

Comparison Matrix – DART Visit to Downtown Master Plan

Program	DART Visit (first step to Main Street Program)	Downtown Master Plan
Focus	General feedback on the status of the district and engaging stakeholders and the general public on the establishment of a Main Street program for a community	Detailed study of the public spaces within the downtown to prioritize ongoing city infrastructure investment and to identify opportunities for enhancement to support businesses and visitors
Project Design Lead	Heritage Ohio staff, assisted by City staff	City staff, assisted by Consultant with expertise in strategic downtown planning
Project Implementation Lead	Future Main Street Executive Director and Main Street Board	City staff, directed by Council
Geography	Bound to a selected downtown commercial historic district	Focus is downtown, with streetscape connections to nearby districts
Upfront Cost:	\$5,000	\$30-\$40K
Ongoing Annual Cost:	Cost of project implementation \$60-100,000 operating budget (primarily director salary); common practice is for City to fund 1/3 of operating budget	Cost of project implementation
Timeline	Two day visit, 1 month to receive findings report, and 3-hour meeting to discuss the report	3 months public engagement, 1-2 months plan development, numerous calls between consultant and staff
Public Engagement	<ul style="list-style-type: none"> • 1 stakeholder tour of district • 1 community visioning session • 1 stakeholder meeting to develop role, mission 	<ul style="list-style-type: none"> • 2-4 stakeholder meetings • 1-2 community visioning sessions • 1 interactive, demonstration art project • Ongoing online engagement
Deliverables	<ul style="list-style-type: none"> • Standardized resource documents (ex. education on historic preservation, how to complete a building inventory, Main St board member handbook) • Strategic recommendations PowerPoint 	<ul style="list-style-type: none"> • Formatted report with Hudson-specific recommendations, graphics, and maintenance planning for key items such as walkway design, landscaping, public art, public amenities, event programming, streetscape enhancements, and branding of public spaces
Examples	<ul style="list-style-type: none"> • Barberton, 2022 • Dublin, 2020 	<ul style="list-style-type: none"> • Sandusky, 2021 • Athens, 2013