WEST DAYTON NEIGHBORHOODS VISION
Dayton, Ohio
WEST DAYTON NEIGHBORHOODS VISION

PREPARED FOR
The City of Dayton
CityWide

CONSULTANT TEAM
Urban Design Associates

STEERING COMMITTEE
Todd Kinskey
City of Dayton
Tony Kroeger
City of Dayton
Ken Marcellus
City of Dayton
Veronica Morris
City of Dayton
Ford Weber
City of Dayton
Chris Shaw
City of Dayton
Joe Weins
City of Dayton
Keith Staub
City of Dayton
Jon White
City of Dayton
Tom Richie
City of Dayton
Fred Stoval
City of Dayton
Verletta Jackson
City of Dayton
Shelley Dickstein
City of Dayton
John Gower
City of Dayton / CityWide
Karen DeMaio
CityWide
Nicole Steele
CityWide
Caitlin Jacob
CityWide
Katie Lunne
CityWide
Andy Badinghaus
CityWide
John Lumpkin
West Dayton Governance Committee
Kiya Patrick
Greater Dayton Premier Management
Mackenzie Wilmer
National Aviation Heritage Alliance
Kendall Thompson
National Park Service
Tim Kambitsch
Dayton Metro Library
Rachel Gut
Dayton Metro Library
John Fabolo
Lorenz Williams
Michael Grauwelman
Montgomery County Landbank
Carrie Scarf
Five Rivers MetroParks
Sarah Hippensteel
Miami Valley Conservancy District

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In the late 1990s, a new Dayton model of improving economic activity began to emerge focusing on the City’s assets and strengths founded on the following assumptions:

- Dayton should right-size itself to better respond to changing market dynamics and the forces of suburban sprawl;
- Dayton should target and focus its limited resources to nurture, strengthen and grow its economic assets;
- Dayton should leverage its unique characteristics of place-based beauty, attractiveness and urban lifestyle amenities to compete nationally in retaining and attracting a robust, talented and engaged residential base and talented workforce;
- Dayton should deploy and leverage finite resources to strategically catalyze growth in key economic activities such as: employment/jobs, commerce, business revenues, public and private capital investment, operational investment (people, workforce, social capital), and growing the tax base to support City services.

Over this same period, the City has collaborated with a wide variety of community partners and stakeholders to advance the place and asset-based development strategy in a variety of scales. Dayton’s approach of leveraging public investment with private resources has advanced economic activity and opportunity in key areas of the City. Key collaborations include:

- Genesis – Partnership between University of Dayton, Miami Valley Hospital, City of Dayton, CityWide Development Corporation, to improve the Fairgrounds Neighborhood and Brown-Warren Business District.
- Phoenix – Partnership between Good Samaritan Hospital, Dayton Public Schools, Dayton Metro Library, City of Dayton, CityWide Development Corporation, to improve four neighborhoods in Northwest Dayton.
- DaVinci – Partnership between Dayton Children’s Hospital, Salvation Army, Five Rivers Metro Parks, Vectren, the Greater Old North Dayton Business Association, St. Mary’s Development Corporation, the City of Dayton and CityWide to improve the McCook Field and Old North Dayton neighborhoods.

In 2013, the leadership of the West Dayton Development Trust Fund Board and staff launched a planning process to update a corridor plan for the west side of Dayton. That initial start helped to catalyze a robust community engagement process to develop a vision that has grown over the years. The process has been open-ended and organic and has allowed for previous efforts to grow and continue while laying the groundwork for additional strategic visioning and development planning. When layered and aligned with previous and succeeding policy and planning efforts, it revealed a 15-year vision to catalyze, organize, reshape and reinvent West Dayton using Dayton’s place and asset-based framework.

During the summer of 2018, the Office of the City Manager reached out to Urban Design Associates (UDA) to engage them to help knit together existing plans/efforts and to identify connections and gaps with a focus on providing solutions that will be a catalyst for change. UDA was sought out for their reputation and experience in helping communities to strategically develop vision opportunities through an urban design and placemaking lens.

This vision document is the culmination of their work to help Dayton begin to implement comprehensive community development in Dayton. By identifying and visualizing critical corridors, gateways and development opportunities UDA has laid out an imaginative and inspiring place-based urban perspective and the path forward to achieve the 15-year vision for Greater West Dayton:

- Initial targeting and focus on the much-beloved historic and legacy corridors of Germantown and West Third Street
- Capitalizing and leveraging the good work in Wright-Dunbar, the Choice Planning efforts, strengthening of the Dayton VA Campus

The process has been open-ended and organic and has allowed for previous efforts to grow and continue.
INTRODUCTION

UDA worked with the City of Dayton and CityWide to organize and unite many different pieces of an emerging vision for West Dayton, and recommend strategic refinements where appropriate, into an overall unified urban design vision for the community.

SUMMARY

For those living in the West Dayton community and for the organizations involved in the revival of these neighborhoods, it is difficult to visualize all of the proposed ideas, plans and concepts that have been generated over the last 6 years for the area and how they fit together. The strategy for revitalization mirrors that of a place and asset-based investment strategy: build on assets, right size the city, focus on highest and best use, apply placemaking principles and prioritize nodes.

Applying Dayton’s place and asset-based investment approach to West Dayton visualizes the reunification and connectivity of West Dayton. Reunify both the northern and southern halves of West Dayton that were bisected by the construction of U.S. 35 (Mckinley Parkway). At the same time, strengthen the connection between the eastern half of West Dayton (in the vicinity of Greater Wright Dunbar) with the western half anchored by the Dayton VA Campus and several adjoining strong neighborhoods to lift the central neighborhoods of the community. Strategically, the Germantown Street and Third Street corridors will be the economic veins for reintroducing vibrancy and leveraging economic viability. U.S. 35 will complement and support the strategy for the Third and Germantown corridors. Green corridors, such as Wolf Creek, and Wesleyan and Possum Creek MetroParks will be the social connective tissue and quality of life amenities for the neighborhoods. Those corridors run east-west, so the strengthening of important north-south connecting corridors like Broadway Street, Paul Laurence Dunbar Street, James H. McGee Boulevard, and Abbey/Deaborn Streets will be an essential component of the strategy to connect these neighborhoods to one another and with the rest of Dayton. In addition, the Gettysburg and Edwin C. Moses Corridors will strengthen connectivity on the western and eastern edges of West Dayton.

The Study Area Boundary

It is imperative that as much attention be given to the edges as to the interior of the boundary described here. The Miami Valley Trails, Wesleyan MetroPark, Westown Shopping Center, Dayton Veterans Affairs Medical Center (VA) campus, and the Madden Golf Course all have roles to play in shaping the edges.

- Miami River to the East
- Wolf Creek to the North
- The City Limits to the West
- Nicholas Road to the South

The importance of a well-connected, green, and vibrant neighborhoods is clear.

West Dayton is composed of 19 neighborhoods

Connecting east-west corridors, shown in red, with north-south streets is a primary goal for West Dayton
West Dayton History

INTRODUCTION
Once a vibrant and thriving working-class community, with a rich residential and industrial history, West Dayton is composed of 19 neighborhoods west of the Great Miami River and south of the Wolf Creek. The West Dayton community in the last half of the 20th century was economically diverse, with strong (predominantly) African-American working and middle-class neighborhoods. It faced significant challenges such as having concentrations of poverty and a disadvantaged workforce; these challenges were exacerbated by the loss of labor-intensive, old school manufacturing.

HISTORY
A community with roots that can be traced back to before the Civil War, West Dayton initially experienced early growth with the construction of bridges that connected it with the downtown. In the early 1900s, as a result of the industrial boom that commenced with WWI and the Great Migration, some single-family housing had already been built. Many families who came north during or after the war found themselves initially settling into crowded communities with minimal infrastructure. Like many other Dayton neighborhoods, the houses that were built during this time were clustered around factories and employment centers.

During the post-World War II boom, West Dayton neighborhoods became the center for African-American families unable to purchase housing in other parts of the city due to redlining practices up until the late 1960s. Despite these practices, at its peak, these neighborhoods were a gathering place and a nexus of the flourishing Dayton African-American community, including small businesses, small grocery stores, pharmacies, and many restaurants that attracted customers from all over the city. Other neighborhood and community amenities, such as barber shops, churches, funeral homes, and business districts, were created, expanded and blossomed during this time in Dayton’s history.

West Dayton was also well-known for its many recreation options, including Burkham Park, which once featured baseball diamonds with adult and youth baseball leagues representing teams from every corner of Dayton. In the summer, a thriving Mallory Park and a well-known soap-box derby competition on Germantown Street created a festive and energetic environment for families. Some of those sites and amenities are still in existence.

Loss of population fueled by the combined sprawling out of the Dayton region and little real regional growth accelerated disinvestment, deterioration and decline throughout Dayton but was particularly pronounced in West Dayton.

With the decline of manufacturing in the United States, Dayton lost thousands of manufacturing jobs and businesses. The long term impact is a higher percentage of families living below the poverty line, higher unemployment, a lower median income, and higher concentrations of subsidized and affordable housing in West Dayton than most of the rest of the city.

The renaissance we are seeing today in Downtown Dayton and some of our inner-ring neighborhoods is a result of decades of planning and long term investments. The purpose of this document is to integrate all the various planning efforts currently underway in West Dayton and set forward a path towards redevelopment.
Planning Process

**COMMUNITY ENGAGEMENT**

UDA applied a three-step approach to the planning process for West Dayton — listening, testing ideas, and deciding. This process prioritizes authentically listening to stakeholders and residents with multiple feedback loops and invites all partners to participate in the decision-making process. At each stage, we listen, repeat back, and invite input to be incorporated into the urban design and policy recommendations.

**Phase 1: Kick-off & Understanding**
- In-depth download from city and CityWide staff about planning work-to-date and presentations from key project teams
- Sharing of data, base-mapping, and diagramming from past work
- Tour of West Dayton neighborhoods
- Meetings with any key stakeholders or investors who were central to executing the vision

**Phase 2: Building the Vision**
- A 4-day vision workshop with city and CityWide staff as well as previously identified stakeholders was held September 18–21, 2018
- Consolidate plans for catalytic projects
- Develop illustrations of the vision
- Explore sequencing and prioritize projects for implementation
- Host open houses for the community to provide feedback and build support

**Phase 3: Documenting the Vision**
- Refine the vision, based on the direction from the workshop, and format the direction in this document
- Summarize the previous work, community engagement process, and catalytic housing and development strategies.

**STAKEHOLDERS & PARTNERS**
Part of the planning process was connecting stakeholders and leveraging potential partnerships. Several of the stakeholders and partners participated in the workshop, while others will need to be engaged during implementation.

- City of Dayton
- CityWide
- Greater Dayton Premier Management
- Montgomery County Land Bank
- Dayton Regional Transit Authority
- West Dayton Development Fund
- Miami Valley Trails
- Five Rivers MetroParks
- Dayton Metro Library
- National Aviation Heritage Area (NAHA)
- Skilken Gold (owner of Westown Shopping Center)
- Philanthropic Community

**ASSEMBLING PREVIOUS PLANS**
Key to the success of our planning effort was to first understand what work had already been completed or was underway in the area. Various stakeholders, community organizations, the city, and CityWide itself collected and briefed us on the efforts within West Dayton. We then translated this information into a single drawing so that it was clear how the plans could be strategically aligned, connected, linked and woven together in the greater context of the neighborhoods from an urban design and placemaking perspective. The drawing that resulted from this work is shown on the following page. These efforts can generally be included within one of the following categories.

- Residential Projects
- Infrastructure Projects
- Planning/Pre-Development Grants
- Strategic Demolition Projects
- Community Development Projects
- Economic Development Projects

**MEETING DATES**
- Phase 1: August 14-15, 2018
- August 14: West Dayton Kick-off Meeting
- August 15: Tour
- Phase 2: September 18-21, 2018
- September 18: Vision Workshop Kick-off
- September 19: Community Pin-Up
- September 20: Preview of Phase 2 Presentation
- September 21: Phase 2 Presentation
Current Plans

WEST CREEK & FURLOUGH
1. Create parking by improving the levy
2. Potential rezoning
3. Sunset Park
4. Great Wall West Trail
5. West Creek Neighborhood Development Plan
6. Washington Metrobus Corridor & Trail Connection
7. West Third Gateway at Wright Dunbar
8. NBCI Community College Dayton Campus Master Plan
9. Park and Baseball Field
10. Business District Adaptive Reuse Opportunities
11. Wright Dunbar Neighborhood Phase II
12. New mixed-use development opportunities
13. Improvements to 3rd Third Street at Mount Eden
14. Third Street Heritage Corridor
15. Edwin C. Moses at Washington Street

GERMANTOWN STREET CORRIDOR
1. Create neighborhood identity signage
2. Re-imaging library site
3. Landmark Avenue Bridge Loan (St. Andrews to Germantown Street)
4. Action Funds - Priority A
5. Action Funds - Priority B (landscape & mural)
6. Day Mont Building Revitalization
7. Action Funds - Priority C (Broadway & Germantown)
8. Germantown Street Bridge Loan (3rd to Moses to James Mcgee)
9. Potential market location
10. Align Washington Street with Pitch Street

WESTOWN SHOPPING CENTER
1. Westown Shopping Center Rebuild
2. Gateway at Third Street & Gettysburg Avenue
3. Gettysburg Improvements

JAMES H. MCGEE TOWN CENTER
1. Exit Restoration
2. Strategic Acquisitions and Demolitions
3. To Germantown Community Center and Solar Garden
4. Dayton Bikeway
5. I-190 Bridge
6. Potential Hotel
7. 1/10 interchange Gateway Lighting of Compass

JAMES H. MCGEE STREETSCAPE
1. James H. McGee Streetscape (Broadway U.S. 2 to Third Street)
2. Improvements at James H. McGee (above/below U.S. 30)
3. James H. McGee Streetscape (Procter U.S. 3 to Germantown Street)
4. Plaza & Crosswalk (north side of Germantown & Mcgee)
5. Plaza & Crosswalk (south side of Germantown & Mcgee)
6. Connect James H. McGee to Danner Street
7. New Boulevard at New Housing at Dayton Bass

WEST COMPANY FACTORY SITE
1. West Branch Library Development
2. Gateway at Third Street & Abbey Avenue
3. Improvements at Abbey Avenue/Edgemoor Avenue
4. Improve pedestrian/bicycle connectivity at Edgemont Avenue

GATEWAY TO THE LAKE AT HILLTOP PARK
1. Transformation Plan Activities – Preview
2. Milltop Homes Closure
3. Opportunity for entry element

WEST DAYTON NEIGHBORHOODS VISIONS / DAYTON, OHIO / MARCH 2019
Common Themes

CONNECTIVITY AND REUNIFICATION

Reunification
One of the modern challenges with reinvigorating West Dayton is to create a strategy to reunify the community, its neighborhoods and businesses that were separated with the construction of U.S. 35. While U.S. 35 created the opportunity to make West Dayton more connected regionally and reduced overall time traveled for residents and business, the Parkway split the community in half.

Connectivity
Over the last 20 years, West Dayton lost density, residents, businesses and buildings along many of the traditional corridors which left significant gaps. The components of this plan strive to strengthen the connectivity with West Dayton neighborhoods. Overall, there is opportunity to strengthen the cultural, community and business connectivity of the eastern neighborhoods (Greater Wright-Dunbar, Wolf Creek, Five Points) and western neighborhoods (Pineview, Madden Hills, Residence Park and the Dayton VA Campus) through strong community and development planning.

CORRIDORS

West Third Street Heritage Corridor
This important connection, between Gettysburg Avenue and downtown, should have resources dedicated to it to distinguish it as a unique Dayton Heritage Corridor. Building on the synergy already underway in the Greater Wright Dunbar neighborhood, multiple sites including the Wright Company Factory site, and the Dayton VA Campus can function as the anchors that form the spine of this historic corridor.

Germantown Street Corridor
Similarly, this important connection, between West Dayton and downtown, is largely vacant. Building on the string of existing institutional uses already in place, the goal is to increase density, revive retail, and create a street that is pedestrian-focused and a destination for residents of the nearby neighborhoods.

U.S. 35 Corridor (McLin Parkway)
U.S. 35 was built in the 1980s and represents opportunities to support the strengthening of the historic Third Street and Germantown corridors with gateway connections along the Parkway that help to improve the north/south connection.

OPEN SPACE

Rivers and Creeks
Dayton already has a robust trail system in place and the Great Miami River Trail is the jewel of this network. Improved access to the trail and enhanced public spaces along it should be considered. Wolf Creek is an underutilized asset and should be expanded and focused on improving the user experience.

While the Great Miami River separates West Dayton from the rest of the City, it is the jewel of a robust trail system. Improved access to the network and enhanced public spaces along it should be considered to not only allow access to the trail system, but also to start seeing the river as an opportunity rather than a segregator. The Wolf Creek is an underutilized asset and should be expanded to focus on improving the user experience.

MetroParks
While Possum Creek MetroPark and Wesleyan MetroParks are situated at the periphery of the West Dayton neighborhoods, they provide destinations for an integrated trail and parkway network. These parks, along with others like McCabe and Mallory Park, are amenities that make redevelopment economically viable.

PLACEMAKING

Improved Public Spaces
Placemaking principles shall be applied through the design of economic corridors, green corridors, as well as north-south connections. Streets, parks, and squares should be designed to be pedestrian friendly and to provide a gathering place for neighbors as well as a destination for others in the city. Historical sites, vacant lots, and underutilized buildings are an opportunity for activating new development to reflect a neighborhood that believes in creating a sense of place that conveys the continuing, evolving story of Dayton’s West Side.
THE STRATEGY

Bolstering density in specific areas, while reducing it in others is important to supporting a vibrant community, strengthening green space, and reducing blight. The pedestrian and bicycle experience will be equally critical to the vehicular experience as the neighborhoods develop in a compact, mixed-use, mixed-income, and walkable manner. The goal is to harness expanding residential and commercial market forces and vibrancy near downtown and pull them deeper into West Dayton. Integrating historical sites, existing buildings and a mature trail network is essential to success. Finally, rejoining the neighborhood fabric to the north and south of U.S. 35 and expanding an open space network will be beneficial to the overall health of West Dayton.

Residential

Downtown Dayton has seen a rejuvenated residential housing market and some of this energy is beginning to spread into Wright Dunbar in a manner similar to other near-downtown neighborhoods. The Miami River historically has been seen as a divider, separating Dayton from West Dayton. However new and younger residents increasingly do not see this as a barrier. The second phase of West Dunbar Village, adaptive reuse of historic buildings along West Third Street and planning for more new residential development in Wolf Creek and Five Points prove this theory. As rent and home-ownership prices rise in Downtown, Five Points and Wright Dunbar should be prioritized as the next logical neighborhood to capture and meet emerging demand. These inner-ring neighborhoods provide proximity and plentiful land opportunities.

Oversaturation of low-income housing in many West Dayton neighborhoods represents the other end of the housing market. There are approximately 1.78 times as many affordable units in West Dayton as in the rest of the City of Dayton and 8.2 times as many affordable units as in the entirety of Montgomery County. The planned closure of Hilltop Homes and re-developing a mixed-income neighborhood in Miami Chapel where DeSoto Bass currently exists provides an opportunity to de-concentrate poverty. By broadening access to opportunity and improving the public realm to create desirable neighborhoods to live, work, and play, West Dayton can provide a continuum of residential options.

Commercial Vibrancy

Similar to the residential strategy, proximity to downtown and the influx of new residents to neighborhoods close to downtown is key to fueling a next phase of redevelopment. Targeted streetscape improvements along the West Third Street and Germantown Street corridors, as well as pairing improvements with a few critical sites, is the key to success. The plethora of vacant industrial sites provides an opportunity to re-imagine the sites as 21st Century light industrial spaces. These spaces could become (for example) maker spaces, rather than returning to previous heavy industrial uses.

The major commercial hub in the western half of West Dayton is the Westown Shopping Center, which is in need of rejuvenation. With the departure of its anchor tenant, the area has become a food desert. Attracting a new tenant here is important to the health of this commercial node as well as the vibrancy of the overall neighborhood. Additionally, Westown is located across the street from the largest single employment center in West Dayton – the Veterans Administration.

Funding

West Dayton has had success with Transportation Alternatives Funding, Congestion Mitigation and Air Quality Grants, as well as the Surface Transportation Program. However, funding from both private and public sectors will be necessary. Given that not all these projects will be financially viable, this document has a few specific objectives with regards to initiatives and projects that will be of the greatest benefit to the neighborhoods.

- Prioritize the initiatives and projects
- Where applicable, delineate the roles of public and private sectors in the project and which entity should take the lead
- Pair these projects to specific sites

Connections

This diagram shows how of West Third Street, Germantown Street, an open space network integrate with a few key sites.
15-YEAR VISION FOR WEST DAYTON

The opportunity for West Dayton is to revive historic corridors, reunify fragmented neighborhoods, and regrow the community by leveraging the network of robust assets and economic activities that anchor and frame the corridors.

CONNECTING THE VISION — THROUGH AN URBAN DESIGN LENS

The foundational basis for this Visioning Plan is built upon the many visioning, development planning and community engagement efforts that have taken place since the 2013 launch of the West Dayton revitalization effort. The West Third Street Corridor, Germantown Street Corridor, and the open space network are the three major aspects of the Vision Plan.

It became clear that initiatives, development plans, and projects of this plan could generally be organized into these three categories. Within these three categories, there are specific sites that are logical focus areas for each aspect. The reasons range from available land to opportunities to reconnect neighborhoods to areas that already exhibit both residential and commercial market activity.

West Third Street Corridor

Historically significant and a logical connection to downtown the Third Street Corridor is a critical economic artery of West Dayton. The following sites are potential focus areas:

- Wright Dunbar
- Wright Company Factory Site
- Westown Shopping Center and the VA

Germantown Street Corridor

The other major commercial corridor in West Dayton, this main street has the opportunity to become an asset for the neighborhood. The following site was selected and is highlighted as a focus area.

- James H. McGee Town Center

Parkways, Trails, and Parks

These elements comprise the open space network in Dayton. While there are many parts of West Dayton that would benefit from increased density, there are also a few select areas that can become natural amenities and connectors of other open spaces. A preserve network, comprised of passive natural landscapes, is an appropriate solution at the following location and presents an opportunity to create a rightsizing model that could be adapted across the entire city.

- Lakeside/McCabe Preserve

IMPLEMENTATION

Equally critical to the plans for the three areas is the strategy for implementation. The implementation section of this document parallels the Vision plan aspects. After translating all the projects, initiatives, and developments planned for West Dayton into a single plan, this section refocuses on the sequencing necessary to achieve the desired result. Every project is either categorized as a public initiative or an initiative to be implemented by another entity, typically private. Every project is described in the following manner.

- Lead Agency
- Time Frame
- Funding Source
**WEST THIRD STREET CORRIDOR**

West Third Street was once a vibrant main street, the cultural center of West Dayton with ties to Dayton’s civil rights movement. Today, it is a tale of two streets, one plagued with vacancy and disinvestment, the other with opportunity for reshaping Dayton’s 21st Century West Dayton.

**INTRODUCTION**

Historically, West Third Street functioned physically, symbolically and culturally as the major east-west corridor through West Dayton. For most of the 20th century, West Third Street was a dense commercial corridor with urban residential neighborhoods on either side — it functioned as the Main Street for much of West Dayton.

As manufacturing jobs and residents disappeared over the last several decades and faster routes were created into Downtown, vacancy and abandonment occurred along some stretches of West Third Street. While dramatically less active today than its time in the 20th century, West Third Street is symbolically a representation of West Dayton community history. It is a tribute to the memory and legacy of the late Dr. Martin Luther King and has significant promise and opportunity as a legacy heritage corridor anchored by Wright Dunbar at the east end and the historic VA and the Wright Brothers Factory at the west end.

**West Dayton Plans and Projects**

Many projects, shown above, have been planned along West Third Street previous to UDA involvement. There has been successful revitalization efforts along West Third Street in the Wright Dunbar neighborhood that continue to spread. Various streetscape improvements and the creation of neighborhood gateways have been proposed to help unify West Third Street and bring back a partially forgotten sense of place.
The re-imaging of West Third Street and the new revitalization of Wright Dunbar in the early 2000’s demonstrates that efforts to transform the corridor can result in significant reinvestment and growth.

Today, signs of the viability of the corridor exist – the Westown shopping center, Wright Dunbar, and the Dayton VA. There is an opportunity to reshape the former Wright Factory site into a new Center of Innovation with the West Dayton Metro Library branch and NAHA museum.

Challenges
• Disinvestment and vacancy
• Lack of connection and cohesive strategy between centers of activity
• Narrative on the historic significance of the corridor is not evident

Prominent Features
• Wright Dunbar
• Wright Company Factory
• Westown Shopping Center and the VA

Previously Planned Concepts and Improvements
• Wright Company Factory Site redevelopment, including the West Library Master Plan at Abbey Avenue and U.S. 35
• Gateways at West Third and Gettysburg Avenue, Third and Abbey, Third and Cowart, and Third and Wright Dunbar neighborhood.
• Incremental improvements to the Third Street businesses, streetscaping improvements along Third Street and supporting improvements of institutions along the corridor such as the Mt. Enon Baptist Church community.

Additional Planned Improvements
• Mixed-use development opportunities and business district adaptive reuse opportunities on Third Street between Paul Laurence Dunbar Street and S Edwin C. Moses Boulevard
• Wright Company Factory Site including maker space development and pedestrian trail which connects with Delphos Avenue
• Westown Shopping center master plan
• Strategic and targeted streetscape and gateway improvements along West Third Street

Key plan

Streetscape Improvements at West Third Street and Trenton Street

Streetscape Improvements near Mt. Enon Baptist Church
Greater Wright Dunbar

Wright Dunbar is one of the 19 residential neighborhoods in West Dayton. In the late 19th century, Orville and Wilbur Wright's early adult years were spent in this commercial core. A lifelong friend of the Wright Brothers, Paul Laurence Dunbar, who is one of the first influential Black poets in American literature, worked as the editor of the Dayton Tattler, a Black newspaper published by Orville Wright. Together, their namesake carries the historic Wright Dunbar neighborhood. Over the past decade, there has been successful revitalization within the historic West Third Corridor adjacent to Wright Dunbar and Wolf Creek. Beautiful buildings from the turn of the century remain alongside rehabilitated and well-designed new housing. Investment by both the public and private sectors continues to give hope and build confidence that the area will continue to capitalize on the energy overflowing from downtown. Additionally, these strong market forces can be shaped to help catalyze additional efforts in the Wolf Creek and Five Points neighborhoods.

**Positives**
- Between Broadway and Shannon Streets nearly all the commercial and residential space has been successfully leased
- There are planning initiatives springing from successful revitalization efforts including: Wright Dunbar’s Neighborhood Phase 3 Plan and visioning/planning for development of the adjacent Wolf Creek and Five Points neighborhoods.

**Remaining Challenges**
- Vacancies remain even in the successful West Third Corridor adjacent to Wright Dunbar
- There is a community confidence gap that exists between Wright Dunbar residents/stakeholders and the outside community

**Going Forward**
- The successes of the West Third Corridor should be used as a catalyst to enact successful revitalization to adjacent neighborhoods and new mixed-use development along the corridor
- The historical significance of the neighborhood should continue to be celebrated while leveraging it for a future vision for a growing greater Wright Dunbar community.

Key plan

The pedestrian environment in Wright Dunbar

Facade and streetscoping improvements along West Third Street adjacent to Wright Dunbar Village
Wright Company Factory Site

The Wright Company Factory site currently exists as the vacant Wright Company Factory buildings surrounded by vacant land. Revitalization plans are underway in the form of the renovation and reuse of the Wright Company Factory site, the construction of the West Dayton Branch Library, the development of multiple connecting gateways at the three major points of the site and other future development. Together they represent an emerging vision for a vibrant, new West Dayton center.

Wright Company Factory Site
- Renovation and reuse of the existing Wright Company Factory site as a museum
  - 2 buildings for exhibition space
  - 1 building for storage/maintenance
- Adjacent visitor parking

West Dayton Branch Library
- The position of the library on the southern end of the site will give it good visibility from U.S. 35.
- The front entrance would be on Inland Street which shares a plaza space with the renovated Wright Company Factory museum

Other Development
- CSX to vacate rail right-of-way to allow for internal streets and trails
- A flexible internal public plaza with the potential for hosting events
- Light industrial maker-space buildings for innovation and production
- Internal parking lot

Key plan

Plan of proposed library site

Gateway at U.S. 35 and Abbey Avenue

Pedestrian and cyclist improvements at Frontage Street

SEQUENCING
- City acquires Wright Company Factory site
- City develops connecting infrastructure for new site and its edges
- City develops Library site
- City acquires and develops the CSX R.O.W.
- Private development of parcels surrounding plaza
- City develops park
- Private development of light industrial
View of Wright Company Factory site looking southeast
Westown Center, Gettysburg Avenue & the Dayton VA Campus

The Westown Shopping Center is a 1950’s era suburban shopping center located on West Third Street in West Dayton. It is the major commercial center in West Dayton and continues to demonstrate economic sustainability. However, with the recent departure of Aldi as an anchor tenant, the center needs to attract a new anchor as well as other potential new tenants. The center is dated and does not effectively take advantage of its site and represents an opportunity to create a fresh contemporary look and image for West Dayton.

Challenges (what we heard)
- People speed along the drive aisles
- Parking is too far from the front doors of stores
- People from the Dayton VA Campus may not patronize the businesses at Westown because of the outdated and unattractive appearance of the center
- There are limited places to eat
- The buildings are tired and not up to modern standards

Proposed Improvements
- The city must use leverage to incentivize the owner to make improvements at every step.
- An infrastructure capital project should be planned in the 0 to 5-year time frame for West Third Street in front of Westown to coincide with a refresh of the center to maximize the positive impact for West Dayton.

Neighborhood Context
- Gettysburg Avenue currently has healthier commercial activity than other parts of West Dayton
- Across Third Street is the Dayton VA Campus. However, the connectivity is poor.
- Sidewalks and streetscape improvements are necessary to integrate the site to Gettysburg Avenue and the Dayton VA Campus

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View of proposed Westown improvements looking northwest
GERMANTOWN STREET CORRIDOR

Germantown, once a vital residential and neighborhood commercial street, has lost much of its continuity and vibrancy. Restoring an active West Dayton sense of place to the corridor is critical.

INTRODUCTION
Historically, the Germantown corridor was predominantly residential in character. During the 20th century, it was home to a number of manufacturing uses which mostly have been demolished and await redevelopment. Germantown’s purpose shifted after the opening of U.S. 35, resulting in significant disinvestment. Large swaths of vacant land and dis-invested structures sit adjacent to new multifamily housing developments and stable residential and commercial uses.

The strategy for Germantown includes applying the city’s recently adopted Transportation Plan and Livable Streets Policy and filling gaps in the tree canopy (both within the right-of-way and on private parcels). Strong partnerships with anchor institutions will help improve the aesthetics of gateways.

Portions of the corridor have significant vacancies. These vacancies, including both small and large sites, are poised for redevelopment. Strategic property assembly and land banking opportunities are critical implementation tools.

Germantown Street between Stewart and Lola contains a few successful businesses and vacant commercial structures that could be brought back into the productive landscape. A street-scaping project could further improve this area. Street-scaping should address traffic calming and walkability through the use of parking bump outs, wider sidewalks, and more street trees.

Financial incentives to fund housing repairs along with strategic demolition would greatly benefit this highly visible area while supporting more stable single-family residential areas just west of this commercial node.

Challenges
- Disinvestment, vacancy and lack of connectivity
- Lack of community services

Prominent Features
- DeSoto Bass
- Mallory Park
- Wogoman School

West Dayton Plans and Projects: Many projects, shown above, have been planned along Germantown Street prior to UDA involvement. West Dayton has planned Transformation Plan activities and Action Funding along Germantown. There are also plans for rehabilitating existing vacancies along Germantown, as well as the adding of multi-family housing.
Previously Planned Concepts and Improvements
- Germantown & Broadway Gateway: Landscaping, murals, LED lighting, multi-family residential, identification and public art
- Creation of a town center at the intersection of James H. McGee and Germantown
- Germantown from Paul Laurence Dunbar to Randolph: landscaping, 2 murals
- Germantown from Randolph to Iola: business facade improvements, mural, strategic acquisition and demolition, addition of a potential kitchen incubator, laundromat, and Greater Edgemont Neighborhood Community Coalition Solar Garden
- Pineview Neighborhood planning process (underway)
- Redevelopment of Madden Hills Library

Additional Planned Improvements
- McGee Town Center Plan Revision
- Street trees at Germantown, Lakeview, and Mt. Clair

Proposed Townhouses at Germantown Street and Washington Street
Proposed Townhouses at Germantown Street and Broadway Street
James H. McGee Town Center

The proposed James H. McGee Town Center is located at the intersection of Germantown Street and James H. McGee Boulevard. It is envisioned to be a centerpiece for a larger mixed-use McGee Center that would straddle both sides of U.S.35. Plans to revitalize the De Soto Bass housing community present an opportunity to realign Danner Avenue with James H. McGee. The new town center would provide retail services and employment opportunities to the community. Walkable retail, restaurants, and services are most appropriate on the southern side of Germantown, while the north side presents opportunities for employment, office, medical, and light warehousing uses.

Challenges

- Disinvestment in the area has left West Dayton without necessary services
- Growing demand for services generated through mixed-income housing

What the Town Center will Provide

- A gateway to a newly imagined DeSoto Bass site
- A unique sense of place and character along Germantown
- Public open space
- A pedestrian friendly environment a short walk from mixed income residences
- Services currently lacking in West Dayton such as:
  - Food and beverage (restaurants, restaurant incubators, etc.)
  - Services (pediatric health care, day care, job placement, etc.)
  - Employment uses (office, medical, light manufacturing and warehousing)
View looking south down James H. McGee Boulevard at the proposed town center
A network of open space exists in West Dayton but lacks planned connections. A well connected regional system of open spaces will add value and a greater quality of life to West Dayton.

OLMSTED’S VISION
Dayton, like many other American cities of the 20th century, was influenced by the work of the Olmsted brothers. The system, shown on the right, connected parks, rivers, and neighborhoods with green corridors and parkways.

Fulfilling the Vision
While Olmsted’s plan was only partially implemented, the vision is to achieve a similar level of connectivity. The plan relies on using the Miami River, Mad River, and Wolf Creek as natural corridors. Parkways supplement these natural corridors and are manifest in the following three streets today:

• James H. McGee Boulevard
• Edwin C. Moses Boulevard
• U.S. 35

An Urban Preserve
All proposed green spaces are unlikely to be manicured, active, and highly programmed due to the economics of building and maintaining such a system. The system is envisioned as a preserve, or a return to a natural landscape. The following is a proposed list of uses and landscapes.

• Forest Preserve
• Prairie Preserve
• Parks (where they already exist)

Connecting Open Spaces
The following page illustrates the existing open space network and the system of trails that connects them. Streetscape improvements, trail extensions, and new corridors should be conceived of comprehensively so that they link existing open spaces and key development sites in the neighborhood. The proposed connections on the following page add value to both existing and proposed development.
Connecting Open Spaces

EXISTING OPEN SPACE & TRAILS

1. WESLEYAN METRO PARK
2. POSSUM, CREEK METRO PARK
3. WOLF CREEK PARK/TRAIL
4. THE VA’S NATIONAL MILITARY CEMETERY
5. MADDEN GOLF COURSE
6. MALLORY PARK
7. PAUL LAURENCE DUNBAR HIGH SCHOOL
8. LOUISE TROY ELEMENTARY SCHOOL
9. DAYTON BOYS PREP ACADEMY
10. GETTYSBURG PARK
11. ARMSHOND PARK
12. SUNSET CENTER PARK
13. WELCOME PARK
14. LINDEN PLAYGROUND
15. RIVERVIEW PARK
16. SUNRISE PARK
17. GREAT MIAMI RECREATIONAL TRAIL
18. JOAN HIERS PARK
19. MCNARY PARK
20. WESTWOOD PARK
21. MCCABE PARK

PROPOSED CONNECTIONS

1. GERMANSTOWN STREET
2. WEST THIRD STREET
3. WOLF CREEK TRAIL EXTENSION
4. GERMANSTOWN STREET TO NICHOLAS ROAD
5. BROOKLYN AVENUE
6. JAMES H. MCGEE BLVD./DANNER STREET TO NICHOLAS ROAD
7. BURKHAM CENTER PARK
8. TRAIL FROM WESLEYAN PARK TO WRIGHT FACTORY SITE
9. TRAIL FROM WRIGHT FACTORY SITE TO PRESERVE
10. GETTYSBURG AVENUE

Parkways, Trails, And Parks
Lakeside/McCabe Preserve

**CONTEXT**

This area, which surrounds U.S. 35, is the key connection between the Wright Company Site and the VA. The proposed Lakeside/McCabe Preserve will be created when the existing Hilltop Home Apartments close and are removed and when the VA potentially expands the National Military Cemetery. McCabe Park, with many large existing trees, will remain as the focal point of the preserve. The surrounding area can slowly be transformed into a natural park and open space.

**Challenges**

- While Hilltop Homes will be closed and removed, several other properties will still remain

**Benefits**

- Connects to a larger parkway system, connecting the VA, Lakeview, and Wright Factory site
- Continues the momentum carried out by the restoration of Lakeside Lake at the end of Lakeview Avenue
- Reduces the amount of infrastructure that the city is required to maintain
- Fulfills the original Olmsted vision of creating a green corridor in this area

Key plan

Existing conditions

Proposed plan for the Preserve
View of the Preserve looking southeast
COMMUNITY FEEDBACK

Public engagement is a critical part of Dayton’s place and asset-based development strategy. Similarly, UDA created a community feedback session that served as a “check-in” to review these vision concepts.

OVERALL COMMENTS

General
- Infill vacant lots especially church sites
- Desire for more cafes
- West Dayton needs more jobs that pay a living wage

Lighting
- West Dayton lacks sufficient and decorative lighting
- Add lighting at Adelite Avenue and Home Avenue

Housing
- Facilitate more market-rate housing product
- No more LIHTC and Section 8 Housing
- Focus on garden homes on small lots & align with new market demand
- Focus on accessible, active adult, and senior housing

Wright Dunbar
- Needs an updated Master Plan

Specific Neighborhoods
- Roosevelt, McFarland, Westwood, Residence Park, and Wolf Creek would like to be more engaged in the process

THE WEST THIRD STREET HERITAGE CORRIDOR

General
- Capture and harness the potential energy of local Dayton institutions (such as Central State University, Wright State University, Sinclair College and University of Dayton) in key locations

Westown Center, Gettysburg & the Dayton VA Campus
- Create a pedestrian promenade through the center of the site
- Utilize solar as an energy source
- Provide patio space for outdoor dinning
- Create indoor and outdoor amenities
- Recruit businesses, like a sandwich shop
- Current facades need revitalization
- Create design standards for new parcels and existing building facades

Wright Company Factory Site
- Dayton Metro Library's systemwide re-build provides good architectural precedent for the new library
- All green spaces should be open, safe well-designed, and attractively lit
- Commercial/retail desired here
- Improvements to Adelite Avenue supports the reunification goals
- U.S. 35 intersection is dangerous
- Include more RTA stops around the site

THE GERMANTOWN STREET CORRIDOR

James H. McGee Town Center
- Create spaces for young adults
- Both the northside development in Cincinnati and the Oregon District are good precedents
- Desire for a bank
- Neighborhood scale/oriented commercial
- Create green and sustainable spaces
- Reduce speeding in the area by applying Transportation Plan and Livable Streets principles
- Integrate public transportation connections
- Desire for a skate park
- Create a training plan for those moving out of DeSoto Bass
- Street-level commercial and office should be geared towards what people in the area need and want
  - Co-ops
  - Non-profits
  - Meeting/Community spaces
  - Job Centers
  - Small markets for fresh food
  - Simple and affordable restaurants
  - Gym spaces and yoga spaces
  - Organized labor union space

PARKWAYS, TRAILS, & PARKS

General
- Desire for more open space

McCabe Park
- Keep trees at McCabe Park
- Create an entrance for McCabe Park
- Broadway Street from Wolf Creek to Germantown Street is blighted, uninviting, and full of wildlife

U.S. 35
- Desire to keep U.S. 35 pristine, pastoral, and free of visual clutter

Discussing concepts for the Wright Factory site

Community Feedback

Community Feedback
IMPLEMENTATION

Building partnerships, leveraging Downtown market forces to pull investment into West Dayton, and prioritizing stabilization efforts.

POLICY OBJECTIVES

Invest along highly visible corridors and build on the edges of economic viability

Dayton’s place and asset-based investment strategy fundamentally builds on strengths. New investment must be clustered at the edge of other economically viable investments. Revitalization will likely extend from the parts of West Dayton adjacent to downtown. At the same time, there are nodes of viability along West Third and Germantown, which represent opportunities for targeted investment that will start to close gaps and work westward.

Invest in experimental, connected open space as an equity and revitalization tool

Investments that create notable open space serve a dual purpose, making them an effective and adaptive use of public funds. Connected open spaces (trails, large regional parks, and greenways) provide measurable health and lifestyle benefits for existing residents, while providing amenities that attract new residents. National examples in markets comparable to Dayton have proven that these investments result in revitalization over time.

Prioritize mechanisms that invest in people in the neighborhood

Whenever possible public and private dollars should be directed to high-risk, high-impact investments that directly improve West Dayton residents’ access to opportunity. These investments may range from fast-tracking the new West Dayton Metro Library to providing loans and support to neighborhood businesses.

PRIORITIZATION

Implementation of initiatives must address the geographic expanse of the West Dayton area, and the scarcity of funding. Priority projects should be clustered together along highly visible corridors (portions of West Third and Germantown Street) to ensure that maximum impact is leveraged. The following priorities should direct investment:

1. Secure property and partnerships to execute the NAHA and West Dayton Branch Library reuse of the historic Wright Factory site
2. Focus Transportation Alternative (TA) improvements along West Third and Germantown in the first 1/3 of the corridors outside of Downtown, and in front of Westown Shopping Center
3. Leverage public dollars to incentivize the revitalization of Westown Shopping Center through street improvements and public-private agreements
4. Secure the former rail right-of-way to create a future greenway connection from Wright Factory to Wesleyan Metro Park.

NEXT STEPS

Spend time socializing the plan with additional community organizations, stakeholders, special interest groups, and elected and appointed officials. Once it has broad-based support, this vision plan should be taken through the Planning Board and City Commission Approval Process and formally adopted.
# West Third Street Heritage Corridor

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## Implementation

- **WOLF CREEK & RIVERFRONT**
  1. **IMPROVEMENTS TO WEST THIRD STREET AT MOUNT EDEN**
  2. **WRIGHT COMPANY FACTORY SITE**
  3. **West Third Street Heritage Corridor**
  4. **PROJECT INITIATIVES TO BE IMPLEMENTED BY OTHER PARTNERS**
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  2. **CONVERSATION OF THIRD & ABBEY PRIVATELY DEVELOPED**
  3. **LAND BANK FOR FUTURE OFFICE DEVELOPMENT**
  4. **ACQUIRE LAND TO DEVELOP COTTAGES**
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  6. **CITY DEVELOPMENT OF LIBRARY SITE**
  7. **CITY ACQUISITION AND CONVERSION OF RAILROAD R.O.W.**
  8. **GATEWAY AT THIRD STREET & COVANT AVE.**
  9. **DELPHOS AVENUE BECOMES PARK FROM BROOKLYN TO THIRD (GATEWAY)**
  10. **ABBOT AVENUE STREETSCAPE IMPROVEMENTS FROM THIRD TO MCCALL**
  11. **IMPROVE PEDESTRIAN/BICYCLE CONNECTIVITY AT ABBEY AVENUE**

- **WESTOWN CENTER & GETTYSBURG**
  1. **PLAZA, OUTPARCELS, & FACADE IMPROVEMENTS AT WESTOWN**
  2. **THIRD STREET STREETSCAPE IMPROVEMENTS AT WESTOWN**
  3. **GATEWAY AT THIRD STREET & GETTYSBURG AVE.**
  4. **DELPHOS AVENUE BECOMES PARK FROM BROOKLYN TO THIRD (GATEWAY)**
  5. **ABBOT AVENUE STREETSCAPE IMPROVEMENTS FROM THIRD TO MCCALL**
  6. **IMPROVE PEDESTRIAN/BICYCLE CONNECTIVITY AT ABBEY AVENUE**

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  2. **STREET TREES AT GERMANTOWN, LAKEVIEW, & MT. CLAIR**
  3. **UNDERPASS & BRIDGE LIGHTING AT U.S. 35 & GETTYSBURG AVE. (TA)**
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  22. **TWO NEIGHBORHOOD IDENTITY SIGNS**
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  25. **ACQUIRE PROPERTY & DEVELOP KITCHEN INCUBATOR**
  26. **REALIGN JAMES H. MCGEE BLVD. TO DANNER ST.**
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  30. **STRATEGIC ACQUISITIONS AND DEMOLITIONS**
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  32. **INFILL AFFORDABLE HOUSING (LIHTC)**
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  35. **ACQUISITION & CONVERSION OF VACANT PROPERTIES TO PRESERVE**
  36. **VA EXPANSION INCLUDING ENTRY REALIGNMENT & GROTTO**
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  41. **IMPROVE PEDESTRIAN/BICYCLE CONNECTIVITY AT ADELITE AVE**
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  49. **LANDSCAPING ALONG GERMANTOWN ST. (AF 3)**
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  62. **TRAIL CONNECTION FROM MCCABE PARK TO MALLORY PARK**
  63. **ACQUISITION & CONVERSION OF VACANT PROPERTIES TO PRESERVE**
  64. **VA EXPANSION INCLUDING ENTRY REALIGNMENT & GROTTO**
  65. **CREATE PARKS ALONG BROOKLYN AVE.**

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Germantown Corridor

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<td>Redevelop Madden Hill Library Branch Site</td>
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### Green Connections

#### WOLF CREEK & RIVERFRONT

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