

Milford Downtown Revitalization



APPROVED JUNE 7, 2022

ACKNOWLEDGMENTS

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USPS, Angela Schaneman
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Pizza Kitchen, Roger Wittrock
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SECTION ONE / INTRODUCTION

PROJECT OVERVIEW

SECTION 1

The City of Milford retained the services of Confluence to facilitate the creation of a Downtown Revitalization (DTR) Plan. This plan intends to serve as the framework for enhancing Downtown Milford (Figure 1.01).

The study is part of a two-phase process funded by a state-administered Community Development Block Grant (CDBG). Phase 1 comprises of this planning study, which identifies recommendations and next steps to enhance and revitalize Downtown Milford, including elements involving sidewalks, landscaping, building improvements, parking, lighting and signage. These recommendations further support the liveliness of and attraction to Downtown.

Phase 2—the implementation phase—if awarded will provide Milford with funding to complete a portion of the recommendations outlined in this study. The study will be used to guide local funding decisions and redevelopment efforts.

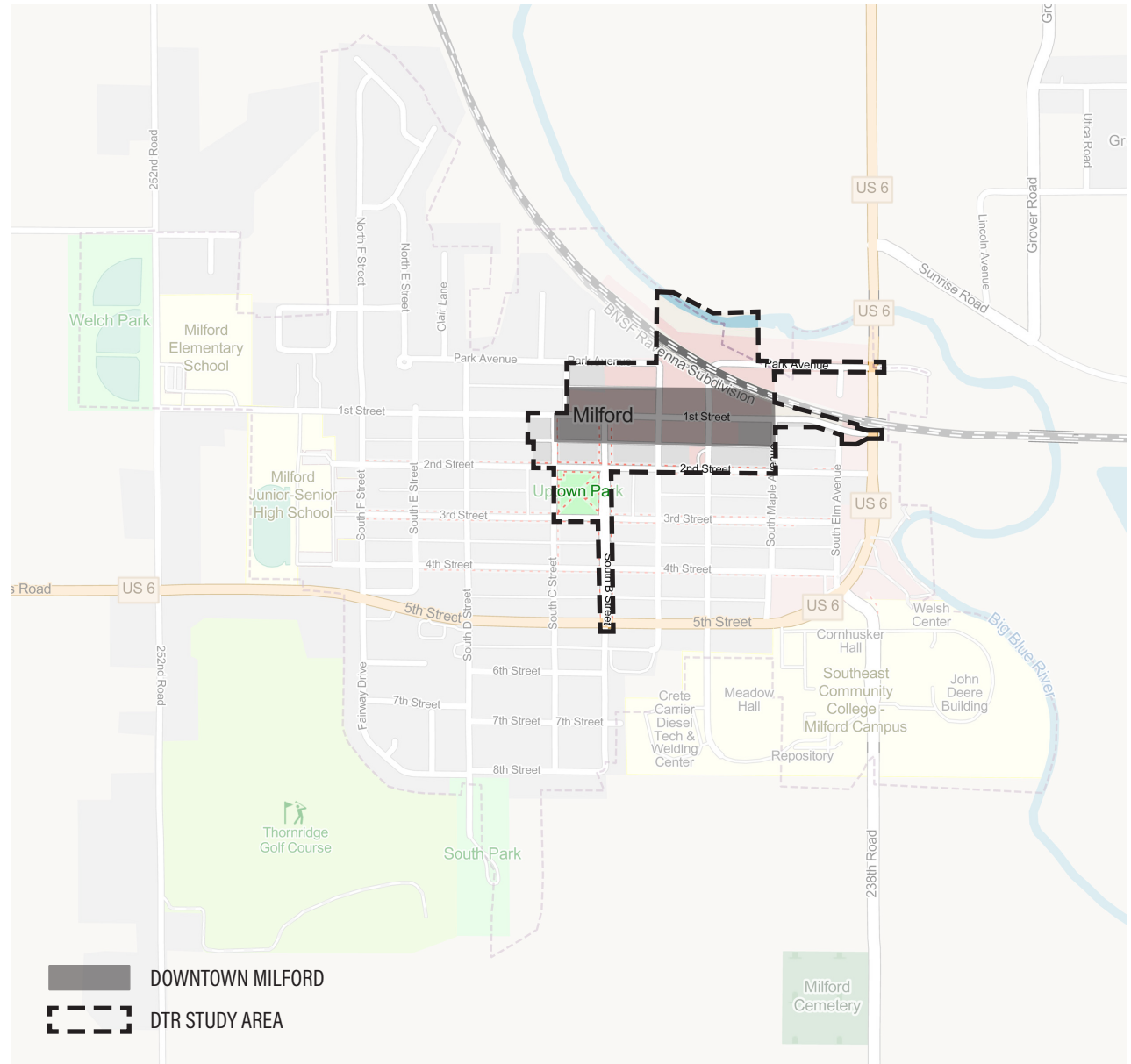


FIGURE 1.01 / MAP OF MILFORD, NE

STUDY AREA

SECTION 1

The DTR study area generally includes the downtown business located directly along 1st Avenue from C Street to Walnut Street. The DTR study area is specifically outlined in a dashed black line as shown in Figure 1.02. This planning effort did consider adjacencies to the DTR study area, such as B Street and 1st Street extensions to Highway 6 as these are critical entryways into Downtown Milford, and the proximity of the Big Blue River to downtown.

LEGEND

- | | | | |
|------------------------------|---|--|-------------------------------------|
| 1. HEARTLAND AUTO BODY | 7. DRAGONFLY CAFE & BAKERY | 14. [REDEVELOPING] | 21. HAIR FIRST |
| 2. FIRE DEPARTMENT | 8. HEYEN TAX & ACCOUNTING | 15. APARTMENTS | 22. CROP INSURANCE SOLUTIONS |
| 3. MILFORD PHARMACY | 9. NELSON CONTRACTING | 16. CITY HALL | 23. MILFORD SENIOR CENTER |
| 4. LITTLE ENGINE CAFE | 10. AUSTIN COMPANY CROP INSURANCE | 17. MAIN STREET MARKET | 24. EAGLE FITNESS |
| 5. USPS POST OFFICE | 11. MILFORD CHIROPRACTIC | 18. LAUBER FUNERAL HOME | 25. ADVANCED ASSOCIATION MANAGEMENT |
| 6. NAPA AUTO PARTS | 12. HAIR EXCHANGE | 19. FARMERS & MERCHANTS BANK | 26. INSURE NEBRASKA |
| | 13. REDIGER AUTOMOTIVE | 20. THE CANYAS | 27. MILFORD PLUMBING |
| 28. MILFORD PHYSICAL THERAPY | 35. FARMER'S COOPERATIVE | 41. MILFORD DENTAL CLINIC | |
| 29. ANA PATRICIA BOUTIQUE | 36. MILFORD AC & APPLIANCE | 42. HOME REAL ESTATE | |
| 30. [REDEVELOPING] | 37. MILFORD MEDICAL CLINIC | 43. WEBERMEIER MEMORIAL PUBLIC LIBRARY | |
| 31. TROYER INSURANCE | 38. UNITED METHODIST CHURCH AND LITTLE LEAPS OF FAITH DAYCARE | 44. UPTOWN PARK | |
| 32. APARTMENTS | 39. BLUE RIVER MASONIC CENTER | 45. GRAIN ELEVATOR | |
| 33. ELEMENTS DANCE STUDIO | 40. TOTAL ESSENCE SALON | | |
| 34. PIZZA KITCHEN | | | |



FIGURE 1.02 / DTR STUDY AREA AND BUSINESS ROSTER

This project was completed eight months, starting in October of 2021, and wrapping up at the beginning of June 2022. Throughout these eight months, community leaders by way of a DTR Advisory Committee and the public established a vision for Downtown Milford through a series of engagement opportunities.

KICK-OFF WORKSHOP

December 9, 2021

A full day of visioning with the DTR Advisory Committee over the noon-hour and the Public Open House during the evening. This was well-attended as a shared event with the grand opening of the new City Hall (Figure 1.03). The workshop helped define the efforts of this Plan.

ONLINE SOCIAL ENGAGEMENT EFFORT #1

December 20 to January 31, 2022

The same visioning questions asked during the public open house were provided via an interactive website (Figure 1.04). The City of Milford shared the website link through their Facebook page and 144 people saw the original post (Figure 1.05).

DTR ADVISORY COMMITTEE MEETING

February 8, 2022

A virtual meeting was held to discuss the findings from the kick-off workshop and online engagement efforts (example shown in Figure 1.06 with a full summary of questionnaire responses in the Appendix). The design team presented initial ideas informed by the findings.



FIGURE 1.03 / KICK-OFF WORKSHOP AND PUBLIC OPEN HOUSE ON DECEMBER 9, 2021

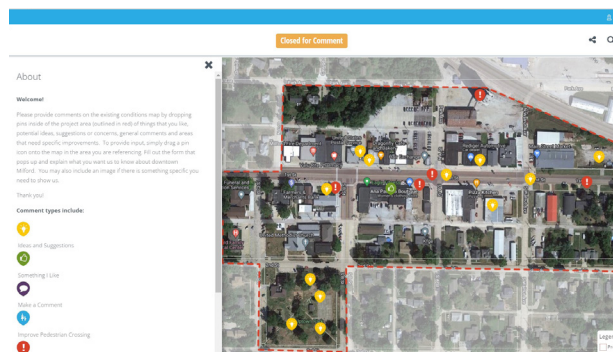


FIGURE 1.04 / MAPPING ACTIVITY PARTICIPATION DURING ONLINE SOCIAL ENGAGEMENT EFFORT #1



FIGURE 1.05 / 144 PEOPLE REACHED BY THIS FACEBOOK POST



FIGURE 1.06 / "DESCRIBE HOW YOU'D LIKE DOWNTOWN MILFORD TO BE IN THE FUTURE" PUBLIC SURVEY RESPONSES

DTR ADVISORY COMMITTEE MEETING AND PUBLIC OPEN HOUSE

March 29, 2022

Another full day of input gathering where DTR Advisory Committee members and the general community were shared the draft vision plan and invited to provide comment (Figure 1.07). Although consistent turn out for the DTR Advisory Committee occurred, the public open house only had 5 attendees.

ONLINE SOCIAL ENGAGEMENT EFFORT #2

April 4-April 15, 2022

Due to the low turn out at the March 29 public open house, the City of Milford posted to Facebook a second link to cast your votes and provide input on the additional exercises offered at the in-person open house on March 29. Over 1,200 people were reached with that Facebook post (Figure 1.09), an incredible achievement for a town with a population of 2,000. This was an incredible tool to reach a further audience and bolster feedback on the vision plan. Over 75 online users provided feedback for the different questions relating to the vision plan (Figure 1.10).

DTR ADVISORY COMMITTEE MEETING

May 3, 2022

The final in-person Advisory Committee meeting was held to finalize the vision plan and discuss order of magnitude costs (Figure 1.08).

The draft report was presented at the June 7, 2022 City Council meeting for approval.



FIGURE 1.07 / PRIORITIZATION EXERCISE DURING THE SECOND DTR ADVISORY COMMITTEE MEETING ON MARCH 29, 2022



FIGURE 1.08 / DTR ADVISORY COMMITTEE MEMBERS DISCUSS A DRAFT OF THE VISION PLAN AT THEIR LAST MEETING



FIGURE 1.09 / 1,225 PEOPLE (EQUAL TO ABOUT HALF OF MILFORD'S POPULATION) WERE REACHED BY THIS POST

Stakeholder Engagement Summary

2915
Total Visits

994
Unique Users

1:05
Avg Time (min)

24
Unique Stakeholders

24
Comments

14
Survey Responses

389
Budget Responses

FIGURE 1.10 / WEBSITE TRAFFIC DATA SHOWING THAT ALMOST 1,000 UNIQUE USERS VISITED THE DTR PROJECT WEBSITE IN MARCH AND APRIL 2022

INDIVIDUAL STAKEHOLDER MEETINGS

SECTION 1

Six individual stakeholder meetings were held after a draft vision plan was created. This allowed the vision plan to receive critical and specific feedback in areas that were more complex. Below is the list of individual stakeholder meetings held with critical findings summarized in the appendix.

- Post Office – 04/12/2022 (Figure 1.11)
- Main Street Market – 04/13/2022 (Figure 1.12)
- Rediger Automotive – 04/12/2022 (Figure 1.13)
- Farmers Coop – 04/19/2022
- Heartland Auto Body – 04/21/2022
- City Maintenance – 04/26/2022
- Pizza Kitchen – 05/03/2022

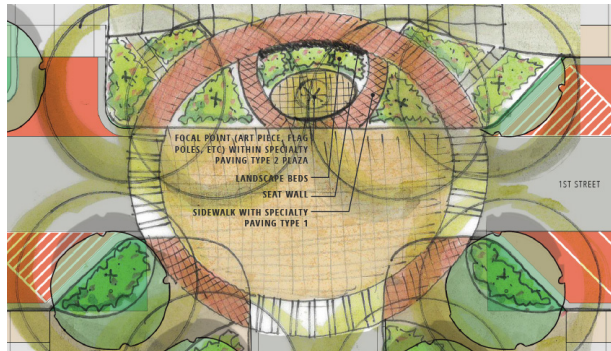


FIGURE 1.11 / SKETCH OF 1ST ST./B ST. INTERSECTION DISCUSSED WITH POST OFFICE STAFF

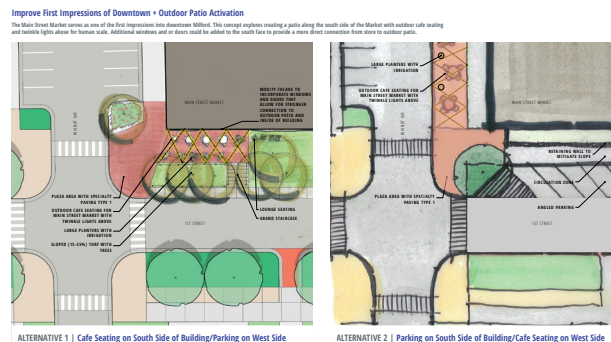


FIGURE 1.12 / SKETCHES OF 1ST ST./WALNUT AVE. NORTHEAST CORNER DISCUSSED WITH MAIN STREET MARKET BUSINESS OWNER

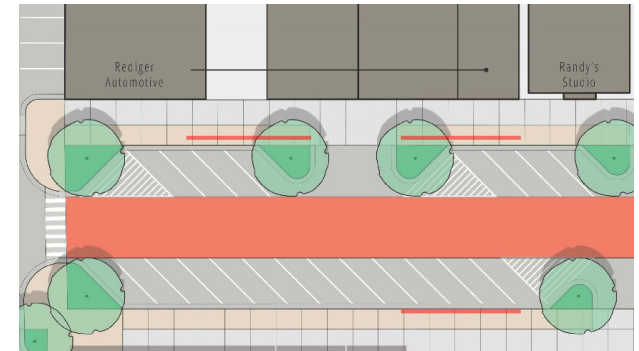


FIGURE 1.13 / DIAGRAM OF POTENTIAL DRIVE CLOSURES DISCUSSED WITH REDIGER AUTOMOTIVE BUSINESS OWNER

Through an extensive collaborative process, community leaders, citizens, and design professionals worked together to fully understand the opportunities and constraints currently present within Downtown Milford. As part of our kick-off workshop and visioning process, key themes started to develop. As a result, three project goals were created to serve as the guiding framework for creating the plan vision (Figure 1.14).

ACTIVATE DOWNTOWN MILFORD AS A DESTINATION WITH A VARIETY OF **BUSINESSES, EVENTS, & HOUSING** OPTIONS.

HONOR THE HISTORIC FEELING OF DOWNTOWN WITH **BRICK FEATURES & COHESIVE AESTHETICS** THAT KEEP MAINTENANCE IN MIND.

IMPROVE THE PEDESTRIAN EXPERIENCE OF DOWNTOWN THROUGH INCREASED **SAFETY, BEAUTIFICATION, & GATHERING SPACES.**

FIGURE 1.14 / MILFORD DOWNTOWN REVITALIZATION PLAN PROJECT GOALS

SECTION TWO / EXISTING CONDITIONS



2013 GENERAL REDEVELOPMENT PLAN

The General Redevelopment Plan provides the City of Milford with guidelines to develop remedies for designated areas exhibiting a variety of deteriorating or dilapidated physical, social or economic conditions. The majority of the DTR Study Area falls within the Plan's Proposed Blight Area (Figure 2.01), with some parcels along 1st Street showing blighted conditions. The Plan recommends repaving the roads in this area as a way to improve property values, transit and storm drainage. The Plan also recommends evaluating sidewalks and Highway 6 crossings within this area for potential threats to public health and safety.

2007 COMPREHENSIVE DEVELOPMENT PLAN

The Comprehensive Development Plan Update was created as a set of policy guidelines with the purpose of promoting orderly growth and development for the city of Milford. It identifies "aging infrastructure" and "city entrances/gateways" as the top two responses to the question, "What needs to be improved in Milford?" asked at a Town Hall Meeting in February 2005.

The Future Land Use Plan (Figure 2.02) within the document designates the 1st Street corridor as a Downtown Commercial (DC) land use area with the intention to accommodate commercial uses through the existing downtown business area. DC opportunities are cited in the Plan to include on-street parking for vehicles and zero-setback requirements for structures.

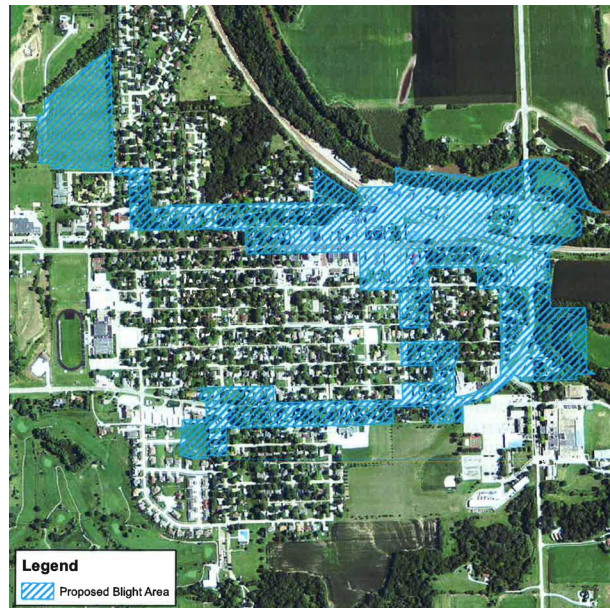


FIGURE 2.01 / MILFORD BLIGHT STUDY PROPOSED BLIGHT AREA

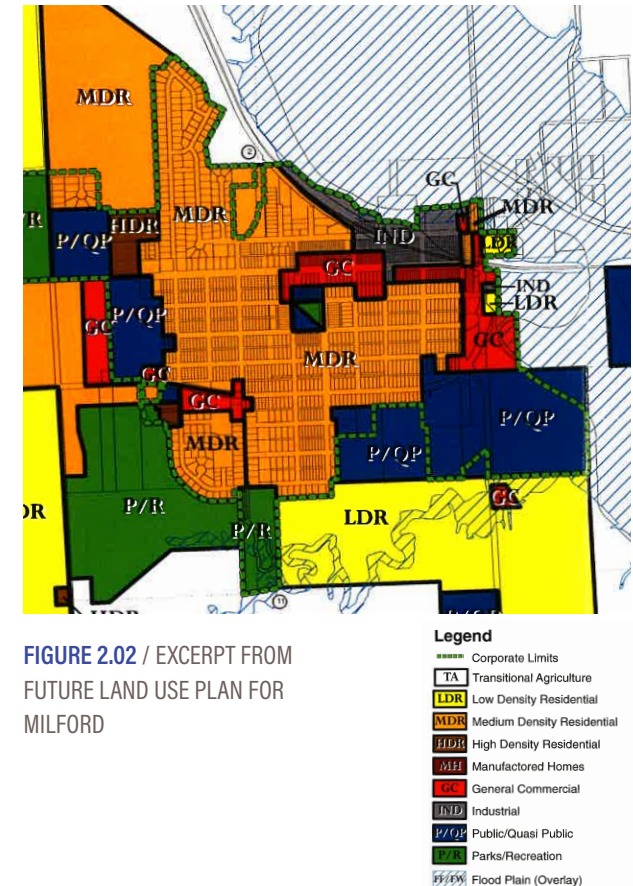


FIGURE 2.02 / EXCERPT FROM FUTURE LAND USE PLAN FOR MILFORD

STORM SEWER

Existing 12", 15", and 24" storm sewers run from west to east and converge at the northwest corner of 1st and A Streets and run north. No storm sewer exists east of A Street until Elm Street near the highway. No storm sewer issues have been reported for 1st Street. (Figure 2.03.)

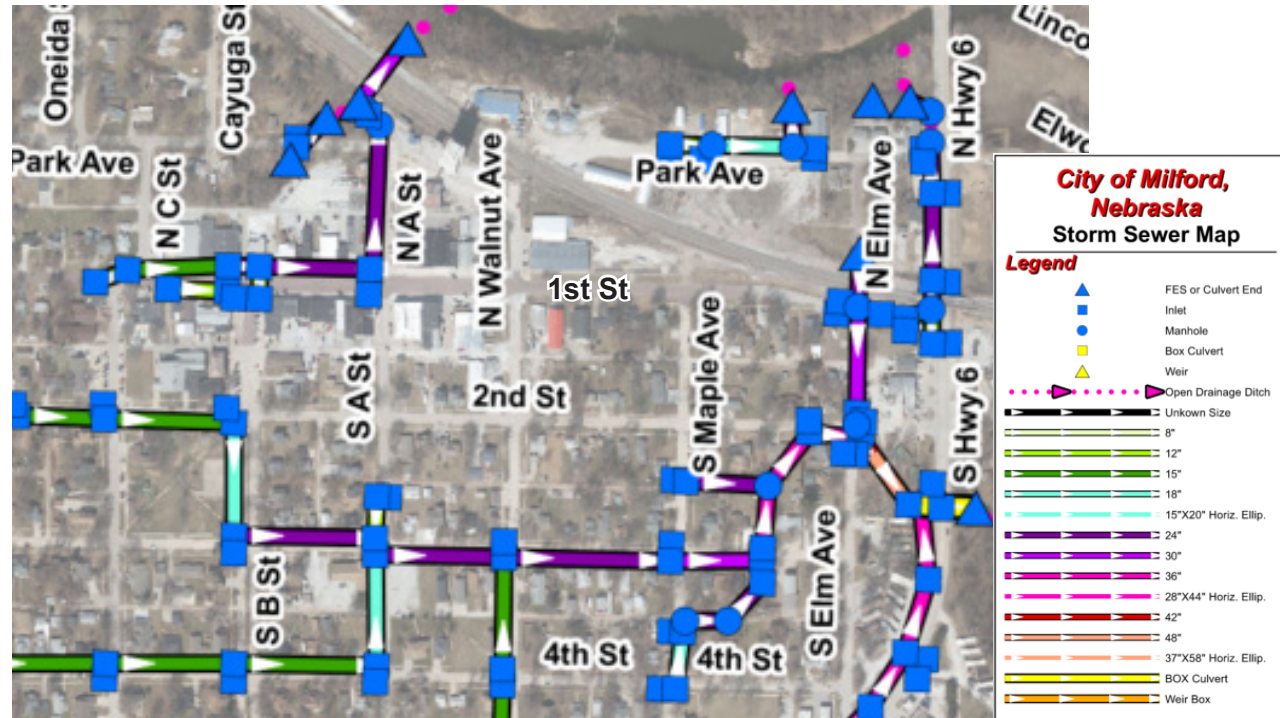


FIGURE 2.03 / STORM SEWER MAP OF DOWNTOWN MILFORD

SANITARY SEWER

Properties along 1st Street have sanitary sewer service along the back alleys. A 10" main serves the properties on the north side of the street and an 8" main serves the properties on the south side of the street. At Walnut Street, the 10" main on the north side of the street crosses 1st Street going south and then heads east through the alley on the south side of 1st Street. The sewer then heads south along the west side of Elm Street. No issues have been reported for the sanitary sewer along 1st Street. (Figure 2.04.)



FIGURE 2.04 / SANITARY SEWER MAP OF DOWNTOWN MILFORD

UTILITIES

SECTION 2

WATER

An existing 6" water main along the south side of 1st Street serves properties through the downtown area. It was constructed prior to 1964 and is in the process of being replaced with a larger 12" water main. As part of the 6" replacement, an existing 10" water main, constructed in 1964, is also being replaced. (Figure 2.05.)

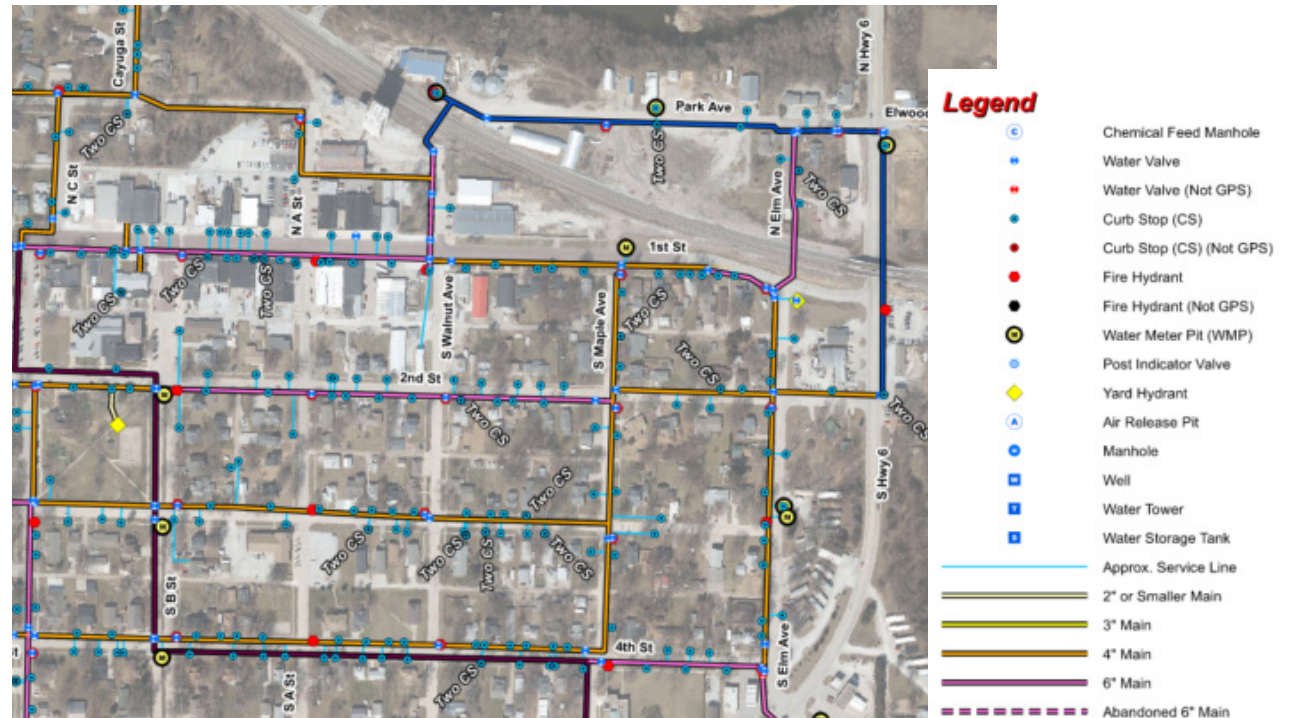


FIGURE 2.05 / WATER UTILITY MAP OF DOWNTOWN MILFORD

SAFETY AND ACCESS

Currently, the intersections along 1st Street at B and A Streets have painted crosswalks with curb ramps (Figure 2.06). These crosswalks were changed from brick to concrete, making the surface less slick for pedestrians. The intersection at 1st Street and Walnut Avenue is partially marked, with a crosswalk spanning 1st Street on the west side of the intersection. Intersections along 1st Street at C Street, Maple Avenue, Elm Avenue and Highway 6 do not have crosswalks and are without curb ramps in some locations (Figure 2.07). Sidewalks exist on both sides of 1st Street west of Maple Avenue, with the south sidewalk continuing east only to Elm Avenue. This leaves no pedestrian connection to Highway 6 (Figure 2.08). The intermittent absence of sidewalks and accessible crossings impedes safe pedestrian utilization of the corridor.

Two businesses (Dragonfly Cafe and Advanced Association Management) have stairs and ADA ramps into their facilities that must remain for any future improvements (Figure 2.09).

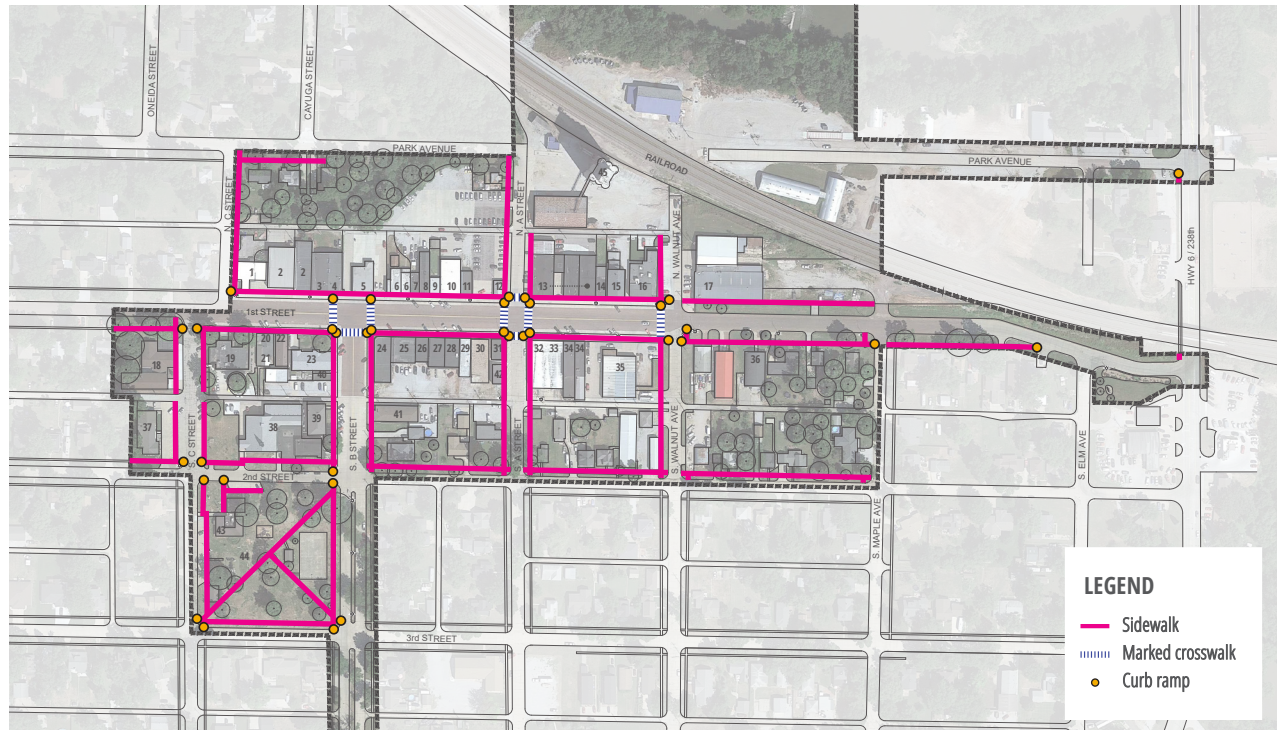


FIGURE 2.07 / MAP OF PEDESTRIAN CIRCULATION AND CONNECTIVITY WITHIN DTR STUDY AREA



FIGURE 2.06 / PAINTED CONCRETE CROSSWALK WITH CURB RAMPS ON 1ST STREET AT B STREET



FIGURE 2.08 / NO SIDEWALKS, CROSSWALKS OR CURB RAMPS WHERE 1ST STREET MEETS HIGHWAY 6



FIGURE 2.09 / ADA RAMP AT ENTRANCE TO DRAGONFLY CAFE

COMFORT AND AMENITIES

Generous pedestrian circulation zones (12-18 feet wide) at storefronts along 1st Street (Figure 2.10) stand as a rare asset compared to other downtown districts in the region, leaving significant room for improvements to the pedestrian experience.

In relation to comfort and amenities, existing conditions along 1st Street within the DTR Study Area offer pedestrians little protection from summer sun or heat and few seating opportunities or spaces to linger. This, along with a lack of pedestrian-scale lighting, may have negative effects on the use of downtown and patronage of its businesses.

LANDMARKS

The public phone booth at the southwest corner of 1st and A Streets (Figure 2.11) stands as a unique sculptural feature with the potential for further creative opportunity. Senior pictures are often taken at this spot.

The grain elevator east of Park Avenue serves as a major visual anchor and wayfinding beacon. Its large size means it can be seen from anywhere along 1st Street (Figure 2.12) and beyond, even from Interstate 80.

The Old Mill is a defunct structure at the south bank of the Big Blue River that was built in 1866 (Figure 2.13) and proved pivotal to the founding and naming of Milford. The remnants of the Old Mill sit on private property across the railroad from City Hall and are currently inaccessible.



FIGURE 2.10 / WIDE PEDESTRIAN CIRCULATION ZONE ON 1ST STREET



FIGURE 2.12 / THE GRAIN ELEVATOR IS VISIBLE FROM 1ST STREET



FIGURE 2.11 / PHONE BOOTH LANDMARK AT THE SOUTHWEST CORNER OF 1ST AND A STREETS



FIGURE 2.13 / HISTORICAL PHOTOGRAPH OF THE OLD MILL

BICYCLE EXPERIENCE AND TRAILS

SECTION 2

Currently, there are no designated routes for bicycle movement within the DTR Study Area, although a trail on 1st Street was proposed as part of the city's 2014 Trail Plan (Figure 2.15). There is evidence of the paved alley directly north of 1st Street being used by bicyclists (Figure 2.14). The brick surfacing of downtown 1st Street, along with a lack of bike racks and safety concerns associated with angled parking, makes bicycling less comfortable here.



FIGURE 2.14 / BICYCLE USE IN ALLEY NORTH OF 1ST STREET

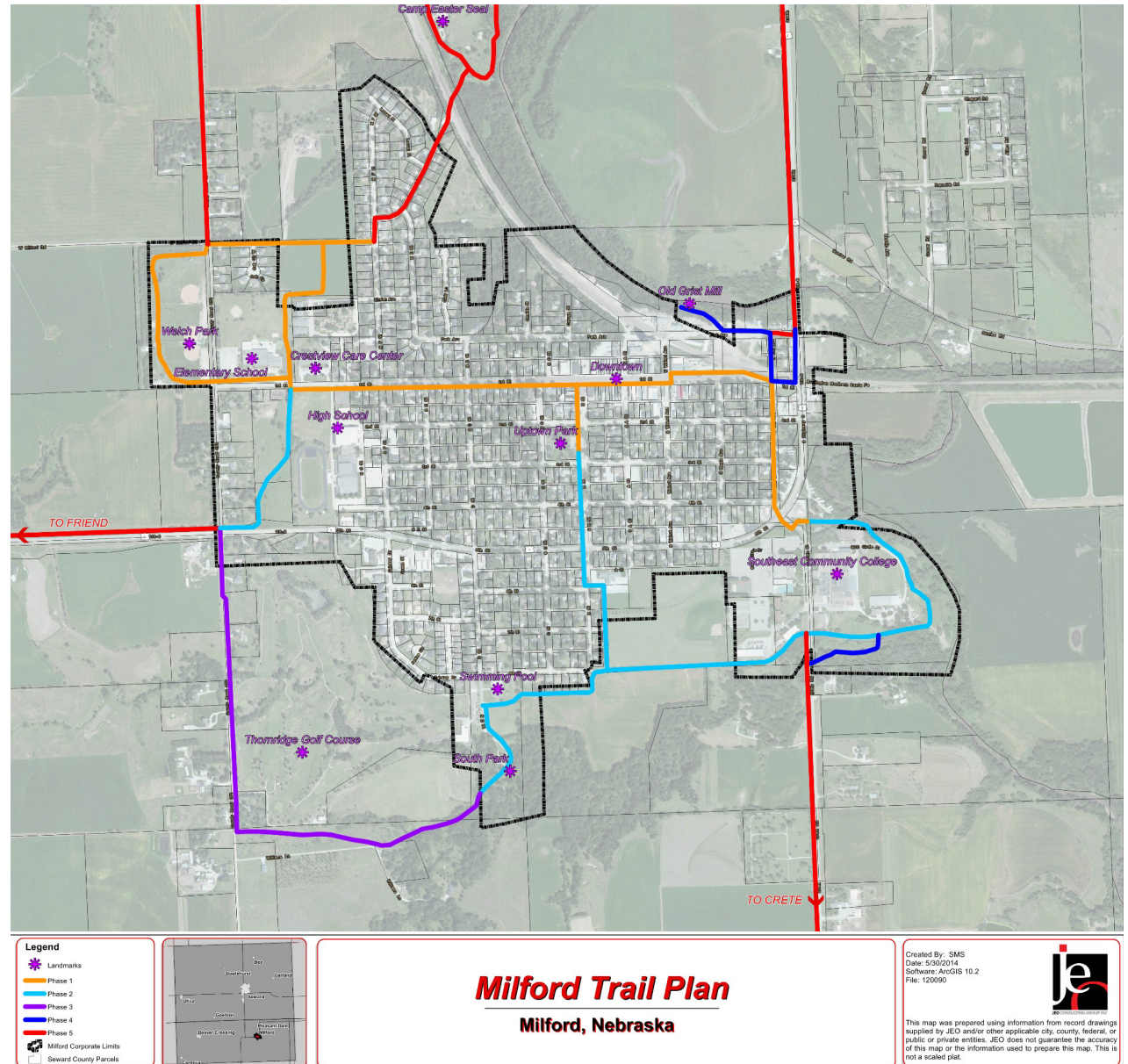


FIGURE 2.15 / MILFORD TRAIL PLAN (CREATED IN 2014)

ACCESS

Motorists' primary access to the downtown business district is from the east along 1st Street and south along B Street (Figure 2.16). Secondary access is from the west along 1st Street. Direct access from the north is precluded by a railroad running east-west just north of the 1st Street corridor, with the most recent closure at Walnut Avenue. Access from the east is abrupt, as it is hidden until it is exposed directly following the railroad bridge.



FIGURE 2.16 / MAP AND IMAGES OF ACCESS POINTS TO DOWNTOWN

PARKING AND SNOW REMOVAL

Downtown Milford has a thriving business roster, which makes parking spaces in the DTR Study Area well-utilized and generally in high demand. A wide and undefined vehicular zone—68 feet from curb to curb—allows for angled street parking on both sides of 1st Street from C Street to Walnut Avenue, supplemented by side street and alley access to back-of-business parking (Figure 2.17). There are 99 designated on-street parking stalls along 1st Street within the DTR Study Area (Figure 2.18). Currently, the stalls near the Post Office experience the highest demand for parking, but are the least safe as they are located within the intersection.

Overnight parking is not allowed from November to April so that the city can clear the street in the mornings following snow events. Winter snow is handled by pushing it from sidewalks to the curb with a mid-range tractor, and then from the curb to the middle of the street with a maintainer. The snow is then removed from the street and taken off site within 72 hours. This approach allows for continuous access to storefronts.

SAFETY

The brick surfacing along 1st Street from South Elm Avenue west (Figure 2.19) significantly affects motorist behavior and safety in that it causes drivers to slow down, reducing the likelihood of accidents. However, motorists often make illegal U-turns on the 68-foot wide and undefined 1st Street to park on the left side of the street. This is also a common occurrence at 1st Street and B Street, where motorists typically make an unsafe turn to park in one of the four angled stalls on

the north side of the intersection in front of the Post Office. This causes a dangerous condition for pedestrians because the crosswalk lies inside the reverse path of vehicles as they back out of the easternmost stall (Figure 2.20).



FIGURE 2.17 / ALLEY ACCESS TO BACK-OF-BUSINESS PARKING



FIGURE 2.19 / BRICK SURFACING ON DOWNTOWN 1ST STREET



FIGURE 2.20 / POST OFFICE PARKING WITHIN THE INTERSECTION

99 EXISTING STALLS



FIGURE 2.18 / PARKING STALL COUNTS BY BLOCK ALONG DOWNTOWN 1ST STREET

PHYSICAL CHARACTER

SECTION 2

ARCHITECTURE

A mix of 1- and 2-story buildings with varied ages and architectural styles line downtown 1st Street, lending a human-scale feeling to the district (Figures 2.21-2.25). The new city hall features contemporary design elements including rectangular geometry and bold lines, neutral tones and mixed material palette of glass, wood paneling, dark brick, and natural concrete (Figure 2.26). Very few first-floor portions of buildings in the downtown area are vacant, with most having a vibrant business or service offered as a huge asset to the Milford community.

While these structures may not be significant on their own accord, as a group they tell the story of downtown Milford's evolution over time. Preservation and/or adaptive reuse of the downtown buildings can serve as a catalyst for further rehabilitations within downtown. Although not evident in the feedback received during the public meetings, a handful of downtown business or property owners did comment on the desire for enhanced building improvements. Some structures in downtown Milford may be eligible for National Register recognition.



FIGURE 2.21 / ARCHITECTURE ALONG NORTH SIDE OF 1ST STREET



FIGURE 2.22 / OWNER OF ADVANCED ASSOCIATION MANAGEMENT RENOVATED THIS BUILDING WITH NEW WINDOWS



FIGURE 2.23 / MID-CENTURY ARCHITECTURE (POST OFFICE BUILDING)



FIGURE 2.24 / ARCHITECTURAL DETAIL (DRAGONFLY CAFE BUILDING)



FIGURE 2.25 / SELFIE MURAL AS SEEN FROM THE ALLEY SOUTH OF 1ST STREET (BACK OF INSURE NEBRASKA BUILDING)



FIGURE 2.26 / CONTEMPORARY ARCHITECTURE (CITY HALL BUILDING)

STREET

The downtown streetscape along 1st Street is wide at 68 feet from curb to curb and 100 feet between north and south building fronts. Its drive lanes have brick surfacing (Figure 2.27), which has remained in place for close to a century. The brick has shifted over time, resulting in a rough, uneven surface for drivers (Figure 2.28). While the brick is believed to have been set on a concrete base, it is possible that heavy truck traffic from the past caused damage to the sub-base. It is also considered too slick to walk on and has been replaced with concrete in crosswalk areas. Parking stalls are delineated with white hash marks (Figure 2.29) and sidewalks are concrete (Figure 2.30).

LANDSCAPING

1st Street features extensive landscaping in front of the “Milford Welcomes You” sign visible from Highway 6 (Figure 2.31). While this area was intended to be maintained by volunteers, assistance from the city is required to keep it up. Downtown plantings are limited to containers at some storefronts, managed by individual businesses (Figure 2.32). Trees are absent here, with more canopy occurring in residential areas, Uptown Park and along B Street and side streets.



FIGURE 2.27 / BRICK SURFACING ON 1ST STREET DRIVE LANES



FIGURE 2.30 / CONCRETE SIDEWALK ON 1ST STREET LOOKING WEST



FIGURE 2.28 / BRICKS ON 1ST STREET HAVE SHIFTED OVER TIME



FIGURE 2.31 / LANDSCAPING SOUTH OF 1ST STREET BY HIGHWAY 6



FIGURE 2.29 / PAINTED MARKINGS DESIGNATING EDGE OF ANGLED PARKING STALL ON 1ST STREET



FIGURE 2.32 / PLANTERS IN FRONT OF ELEMENTS DANCE STUDIO

The following locations are considered points of entry signaling the arrival into downtown. While the downtown business district is located too far away to be visible from Highway 6, some visual cues attract residents and visitors alike.

HIGHWAY 6 FROM THE NORTH

Many visitors arriving in Milford from out of town come south from Highway 6. The grain elevator near Park Avenue and North A Street acts as the most prominent beacon into downtown, as it can be seen from miles away on Highway 6 and even Interstate 80 (Figure 2.33). The bridge over the Big Blue River and the railroad underpass serve as thresholds into town from the north. From there, one must turn onto 1st Street to get to the downtown business district; however, even with the “Milford Welcomes You” sign and landscaping (Figure 2.34), this can be easy to miss due to the proximity of 1st Street to the underpass, which limits the visibility of the intersection, and also the proximity of residential properties before reaching downtown storefronts.

SOUTH B STREET FROM THE SOUTH

South B Street, which runs from Highway 6 north to 1st Street, exhibits a grand parkway character, with a center median featuring bannered light poles and trees (Figure 2.35). This appearance fades before reaching downtown, as the median gives way to angled parking north of 2nd Street.

1ST STREET FROM THE WEST

1st Street transitions abruptly from residential to more of a “main street” feeling at the intersection with C Street (Figure 2.36).



FIGURE 2.33 / VIEW OF GRAIN ELEVATOR FROM HIGHWAY 6



FIGURE 2.34 / “MILFORD WELCOMES YOU” SIGN AND LANDSCAPING



FIGURE 2.35 / PLANTED MEDIAN AND LIGHTING ON SOUTH B STREET



FIGURE 2.36 / RESIDENTIAL 1ST STREET EAST OF DOWNTOWN

3

SECTION THREE / CONCEPT IDEAS AND RESULTS

BEAUTIFICATION & GATHERING SPACES

The bump-outs and wide pedestrian zones recommended in this Plan afford enough space to gather and move comfortably along the corridor while leaving room for beautification elements. The streetside realm between storefronts and the curb would be outfitted with amenities and ornamental features such as specialty paving, planters, trees and landscaping, bannered light poles, benches, café seating and trash receptacles. Four concept alternatives for this area show different spatial configurations of these elements (Figure 3.02). These were presented to the DTR Advisory Committee and public to vote on their preferences (Figure 3.01).

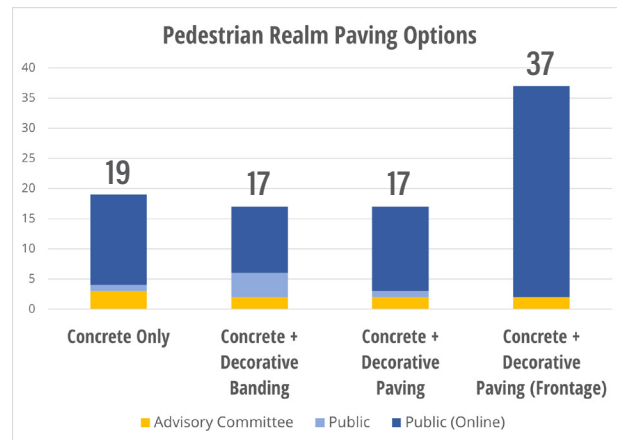


FIGURE 3.01 / VOTING RESULTS FOR PEDESTRIAN REALM PAVING OPTIONS

ACTION: The Vision Plan shows Option D for pricing purposes. Specialty paving may be reduced during design as a result of cost.

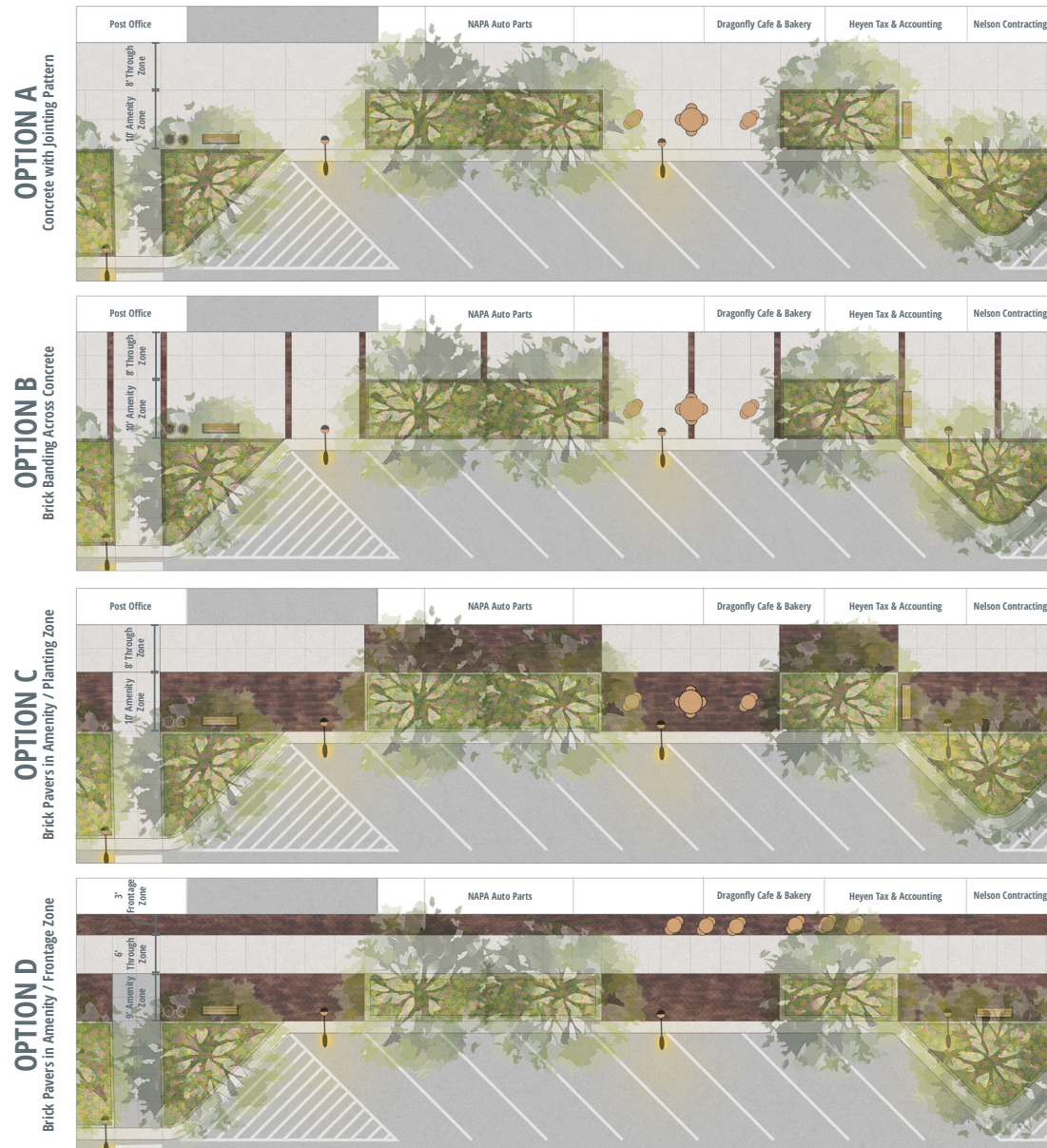


FIGURE 3.02 / PEDESTRIAN REALM PAVING OPTIONS

MATERIALS AND FURNITURE

Two visual identity themes were developed to show how the streetscape could look in terms of furniture, landscaping and hardscape (Figure 3.04). The “Brick and Mortar” theme features a classic kit of parts emphasizing smooth metal surfaces in black hues to complement rich brick accents. The “Mill/Ford” theme, with its natural wood and stone finishes, draws on inspiration from the materiality of the Big Blue River and Old Mill. The DTR Advisory Committee and public voted for their favorite (Figure 3.03).

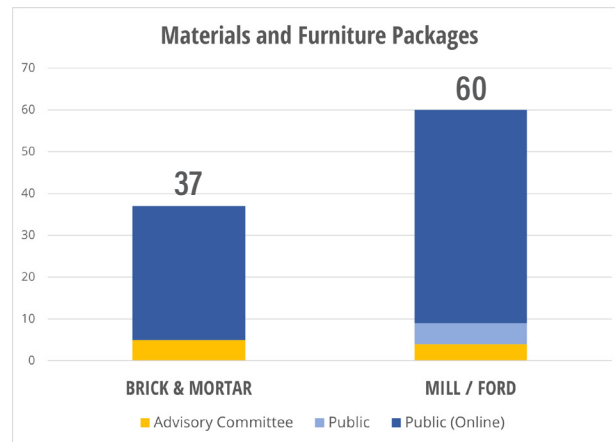
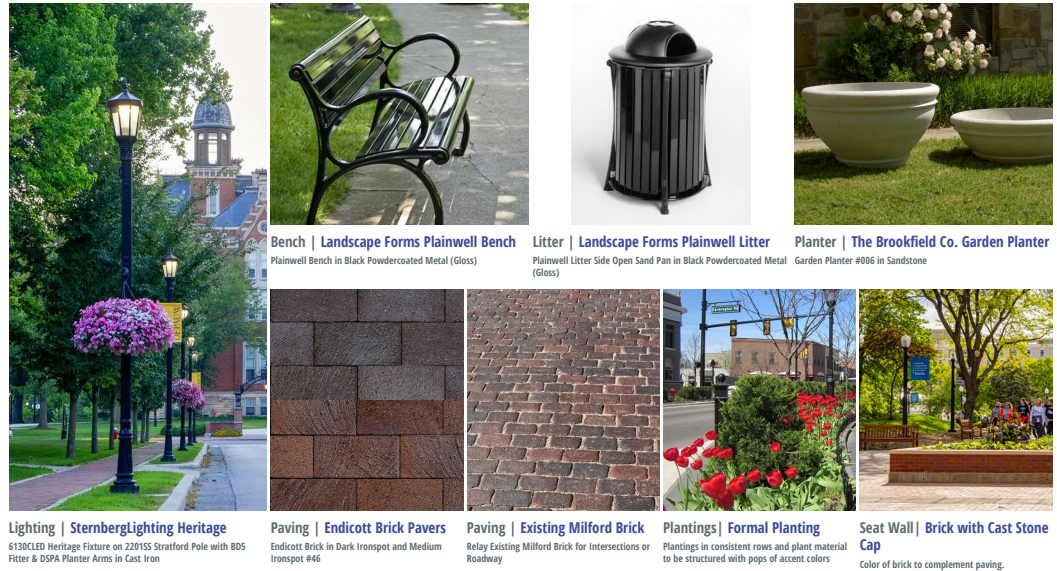


FIGURE 3.03 / VOTING RESULTS FOR IDENTITY THEME OPTIONS

ACTION: Move both themes into design and determine a direction at that time.

BRICK AND MORTAR



MILL / FORD

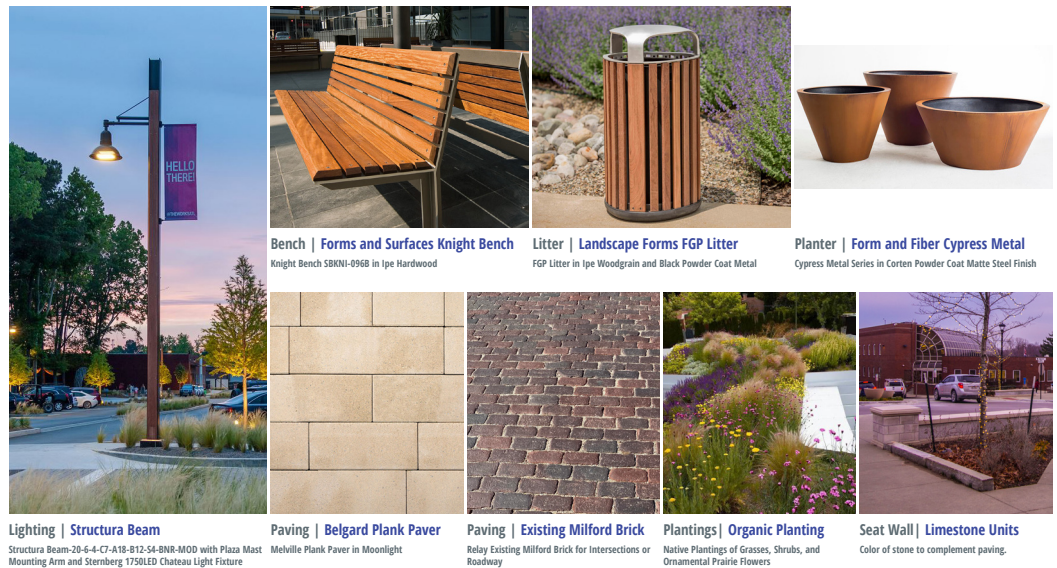


FIGURE 3.04 / MATERIALS AND FURNITURE PACKAGE (IDENTITY THEME) OPTIONS

1ST STREET

BRICK UTILIZATION

Downtown is known for its brick street, featured in Milford’s municipal logo. Preserving this piece of community history and identity should be part of any revitalization effort. Three alternative schemes for brick utilization were presented for consideration during the DTR planning process (Figure 3.06). Those who attended meetings or visited the project website were invited to vote on their preferred option (Figure 3.05). Option A features brick driving lanes on 1st Street, similar to what exists today. Option B shows concrete driving lanes and brick at parking zones. Option C limits brick for use at intersections only. Each of these alternatives would plan for the existing brick to be re-laid over a new concrete base; this would help it remain stably in place as a smooth driving surface for years to come.

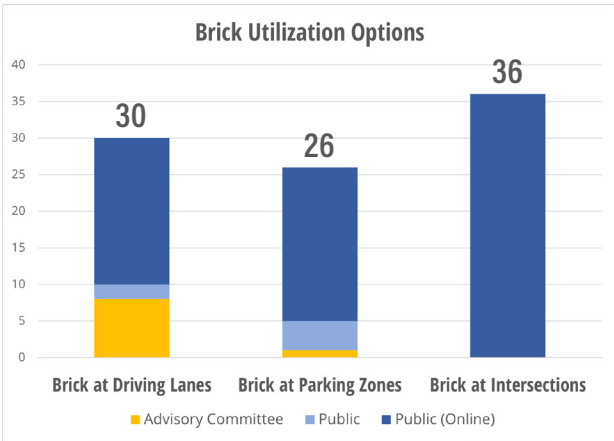


FIGURE 3.05 / VOTING RESULTS FOR BRICK UTILIZATION OPTIONS

ACTION: The Vision Plan currently shows both brick in drive lanes and at intersections.

OPTION A
OPTION B
OPTION C

Brick at Driving Lanes



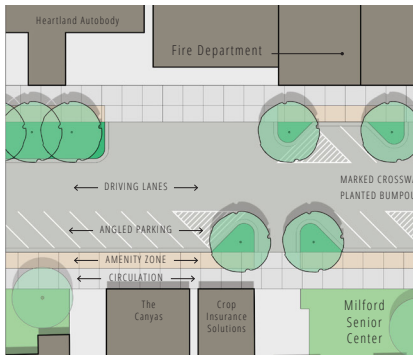
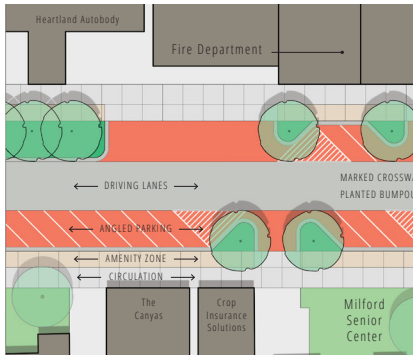
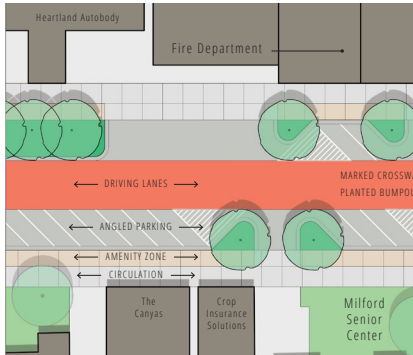
Brick at Parking Zones

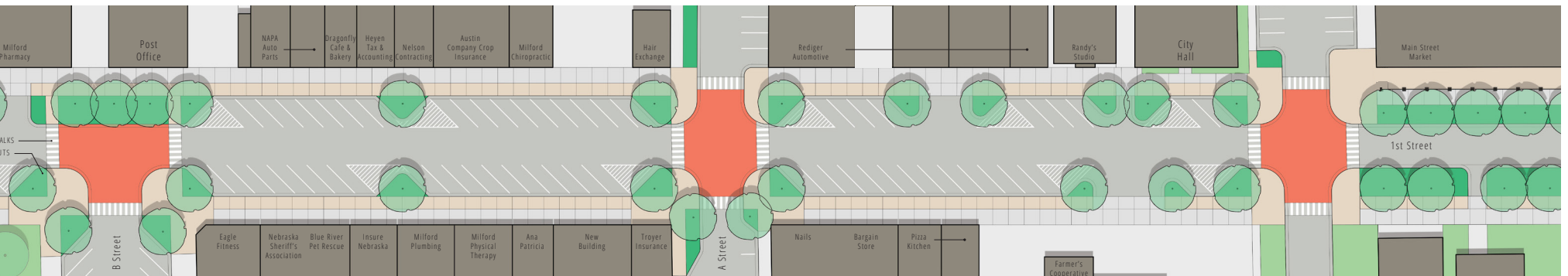
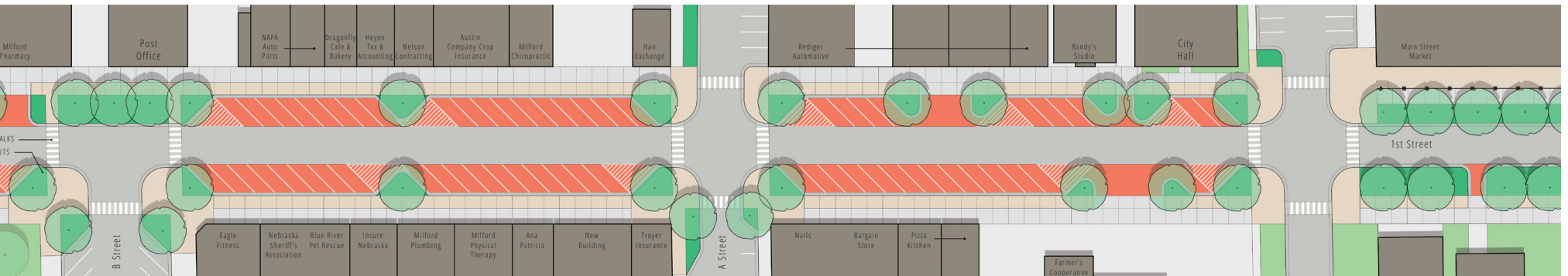
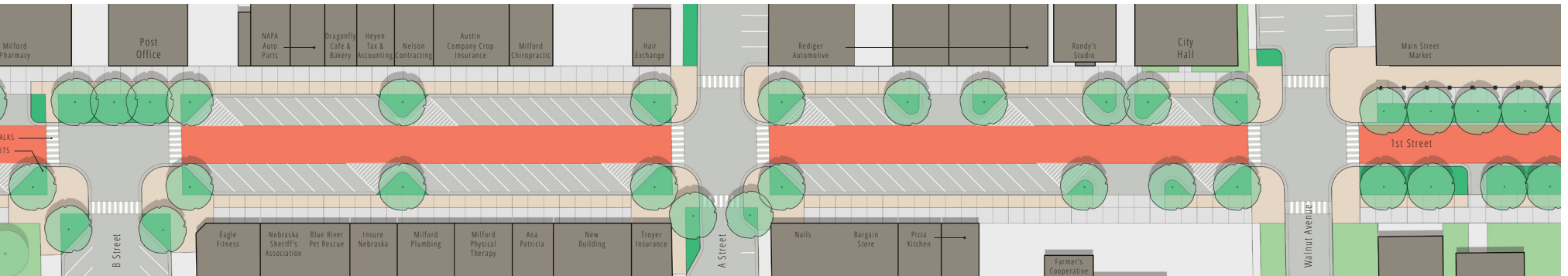


Brick at Intersections



FIGURE 3.06 / BRICK UTILIZATION OPTIONS





After being presented with vision ideas for downtown Milford, residents were asked to prioritize the projects in which they would most like to invest (Figures 3.07 and 3.09). This was accomplished by giving away \$600 in “Milford Money” for individuals to spend on up to five revitalization projects (Figure 3.08).

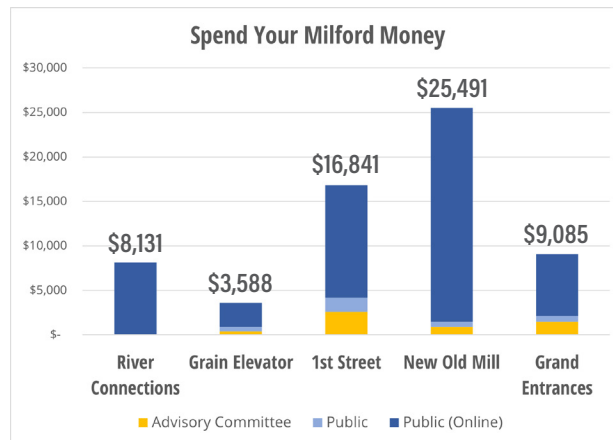


FIGURE 3.07 / MILFORD MONEY EXERCISE RESULTS

ACTION: Prioritize the top three vision ideas, with 1st Street and Grand Entrances projects to pursue immediately and New Old Mill as a long-term project.

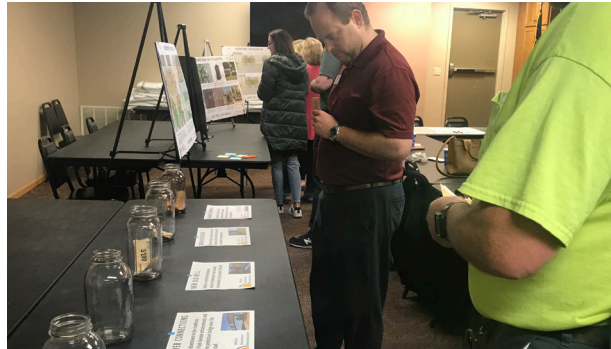


FIGURE 3.08 / MILFORD MONEY EXERCISE IN ACTION

RIVER CONNECTIONS

Link downtown to the riverfront with Park Avenue enhancements and a new pedestrian bridge over the railroad.



GRAIN ELEVATOR

Elevate the grain elevator as an area landmark with functional activation and aesthetic improvements.



1ST STREET

Improve downtown’s brick road and streetscape amenities along 1st Street.



NEW OLD MILL

Make a riverfront destination north of downtown that includes renovations to the historic Old Mill.



GRAND ENTRANCES

Augment the front doors into downtown with streetscape improvements along 1st Street east and B Street south.



FIGURE 3.09 / PROJECTS TO INVEST IN FOR MILFORD MONEY EXERCISE

PHONE BOOTH REUSE

SECTION 3

Already a signature spot for selfies and other photography, the phone booth on A Street (Figure 3.10) could be enhanced as a landmark attraction to downtown Milford. Possibilities that have been discussed include transforming it into an art piece or light installation, perhaps through collaboration with a local artist (Figure 3.11). With the public library a few blocks away, it also could be adapted into a book exchange station or micro branch satellite (Figure 3.12). Alternatively, it could serve as the city bulletin board/information booth or as a market stall for fledgling businesses during festivals or similar events on 1st Street (Figure 3.13).



FIGURE 3.10 / PHONE BOOTH IN DOWNTOWN MILFORD



FIGURE 3.12 / PRECEDENT IMAGE OF BOOK EXCHANGE STATION
RUNNING OUT OF RECLAIMED PHONE BOOTH



FIGURE 3.11 / PRECEDENT IMAGE OF ART INSTALLATIONS USING
PHONE BOOTHS



FIGURE 3.13 / PRECEDENT IMAGE OF ADAPTIVE REUSE OF PHONE
BOOTH AS A MARKET STALL

4

SECTION FOUR / MILFORD DTR VISION PLAN

DOWNTOWN MILFORD VISION PLAN

STREET FUNCTION

The Milford DTR Vision Plan (Figure 4.01) centers on improving the beauty and safety of downtown Milford while preserving its historic look and feel by implementing a new streetscape and amenity plan.

PARKING AND DRIVE ACCESS

The Vision Plan proposes to retain angled parking on the street and balance it with access management (Figure 4.02). The removal of drives from 1st Street where possible would allow for more on-street parking stalls and help meet demand for parking within the district. While vehicular access to 1st Street from the front is desired or necessary for some businesses, side street and alley access may be sufficient for others. The prospect of drive closures should be approached collaboratively by the City, design consultant and business or property owner on a case-by-case basis. Some of these conversations have already begun as part of stakeholder meetings with select proprietors. The Vision Plan shows closures only where they have been met with initial approval.



FIGURE 4.01 / OVERALL VISION PLAN FOR 1ST STREET IMPROVEMENTS

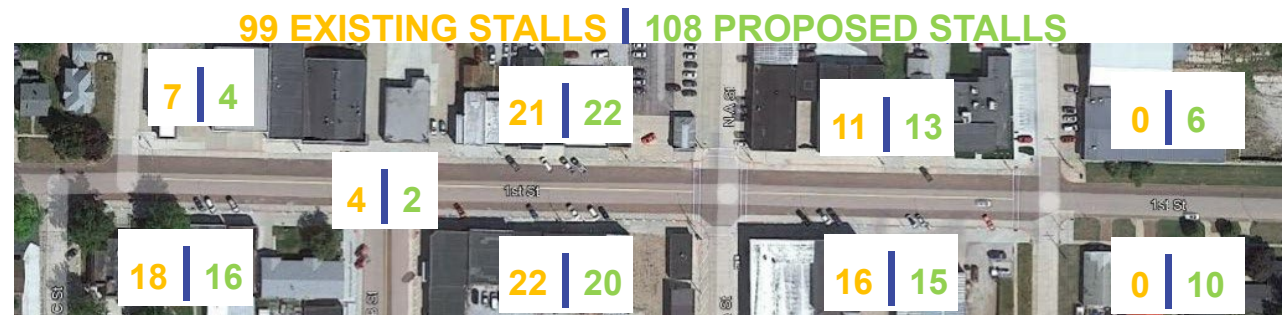


FIGURE 4.02 / EXISTING AND PROPOSED PARKING STALL COUNTS BY BLOCK ALONG DOWNTOWN 1ST STREET



WIDE PEDESTRIAN ZONES

Primary recommendations for downtown revitalization center on 1st Street improvements within the DTR Study Area. This Plan proposes to move curbs slightly inward on each side—bringing the street width up to modern design standards (Figure 4.03)—and install bump-outs at intersections. These alterations would work together to maximize pedestrian and amenity space, inhibit illegal U-turns and make crossings shorter and safer.

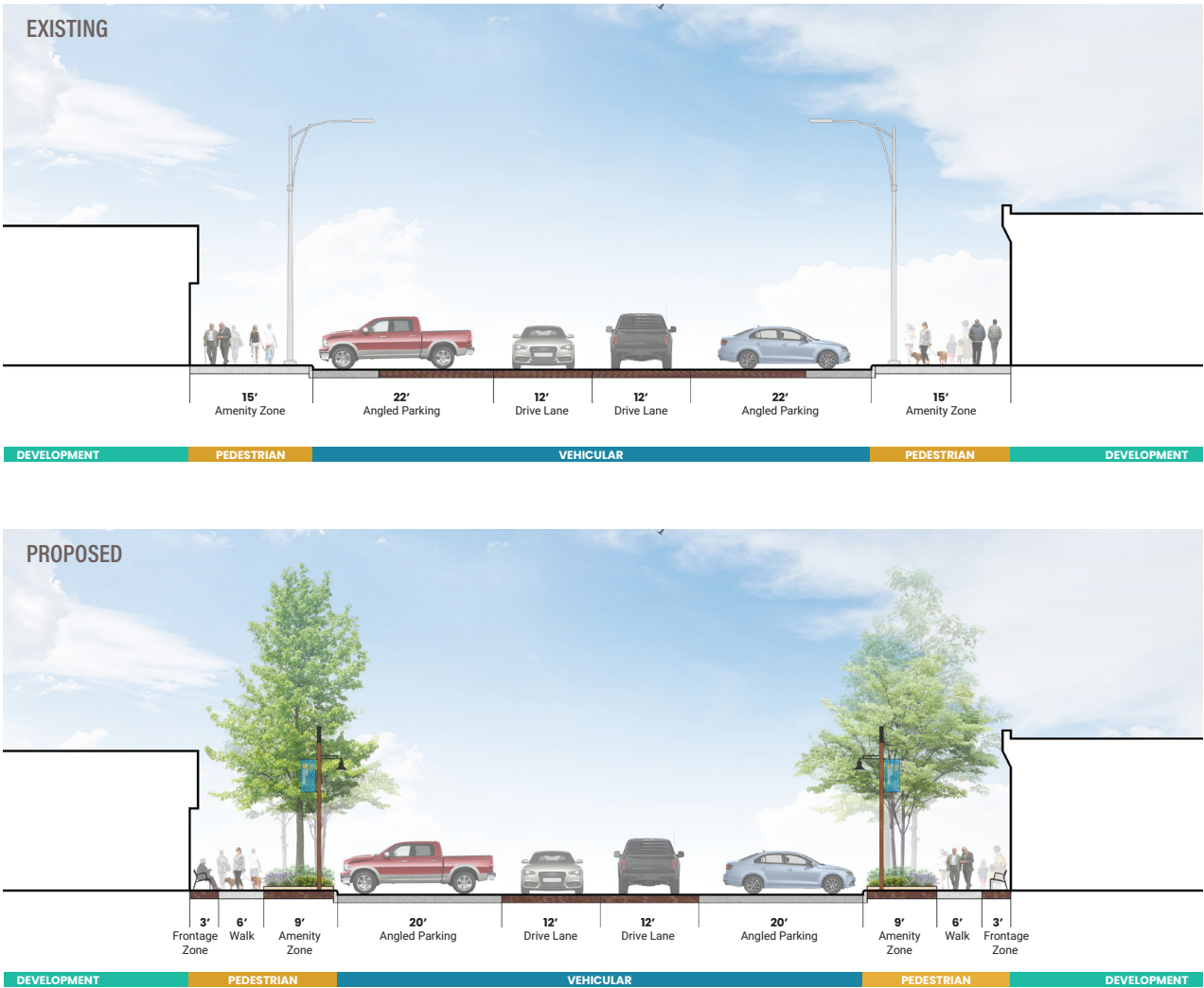


FIGURE 4.03 / EXISTING AND PROPOSED SECTIONS OF 1ST STREET IN DOWNTOWN MILFORD

FRONT DOOR ENHANCEMENTS

SECTION 4

Implement gateway treatments at east 1st Street and south B Street to Highway 6 to signal that a destination lies ahead. Establish clear and concise entries into Downtown Milford by providing enhanced lighting, planting and consistent curbed medians at both locations (Figure 4.05). Design of these elements should be an extension of the same design language within Downtown Milford.

The Vision Plan recommends that east 1st Street be widened within the existing Right-of-Way and reconstructed to include a planted median like the one on B Street, with trees lining the north side to conceal the unsightly railroad bank. A walk would be added on the south side of 1st Street, continuing all the way to the downtown business district. The existing “Milford Welcomes You” sign would remain in place, with a supplemental marquee sign to grab highway drivers’ attention (Figure 4.04) installed on the southeast corner of the intersection. B Street would get a refresh with new trees to replace any that had been removed over time.



FIGURE 4.04 / PRECEDENT IMAGE OF MARQUEE SIGN IN GENEVA, NE



FIGURE 4.05 / SECTIONS OF EXISTING AND PROPOSED GATEWAY IMPROVEMENTS AT 1ST STREET LOOKING WEST

FRONT DOOR ENHANCEMENTS

SECTION 4

This Plan shows both medians lined with a brick apron and bannered light poles matching those to be installed elsewhere downtown. The City should continue to participate in DOT Highway 6 improvements and advocate for marked crosswalks and unique specialty paving at B and 1st Street intersections (Figure 4.07). This could be a high-performing plastic, such as streetprint (Figure 4.05), or stamped/colored concrete (Figure 4.06), or stamped/colored concrete (Figure 4.06).



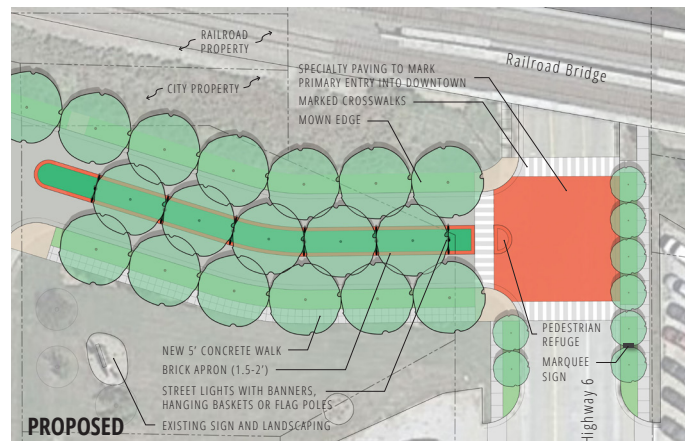
FIGURE 4.05 / PRECEDENT IMAGE OF STAMPED ASPHALT CROSSWALK



FIGURE 4.06 / PRECEDENT IMAGE OF DECORATIVE CONCRETE INTERSECTION IN PLAINFIELD, IL

CITY OF MILFORD

1st Street Entrance at Highway 6



B Street Entrance at Pioneers Road

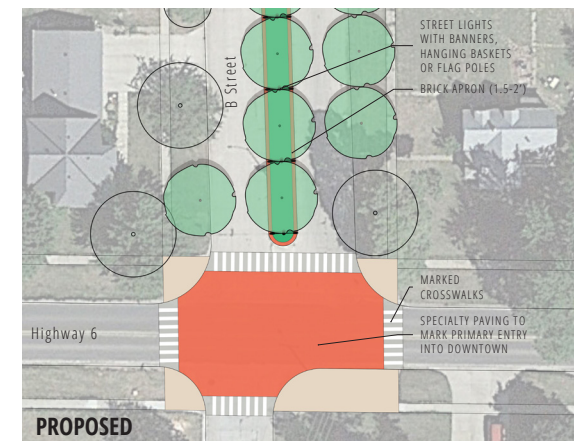
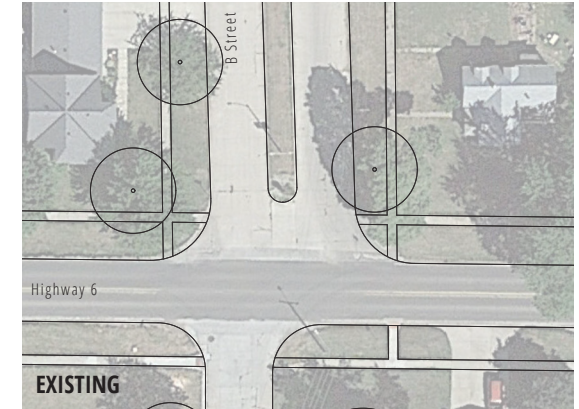


FIGURE 4.07 / PROPOSED GATEWAY IMPROVEMENTS AT EAST 1ST STREET (LEFT) SOUTH B STREET (RIGHT)

A NEW DESTINATION

The Big Blue River, with a south bank less than 700 feet from City Hall, has the potential to become the home of a new regional destination for downtown Milford (Figure 4.08). Riverfront activation could take the form of an open park or plaza extending to the water's edge (Figure 4.09), with opportunities for fishing, trails and water play. Additionally or alternatively, the Old Mill could be a site for renovation or new build (Figure 4.10) for a creative reuse or nod to history such as a restaurant or brewery, with interpretive elements incorporated to tell the story of the mill and its importance to Milford's founding. The City has already started conversation with the Farmers Cooperative about the Old Mill, as they own the riverside property on which it is located.

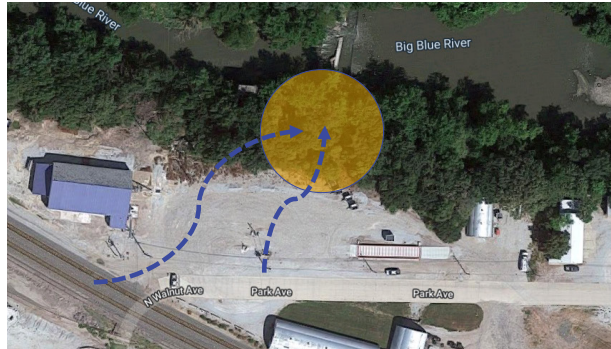


FIGURE 4.08 / LOCATION OF THE OLD MILL ON THE BIG BLUE RIVER



FIGURE 4.10 / RENOVATED MILL



FIGURE 4.09 / GRANT-FRONTIER PARK IN DENVER, COLORADO

PARK AVENUE IMPROVEMENTS

Any riverfront activation would benefit from new connections across the railroad to and from downtown. While multiple underpasses served this purpose in the past, these have each been filled in over time with little possibility of reopening. This leaves 1st Street to Park Avenue via Highway 6 as the most direct route to the river area near the Old Mill (Figure 4.11).

Currently, this stretch of Park Avenue is ill-defined and reserved for industrial use; this Plan recommends enhancing it with new paving, curb and gutter, sidewalks and street trees to make it fit for recreational and/or retail traffic (Figure 4.12). These improvements, along with the addition of directional signage and parking close to the riverfront, would provide a viable vehicular route to a new riverfront destination.



FIGURE 4.11 / PRECEDENT IMAGE FOR PARK AVENUE IMPROVEMENTS



FIGURE 4.12 / PRECEDENT IMAGE FOR PARK AVENUE IMPROVEMENTS

PEDESTRIAN BRIDGE

At over a half-mile, the journey to the river from City Hall spans twice as far as the average person is willing to walk. A new pedestrian bridge over the railroad is recommended to encourage travel between downtown and any new riverfront activation (Figure 4.13).

The Lincoln and Northwest Railroad Company owns most of the land on either side of the railroad, which limits placement of a pedestrian bridge; some other potential locations can be seen in Figure 4.14.



FIGURE 4.13 / PRECEDENT IMAGE FOR PEDESTRIAN BRIDGE

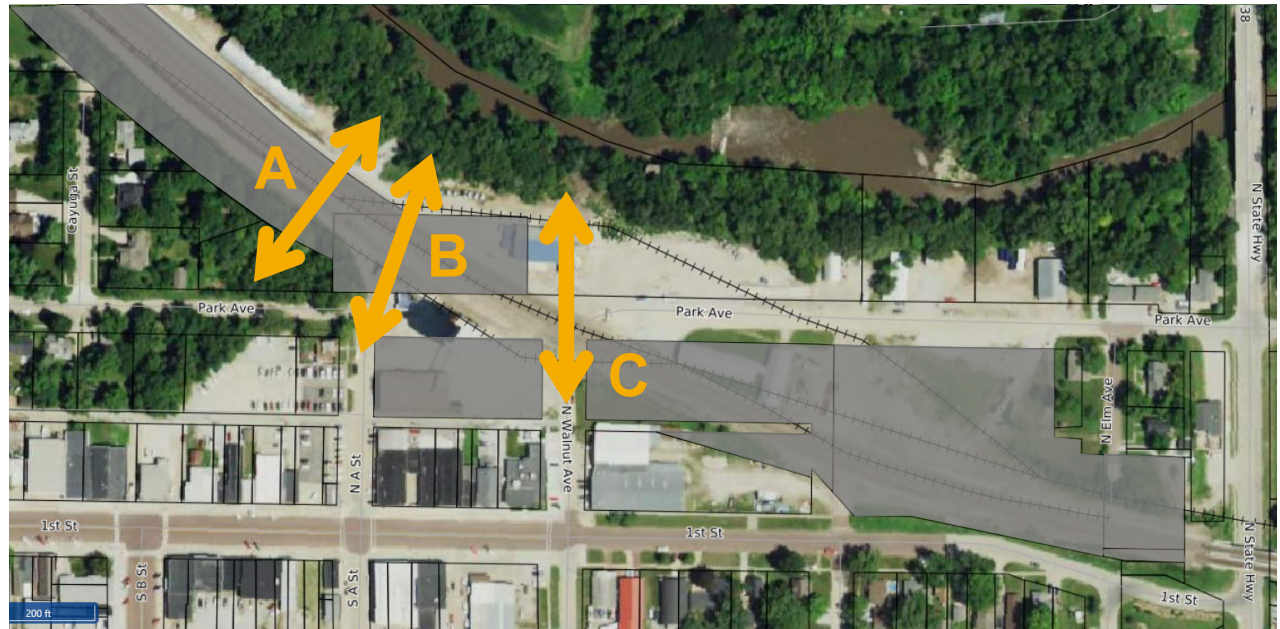


FIGURE 4.14 / POTENTIAL PARK AVENUE IMPROVEMENTS AND PEDESTRIAN BRIDGE CONNECTION POINTS A, B AND C

 Railroad property

GRAIN ELEVATOR TRANSFORMATION

SECTION 4

New investment in the grain elevator north of City Hall could transform it from a familiar structure into a unique regional landmark. Enhancements that have been discussed include cosmetic adornments, such as lighting (Figure 4.15) or a mural (Figure 4.16). Of these, fitting the elevator's exterior with specialty lighting has received the most support during conversations with the DTR Advisory Committee as well as the public. Many preferred that the lights change color as part of seasonal displays, school sporting events, etc.

Adaptive reuses such as rock climbing on the face of the structure or opening a brewery inside were explored, but not as desired as the other solutions due to liability and operational concerns.



FIGURE 4.15 / PRECEDENT IMAGE OF COSMETIC LIGHTING ON A GRAIN ELEVATOR IN BUFFALO, NEW YORK



FIGURE 4.16 / PRECEDENT IMAGE OF A MURAL ON A GRAIN ELEVATOR

ZONING / PARKING REQUIREMENTS

During the DTR planning process, much discussion centered on parking and how to manage it. Two key recommendations surfaced through these discussions:

Amend 8.01.09 Zoning Ordinance by inserting suggested language below.

The required off-street parking requirements shall not apply in the C-1 Central Business District only when on-street parking spaces within the right-of-way are provided and maintained by the City of Milford adjacent to the principal use and adjoining properties for use by the public. If such parking is not available, parking requirements must be met as required in Article 8.

Encourage business tenants and employees along Main Street to park behind buildings within alleyway or along side streets to provide more available parking stalls to downtown customers.

MAINTENANCE STRATEGIES FOR SUCCESS

Maintenance is a critical component to the long-term success of any public/private investment. It is important to identify clear responsibilities between entities on how to maintain improvements for years to come, such as who is responsible for landscape upkeep, who repairs sidewalk or roadway, removing and placement of furnishings seasonally, snow removal, etc.

Ultimately, the City will need to determine how to pay for the maintenance for the increment of improvements. Below is a potential list to consider when evaluating the additional costs associated with the long-term maintenance of the public investment.

- Mulch plant beds every 2-3 years
- Assume basic plant maintenance fall and spring of each season, such as pruning trees and shrubs, removing leaves, replanting any dead plant material, etc.
- Consider snow removal and if there is a need for additional equipment or machinery that would better serve the maintenance of the sidewalks and streets with the new improvements (Figure 4.17)
- Identify who will maintain streetscape improvements:
 - Leverage Southeast Community College and University Horticulture departments
 - Add city staff persons to maintenance team
 - Contract landscaping company
 - Assemble a group of volunteers
- Identify ways to pay for the cost of added maintenance
 - Pass a use tax or sales tax
 - Consider creating a Business Improvement District, where property owners are assessed based on linear foot of property

For a summary of the conversation about maintenance with City staff, please see Appendix.

CREATIVE DISTRICT / PROJECTS

The Nebraska Creative District Program exists to promote and support economic development and placemaking opportunities in communities dedicated to growing their arts-related economic sectors. Pursuit of the grain elevator transformation, riverfront connection and Old Mill renovation projects presented here would likely make Milford—and Seward County at large—a worthy candidate for this Program.

A Creative District has an identity that makes it a unique, distinguishable destination. By investing in the grain elevator/Old Mill/1st Street link, Milford could activate northeast downtown as a regional heart of creative programming that showcases the agrarian and industrial heritage of the area.



FIGURE 4.17 / LIMIT BUMP-OUTS TO INTERSECTIONS FOR EASE OF SNOW REMOVAL

BUILDING IMPROVEMENTS

SECTION 4

Building improvements should be safe, maintain the architectural character and enhance the aesthetic appeal of Milford's downtown business district. Basic preservation principles include:

- **RESPECT** the design and integrity of the physical characteristics of each building. Avoid making the building look older or newer than it really is.
- **PROTECT AND MAINTAIN** important architectural features or applied ornamentation on the building as they represent the original history, story, materials and craftsmanship of the original design.
- **PRESERVE** key character-defining features of buildings. These features may include windows, doors, applied ornamentation or façade materials and are typically on the front of the building.
- **REPAIR** deteriorated historic features and only replace those elements that cannot be repaired.

Design elements for the different building types should be appropriate for the building style, architectural design and period of construction (Figures 4.18 and 4.19). Materials selected should be consistently commercial-style materials (Figure 4.20) and not residential material types (Figure 4.21). Short-term and long-term solutions can provide building owners, merchants and public officials assistance in caring for and protecting the integrity of the buildings within downtown Milford.

Short term design solutions include those items that can be accomplished quickly, are small in nature, do not require a design professional and are low cost. Examples are items such as cleaning, improving doors or entryways, painting, adding awnings/canopies and installing signage (Figure 4.22). Short term projects can be addressed thematically across downtown to provide a unified (but individualistic) look.



FIGURE 4.18 / ARCHITECTURAL DETAIL (ANA PATRICIA BOUTIQUE BUILDING)



FIGURE 4.19 / ARCHITECTURAL DETAIL (FIRE DEPARTMENT BUILDING)



FIGURE 4.20 / COMMERCIAL DOOR ON COMMERCIAL BUILDING



FIGURE 4.21 / RESIDENTIAL DOOR ON COMMERCIAL BUILDING



FIGURE 4.22 / A STORE AWNING IS A SHORT TERM DESIGN SOLUTION

Long term design solutions include work items such as window restoration and/or replacement, roof repair, tuckpointing masonry (Figure 4.24), storefront and/or façade restoration and second floor interior rehabilitation. These work items should involve a design professional to assess existing conditions and replacement materials, work with the property owner to identify project goals and design a suitable and building-appropriate scheme.

SECOND-STORY BUILDING IMPROVEMENTS

The Advisory Committee shared how important it was to bring extended services to downtown, with businesses open later than 5 PM. Residential development makes downtown a living, 24-hour neighborhood and helps give reason for businesses to stay open longer. Housing is a key element of most downtown revitalization programs and is important to this plan's vision of a lively downtown. The City of Milford should continue to encourage downtown housing on second stories of buildings and stand-alone redevelopment.

REHABILITATION AND INFILL DEVELOPMENT

The life and economy of downtown takes place in its buildings. Underused or vacant buildings should be rehabilitated to provide marketable space for offices and housing. Vacant properties should be infilled with programmable public space (city plaza or park) or infilled with additional downtown buildings, such as the new building being built where the old City Hall was located (Figure 4.25). This is a perfect example

of infill development that fits the look and feel of downtown Milford and should serve as a precedent for future infill projects.

BUILDING FACADES

Milford has a handful of façade improvements within the downtown. In general, façade upgrades should restore windows to original scale, replace inappropriate storefronts and include awnings, doors and other features that add a human scale. Doors should be of commercial grade rather than residential. Diversity is important in a downtown environment, and uniformity is neither necessary nor authentic. Business owners or property owners should refer to historical images of the original building character before modifications are made to inform and influence future façade improvements (Figure 4.23 and 4.26).



FIGURE 4.24 / BEFORE AND AFTER TUCKPOINTING MASONRY



FIGURE 4.25 / CURRENT REDEVELOPMENT AT OLD CITY HALL LOCATION



FIGURE 4.23 / BEFORE WINDOW RESTORATION



FIGURE 4.26 / AFTER WINDOW RESTORATION

BUILDING IMPROVEMENTS

SECTION 4

Some downtown business tenants or property owners desire to improve their exterior facades of their businesses but are unsure of what can or should be done. Of the conversations had to date, here are some high-level recommendations for a few buildings within the downtown.

- **Main Street Market:** Wrap west side porch to the south side of the building. Porch could be a structured overhang like what is currently along the west side of the building (Figure 4.27), or it could be a softer approach, such as festoon twinkle lights on posts and attaching to the building (Figure 4.28). Under the south canopy, provide outdoor café seating. Add a door to the southwest corner of the building for café access. South façade enhancement will provide life along 1st Street and strengthen the connection of the Main Street Market to the downtown district.
- **Pizza Kitchen:** (Figure 4.29) Identify the original character of the building and work to achieve this aesthetic. In its previous life, this building likely served as a hardware store. Adding a more traditional flat canopy, restoring the brick façade at the second level with more windows and adding signage above the canopy may be an appropriate solution (Figure 4.30). Additionally, the east façade is visible from the eastern entrance into downtown (Figure 4.32) and could be utilized as additional graphic signage, serving as a canvas for signage and lighting (Figure 4.31).



FIGURE 4.27 / EXISTING FACADE (MAIN STREET MARKET BUILDING)



FIGURE 4.28 / FESTOON TWINKLE LIGHTS OVER PATIO



FIGURE 4.29 / EXISTING FACADE (PIZZA KITCHEN BUILDING)



FIGURE 4.30 / BUILDING WITH SIGNAGE ABOVE A CANOPY



FIGURE 4.31 / SIGNAGE AND LIGHTING ON A PLAIN BRICK WALL



FIGURE 4.32 / POTENTIAL LOCATION FOR SIGNAGE AND LIGHTING ON EAST WALL OF PIZZA KITCHEN BUILDING

- **Eagle Fitness:** Currently, the entry is located along B Street; however, the original entry used to be at the northwest corner, providing a stronger relationship to the downtown district and other businesses. Consider re-opening this original door location, with a canopy or awning above (Figure 4.33). Additionally, consider adding in larger windows (storefronts) to strengthen the street presence. Refer to original historic photos of the building for design intent. A mural could also be added to its west wall (Figure 4.34).
- **Heartland Autobody:** Old gas stations and autobody shops are wonderful businesses to have within a downtown. Typically, these lend themselves to fun colors and retro vibes depending on when they were built (Figure 4.35). A fresh coat of paint and new garage doors with a similar design language will help improve this façade.

BUSINESS SIGNAGE

Desirable signage includes wall mounted signs with individual letters, awning signs and carefully designed projecting signs (Figure 4.36). Typically, flush-mounted cabinets, pole signs and other “auto-strip” signs are not appropriate for this district (Figure 4.37). Signs should not obscure large areas or major façade design features.

ENERGY EFFICIENCY AND IMPROVEMENTS

Energy efficiency improvements may include insulation, window upgrades, ceiling repairs, heating and ventilation system upgrades and lighting. Milford should consider programs to improve the functional and ongoing use of facilities.

FINANCE

Financing incentives to encourage building improvements and restoration should be part of the downtown revitalization. However, these incentives work most effectively when building owners see an economic return from these investments. Thus, improvements in the public realm (i.e. street improvements, added streetscape amenities, wayfinding, etc.) can create conditions that make these incentive-driven investments more attractive to business and property owners.



FIGURE 4.33 / BUILDING WITH CORNER ENTRY FACING INTERSECTION



FIGURE 4.34 / POTENTIAL LOCATION FOR MURAL ON WEST WALL OF EAGLE FITNESS BUILDING



FIGURE 4.35 / GAS STATION WITH RESTORATION IMPROVEMENTS



FIGURE 4.36 / AWNING SIGNS (LEFT) AND CAREFULLY DESIGNED PROJECTING SIGNS (RIGHT) ARE APPROPRIATE FOR DOWNTOWN USE



FIGURE 4.37 / SIGN EXAMPLES INAPPROPRIATE FOR DOWNTOWN USE
MILFORD DOWNTOWN REVITALIZATION PLAN

Financing Downtown projects will require both public and private participation and at varying levels. An initial schedule is presented to guide the public and private agencies in the process of making this plan a reality (Figure 4.38). The schedule establishes four different time frames:

- Ongoing
- <5 years
- 5-10 years
- 10+ years

Priorities and opportunities will inevitably shift, and this chart will change and evolve over time, but can be used as a guiding framework.

PHASING AND PRIORITIZATION

After presenting the order of magnitude costs for the different categories of recommendations for the Downtown Revitalization Plan, the priorities stand as follows:

- 1 *Improve downtown's brick road and streetscape amenities along 1st Street.*
- 2 *Improve front doors into downtown from the east and the south, with streetscape improvements at 1st and B Streets.*
- 3 *Study the feasibility of renovating the historic Old Mill as a destination north of Downtown.*

Recommendation	Order of Magnitude Costs	Time Frame
Improve downtown's brick road and streetscape amenities along 1 st Street.	\$4.5 Million	<5 years
Provide a pedestrian connection over the railroad.	\$6-8 Million	10+ years
Enhance Park Avenue with streetscape improvements.	\$1.4 Million	5-10 years
Study the feasibility of renovating the historic Old Mill as a destination north of Downtown.	\$50,000-100,000	<5 years
Enhance grain elevator with lighting improvements to serve as an area landmark.	\$500,000	5-10 years
Improve front doors into downtown with streetscape improvements at 1 st and B Streets.	\$1.7 Million	<5 years
Building Façade Improvement Program.	\$30,000-55,000 per façade	Ongoing
Business Signage Program (approx. 35 signs at \$5,500 per sign).	\$192,500	5-10 years
2 nd Story building improvements—requires study.	\$30,000-80,000	10+ years

FIGURE 4.38 / COST OPINION FOR MILFORD DTR PLAN RECOMMENDATIONS

5

SECTION FIVE / APPENDIX

List three (3) words that describe downtown Milford today.



1. List three (3) words that describe downtown Milford today.

2. List three (3) words that describe how you'd like downtown Milford to be in the future.

3. If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?

4. What portions would you have hoped have improved?

5. What/where do you consider to be the “front doors” of downtown Milford?

**ADVISORY COMMITTEE
MEETING #2**
February 8th, 2022



CONFLUENCE



VISIONING EXERCISE - QUESTIONNAIRE

List three words that describe how you'd like downtown Milford to be in the future.



Questionnaire

1. List three (3) words that describe downtown Milford today.
2. List three (3) words that describe how you'd like downtown Milford to be in the future.
3. If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?
4. What portions would you have hoped have improved?
5. What/where do you consider to be the "front doors" of downtown Milford?



ADVISORY COMMITTEE
MEETING #2
February 8th, 2022



VISIONING EXERCISE - QUESTIONNAIRE

If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?



Q Questionnaire

1. List three (3) words that describe downtown Milford today.
2. List three (3) words that describe how you'd like downtown Milford to be in the future.
3. If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?
4. What portions would you have hoped have improved?
5. What/where do you consider to be the "front doors" of downtown Milford?



ADVISORY COMMITTEE
MEETING #2
February 8th, 2022



VISIONING EXERCISE - QUESTIONNAIRE

What portions would you have hoped have improved?



Questionnaire

- 1. List three (3) words that describe downtown Milford today.
- 2. List three (3) words that describe how you'd like downtown Milford to be in the future.
- 3. If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?
- 4. What portions would you have hoped have improved?
- 5. What/where do you consider to be the "front doors" of downtown Milford?



ADVISORY COMMITTEE
MEETING #2
February 8th, 2022



VISIONING EXERCISE - QUESTIONNAIRE

What/Where do you consider to be the “Front Doors” of downtown Milford?



Questionnaire

1. List three (3) words that describe downtown Milford today.

2. List three (3) words that describe how you'd like downtown Milford to be in the future.

3. If you left Milford, Nebraska for 10 years and then returned, what portions of downtown Milford would you hope remained unchanged?

4. What portions would you have hoped have improved?

5. What/where do you consider to be the “front doors” of downtown Milford?



ADVISORY COMMITTEE
MEETING #2
February 8th, 2022



VISIONING EXERCISE - QUESTIONNAIRE

Strengths?



SW Strength / Weakness

List the strengths and weaknesses of downtown Milford.

STRENGTHS:

WEAKNESSES:

GC General Comments

MILFORD DOWNTOWN REVITALIZATION
PUBLIC WORKSHOP | DECEMBER 9, 2021



CONFLUENCE



ADVISORY COMMITTEE
MEETING #2
February 8th, 2022



VISIONING EXERCISE - QUESTIONNAIRE

Weaknesses?



SW Strength / Weakness
List the strengths and weaknesses of downtown Milford.

STRENGTHS:

WEAKNESSES:

GC General Comments

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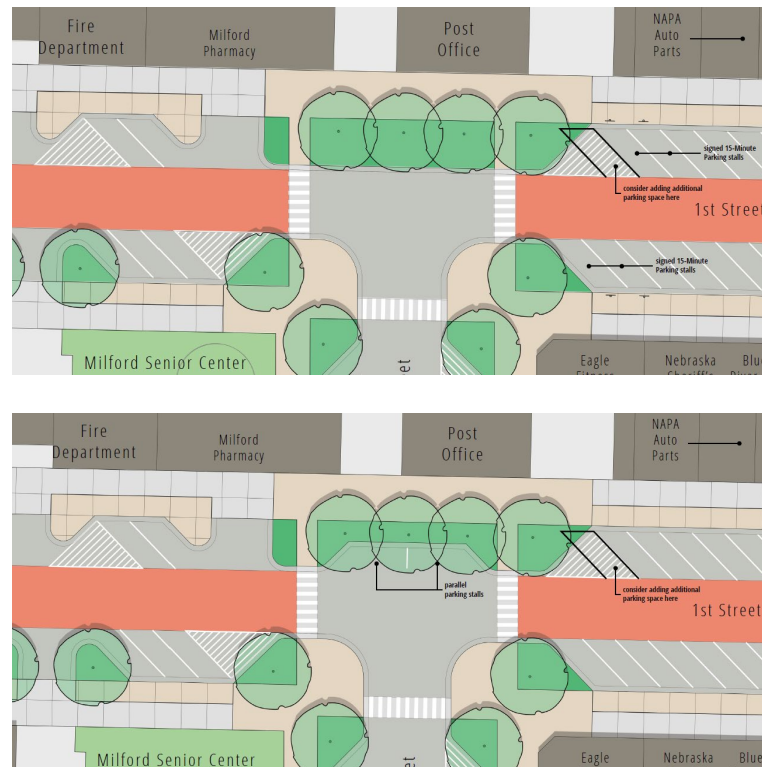


STAKEHOLDER INPUT – POST OFFICE

- Parking along 1st Street only (area behind is used for all post office deliveries, carriers, and employees). 10 min parking + parallel stalls to provide stalls as close as possible to front of building parking.



- Long term (construction) concern about maintaining access to businesses.

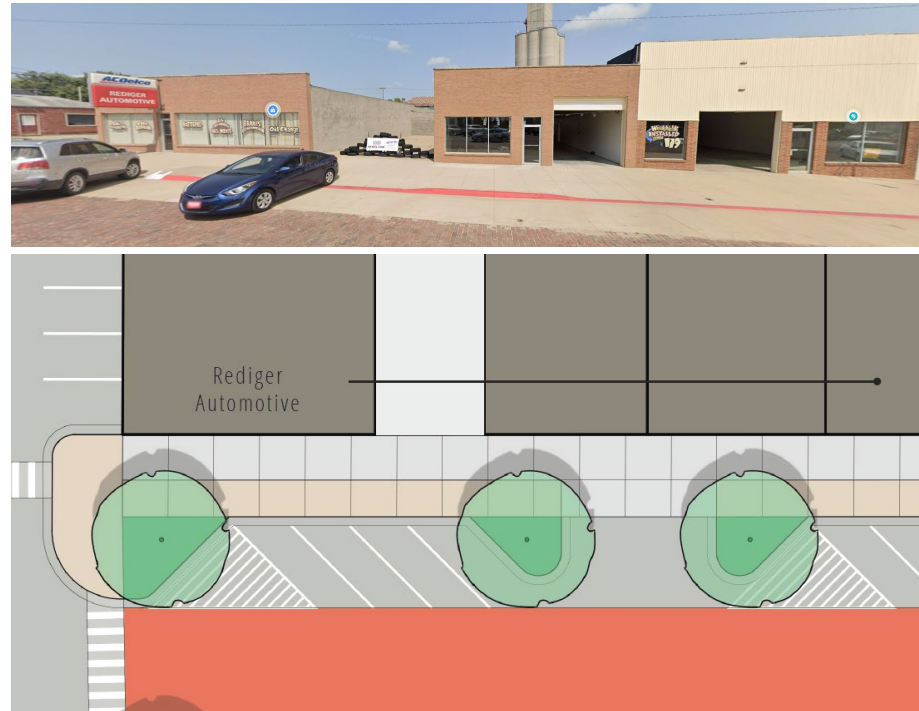


ADVISORY COMMITTEE
MEETING #4
May 3, 2022



STAKEHOLDER INPUT – REDIGER AUTOMOTIVE

- OK with curb at tire lot (no driveway) but prefer to have it left open (no planters) for potential future access.
- Need access to two doors east of tires. Doors do go all the way through.
- Supportive of bump outs to slow traffic (cars take turns too fast) and shorten pedestrian crossing
Recognizes the importance of the brick to downtown and Milford identity, and that they are the least amount of maintenance but shared test drive stories.
- Paved crosswalks
- Uses elevator as reference
- Snow removal around amenities

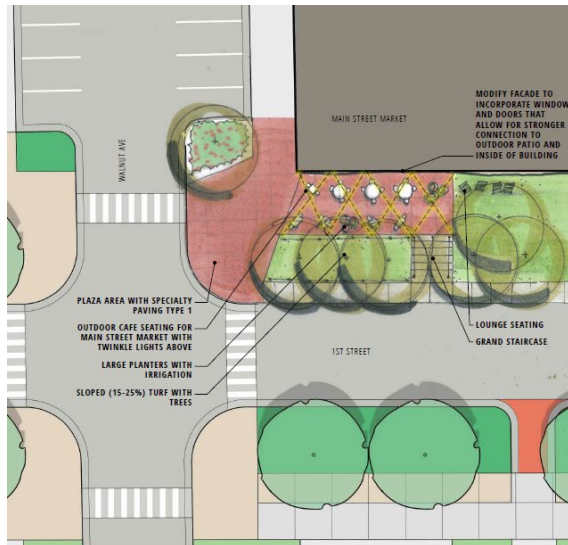
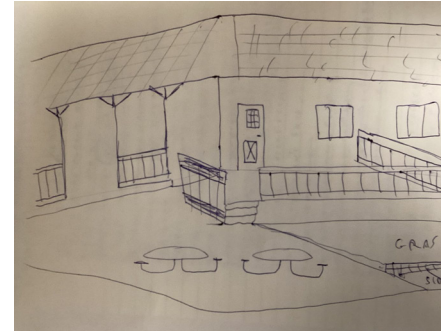


ADVISORY COMMITTEE
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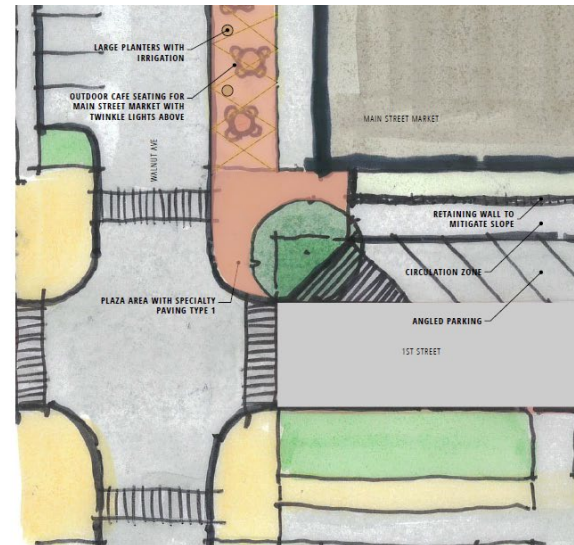


STAKEHOLDER INPUT – MAIN STREET MARKET

- Keep parking along west, covered patio to the south
- Grade will be a challenge in this area – stairs / rails identified
- Future door at SW corner
- Patio can be public
- Improve fence east of building
- Improvements in sync with their thoughts.



ALTERNATIVE 1 | Cafe Seating on South Side of Building/Parking on West Side



ALTERNATIVE 2 | Parking on South Side of Building/Cafe Seating on West Side

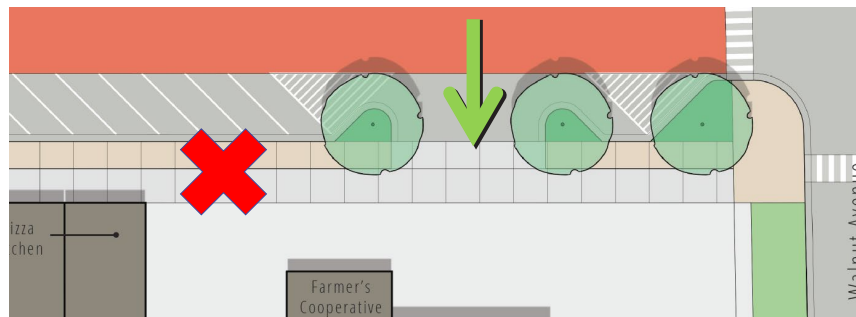


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STAKEHOLDER INPUT – FARMERS COOPERATIVE

- Discussed Grain Elevator and Drive entries into property adjacent to 1st Street
- Neutral with drive reduction + grain elevator ideas



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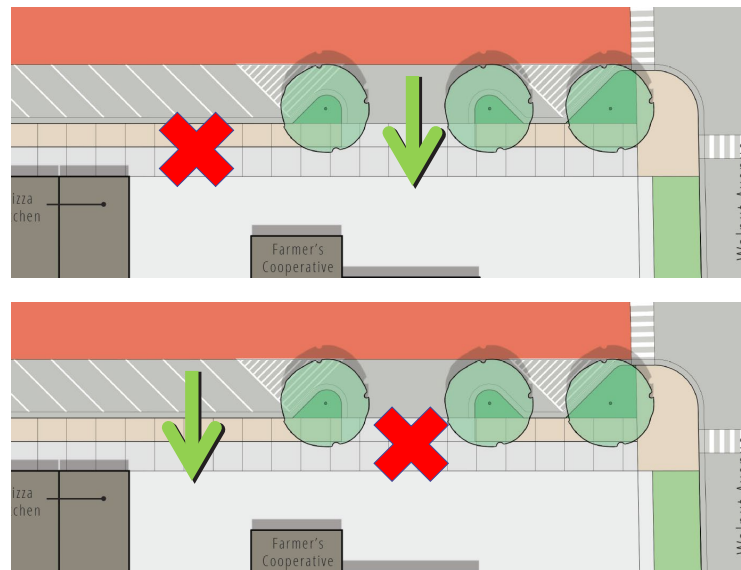
STAKEHOLDER INPUT – PIZZA KITCHEN

- Discussed drive entries into Farmers Cooperative property adjacent to 1st Street east of Pizza Kitchen building
- Pizza Kitchen okay with either drive closing, but would prefer the east drive to close rather than the west drive shown on the plan
- Pizza Kitchen staff and delivery pick-ups park in drive between their building and the Co-op
- Pizza Kitchen patrons park in front of Co-op garages after hours

EXISTING



PREFERRED

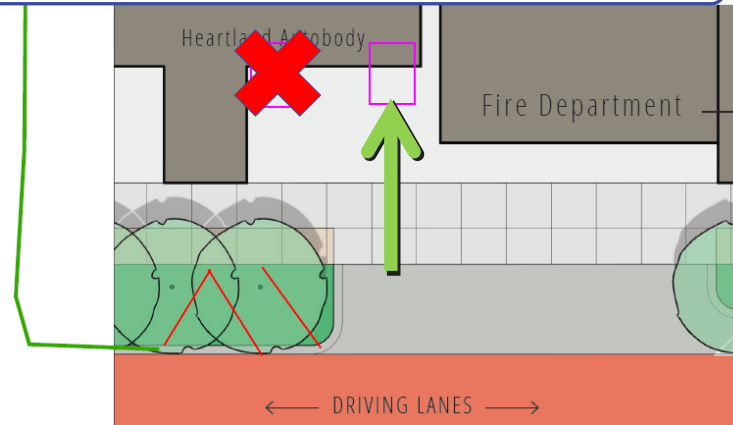


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STAKEHOLDER INPUT – HEARTLAND AUTOBODY

- Access is primarily off C Street
- Review of removal of western drive - OK with removal but still need access to far east drive
- Desire for one stall for bank needs, not needed for his business.



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STAKEHOLDER INPUT – CITY MAINTENANCE

- Report to identify additional work and equipment likely needed to make 1st Street improvements a success. Consider leveraging SCC Hort. Dept.
- Minimize amount of bump outs between intersections to allow for seamless snow removal.
- Furnishings and planters – remove during winter months to aid in snow removal and to protect.
- More shrubs and less perennials and grasses that require cutting back annually.
- Drip irrigation desired.
- Bury electrical lines + ensure new light poles are equipped w/ winter snowflakes and sign across B St.
- Consider parallel parking during heavy snow – add to existing no parking signs from Nov 1 – March 31
- Water is only thing in street and is maintained by City – best for reconstructing street.
- City will need to identify how to pay for maintenance of increment of improvements



Grader, 8' wide tractor and blade, gator with brush/blade for snow removal now.



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