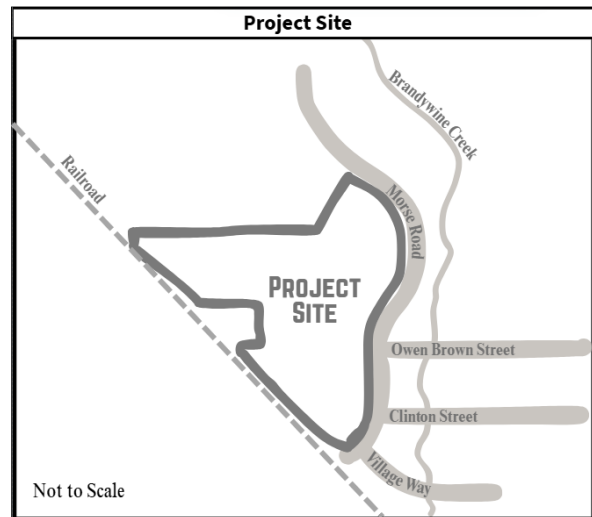


Site Identity

Background

The site shown at right was previously known as Downtown Phase II. During the Comprehensive Plan process, the Steering Committee labeled it as the ‘downtown focus area’ in an effort to neutralize a name that carries a long community history. The Comprehensive Plan states, *Objective 5.2: Promote and implement activities that brand the City of Hudson.*

New branding will signal a departure from the former label as an extension, or ‘second phase’, of First & Main. The project site stands as its own destination and represents an opportunity to offer something different than current development does. A rebrand is also an opportunity to support Comprehensive Plan goals that call for stronger focuses on celebrating history and prioritizing preservation.



Goals of a new site identity are:

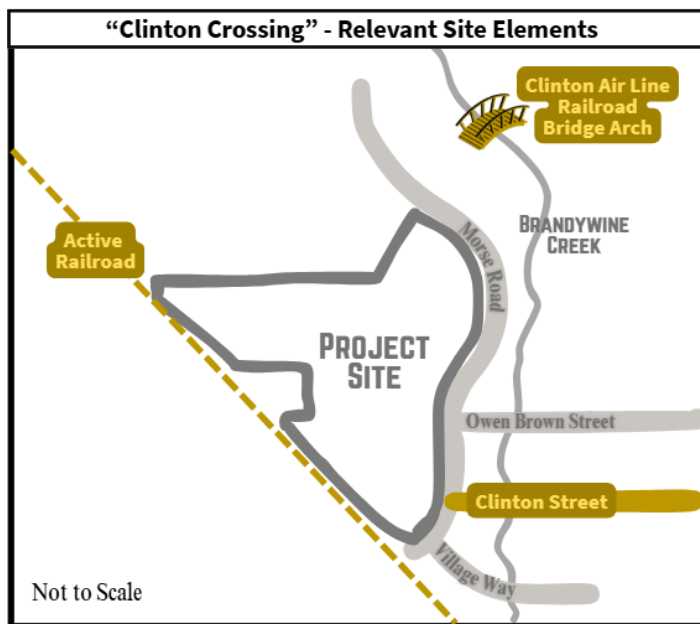
- Provide consistency in verbal and written communications regarding the project (especially through public engagement and the Planning Commission review process)
- Signal a new vision, which has little in common to the proposals of the past that called for more intensive, commercial focused development on the site
- Spark additional community pride in the project through story-telling behind the name

Summaries of two potential names are provided on the following pages.

Clinton Crossing

Inspiration: Clinton Crossing draws its name from the **Clinton Air Line Railroad**, a transformative 1850s infrastructure project headquartered in Hudson. Conceptualized in 1852, the Clinton Air Line Railroad was envisioned as a straight rail corridor to connect the Atlantic to the Midwest. WRA Professor Henry Noble Day was the president of the operation, which was headquartered in Hudson. It embodied the entrepreneurial spirit of a town ready to become a regional hub; Hudson residents raised \$200,000 to support the effort, or over \$8M in today's dollars. Though the line was never completed, the Roman arch bridge near the site remains a testament to that vision. The Clinton Line reflects the ambition and optimism of early Hudson.

Geographic Relevance: The project site is located between the historic Clinton Airline Railroad bridge and modern-day Clinton Street. It is also bordered by an active railroad to the west.



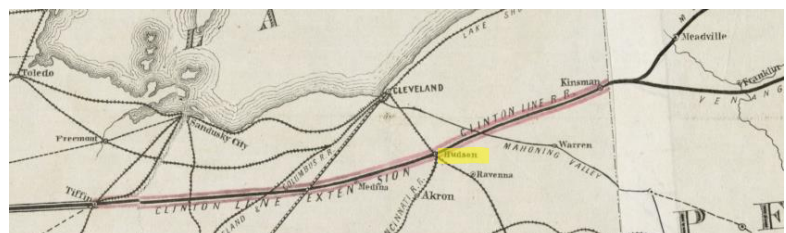
Key Points:

- Emphasizes Hudson's entrepreneurial spirit and regional prominence
- Celebrates civic pride and influence
- Signals the desire to prioritize community connections within the development
- Promotes the proximity to Clinton Street and the historic Clinton Air Line Railroad site as the connection to the existing downtown

Primary Branding Element: Rail and stone arches

Potential Site Engagement: Repurpose the historic bridge remains (if bridge cannot be restored) as pavers to identify the boundary of the historic site and install informational plaques about its historic significance.

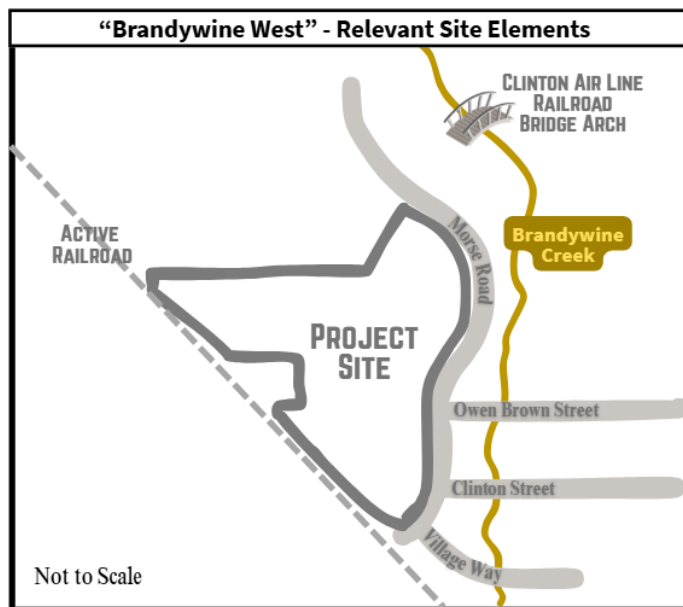
Potential Themed Site Elements: facility called 'The Foundry'; trail called 'Surveyor's Trace'



Brandywine West

Inspiration: Brandywine West draws its name from **Brandywine Creek**, which has its headwaters in Hudson and intersects with the Cuyahoga River within Cuyahoga Valley National Park (CVNP). In the early 1800s, the creek's water power was harnessed to operate mills, leading to the development of Brandywine Village, which eventually included a sawmill, gristmill, woolen mill, and distillery. The village thrived for a time, but its prosperity declined with the arrival of the Ohio & Erie Canal and railroads, which shifted commerce elsewhere. Today, Brandywine Falls (located along the creek within Sagamore Hills) is a popular destination with regional recognition, attracting visitors for its natural beauty and historical significance.

Geographic Relevance: The project site is located within the Brandywine watershed and is immediately west of the creek's route through downtown Hudson.



Key Points:

- Emphasizes Hudson's proximity to regional amenities including CVNP and Brandywine Falls
- Celebrates natural features unique to Hudson
- Signals the desire to prioritize conservation within the development
- Promotes the creek as the connection to the existing downtown

Primary Branding Element: Water

Potential Site Engagement: Create additional viewing points and public access to the creek and install informational plaques about its environmental significance.

Potential Themed Site Elements: facility called 'The Bend'; trail called 'Mill Run'

