intersection more inviting.



Welcome Sign

Identifying a sense of place begins with a welcome sign. By having a welcome sign it sets the tone for the Village of Midland. Decisions about sign design can be further explored and ultimately approved by the residents and Village Council to achieve the true character of the Village. The current sign for the village of Midland is a typical road sign that states the corp. limit.

Contracting an entity to build and design the sign could be the easiest avenue for fabricating a welcome sign for the Village. Below is a proposed idea for sign construction at Cuba and OH 28. Total cost to construct this sign would be between \$3,000 and \$4,000.

Another option for sign construction could be considered at the bridge of Cuba and Broadway. This Arched sign design (see pg 14) is influenced by the railway, much like the history of the Village itself. Placing the sign at this location would be closer to the proposed focus area for beautification but further from the actual Midland boundary.

Current Sign:



Proposed Sign:



Before



After



OH 28 and 68

Sign option at Cuba and Broadway



Continue Clean up Initiatives

The village council arranges for a dumpster through a grant from Clinton County Solid Waste Management to be delivered to the village once a year. The dumpster is dropped off Friday afternoon and picked up early Monday morning. These dumpsters are primarily used for the garbage that has accumulated on vacant lots. In April 2015 a group of eight volunteers spent the day cleaning up one of the vacant lots that had been used as a dumping site.

Several lots still need addressed but hopefully seeing this transformation will encourage residents to repeat this process yearly and gain more volunteers and community support. To hasten the clean up process, dumpsters could be delivered and retrieved bi-annually instead of yearly to allow for a more regular garbage collection system until nearly all trash is removed from vacant lots and roadways/side yards.

Reducing, and eventually eliminating trash from the streets and vacant lots is a top priority for Midland and has been gaining momentum in recent years.

Community Grants through the Clinton County Solid Waste Management District hold a great opportunity for clean up days within Midland.

The next available application for the Grant is Nov of 2017 for 2018.

Clinton County 2017 Community Recycling grant: \$4,000, with a Min match of 25% Link:

Average Dumpster cost:
\$400-\$500

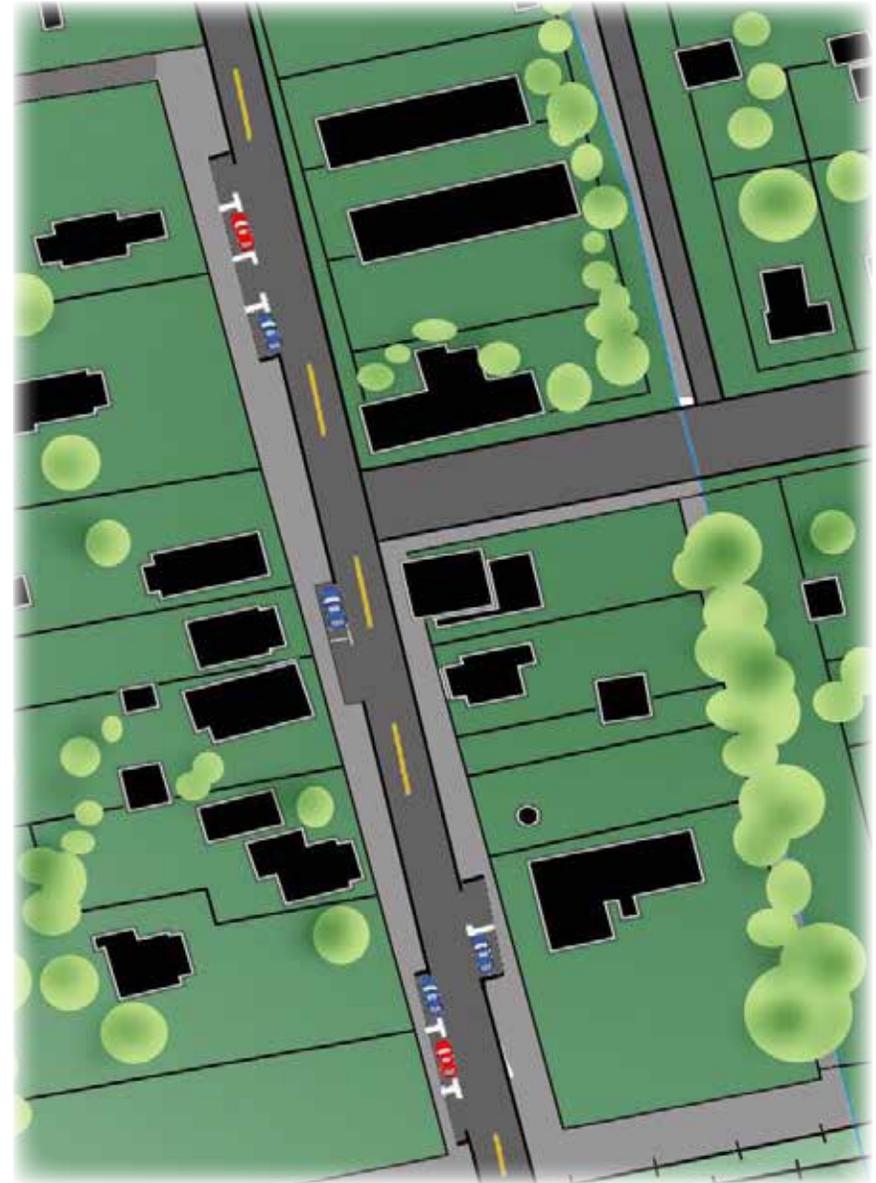


Transit Corridor | Broadway St

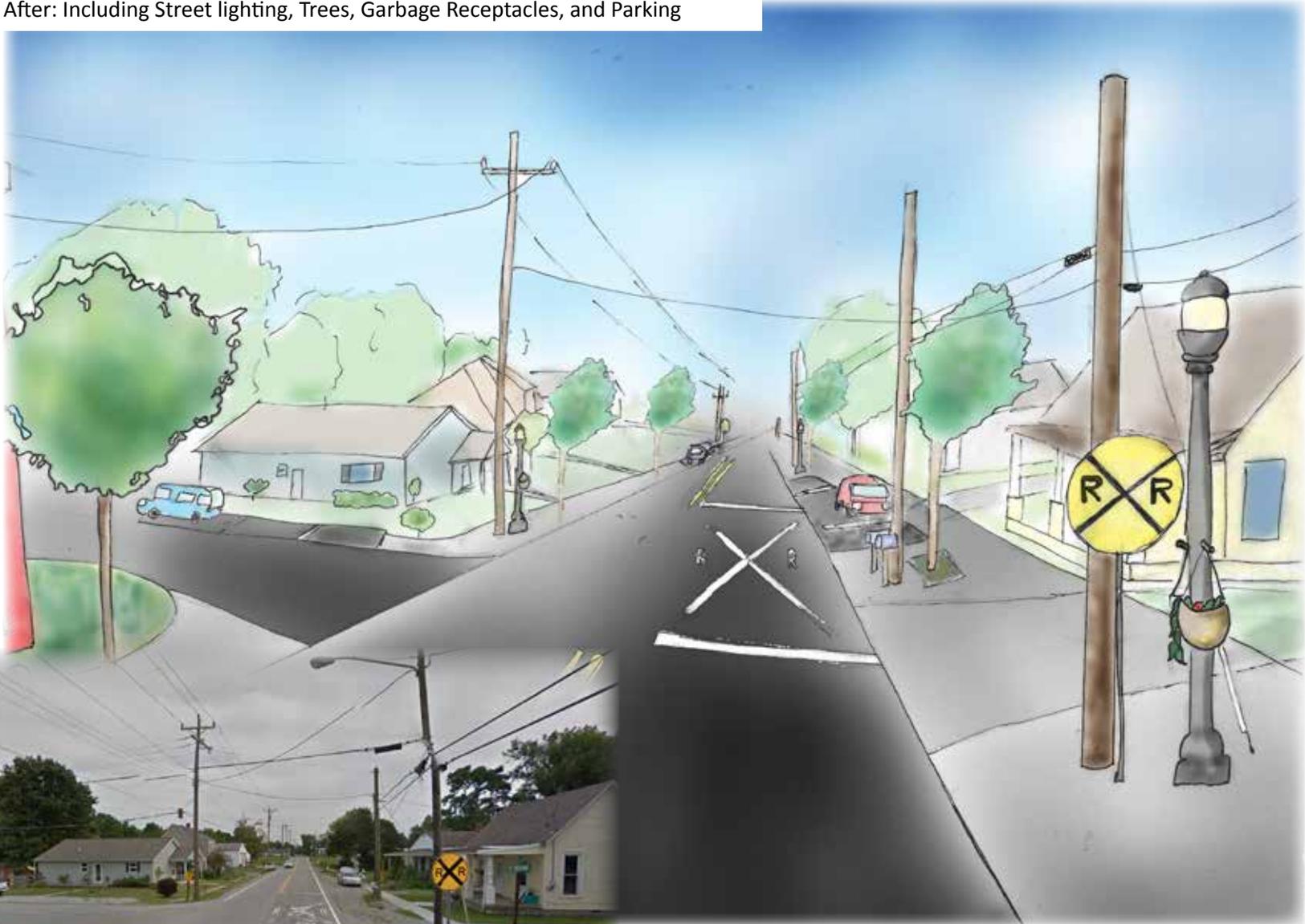
Sidewalks along Broadway St. have long been overlooked but are receiving major attention and renovation from the Village Council. Due to the amount of traffic on this roadway attention must be delegated towards sidewalk condition/availability for pedestrian safety concerns. Currently there is freshly paved sidewalk lining most of the streets however this does not effectively communicate pedestrian safety as there are no real barriers between the pedestrian and passing vehicles.

Between the pedestrian and the roadway landscaping or street trees could be included which will also improve the overall facade of Midland. Under this Beautification Plan there will also be a proposal of updated street lamps, trash receptacles, and on street parking spaces that replace the current parking situation to eliminate the gravel parking that is currently existing.

The addition of a street canopy and paved parallel parking spaces can properly reflect the idea of a safe and walkable community.



After: Including Street lighting, Trees, Garbage Receptacles, and Parking



Before



Organized Tree Canopy

An organized Tree canopy can really draw a pedestrian in. Trees not only provide shade, but they also aid in lessening the effects of flooded areas and carbon emissions.

Midland, much like the surrounding geography is a relatively flat village and suffers from frequent flooding issues so the addition of street trees that require little pruning could prove to be vital for the area.

These low maintenance street trees will line Broadway and High St as shown to the right.

Information below from Arbor Day Foundation and local pricing

Tree Type	Stormwater Collection	Carbon Absorbtion	Property Value	Cost to buy(each)	Pruning
Sourwood	2,143gal	219lbs	\$42.00	\$10-\$25	Light
Eastern Redbud	1,084gal	91lbs	\$15.00	\$15-\$45	Light
Sweetgum	1,243gal	219lbs	\$42.00	\$10-\$35	Light



Sourwood



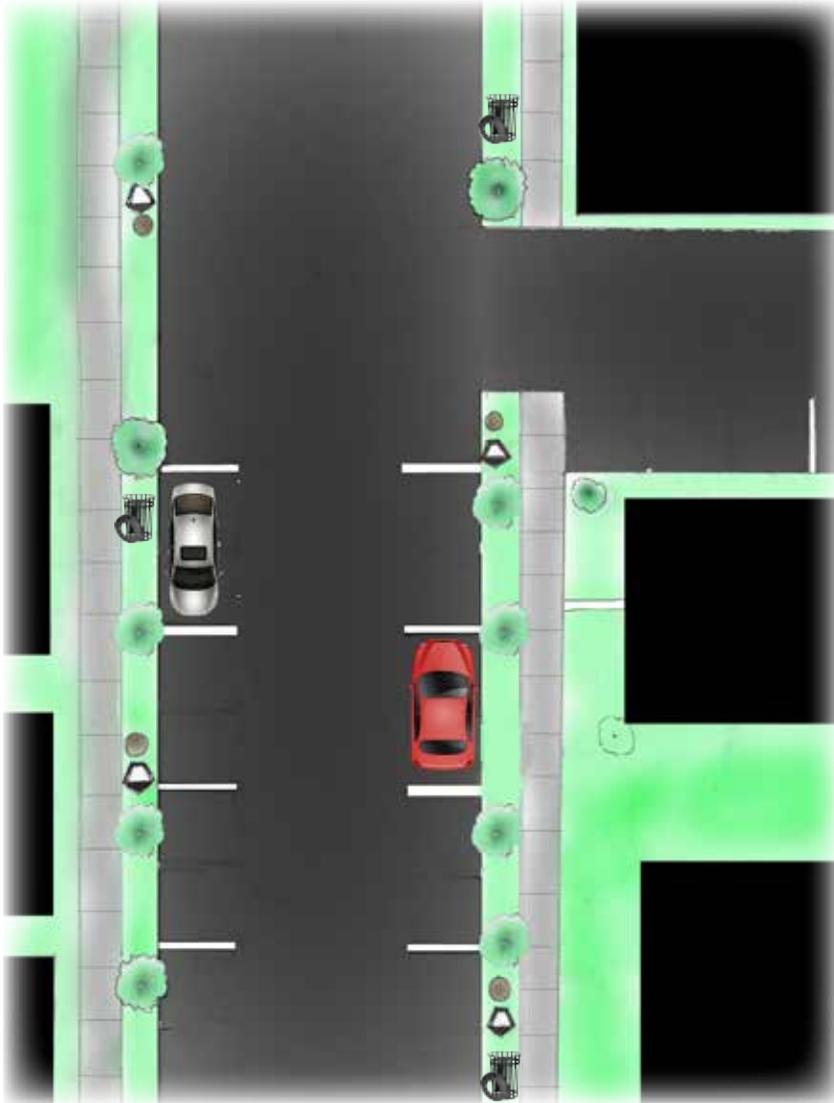
Eastern Redbud



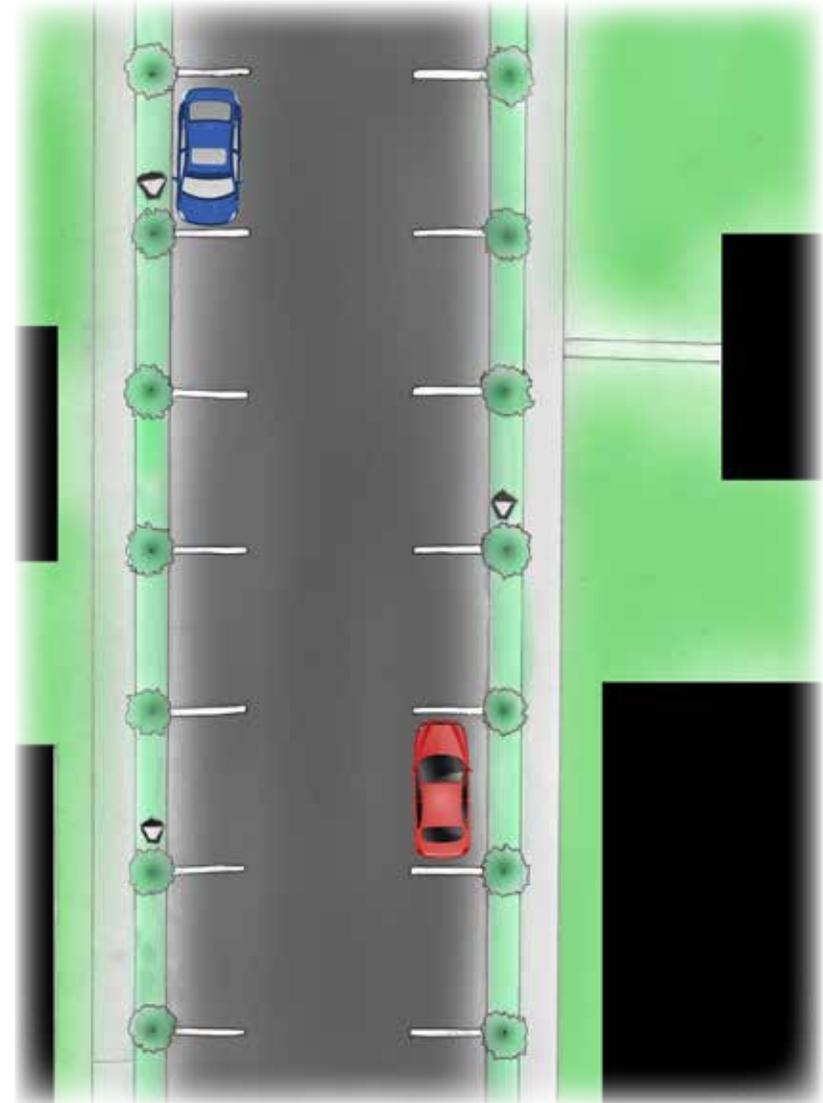
Sweetgum

Broadway St and High St

Broadway St



High St



On Street Parking

Currently cars are parking in an unorganized fashion along the roadway. Under this Beautification plan implementation of paved on street parking spots would be necessary to improve the overall facade of the village. Through this Beautification Plan the proposal will be 11 parallel parking spaces along Broadway St as well as spaces on connector streets such as High, Main, and Midland St.

Each on street parking spot will be 8'x20' at 4in thick (587 Cubic ft and 22 cubic yards) with each space priced between \$3-\$5,000. If 11 parallel parking spaces were to be added to Broadway the total cost would be around \$38,500.

Currently there are plans for paving these surfaces when the repaving of the road occurs.

The images to the right depict High St before beautification and after, including the implementation of street trees, parking, and characterizing lamps; as well as current sidewalk conditions. N High street will have a thicker canopy than Broadway with trees spaced 20ft apart (a tree for every parking space).

N High St Prior to Beautification



N High St After Beautification



Trash Receptacles

This Beautification Plan recommends Midland to begin by placing three trash receptacles along Broadway St in a staggered fashion (See page 17) and one replacing the blue can at the park.

There are many options for types of on street garbage cans with varying lids that secure closed or remain open, or cans with ash trays in an effort to eliminate cigarette butts from floating around.

On average the cost for a single outdoor garbage receptacle ranges between \$300-\$400 however, there are special discounts if purchased in large quantities.

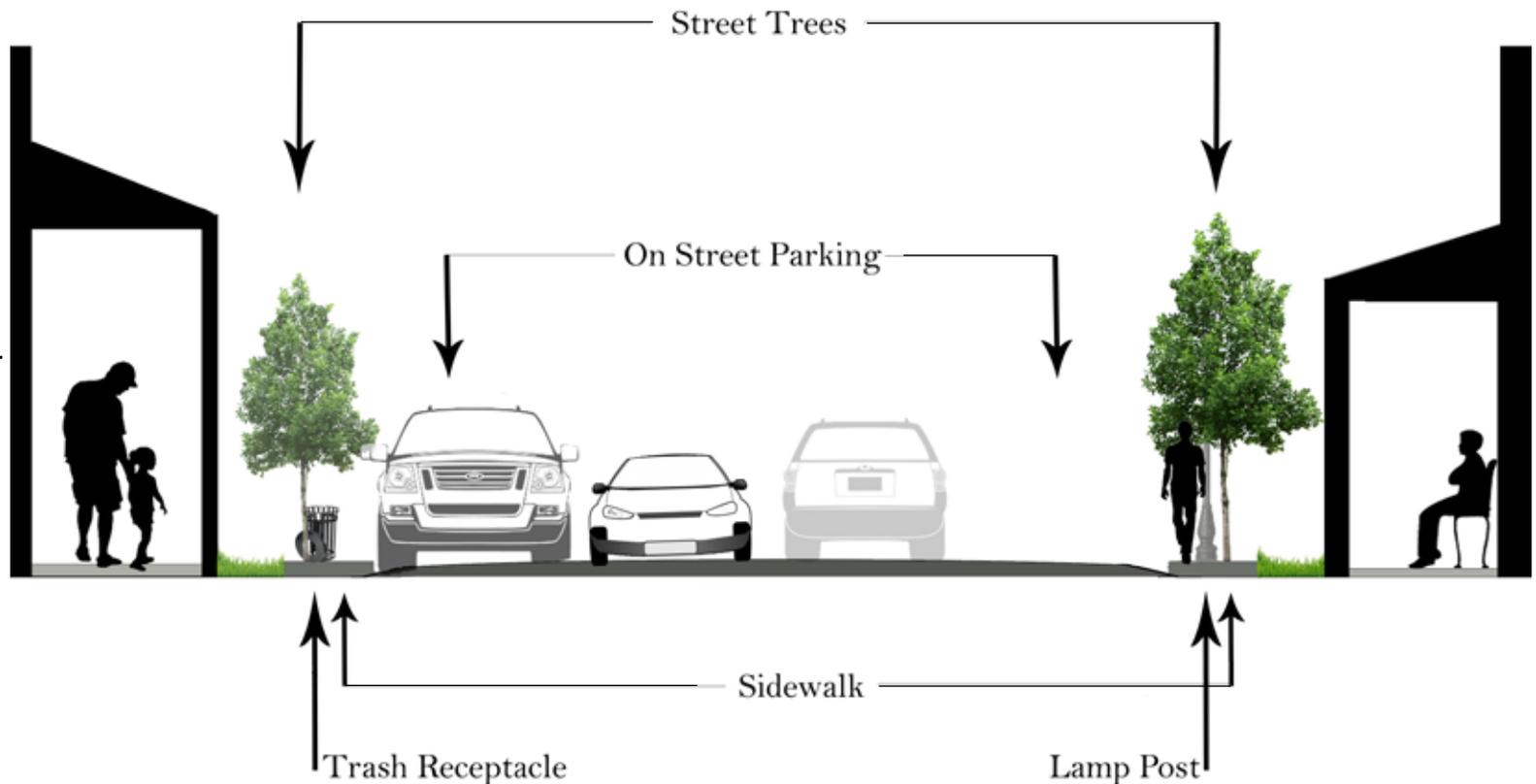
Issues anticipated by placing trash cans along Broadway St would be illegal dumping of household garbage, lack of funding to handle proper maintenance, and animal/pest nuisances.

The particular can shown in the upper right hand corner is around \$400.00.

Shown to the right is a section rendering of Broadway St with the addition of trees, lamps, and a trash receptacle.



Proposed receptacles:



Park Improvements

The park located west of the rail lines is being renovated and updated to safer equipment and play areas with the new paved basketball court and the addition of a bench. The park has great potential to become better connected to the other side of the creek and Rail house located just on the other side of the tracks, as well as better connected to Broadway street. Incorporation of the creek could also become an important component to the park and could possibly be used for educational purposes/programs through Blanchester schools or other grants through environmental/state programs.

Example Grants:

Non-point source Pollution Education Grants - ODNR

-Mini-grants for projects such as educator workshops, student field days, water festivals, storm drain stenciling, landowner and developer seminars, and other watershed awareness initiatives. Those eligible include SWCDs, schools, and other local organizations

-NatureWorks Grant and Land and Water Conservation Fund

-Environmental exposures and health: Exploration of Non-Traditional settings (dept. of Health and Human Services, National Institutes of Health)

Current Conditions



Proposed Park Plan



MIDLAND COMMUNITY PARK

Basketball Court
(approx. 42'x37')



6 - Norway Spruces
(approx. 25 ft spread)



4 - White Cedars
(approx. 10 ft spread)



Shelter House
approx. 30'x50'



Parking Lot
approx. 11 spaces



Restoring Historic Fabric

Directly adjacent to the Village's most prominent park is the abandoned Historic Rail House built in the late 1800s. The Rail House has significant historic value and largely contributed to the village's success many decades ago. The Rail company stated they would be willing to give the village the structure, but the village would also be responsible for re-location. Currently the Rail House is located between two active tracks, and use in its current location would pose serious safety and liability concerns.

To re-purpose and renovate the Rail House to the point where it becomes usable again may be out of reach, but improvements could be made to make the exterior more presentable. Simple improvements such as painting the building, including painting a fake window frame over the boards covering what used to be windows could aid in reminding people of what the rail house once looked like.

In addition, dilapidated buildings along Broadway St also pose much larger threats to the image of the Village due to high visibility. One abandoned building, build in the 1870s (Previously a Grocery store) along this road as shown to the right, holds significant opportunity for the Village, located on a corner lot, it is visible to people traveling north on Route 68. Along with renovation, the side of the building would be a great place for a mural that identifies the Village and reflects the town's history.

On the following page are renderings of what these structures could look like post aesthetic rehabilitation.

Before Beautification



After Beautification



Average mural cost (Lower half of South facing side of building- 900sqft) at \$15/sq ft = \$13,500

-not including wall preparation

Street Lighting

The current street lighting conditions within the village of Midland are useful however, there is industrialized lighting in a residential area. This beautification plan calls for a new system of lighting with updated, characterizing lamp posts through Duke Energy.

Through Duke Energy the instillation of solar powered street lamps could be practical with regards to longevity.

These lamps will minimize the construction costs of running wire throughout the village however, said lamps are considerably more expensive out right. After instillation and lamp costs have been paid there will be no further operational costs.

Current Lighting:



Proposed Lighting Option:



Recommendations

Continued Trash Removal: The Village of Midland shall continue to remove any visible garbage from the sides of the streets and on vacant lots. By eliminating trash from the area it not only makes it more visually presentable but it can also engage the residents in community practices

Continued Park improvements: Improving the current park would have a positive effect on the residents for recreational and mental health reasons and in turn can create a greater sense of place within the community. By creating a great park within Midland it is essentially creating a focal point within the Village.

Historic Fabric Restoration: When restoring historic buildings this becomes a lengthy and expensive process, however there are only two left within the Village. Simple and quick solutions in terms of aesthetics could be re-painting the exterior while efforts are being made toward restoration.

On Street Parking: On street parking is currently existing as gravel spaces however paving these spaces will create a more visually pleasing environment. Upon repaving of the roadways within Midland the added spaces may be paved.

Street Trees and Trash receptacles: The addition of street trees and trash receptacles along sidewalks will be needed to help preserve the cleanliness of the area and create a sense of unison within the Village. New Trash receptacles could also be beneficial to the park area, as well as along the streets with the most pedestrian activity such as, Broadway.

Street lamps: Substituting the industrial styled lights with lamps that portray the true character of Midland will support the strong residential fabric of the area.

Welcome Sign: Inclusion of a welcome sign at the intersection of 28 and 68 or/and the bridge at Broadway st and Cuba ave signifies not only where the village is geographically, but also the character of Midland.

Midland Post Beautification

