

# DOWNTOWN MASON MILE

## Where *progress* and *nostalgia* meet

The MADE CDC Mason Mile project is a community led, market driven project. We will honor our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play that honors our history while building into the future.

### **Wednesday July 27, 2022 Update for Downtown Committee of Council**

#### **MADECDC Board Updates:**

MADECDC's Board of Directors finalized a scope of work and RFP for the grant scope on June 28, and posted publicly for interested firms to express interest. The timeline to solicit proposals and interest was extended to July 22 per multiple firms expressing interest in an extension. To keep the process fair for all, the deadline was extended to all firms. MADECDC is no longer accepting proposals, and the Board is currently reviewing those received in advance of scheduling interviews for qualifying firms. Four proposals were received that included bids from a total of nine firms. The MADECDC Board expects to have the firm(s) selected mid-August and to begin work right away.

#### **Community Involvement Updates:**

We are building out a team of Mason Mile Activators. These volunteers are members of the community who want to help advance the Mason Mile project through task completion. As of July 26<sup>th</sup> we have 49 community members who have signed up. These activators meet once a month at The American Legion which started in June. So far activators have collected data on properties along East Main, West Main, and Reading Rd and are currently working on taking pictures along East Main, West Main, and Reading Rd with a completion date of our August Activator meeting.

The first Mason Mile Project Quarterly Meetup will be taking place Thursday August 4<sup>th</sup> at 6pm at The Common Beer Company. The purpose of these meetups is to provide project updates to the community and learn how they can be involved in the project.

#### **Addressing Concerns:**

There have been incorrect statements made publicly about our efforts and we are taking active steps to address them to bring clarity and reduce confusion in the public. One particular area of confusion is related to Appendix E on page thirteen of the Executive Summary: Downtown Mason Mile Project Phase 2 Guidebook, which we have included following. It's important to note that it states a **preliminary analysis** has been conducted on 400 acres highlighted in red. This analysis was conducted following national planning standards, and it goes on to state that the data will **need to be validated through a market study**. We encourage the public to read the Executive Summary in its entirety and reach out to any of the team members listed on page three should there be any confusion about our efforts.

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**Appendix E: The Mason Mile:** The downtown is a contiguous area that consists of both residential and commercial uses that can be characterized by their proximity to Reading Road/Main Street. The residences and businesses whose occupants spend a significant portion of their day up and down Reading Road/Main Street make up the approximately 400 acres shown in red above.

The approximate center of the area is the Mason-Deerfield Library at 200 Reading Road, just about ½ mile from its border north/south along Reading and east/west on Main making the Area Under Consideration approximately one square mile.

It contains approximately 850 parcels of land; 555 (65%) are residential, 235 (27%) are commercial and 66 (8%) are exempt (owned by non-profits or government). Generally, the perimeter abuts to suburban style residential neighborhoods, providing a fairly clear delineation between inside and outside of downtown. The area inside includes a few single-family neighborhoods made up of primarily older buildings on smaller lots, giving them an urban character more appropriate for inclusion. Typical suburban density is around 3 density units (du) per acre. The area shown above, with smaller properties, residences interspersed among commercial and institutional uses such as churches and schools lead to an approximate density of 2 du per acre.

The area of interest was determined by following principles developed by Easton & Owens through the American Planning Association. These principles include sufficient walking traffic is necessary for retail centers to thrive, current households within ¼ mile walking distance should establish what the area can sustain in the way of retail space, and in a situation such as ours which would entail infill growth, the goal must be to design an authentic, lively, inviting place, and the key is careful planning and good design. **Based on well accepted national planning standards, our preliminary analysis indicates we should be aiming for 1,400 households and 60,000 square feet of downtown shopping and entertainment in the area which will need to be validated through a market study.**

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For more information on topics discussed please visit  
<https://www.madecdc.org/downtownmasonmile>

## **Downtown Mason Mile Team of Teams/Community Engagement Efforts:**

The Downtown Mason Mile Volunteer Core Team consists of: **David Charpentier** (Lead/Teams Champion), **Kacey Richards** (Board liaison/Governance Team Champion), and **Annie Droege**. This team will grow as Goal Champion Leads are identified. Administrative staff consists of **Sherry Taylor** (Executive) and **Sidney Hayes** (Project Manager). Sidney Hayes is the lead point of contact for the project.