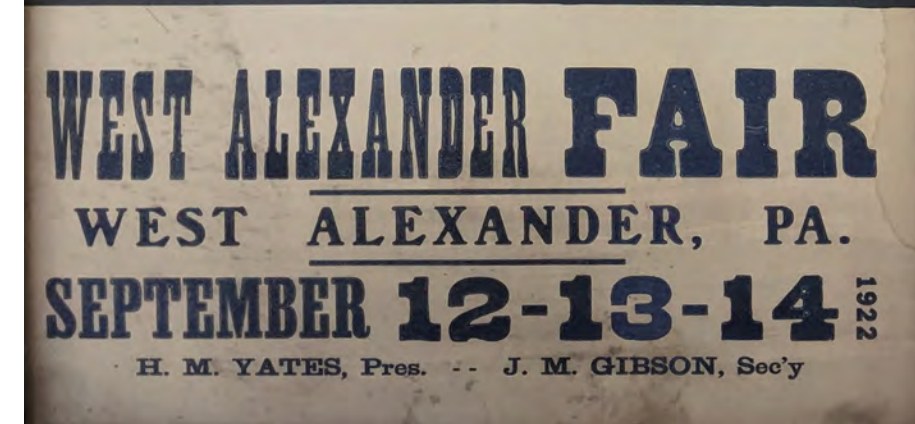




MCGUFFEY AREA MASTER REVITALIZATION PLAN

FINAL DRAFT FOR PUBLIC REVIEW

May 26, 2022



ACKNOWLEDGEMENTS

The following organizations and people are recognized for their contributions of time and effort in the development of this plan. This plan was made possible by their selfless dedication to making the McGuffey Area an even better place to live, learn, work, and play.

THE MCGUFFEY AREA MASTER REVITALIZATION PLAN STEERING COMMITTEE

Ross Bevevino	Reita Melvin
Aaron Cerciello	Rick Newton
Kathleen Croft	Judy Hatalsky Nemeth
Dennis Dutton	Dr. Andrew Oberg
Jay Dutton	Geno Sibert
Dave Haines	Ed Shingle*
Clay Kilgore	Cynthia Smith*
Pastor Scott Lawrence	
Pastor Mike Matthews*	*past or founding member

SPECIAL THANK YOU TO

Ashley Sprowls-Gatts	Geri Zwicker
Mary Lea Dutton	Nate Voytek
Denise Leigh	Rich Cleveland

CONTRIBUTING ORGANIZATIONS

Claysville Area Preservation and Revitalization Initiative (CAPRI)
Claysville Area Business Association (CABA)
McGuffey School District
Claysville National Pike Trail Council
Washington County Historical Society
National Road Heritage Corridor

SPONSOR ORGANIZATIONS AND PARTNERS

Grant funding provided by:

Local Share Account of the
Redevelopment Authority of the
County of Washington

Washington County Tourism
Promotion Agency in coordination
with the Washington County
Chamber of Commerce

Thank you to our business sponsors:

First Federal Savings and Loan Association of
Greene County

TransCanada Energy

Community Bank of Claysville

McAdoo's Towing and Crane

Claysville Area Preservation and Revitalization
Initiative (CAPRI)

Claysville Area Business Association (CABA)

The Borough of Claysville

Donegal Township

WesBanco

Wilkie Contracting

Claysville National Pike Trail Council

Coen Markets

Curtis Pharmacy

The Newton Institute

Daniels Chiropractic

Thank you to individual donors:

Dan and Brenda Wilkerson

Dennis and Mary Lea Dutton

Ross Bevevino

This report prepared by: Herbert, Rowland & Grubic, Inc. (HRG)

CONTENTS

EXECUTIVE SUMMARY

1. INTRODUCTION

PARTS OF THE PLAN

2. COMMUNITY PROFILE

BACKGROUND

ESRI BUSINESS ANALYSIS TAPESTRY SEGMENTS

TRANSPORTATION

HOUSING

ECONOMIC TRENDS

ASSET INVENTORY

3. PUBLIC ENGAGEMENT

PUBLIC INPUT MEETINGS

COMMUNITY SURVEY

PUBLIC INPUT PRIORITIZATION MEETINGS

ENGAGEMENT WITH MCGUFFEY AREA HIGH SCHOOL STUDENTS

KEY STAKEHOLDER INTERVIEWS

4. INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

INTRODUCTION

BROADBAND INFRASTRUCTURE

BASIC INFRASTRUCTURE

FUTURE GROWTH PATTERNS

DEVELOPMENT ALONG THE INTERSTATE 70 CORRIDOR & US ROUTE 40

HOUSING OPPORTUNITY AND DEVELOPMENT

DEVELOPMENT CONSIDERATIONS

GOALS AND OBJECTIVES RELATED TO INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

6

9

14

15

16

18

19

23

25

49

69

70

74

77

78

80

81

83

84

85

86

90

97

98

99

5. REVITALIZATION OF THE TOWN CENTER

STREETSCAPE & PARKING IMPROVEMENTS

FORMER SPROWLS HARDWARE BUILDING

ESTABLISHMENT OF A MAIN STREET PROGRAM

WAYFINDING SIGNAGE

MARKETING AND BRANDING OF THE MCGUFFEY AREA

MAKING THE MCGUFFEY AREA A BETTER PLACE TO LIVE, LEARN, WORK, AND PLAY

DUTCH FORK LAKE

GOALS AND OBJECTIVES RELATED TO REVITALIZE THE TOWN CENTER

103

105

107

110

112

113

115

116

119

6. PRIORITIZATION AND IMPLEMENTATION

PRIORITIZATION

IMPLEMENTATION

121

123

129

7. NEXT STEPS AND SELECTION OF PHASE 1 PROJECTS

NEXT STEPS

POTENTIAL PHASE 1 PROJECTS

PHASE 1 SCOPE AND SCHEDULE

FINAL PUBLIC MEETING AND PRESENTATION

137

138

139

148

150

APPENDIX

APPENDIX A: RETAIL OPPORTUNITY GAP DATA

APPENDIX B: PUBLIC MEETING RESULTS

APPENDIX C: COMMUNITY SURVEY RESULTS

APPENDIX D: STAKEHOLDER INTERVIEW NOTES

APPENDIX E: HISTORIC PRESERVATION AND MAIN STREET CONSULTANT REVIEW

APPENDIX F: PHASE 1 PROJECT DESIGN DEVELOPMENT AND FINANCING PLAN

EXECUTIVE SUMMARY

The McGuffey Area Master Revitalization Plan sets a clear path forward to address revitalization, preservation, growth, redevelopment, infrastructure, and recreation for years to come and is the result of a collaborative effort of community organizations and municipalities that make up the McGuffey School District. The Plan highlights the many assets and amenities of the McGuffey Area and how they can be renewed and enhanced for the enjoyment and betterment of the community for future generations. The Plan will benefit the entire McGuffey Area, which includes the Boroughs of Claysville and Green Hills and the Townships of Blaine, Buffalo, Donegal, East Finley, Morris, South Franklin, and West Finley.

The Plan was envisioned by a diverse Steering Committee made up of members of local nonprofit organizations, municipal staff and officials, business owners, and members of the faith community. Throughout the course of the development of the Master Revitalization Plan, the Steering Committee met monthly to review and discuss various plan elements, including public outreach and engagement as well as specific topic areas including economic development, infrastructure, housing, trails, recreation, and more. The dedication and commitment of the Steering Committee members and volunteers helped to shape and make the Plan a success and a reality. This same level of commitment, passion, and volunteerism will be needed to implement the Plan's ambitious goals and objectives.

The Plan was produced in a true grassroots environment. A major portion of the Plan was funded locally, with contributions from participating municipalities, businesses, and individuals who demonstrated their commitment to the McGuffey Area. These contributions combined with support from grants awarded by Washington County fully funded the Plan. A full list of sponsors can be found in the acknowledgements of this Plan, with further details in Chapter 1.

Extensive public outreach and engagement opportunities were offered to McGuffey Area residents, business owners, and stakeholders throughout the planning process, including the project website, an online survey, many presentations at municipal Council and Supervisors meetings, and several public meetings, including a kickoff meeting, a prioritization meeting, and a public meeting to unveil the Plan. Throughout the process, the Steering Committee remained committed to the ideal of building consensus around a Plan that would result in positive transformation benefitting all who live, learn, work, and play in the McGuffey Area.

Based on feedback received from the public and the Steering Committee, two themes emerged that were essential for the revitalization of the McGuffey Area:

- ◆ **Infrastructure for Economic Development**, which includes an emphasis on improving access to modern infrastructure such as broadband connectivity and water, sewer, electric, and gas utilities that serve existing residents and businesses and also accommodate growth in target development areas near the exits along Interstate 70 / US Route 40.
- ◆ **Revitalization of the Town Center**, which includes Downtown Claysville Borough's Main Street corridor, home to a mix of residences and businesses that offers a traditional small-town downtown experience for residents and visitors, as well as connections to recreation with the Claysville National Pike Trail and nearby Dutch Fork Lake.

Several goals and objectives emerged throughout the public engagement and planning process that tie directly into the two theme areas, including the promotion of economic development in target areas along I-70 and US 40, the



improvement and expansion of basic and broadband infrastructure in the region, improvement and expansion of the existing housing stock, and the enhancement and improvement of the Downtown Claysville through building renovations of the former Sprowls Hardware building, streetscape and infrastructure improvements, and parking improvements, to name a few. The complete Revitalization goals and objectives are discussed in detail in Chapter 6 of the Plan.

From these various goals and objectives, several projects emerged that will be the focus for revitalization over the next several years in the McGuffey Area. These projects, examined more closely in Chapter 7 of the Plan, are as follows:

- ◆ **Claysville Infrastructure Improvements** – Complete functional improvements along Main Street including stormwater and sidewalk improvements
- ◆ **Community Engagement & Communication** – Select a partner to engage in communications, marketing, and outreach efforts in the region
- ◆ **McGuffey Area Parks Improvements** – Partner with and support the McGuffey Area Townships and Boroughs to identify potential improvements to area parks and assist with preparing grant applications to fund improvement projects
- ◆ **Sprowls Building Renovation Study** – Prepare a study to determine the level of investment and level of partnerships needed to renovate, maintain, and occupy the former Sprowls Hardware Building

- ◆ **Broadband Pilot Project** – Align with County objectives and collaborate for a limited geography broadband pilot project in the region
- ◆ **Dutch Fork Lake Improvement Study** – Identify options and make recommendations for a County park at Dutch Fork Lake
- ◆ **I-70 / US-40 Corridor Infrastructure Improvement Study** – Complete a capacity study with alternatives for improving and developing the I-70 / US-40 corridor and exits
- ◆ **Claysville Borough Parking Study** – Conduct a feasibility study to increase off-street parking capacity within the business district and along Main Street

Celebrated American author Alan Lakein said, “Planning is bringing the future into the present so that you can do something about it now.” The McGuffey Area Master Revitalization Plan is our effort to bring the future into today so that we can all work together to make the region a better place to live, learn, work, and play for generations to come.

CHAPTER

1

INTRODUCTION





This Plan is the next step in crafting a vision to holistically address growth, change, preservation, tourism, revitalization, and development in the area.

HOW IT BEGAN

The Plan began as a collaboration between the municipalities and community organizations that recognized the tremendous potential of the McGuffey Area, including the Borough of Claysville, Donegal Township, the McGuffey Area Preservation and Revitalization Initiative (CAPRI), the McGuffey Area Business Association (CABA), the Association of Claysville Churches, and the McGuffey School District.

The Plan will benefit the entire McGuffey Area, which includes the Borough of Claysville and all municipalities in the McGuffey School District, including the Borough of Green Hills and Blaine, Buffalo, Donegal, East Finley, Morris, South Franklin, and West Finley Townships.

The Plan has been funded through a combination of public and private funding sources. Grants were awarded by the Redevelopment Authority of Washington County and the Washington County Tourism Promotion Agency. In addition, pledged funds have been provided by the Borough of Claysville, Donegal Township, CAPRI, and CABA as well as funds from sponsors such as TransCanada Energy and local business and banking partners.

PLAN OVERVIEW

The McGuffey Area Master Revitalization Plan is the collaborative effort of community organizations and municipalities in the Claysville region. This plan spotlights the many unique assets and exciting opportunities in the McGuffey Area and identifies concrete, actionable strategies to boost the economy and the quality of life for our community.

Through numerous conversations with community leaders, business owners, and government officials, the need to revitalize our area and to stimulate economic growth has come to the forefront. The McGuffey Area Master Revitalization Plan is the next step in the process of holistically addressing community needs. It is a process that engages the public to contribute and become part of the success of places where they live, work, and play.

STEERING COMMITTEE

The Steering Committee is responsible for advancing and overseeing the planning process, including community outreach and public engagement activities. Meetings are held monthly.

The Master Revitalization Plan Steering Committee is made up of representatives from municipal partners and committed community organizations. Specifically, representatives from the Borough of Claysville, Donegal Township, the McGuffey School District, the McGuffey Area Preservation and Revitalization Initiative (CAPRI), the McGuffey Area Business Association (CABA), and the Association of Claysville Churches serve on the Steering Committee.

HOW THE PLAN WAS FUNDED

A combination of public, private, and nonprofit funding sources contributed to funding the plan. This strategy leverages traditional funding sources available for planning, while also inviting our strong business and nonprofit community to support and take ownership of the process.

Funding Organizations

With the backing and support of government officials as well as the business and nonprofit community, the McGuffey Area is well positioned to meet and exceed the goals that will be set by this plan. Many thanks are due to the municipalities, agencies, and nonprofits that have contributed to building a strong foundation for the plan.

Pledged funds were provided by:

- ◆ The Borough of Claysville
- ◆ Donegal Township
- ◆ The Claysville Area Preservation and Revitalization Initiative (CAPRI)
- ◆ The Claysville Area Business Association (CABA)

Grants were awarded by:

- ◆ The Redevelopment Authority of Washington County (RACW)
- ◆ The Washington County Tourism Promotion Agency

Plan Sponsors

The financial support of our plan sponsors speaks louder than words of the confidence that our community has in its own potential. Most importantly, it sets the standard for a plan that is by and for the people of the McGuffey Area.

Our sponsors are exceptional members of the McGuffey Area community. Their contribution demonstrates their love for our region and commitment to its success. Many thanks to the sponsors who are taking an active role in revitalization and the bright future of the McGuffey Area:

- ◆ First Federal Savings and Loan of Greene County
- ◆ Community Bank
- ◆ TransCanada Energy
- ◆ McAdoo's Towing and Crane
- ◆ Curtis Pharmacy
- ◆ Coen Markets
- ◆ WesBanco
- ◆ Wilkie Contracting



THE MCGUFFEY AREA: STRONGER TOGETHER

The primary focus of this revitalization plan is the region's economic center and traditional downtown – the “anchor” business district of Claysville and the surrounding (one-to-two-mile radius) area of Donegal Township. This incorporates some of the important local assets that must be part of a successful revitalization, such as the interstate exit, the McGuffey Community Park, and the in-progress National Pike Rail Trail connecting eastern Donegal Township to downtown Claysville.

Claysville is the foundation of the plan, but Claysville achieved much of its past and present success with the support of the region around it. To succeed, the plan must recognize and promote the townships of southwestern Washington County. The McGuffey Area includes the Borough of Claysville and all townships in the McGuffey School District, including the Borough of Green Hills and Blaine, Buffalo, Donegal, East Finley, Morris, South Franklin, and West Finley Townships.

Incorporating the broader region's priorities into this plan provides an opportunity to bring the community together around a common vision. Part of our process is identifying those areas where we have similar needs or vision for the future.

We are stronger if we pull together in the same direction wherever our interests align.

CLAYSVILLE AREA
Master Revitalization Plan

The Plan | Partners | Goals & Progress | Regional Branding | News & Updates | Get Involved

You are here: Home / Our Area / Historic National Road

Our Regional Heritage: The Historic National Pike

Pennsylvania's National Road Heritage Corridor marks the nation's first federally funded interstate and a crucial part of our country's heritage, known as the "Road to Revolution."

This nationally recognized landmark is an outstanding opportunity to weave together the many significant heritage resources across our small towns. The National Road is a thread in the Claysville Area's compelling story of a regional identity, and a route to a stronger tourism economy.

Collaboration and partnership are critical to preserve, promote, and benefit from our shared heritage, beginning with the National Road.

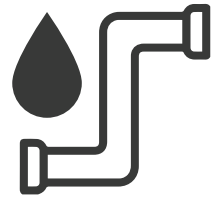
A Road to Revitalization

The Claysville Area's rich heritage is part of the path to a prosperous future.

THE PROJECT WEBSITE

As a part of the revitalization process, a website was developed to relay and inform locals about the process of the plan. The website contains vital information about the implementation process, the history of the region, how to get involved, and any news there may be about the progress. To view the site, click here:

<https://www.hrg-inc.com/claysvillearea/>



IMPROVE OUR INFRASTRUCTURE

modernize utilities and flood control



CATALYZE REAL ESTATE DEVELOPMENT

optimize development to increase the tax base and property values



EXPAND THE HOSPITALITY INDUSTRY

boost visitors to expand hotels and restaurants, a cornerstone of our region's heritage



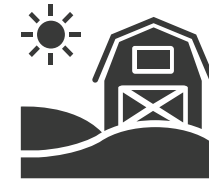
ENHANCE OUR STREETSCAPES

enhance the allure of US Route 40 to increase traffic



BOOST ECONOMIC GROWTH

strengthen the entire region by developing downtown Claysville as an economic hub



PRESERVE OUR RURAL ROOTS

promote locally-sourced products and agricultural education to support our essential farmers



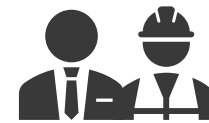
SUPPORT PUBLIC SAFETY

improve safety with street lighting, ADA and pedestrian walkways, and off-street parking



PROMOTE TOURISM

draw visitors and increased population to the region by spotlighting and celebrating our rich heritage



INCREASE JOB OPPORTUNITIES

preserve existing jobs and generate new ones through economic growth essential to retaining our families and youth



INCREASE OCCUPIED STOREFRONTS

promote a diverse mix of uses to increase resiliency and fiscal stability



STRENGTHEN QUALITY OF LIFE

build on the sense of community that makes the McGuffey Area a great place to live, work, and play

WHAT CAN REVITALIZATION DO FOR OUR REGION?

Revitalization addresses many topics that can limit or enhance economic development and quality of life in an existing community. The revitalization planning process will go through a series of steps to identify specific, actionable ways the McGuffey Area can make improvements that have real and lasting benefits for the community.



INITIAL TOPOGRAPHIC SURVEY

Preparation and completion of the initial topographical surveying of downtown Claysville and an analysis of regional assets.



MASTER PLAN DEVELOPMENT

This includes community engagement and input, inventory, and analysis of key issues and needs, base mapping of the downtown and the greater McGuffey Area, the completion of several conceptual 3-D sketches, development of implementable goals and objectives, and the detailed preparation of cost estimates, project prioritization, and implementation strategies.



REGIONAL BRANDING STRATEGY

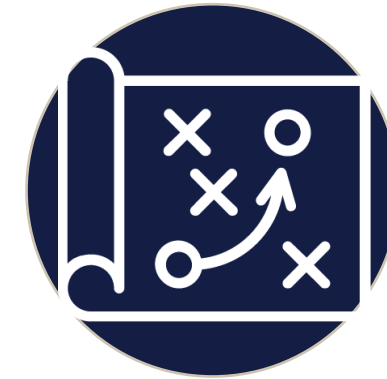
Development of branding concepts to explore the synergizing potential of marketing the southwestern Washington County region, to be reviewed by stakeholders and the public.



PHASE 1 FINANCING PLAN

Development of preliminary financing plan and impact analysis.

PARTS OF THE PLAN



DESIGN OF PHASE 1 DEVELOPMENT PLANS

Preparation of a set of design drawings and development plans to illustrate a key priority project or initiative. The Phase 1 Development Plans will be more detailed and specific than other recommendations in the Master Plan, aimed at efficient implementation and providing the necessary information to attract funding for the project. The specific project for "Phase 1" will be identified during the master planning process with consideration of public input.

CHAPTER

2

COMMUNITY PROFILE



BACKGROUND

The McGuffey Area includes the Borough of Claysville and all municipalities in the McGuffey School District, including the Borough of Green Hills and Blaine, Buffalo, Donegal, East Finley, Morris, South Franklin, and West Finley Townships.

QUICK FACTS

12,307
RESIDENTS

4,855
HOUSEHOLDS

\$66,659
MEDIAN
HOUSEHOLD
INCOME

46.9
MEDIAN AGE

POPULATION

The McGuffey Area’s population has experienced a slow yet steady decline over the last few decades. The McGuffey Area’s population in 2020 was 12,307 residents and the estimated population by 2025 is expected to be 12,214. Since 2000, when the McGuffey Area had a population of 13,703, population is projected to decline by almost 11% by 2025. By comparison, Washington County as a whole has experienced population growth during this same period. The County’s 2020 population is 211,984 and is expected to grow to about 213,989 by 2025. Overall, the County’s population has increased 5.4% since 2000. The Surrounding Counties of the McGuffey Area, which include Allegheny, Beaver, Fayette, Westmoreland, and Greene Counties in Pennsylvania and Brooke, Hancock, Marshall, and Ohio Counties in West Virginia, have also experienced a population decline between 2000 and 2025 of about 7%.

The following table shows the comparison of population changes in the McGuffey Area, Washington County, and the Surrounding Counties between 2000 and 2025.

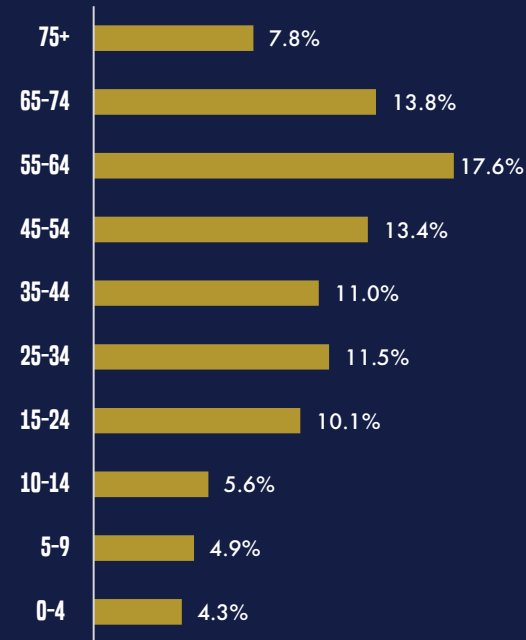
MUNICIPALITY	2000 POPULATION	2010 POPULATION	2025 POPULATION	PERCENT CHANGE
CLAYSVILLE AREA	13,703	12,767	12,214	10.8%
WASHINGTON COUNTY	202,987	207,820	213,989	5.42%
SURROUNDING COUNTIES	2,163,397	2,066,643	2,018,209	-6.71%

Source: Esri Business Analyst Reports

AGE

The median age of McGuffey Area residents in 2020 was 46.9. The median age of Washington County residents was slightly younger at 45.7 while the the Surrounding Counties were significantly younger at 44.5 years of age.

The McGuffey Area's age distribution was slightly skewed toward older adults in 2020. Persons aged 55-64 make up about 18% of the Area's population. The following graph breaks down the percent population by age group in the McGuffey Area in 2020.



EMPLOYMENT

Employment rates were slightly higher in the McGuffey Area than in Washington County and the surrounding counties in 2020. Approximately 11% of the civilian labor force in the McGuffey Area was unemployed in 2020, compared to 12.4% in the surrounding counties and 12.6% in Washington County. The unemployment statistics have likely been impacted by the COVID-19 pandemic but there is no updated data available for the area at this time.

MUNICIPALITY	LABOR FORCE POPULATION (16+)	EMPLOYED	UNEMPLOYED	% UNEMPLOYED
MCGUFFEY AREA	10,349	5,129	1,137	11.0%
WASHINGTON COUNTY	177,162	88,310	22,252	12.6%
SURROUNDING COUNTIES	1,716,775	886,631	213,401	12.4%

Source: Esri Business Analyst Reports

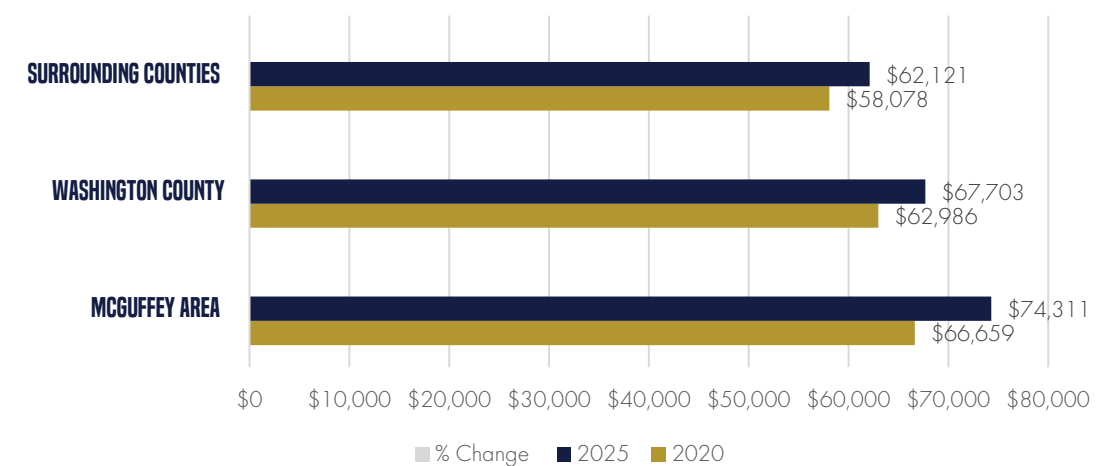
HOUSEHOLDS

There were 4,855 households in the McGuffey Area in 2020. The number of households has declined slightly in the McGuffey Area over the last few decades. By 2025, the McGuffey Area will be home to a projected 4,839 households, a 2% decline since 2000. By comparison across Washington County, the number of households Countywide continues to increase. By 2025, there will be about 88,894 households in the County, a 9.6% increase since 2000.

The average household size in the McGuffey Area in 2020 was 2.51 persons per households. There were a slightly lower number of people per household in Washington County and the Surrounding Counties in 2020. Average household size was 2.35 in Washington County and 2.23 in the Surrounding Counties.

McGuffey Area residents have a higher median income than others in the region. The median household income in the McGuffey Area in 2020 was \$66,659 and was slightly higher than the median household income in Washington County and the Surrounding Counties. By 2025, the median household income in the McGuffey Area is projected to grow to about \$74,311. The following chart shows the median incomes in 2020 and 2025 for the McGuffey Area, Washington County, and the Surrounding Counties.

MEDIAN HOUSEHOLD INCOME, 2020-2025



ESRI BUSINESS ANALYSIS TAPESTRY SEGMENTS

Tapestry segmentation from Esri provides a detailed description of America's neighborhoods and divides residential areas into 67 distinctive segments based on their socioeconomic and demographic composition. These segments are then further classified into LifeMode and Urbanization Groups. Tapestry segments are updated annually by Esri.

The 67 distinct markets of Tapestry detail the diversity of the American population. Grouping the segments can simplify these differences by summarizing markets that share similar traits. There are 14 LifeMode groups and six (6) Urbanization groups. The top three (3) Tapestry Segments for the McGuffey Area as well as Washington County and the nine (9) surrounding counties.

MCGUFFEY AREA

- ▶ Salt of the Earth
- ▶ Southern Satellites
- ▶ Comfortable Empty Nesters

WASHINGTON COUNTY

- ▶ Salt of the Earth
- ▶ Midlife Constants
- ▶ Heartland Communities

SURROUNDING COUNTIES

- ▶ Midlife Constants
- ▶ Comfortable Empty Nesters
- ▶ Heartland Communities

SALT OF THE EARTH

Characterized in the Cozy Country Living LifeMode Group; people that are entrenched in traditional, rural lifestyles and embrace the outdoors; older population with kids that are grown and have moved away; typical housing type desired is single-family.

SOUTHERN SATELLITES

Characterized in the Rustic Outposts LifeMode Group; typically married couples with no children and folks who are slightly older and own their homes; they enjoy country living, prefer outdoor activities, and do-it-yourself projects; median household income and median housing value typically below average; prefer single-family and mobile homes as their housing choice.

COMFORTABLE EMPTY NESTERS

Characterized in the GenXurban LifeMode Group; consist of married couples with children, some with children but most without; many still live in the suburbs where they grew up; people that value their health and financial well-being; physically active and enjoy sports, golf, and fitness; earn a comfortable living and benefit from investment and savings; enjoying the transition into retirement; typical housing desired is single-family.

HEARTLAND COMMUNITIES

Also in the Cozy Country Living LifeMode Group; semi-rural and semi-retired; their heart is in the country; people that are traditional and patriotic and actively participate in outdoor activities and community events; enjoy the slower pace of life and don't want to age out of their homes; typical housing desired is single-family.

MIDLIFE CONSTANTS

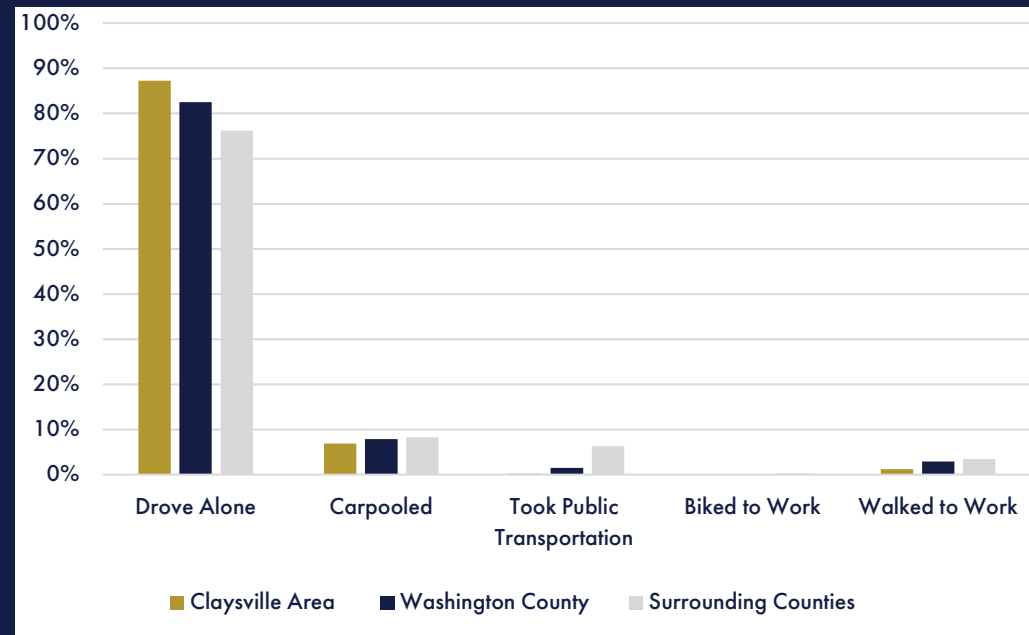
Characterized in the GenXurban LifeMode Group; seniors at or approaching retirement; live outside big cities in smaller communities; lifestyle is more country than urban; consists of married couples and also singles; typical housing desired is single-family.

In many ways, the information, characteristics, and traits of residents divulged from the Tapestry Segments is consistent with many of the strengths, opportunities, and assets present within the McGuffey Area. For example, recreation amenities are plentiful throughout the Area. And, it is evident from the Tapestry Segments that many residents are quite active and enjoy spending time outdoors. There are ample opportunities for hiking, biking, hunting, and fishing throughout the McGuffey Area. In addition, the Tapestry Segments also highlight the various age groups living in the Area, from married couples to empty nesters to folks approaching retirement age. McGuffey Area residents enjoy the quiet of being in a more suburban, rural area but enjoy being in close proximity to cities like Wheeling, West Virginia as well as nearby Washington and Pittsburgh in PA.

TRANSPORTATION

COMMUTING TO WORK

The majority of the McGuffey Area's working residents drive in a car to get to their place of employment. Specifically, according to Esri data reports from 2019, 87.3% of residents in the McGuffey Area drove alone to work in 2020. In addition, 6.9% carpooled to work. Only 0.2% took public transportation while 1.2% of McGuffey Area residents walked to work. Across Washington County, 82.5% of County residents drove alone to work, almost 8% carpooled, 1.5% took public transportation, and nearly 3% walked to work. The following graph provides a summary of the means of transportation to work for workers in the McGuffey Area, in Washington County, and throughout the Surrounding Counties.



Note: McGuffey Area Employees 5,948, Washington County Employees 97,686, Surrounding Counties Employees 986,176.

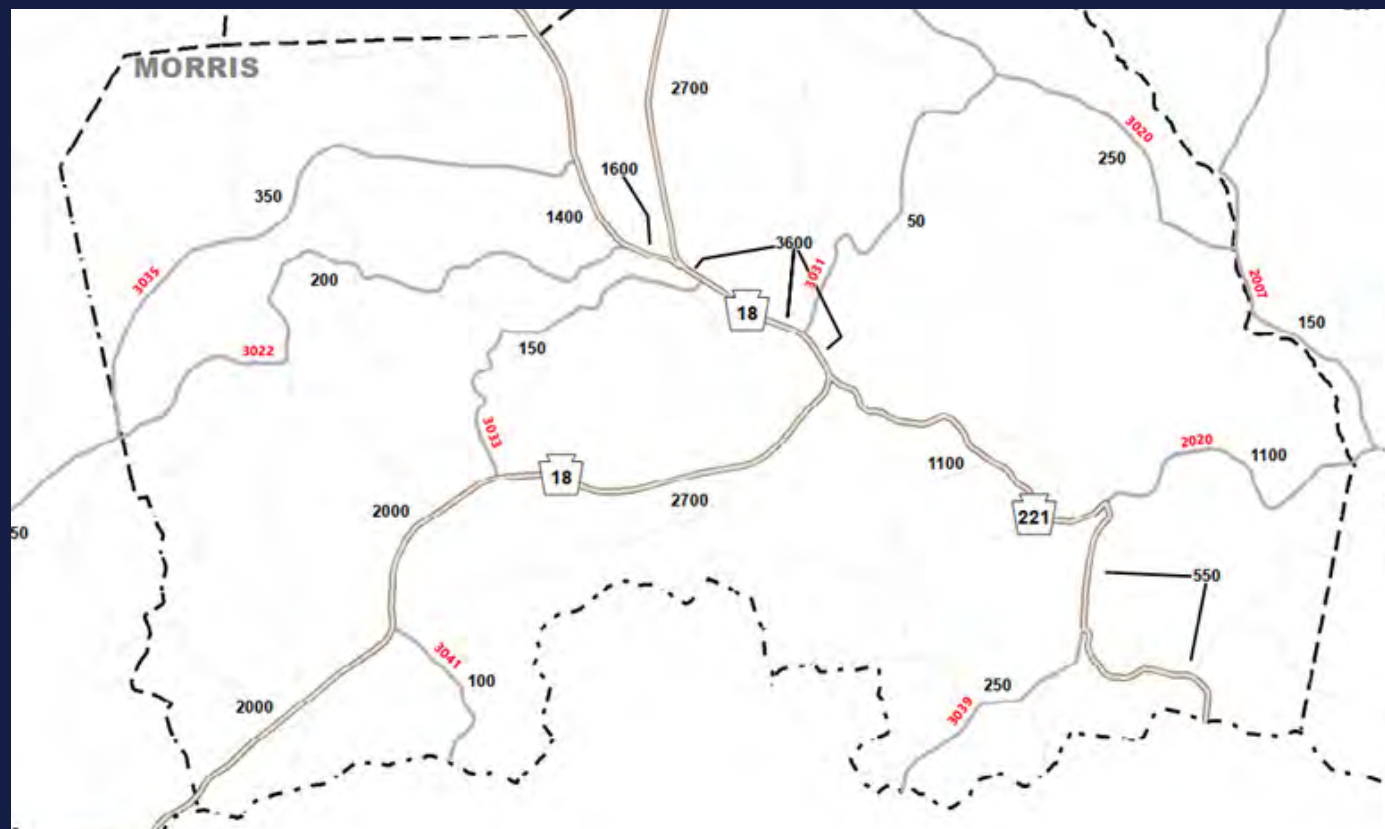
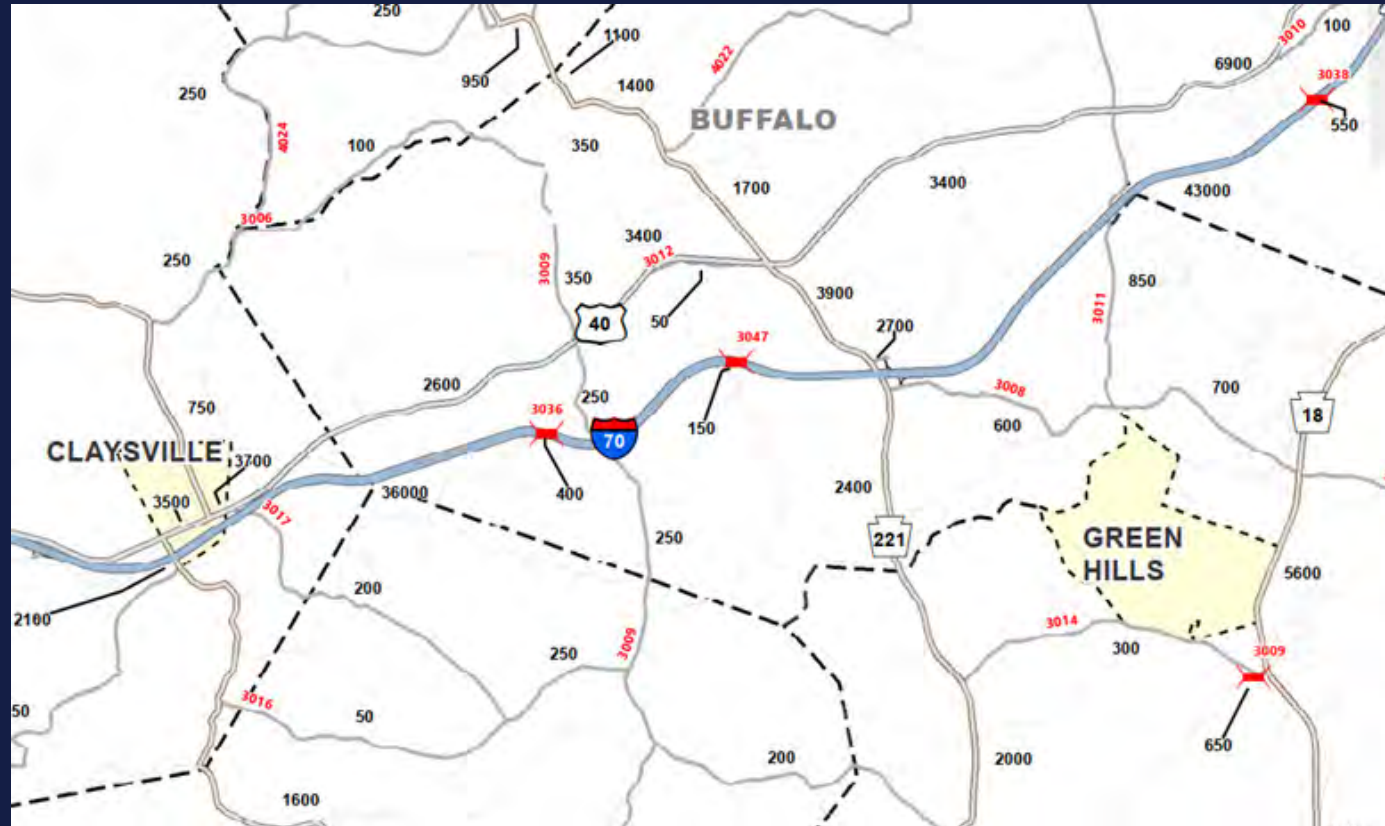
TRAFFIC VOLUMES

It is no surprise that the heaviest traffic volumes in the McGuffey Area are found along Interstate 70. According to PennDOT's 2019 Average Annual Daily Traffic (AADT) Map for Washington County, approximately 34,000 to 43,000 vehicles travel along I-70 per day, varying in number by specific sections of the roadway. Traffic volumes along the National Historic Road U.S. 40 are significantly lower than those along I-70 but still move a number of vehicles throughout the McGuffey Area and southern Washington County. Traffic volumes along US 40 range from 1,200 vehicles per day in Donegal Township near the border with neighboring West Virginia to 3,500 in downtown Claysville Borough to 6,900 in Buffalo Township close to I-70.

For some of the more rural State Routes throughout the area, State Routes 221 and 18 carry a fair amount of traffic daily. In Morris Township, State Route 18 varies from about 2,000 to 2,700 vehicles per day. In addition, State Route 221 vehicle counts daily range from 100 in northern Blaine Township to 3,900 in Buffalo Township near the junction with I-70 to 3,600 in Morris Township near the junction with State Route 18.

The following snips from the PennDOT 2019 AADT map for Washington County highlight various traffic counts throughout the McGuffey Area.





In addition, reports provided by Esri show various traffic counts that are more local to the McGuffey Area, specifically in and around Donegal Township and Claysville Borough. Main Street in downtown Claysville carries the most traffic through town as does Bell Avenue and US 40. The following table summarizes various traffic counts provided by Esri.

TRAFFIC COUNTS IN THE MCGUFFEY AREA

STREET	CROSS STREET	COUNT	YEAR OF COUNT
MAIN STREET	HIGHLAND AVENUE	4,203	2017
US HIGHWAY 40	T360	4,127	2019
MAIN STREET	MILL STREET	3,783	2019
MAIN STREET	GREEN STREET	3,529	2019
BELL AVENUE	SOUTH ALY	1,743	2017
BELL AVENUE	SAW HILL ROAD	1,563	2017
SR 62116	PLEASANT GROVE ROAD	1,078	2019

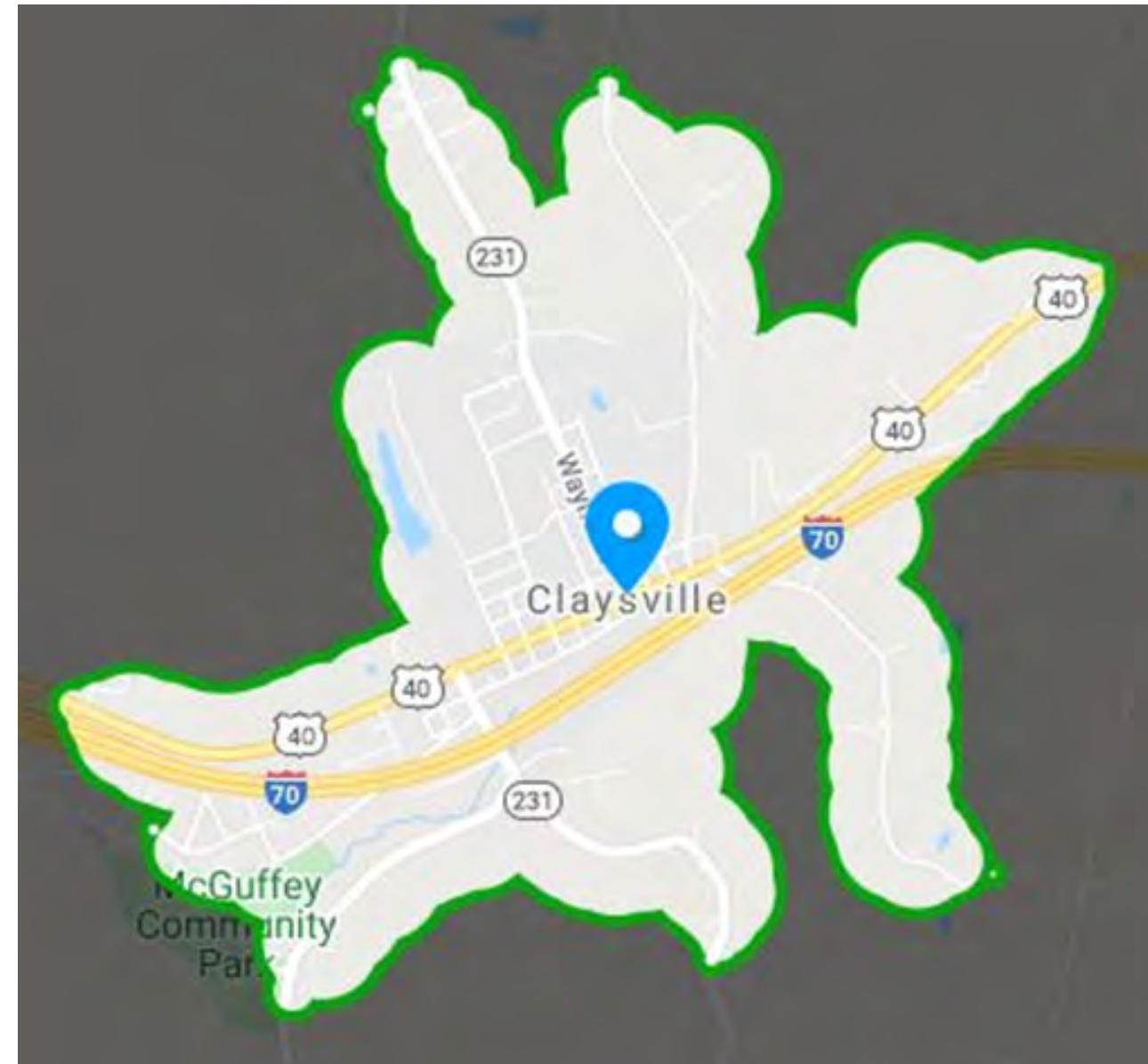
WALK & BIKE SCORES – DOWNTOWN CLAYSVILLE

Walk Score measures the walkability of any address using their own patented system (<http://www.walkscore.com>). For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. For score tallying, points are awarded based on the distance to amenities in each category. Amenities within a 5-minute walk (about 0.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30-minute walk.

Walk Score also measures pedestrian friendliness by analyzing population density and road metrics such as block length and intersection density. Data sources include Google, Factual, Great Schools, Open Street Map, the U.S. Census, Localeze, and places added by the Walk Score user community. The map to the right shows Walk Score's 20 minute walk time map for downtown Claysville.

Downtown Claysville has a walk score of 37 and falls into the Car Dependent category with most errands requiring a car.

In addition to Walk Score, there is also Bike Score. Bike Score measures whether an area is good for biking. For a given location, a Bike Score is calculated by measuring bike infrastructure (lanes, trails, etc.), hills, destinations and road connectivity, and the number of bike commuters. These component scores are based on data from sources including USGS, Open Street Map, and the U.S. Census Bureau. Downtown Claysville has a Bike Score of 29 and falls into the category of being Somewhat Bikeable.





AVITATION

The Washington County airport is located in South Franklin Township, only 15 minutes east of Claysville Borough on either I-70 or US-40. It is owned and operated by the County.

While the number of aircraft reported to be based at the airport has declined, between 2007 and 2021 the number of daily operations has increased from 110 to 120.

Through a partnership between the County of Washington and Redevelopment Authority of the County of Washington (RACW), airport expansion plans include a runway extension to 7,000 feet, parallel taxiway extensions, a new terminal building, and additional corporate hangars.

HOUSING

HOUSING UNITS

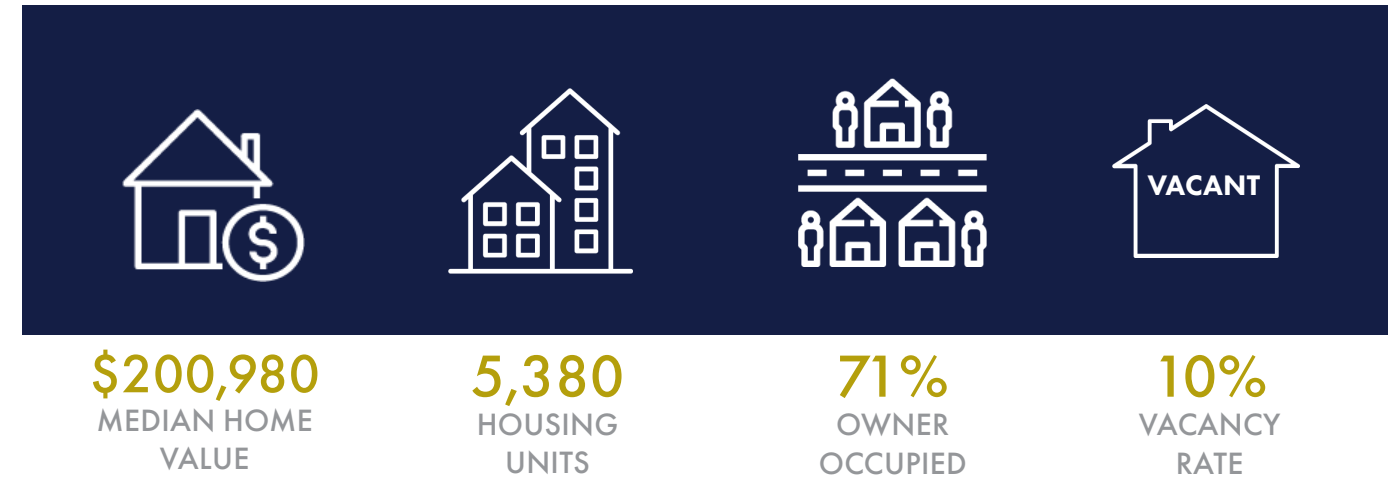
Overall, Washington County as a whole has experienced growth in the number of housing units in the County over the last several decades. The McGuffey Area as well as the Surrounding Counties has also experienced growth in the total number of housing units, but at a much slower pace. The number of housing units in Washington County has increased over 13% since 2020. By 2025, there will be 99,104 housing units in Washington County. By comparison, housing units have increased 3.26% in the McGuffey Area and 2.36% in the Surrounding Counties. The following table provides an overview of data on housing units in the three geographies between 2000 and 2025.

OCCUPANCY AND TENURE

In 2020, there were 5,380 housing units within the McGuffey Area. Of these units, 71% were owner-occupied, 19% were renter-occupied, and almost 10% were vacant. The McGuffey Area's homeowner rates were higher than the ownership rates in Washington County in 2020. By comparison, Washington County had a total of 97,250 housing units in 2020, of which 65% were owner-occupied, 25% were renter-occupied, and almost 10% were vacant. Homeownership rates were the lowest in the Surrounding Counties at 61% in 2020.

In terms of renter-occupancy rates across the three geographic areas studied, renter-occupancy rates were the lowest in the McGuffey Area at 19%. This indicates a potential lack of rental housing units available in the McGuffey Area.

The chart provides housing tenure data for the three geographies in 2020.



HOUSING UNITS 2000-2025

	2000	2010	2020	2025 PROJECTION	% CHANGE
MCGUFFEY AREA	5,248	5,333	5,380	5,419	3.26%
WASHINGTON COUNTY	87,267	92,977	97,250	99,104	13.56%
SURROUNDING COUNTIES	969,481	977,442	987,841	992,378	2.36%

Source: Esri Business Analyst Reports

	TOTAL HOUSING UNITS	% OWNER-OCCUPIED	% RENTER-OCCUPIED	% VACANT
MCGUFFEY AREA	5,380	71.1%	19.1%	9.8%
WASHINGTON COUNTY	97,250	65.0%	25.3%	9.7%
SURROUNDING COUNTIES	987,841	61.0%	28.9%	10.2%

Source: Esri Business Analyst Reports

AFFORDABILITY

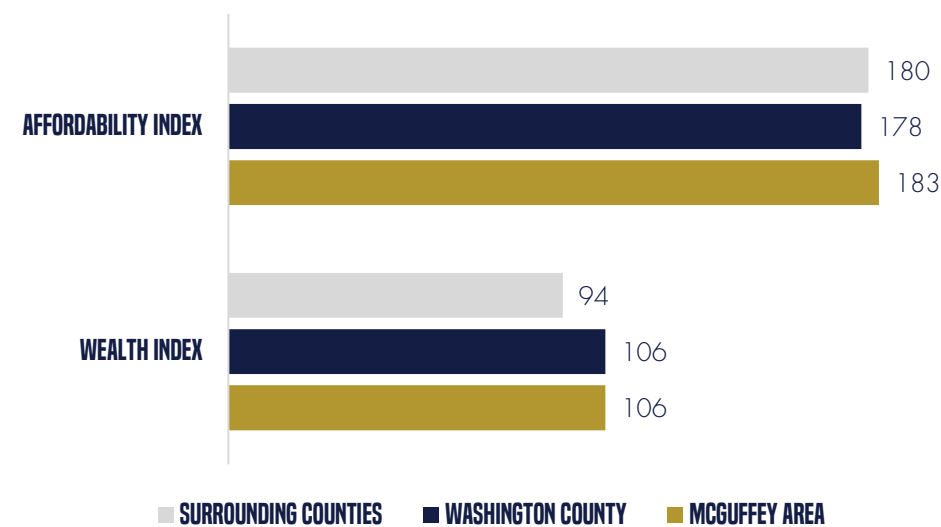
The NATIONAL ASSOCIATION OF REALTORS® affordability index measures whether or not a typical family could qualify for a mortgage loan on a typical home. A typical home is defined as the national median-priced, existing single-family home as calculated by NAR. The typical family is defined as one earning the median family income as reported by the U.S. Census Bureau. The prevailing mortgage interest rate is the effective rate on loans closed on existing homes from the Federal Housing Finance Board. These components are used to determine if the median income family can qualify for a mortgage on a typical home.

A value of 100 in the NAR affordability index means that a family with the median income has exactly enough income to qualify for a mortgage on a median-priced home. An index above 100 signifies that family earning the median income has more than enough income to qualify for a mortgage loan on a median-priced home, assuming a 20 percent down payment. For example, a composite HAI of 120.0 means a family earning the median family income has 120% of the income necessary to qualify for a conventional loan covering 80 percent of a median-priced existing single-family home. An increase in the HAI, then, shows that this family is more able to afford the median priced home.

Based on the affordability index values reported in the Esri Business Analyst Reports, the McGuffey Area is an affordable place to purchase and own a home. The Housing Affordability Index for the McGuffey Area in 2020 was 183, meaning a family earning the median family income has 183% of the income necessary to qualify for a conventional loan. Similarly, Washington County and the Surrounding Counties around the McGuffey Area also had fairly high housing affordability indexes, at 178 and 180, respectively.

The wealth index is a composite measure of a household's cumulative living standard. The wealth index is calculated using easy-to-collect data on a household's ownership of selected assets, such as televisions and bicycles, materials used for housing construction, and types of water access and sanitation facilities. Generated with a statistical procedure known as principal components analysis, the wealth index places individual households on a continuous scale of relative wealth. The wealth index for both the McGuffey Area and Washington County was 106 in 2020. Surrounding Counties had a lower wealth index of 94.

The following graph provides a summary of the housing affordability index and wealth index scores for the McGuffey Area, Washington County, and the Surrounding Counties.



HOUSING VALUES

Housing values are indicative of the local economy and a reflection of the housing stock and overall quality of life within a community. Moreover, the housing market plays an important role in the broader economy and housing prices can impact residential investment and therefore affect economic growth.

The median housing value in the McGuffey Area is projected to increase over 13% between 2020 and 2025. By 2025, the median housing value in the McGuffey Area will be \$227,370. By comparison, housing values across Washington County and the Surrounding Counties are also projected to increase. The median housing value in Washington County in 2025 is projected at \$207,978, an increase of 12.56% from 2020. It is important to note that the median housing values in the McGuffey Area are higher than the median housing values Countywide and across the Surrounding Counties. The following table provides a summary of the 2020 and 2025 median housing values for the three geographies.

	2020	2025	% CHANGE
MCGUFFEY AREA	\$200,980	\$227,370	13.13%
WASHINGTON COUNTY	\$184,770	\$207,978	12.56%
SURROUNDING COUNTIES	\$151,855	\$169,280	11.47%

ECONOMIC TRENDS

WASHINGTON COUNTY OVERVIEW

In 2017, the top revenue-generating industries in Washington County were Manufacturing, Retail, and Wholesale Trade. This is consistent with the top industries in Pennsylvania, although Manufacturing plays a more significant role in Washington County, generating over \$3 billion in revenue. Of note, the Arts, Entertainment, and Recreation sector also plays a large role in the Washington County economy (ranked 6th) relative to the state (ranked last among the industries included in this analysis). This translates to nearly \$50 million of additional revenues for arts, entertainment, and recreation in Washington County over the reported state average.

About the Data: Businesses are grouped into industries using the two-digit designation assigned by North American Industry Classification System (NAICS). The category "other services," designated NAICS 81, includes repair and maintenance; personal care and laundry services; religious, grantmaking, civic, and professional organizations.

Banking & insurance, telecommunications, information, construction, resource extraction industries, and utilities industry data were not available; the information is withheld by the U.S. Census Bureau to avoid disclosing data for individual Washington County companies. The construction and resource extraction industries in particular are notable employers in the McGuffey Area.

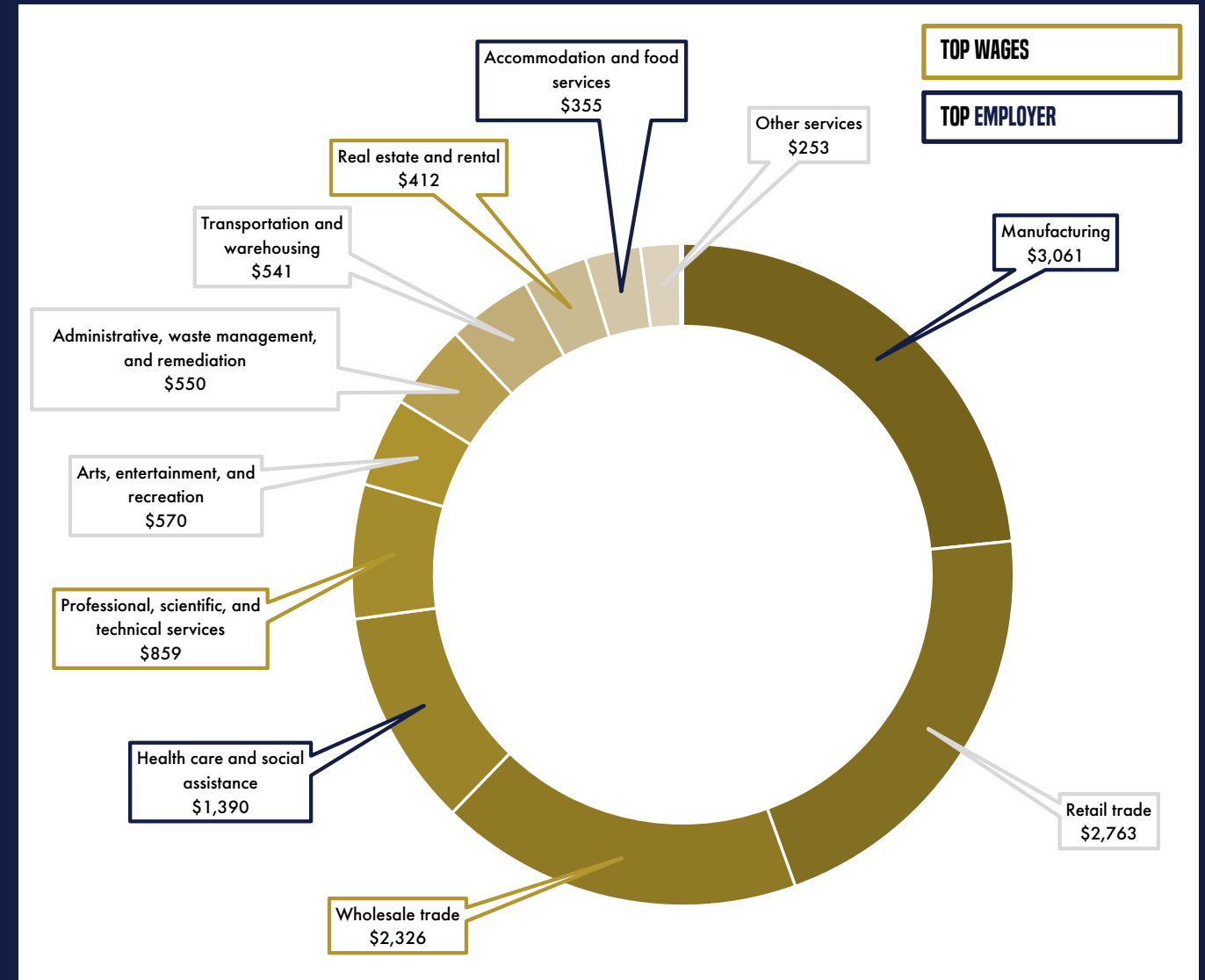


UP TO **\$142 MILLION**
IN **RETAIL** OPPORTUNITIES

TOURISM EMPLOYS
6.3% IN WASHINGTON COUNTY
WHICH IS **DOUBLE** GAS & MINING

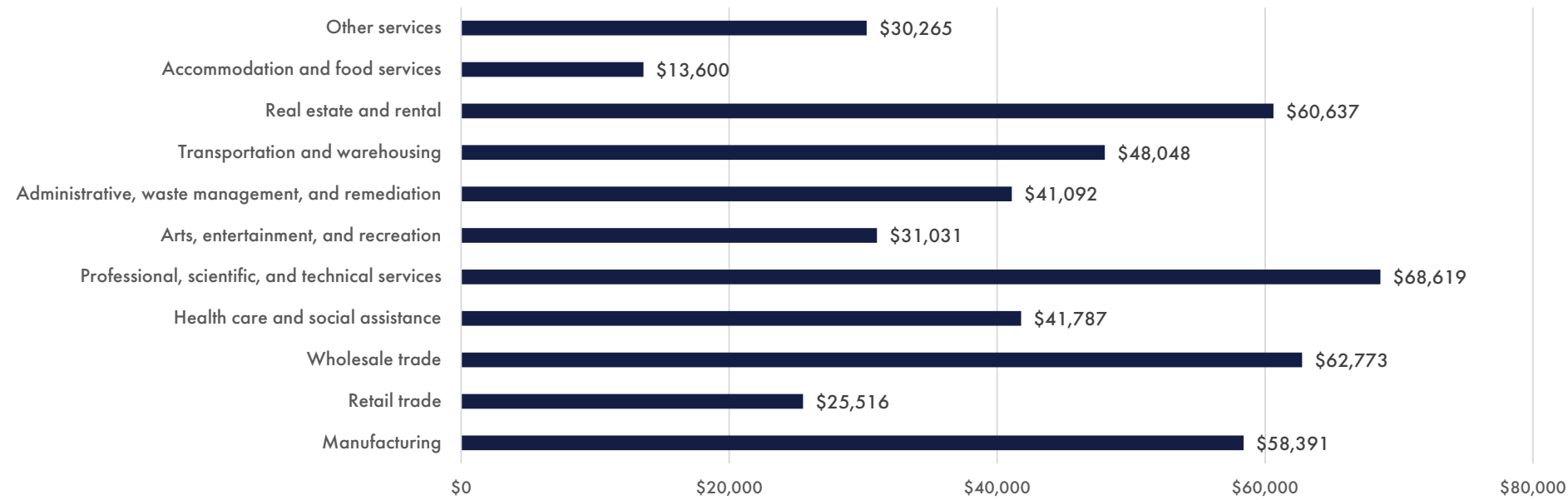


SALES, VALUE OF SHIPMENTS, OR REVENUE BY INDUSTRY WASHINGTON COUNTY (2017) (MILLIONS OF DOLLARS)

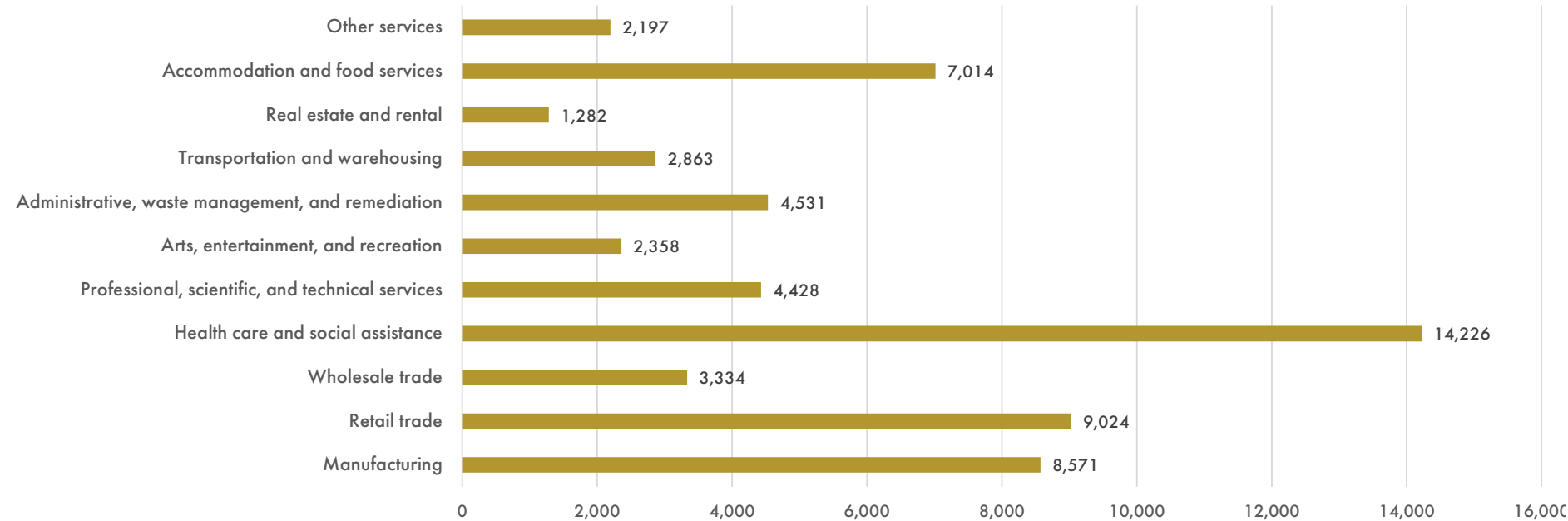


Source: 2017 U.S. Economic Census, <https://www.census.gov/programs-surveys/economic-census/data/tables.html>

NUMBER OF EMPLOYEES BY INDUSTRY WASHINGTON COUNTY (2017)



AVERAGE WAGE BY INDUSTRY WASHINGTON COUNTY (2017)



Source: 2017 U.S. Economic Census, <https://www.census.gov/programs-surveys/economic-census/data/tables.html>

The more well-paying jobs an industry provides, the greater its potential to impact revitalization. In the following tables, 2017 data is shown for purposes of comparison with the most recent revenue data available. Totals for employment may not match the 2020 employment data provided in the Demographics section of this report due to differing data sources and years.

In Washington County, nearly 7% of the population worked in health care and social services, but wages were about 10% lower than the state average. This difference could be due in part to the size of hospitals and availability of specialized health care services in Washington County.

The industries paying top average wages (professional services, wholesale trade, and real estate) together employed just over 4% of the population. About the same number of employees worked in the retail industry, but with significantly lower wages. Washington County wages for these industries were generally comparable to the statewide average.



EXAMPLE: RETAIL STORES OPPORTUNITY

CLOTHING AND CLOTHING ACCESSORIES STORES	2021 DEMAND	2021 SUPPLY	GAP/SURPLUS
Clothing and clothing accessories stores (NAICS 448)	\$7,302,155	\$3,174,524	\$4,127,631
Clothing stores (NAICS 4481)	\$4,978,994	\$1,377,041	\$3,601,953
Men's clothing stores (NAICS 44811)	\$215,651	\$0	\$215,651
Women's clothing stores (NAICS 44812)	\$984,363	\$68,615	\$915,748
Children's and infants' clothing stores (NAICS 44813)	\$128,898	\$130,660	-\$1,762

Opportunity gap is calculated for each sub-category

Negative numbers represent a surplus – there is no opportunity for more retail

Positive numbers represent an opportunity gap, or retail dollars “leaking” out of the area market

About the Data: Initial trends information is reported from two sources. Data providers Esri and Claritas are presented as Analysis A and Analysis B, respectively. While both are measuring retail opportunity gap, they differ in data source and methodology. Retail sectors and sub-categories are defined by three or more digits assigned under the North American Industry Classification System (NAICS). Names of these classifications may be shortened in the following adapted charts for legibility.

RETAIL MARKET ANALYSIS

The retail industry is a significant generator of revenue in Washington County, and is responsible for approximately 10.2% of employment the McGuffey Area in 2021. In addition, a strong and diverse retail market contributes to quality of life and is a factor in attracting and keeping residents. With U.S. trends moving toward more online shopping and less spending on “brick and mortar” retail, it is especially essential to ensure that a detailed analysis supports decisions to invest in local retail development or incentives.

One way to analyze an existing retail market is by using Opportunity Gap data. This compares the demand, or the amount of purchases in each retail category that McGuffey Area residents are expected to make, with supply, or the amount of retail sales recorded by McGuffey Area stores. This data approximates how much of their retail dollars residents are spending at McGuffey Area businesses. A surplus or negative opportunity gap indicates that there is an excess of existing stores. A positive opportunity gap means there is an opportunity for more retail stores in that category. The assessments shown here provide a broad preliminary look at retail market trends in the McGuffey Area and adjacent counties.

To thoroughly examine the McGuffey Area retail market, two analyses were conducted. Each analysis pulls data from somewhat different sources and uses different methods to assess supply and demand. Retail Market Analysis A was conducted using data collected in 2017 and reported by Esri Business Analyst. Esri’s methodology is intended to better characterize the retail market of small geographic areas by limiting analysis to local demand and supply. One way it does this is to count retail supply (sales) to local households within the specified area only.

Retail Market Analysis B was conducted using data collected between 2017 and 2021 and reported by Claritas Spotlight in 2021. Claritas provides a widely accepted industry standard analysis. Recognizing that retail markets do not stop at administrative boundaries, this analysis counts retail supply (sales) outside the defined area.

A direct comparison cannot be made between 2017 and 2021 numbers; they do not represent a trend over time, but rather should be viewed as two snapshots of the retail market, taken at different times and from different angles. In terms of which should be referenced when making recommendations or projections, consider the intended market and competitors for each potential future retail development or incentive.

2017 OPPORTUNITY GAP SUMMARY – RETAIL SALES TO HOUSEHOLDS ONLY

	CLAYSVILLE BOROUGH		CLAYSVILLE AREA		WASHINGTON COUNTY		SURROUNDING COUNTIES*	
	OPPORTUNITY GAP	LEAKAGE/ SURPLUS FACTOR	OPPORTUNITY GAP	LEAKAGE/ SURPLUS FACTOR	OPPORTUNITY GAP	LEAKAGE/ SURPLUS FACTOR	OPPORTUNITY GAP	LEAKAGE/ SURPLUS FACTOR
TOTAL RETAIL GAP	\$5,839,417	40.8	\$129,269,985	66.5	\$100,677,655	1.8	-\$295,263,283	-0.5
TOTAL FOOD & DRINKING PLACES	-\$171,015	-8.6	\$13,176,660	71.6	\$31,645,131	5.7	-\$399,975,939	-6.4

Source: Esri Business Analyst, 2017

* Surrounding counties: Allegheny, Beaver, Fayette, Greene, and Westmoreland Counties (PA) and Brooke, Hancock, Marshall, and Ohio Counties (WV)

**The Surplus/Leakage Factor is a proprietary calculation conducted by data provider Esri and is not available for 2021 opportunity gap data.

RETAIL MARKET OPPORTUNITY GAP

ANALYSIS A

RETAIL SALES TO HOUSEHOLDS 2017

In 2017, the McGuffey Area’s total retail store opportunity gap was estimated at \$129 million, representing nearly 80% of retail dollars being spent outside the McGuffey Area. If food and drink retailers are included, the opportunity gap rises to over \$142 million, or 83% of spending on restaurants, bars, and cafes.

The following graph provides a summary of the housing affordability index and wealth index scores for the McGuffey Area, Washington County, and the Surrounding Counties.

The Leakage/Surplus Factor** is used to compare the relative size of the McGuffey Area’s retail dollar “leakage” against surrounding areas with much larger markets. Surrounding counties’ surplus, shown by a negative Factor, likely represents some McGuffey Area residents making purchases in adjacent counties – a trend matching anecdotal accounts from residents who regularly cross county and state borders to make purchases. Claysville Borough’s surplus of food and drinking places represents sales made to residents of the surrounding townships and other visitors who eat at Claysville’s restaurants.

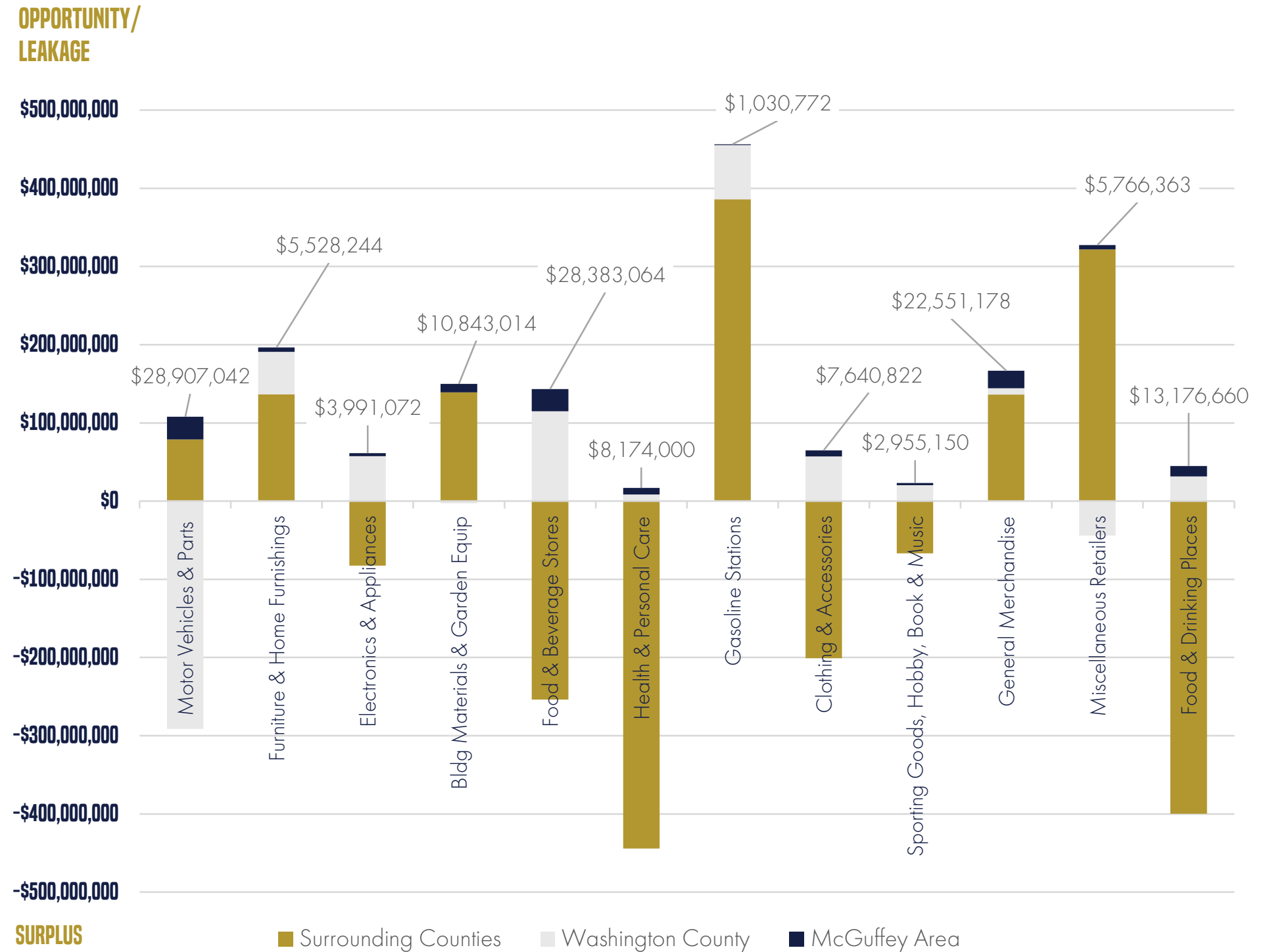
There was leakage (a positive opportunity gap, meaning local dollars are being spent outside the area) in most retail types for either Claysville Borough or the McGuffey Area in 2017, except Other Motor Vehicle Dealers, which represents motorcycle, RV, and ATV sales. In the McGuffey Area, the greatest leakage by dollar amount was in the Restaurant and Grocery sectors, and there was a corresponding surplus in Claysville Borough – a reflection of McGuffey Area residents’ spending in Claysville Borough. In Claysville Borough, there was leakage in Gasoline Stations, Building Materials, and General Merchandise in 2017. For context, Campsey Seed and Feed closed in 2017; Dollar General opened; and Minter’s Market changed hands, closed for remodeling, and added General Merchandise lines.

When these trends are compared with Washington County and surrounding counties, there are some retail types where the demand in the McGuffey Area appears to be met by markets in surrounding areas. An example of this is in Motor Vehicles and Parts. Across the entire category, leakage (positive values) in the McGuffey Area and surrounding counties appear to be matched with a surplus (negative values) in Washington County. For other retail types, such as Furniture and Home Furnishings, demand exceeds supply in all areas. This could indicate that there is an opportunity to capture not only the retail dollars in the McGuffey Area, but leakage from Washington and surrounding counties as well.

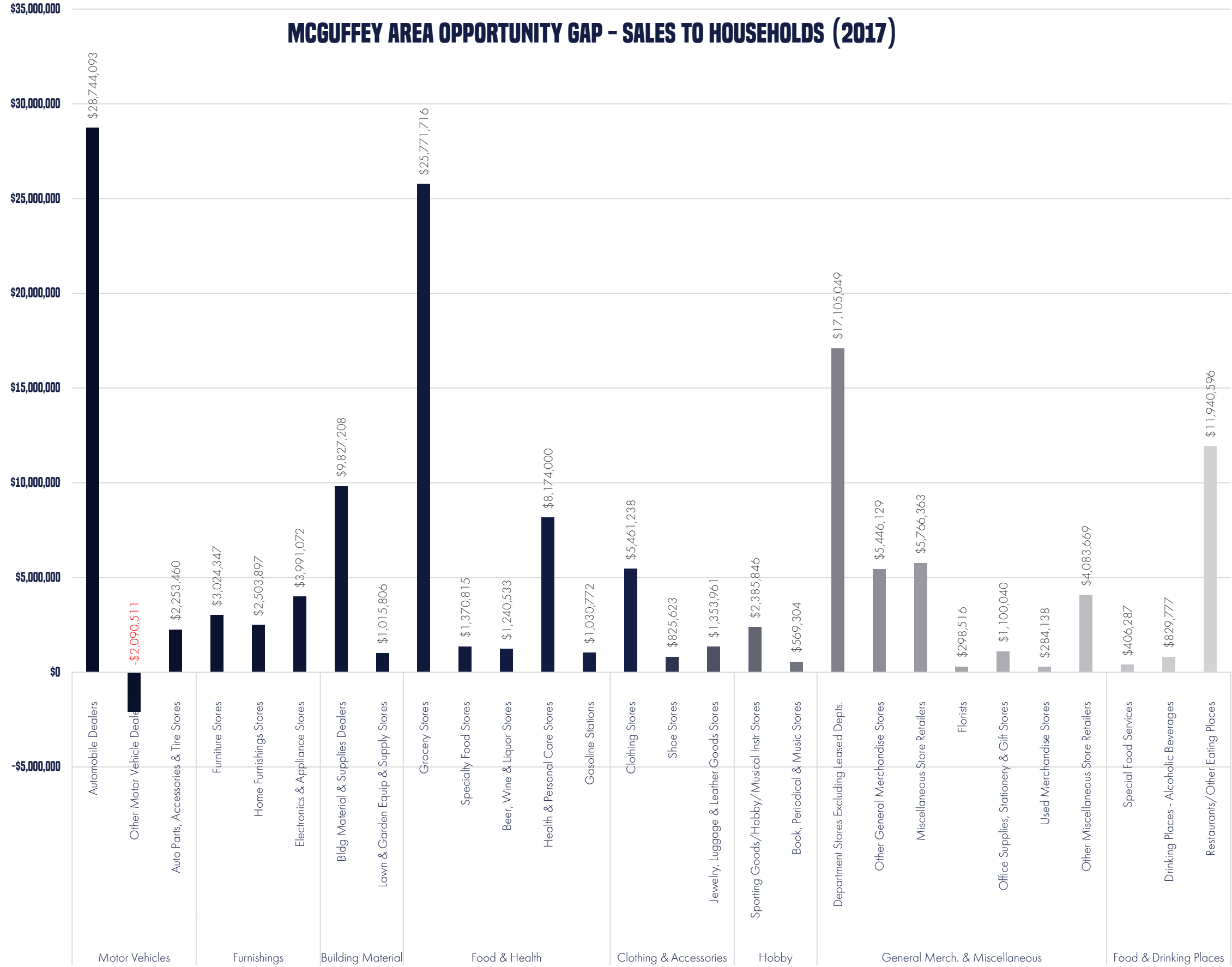
Each of these broad retail categories includes multiple types of retail establishments (for example, General Merchandise represents Macy's, the Dollar General, and Claysville's Nostalgic Reflections). A more detailed look at McGuffey Area and Claysville Borough is in the graphics here; for detailed information on Washington and surrounding counties, see Retail Opportunity Gap data in the appendix to the McGuffey Area Master Revitalization Plan.

An opportunity gap does not necessarily translate into a viable retail development opportunity. Some smaller opportunity gap values are not enough to support a new establishment. Rather, this could be an opportunity for an existing business to add a new product line. One way to begin assessing retail development opportunity is to look at typical productivity per square foot for each retail type. The graphic shown here is a broad assessment of maximum potential productivity for retail categories at the four-digit NAICS level (e.g. Specialty Food Stores, represented by NAICS 4452, includes meat markets, fruit and vegetable markets, baked goods stores, etc.). To see how these potential opportunities are distributed for specific retail establishments, see Retail Opportunity Gap data in the appendix to the McGuffey Area Master Revitalization Plan.

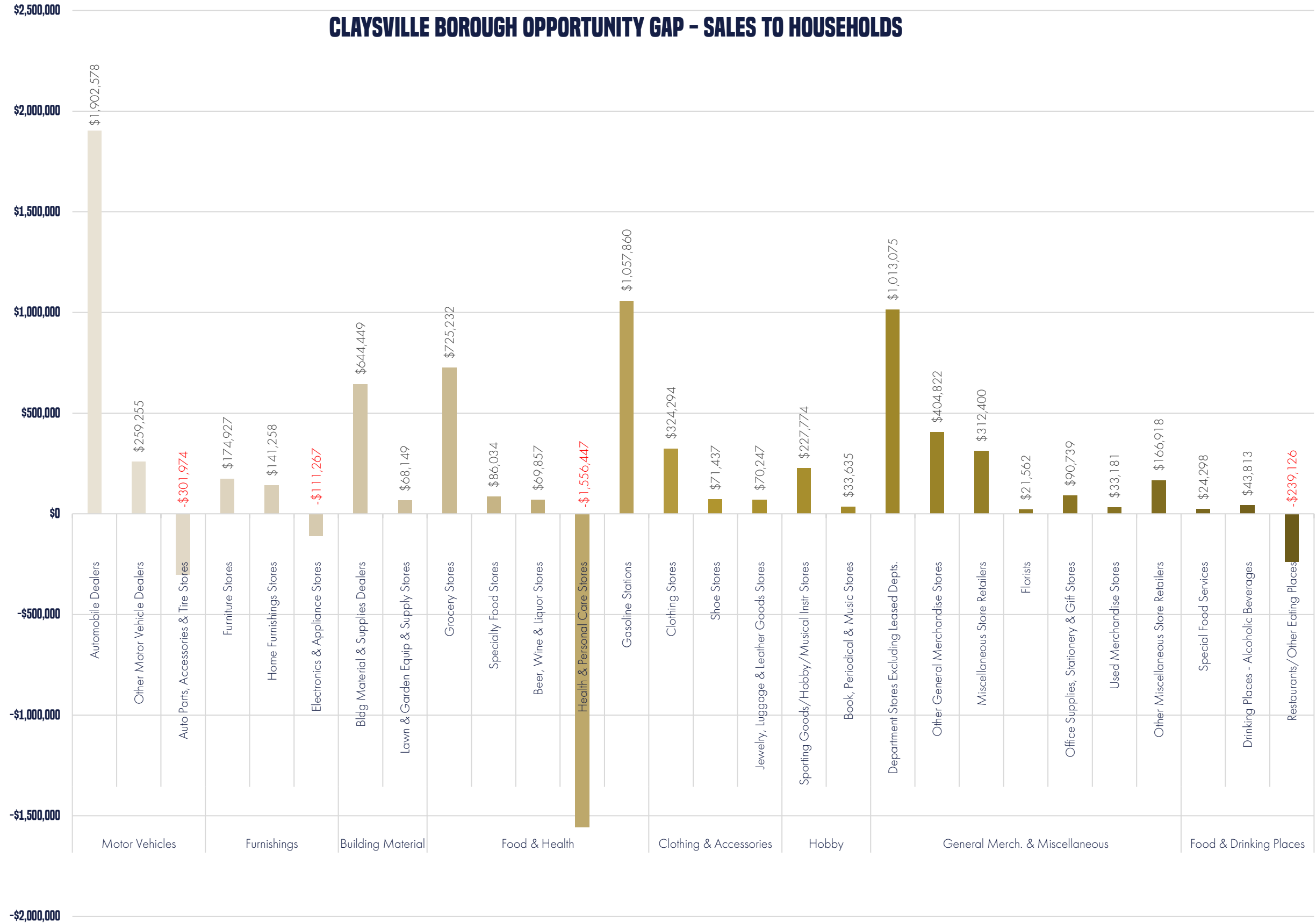
OPPORTUNITY GAP COMPARISON BY RETAIL SECTOR SALES TO HOUSEHOLDS



Source: Esri Business Analyst Reports

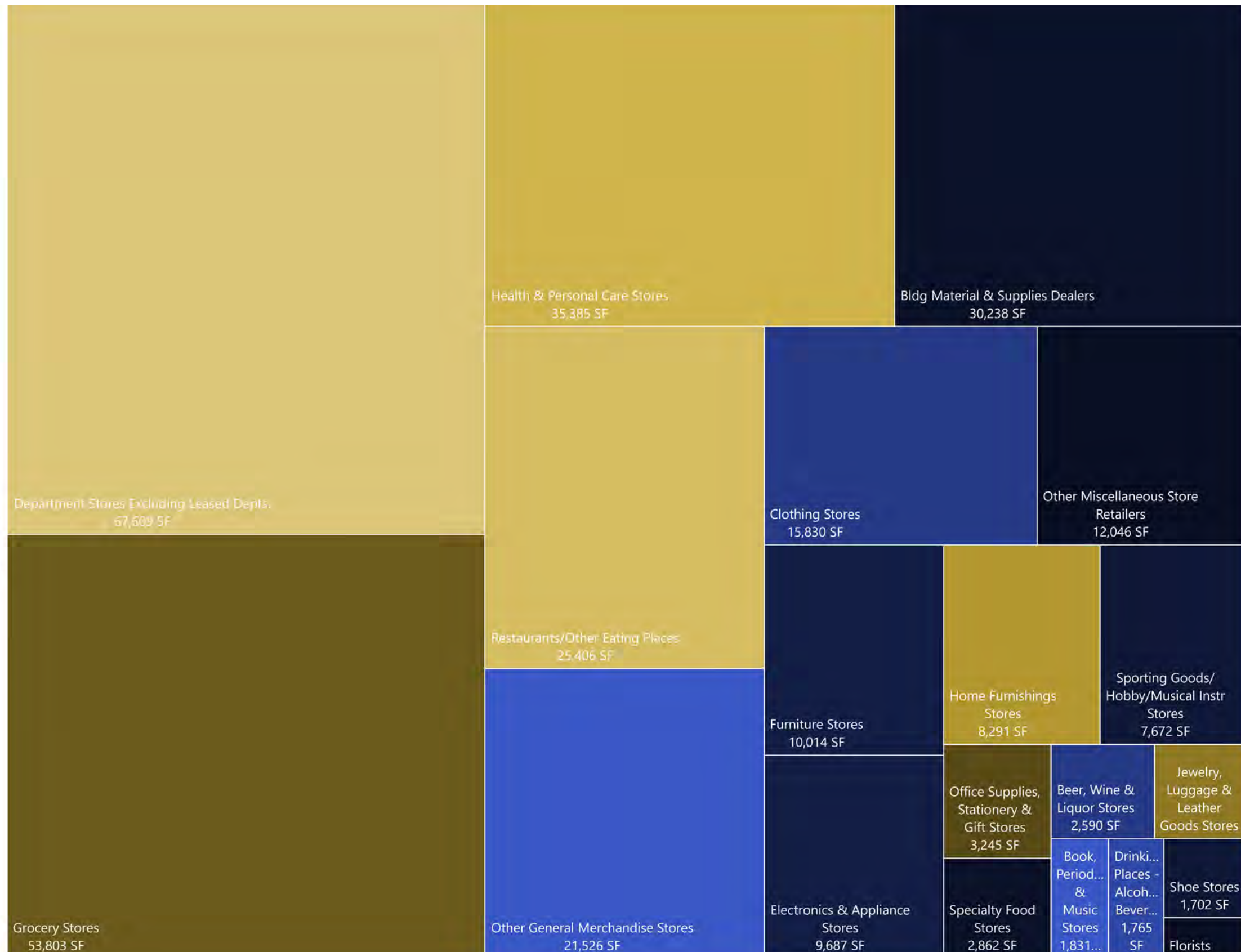


CLAYSVILLE BOROUGH OPPORTUNITY GAP - SALES TO HOUSEHOLDS

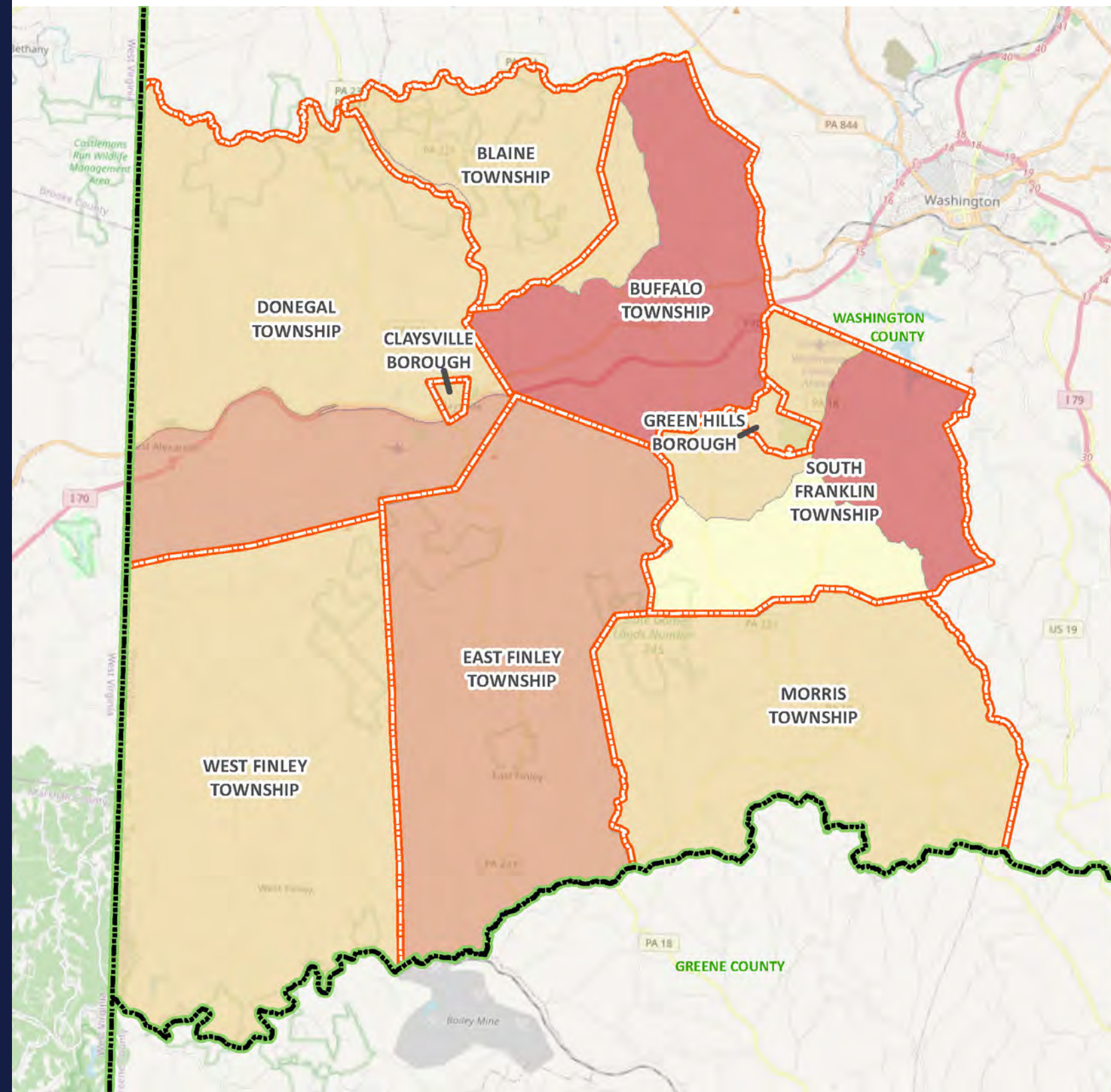


MCGUFFEY AREA MAXIMUM ESTIMATED RETAIL SPACE POTENTIAL (2017)

- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Material & Supplies Dealers
- Grocery Stores
- Specialty Food Stores
- Beer, Wine & Liquor Stores
- Health & Personal Care Stores
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage & Leather Goods Stores
- Sporting Goods/Hobby/Musical Instr Stores
- Book, Periodical & Music Stores
- Department Stores Excluding Leased Depts.
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery & Gift Stores
- Other Miscellaneous Store Retailers
- Drinking Places - Alcoholic Beverages
- Restaurants/Other Eating Places



For large or infrequent purchases such as new vehicles or furniture, McGuffey Area residents are more likely to travel outside the immediate area to shop at a retail destination; good transportation infrastructure supports travel out of the McGuffey Area as well as into it. For more details on this trend, see 2021 drive time analyses in the following pages. Additionally, the dispersed population of rural parts of the McGuffey Area may not be enough in any one location to support a business that relies heavily on regular visits for small-dollar sales. This consideration is especially important for retail types serving daily needs such as gasoline stations or grocery stores. As shown in the Population map, the I-70/US 40 corridor is an advantageous location for retail businesses in terms of local market size in addition to the opportunity to capture outside retail dollars.



Population

Claysville & Surrounding Communities Washington County, Pennsylvania

- County boundary
 - Municipal boundary
- Block group population 2010**
- 581 - 800
 - 801 - 1200
 - 1201 - 1600
 - 1601 - 2000



Mapping derived from data provided by Washington County, ESRI, US Census Bureau, and PennDOT.

4/23/2021 PM: LL GIS: ALV QA: CS R008428.0425

HRG 200 West Kensing Drive
Suite 400
Cranberry Twp, PA 16066
724.779.4777 [phone]
www.hrg-inc.com

Herbert, Rowland & Grubic, Inc.
Engineering & Related Services
An Employee-Owned Company

2017 OPPORTUNITY GAP SUMMARY -ALL RETAIL SALES

	CLAYSVILLE BOROUGH	MCGUFFEY AREA	WASHINGTON COUNTY	SURROUNDING COUNTIES*
TOTAL RETAIL GAP	-\$3,118,035	\$83,427,788	\$321,608,068	-\$39,863,664,933
TOTAL FOOD & DRINKING PLACES	-\$1,255,192	\$19,251,626	\$123,229,466	-\$11,335,880

RETAIL MARKET OPPORTUNITY GAP

ANALYSIS B

ALL SALES 2021

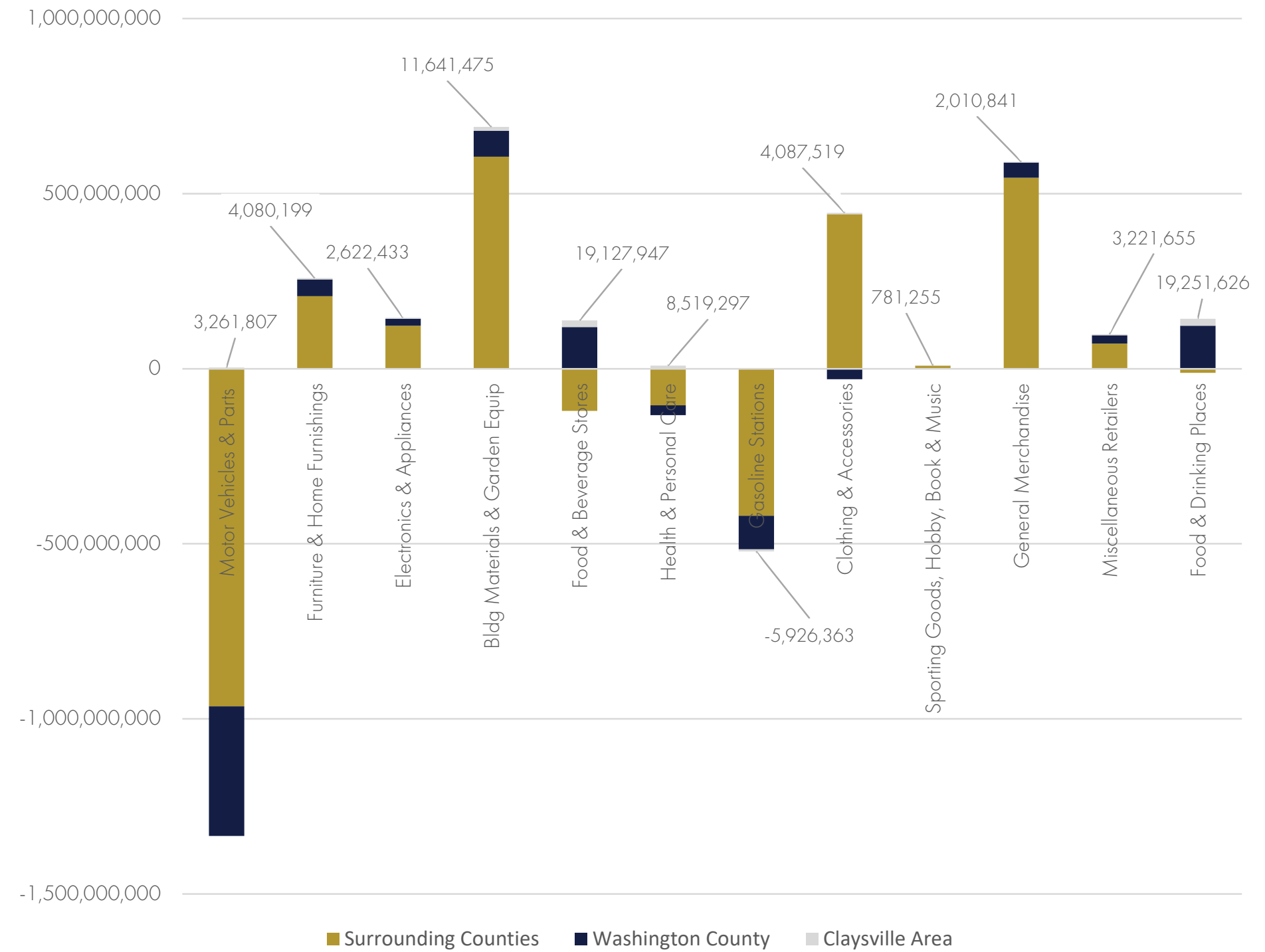
In 2021, the McGuffey Area's total retail store opportunity gap was estimated at \$83 million, representing about 46% of retail dollars being spent outside the McGuffey Area. If food and drinking places are included, the opportunity gap rises to over \$102 million, or 83% of spending on restaurants, etc.

In this analysis, there is leakage (a positive opportunity gap value) in most retail types for Claysville Borough, although in aggregate there is a surplus (negative opportunity gap value) due primarily to Grocery, Pharmacy, and Restaurant sales to shoppers coming from outside the borough. In Claysville Borough, there was significant leakage in Gasoline Stations, Building Materials, and General Merchandise in 2017. For the McGuffey Area in 2021, there was a surplus in retail categories Other Motor Vehicle Dealers and Gasoline Stations and, as in 2017, leakage in nearly all other categories. Claysville Borough captures about 30% of those township dollars spent on Health and Personal Care (pharmacy), 16% in Grocery, and 8% in Restaurants.

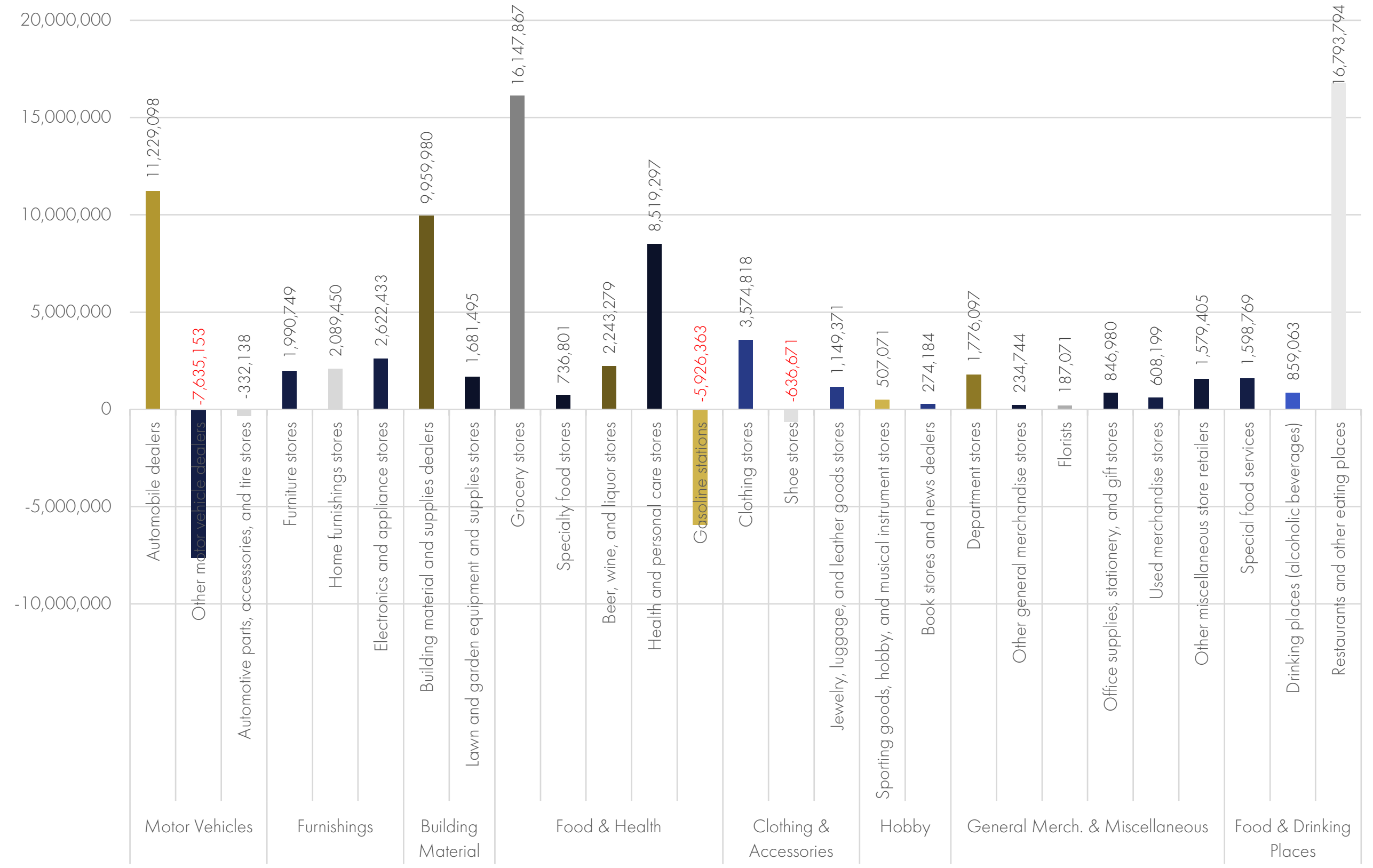
Again, in some retail categories the demand from McGuffey Area residents seems to be met by Claysville Borough plus Washington and surrounding counties. However, Analysis B breaks down retail categories into more detailed store types. This breakdown shows that even in retail categories where there is a surplus overall, there may be opportunities for specific retail stores. As an example, the following retail store types have a positive opportunity gap for all areas, including surrounding counties. This suggests there may be a potential for a conveniently-located store in the McGuffey Area to draw visitors to shop. This is a preliminary list; actual opportunity needs further investigation of demand and market area at each potential business location in the McGuffey Area. The appendix to the McGuffey Area Master Revitalization Plan can be used to assess the level of demand coming from Washington County, West Virginia, etc. for each of these stores.

OPPORTUNITY GAP COMPARISON BY RETAIL SECTOR ALL SALES (2021)

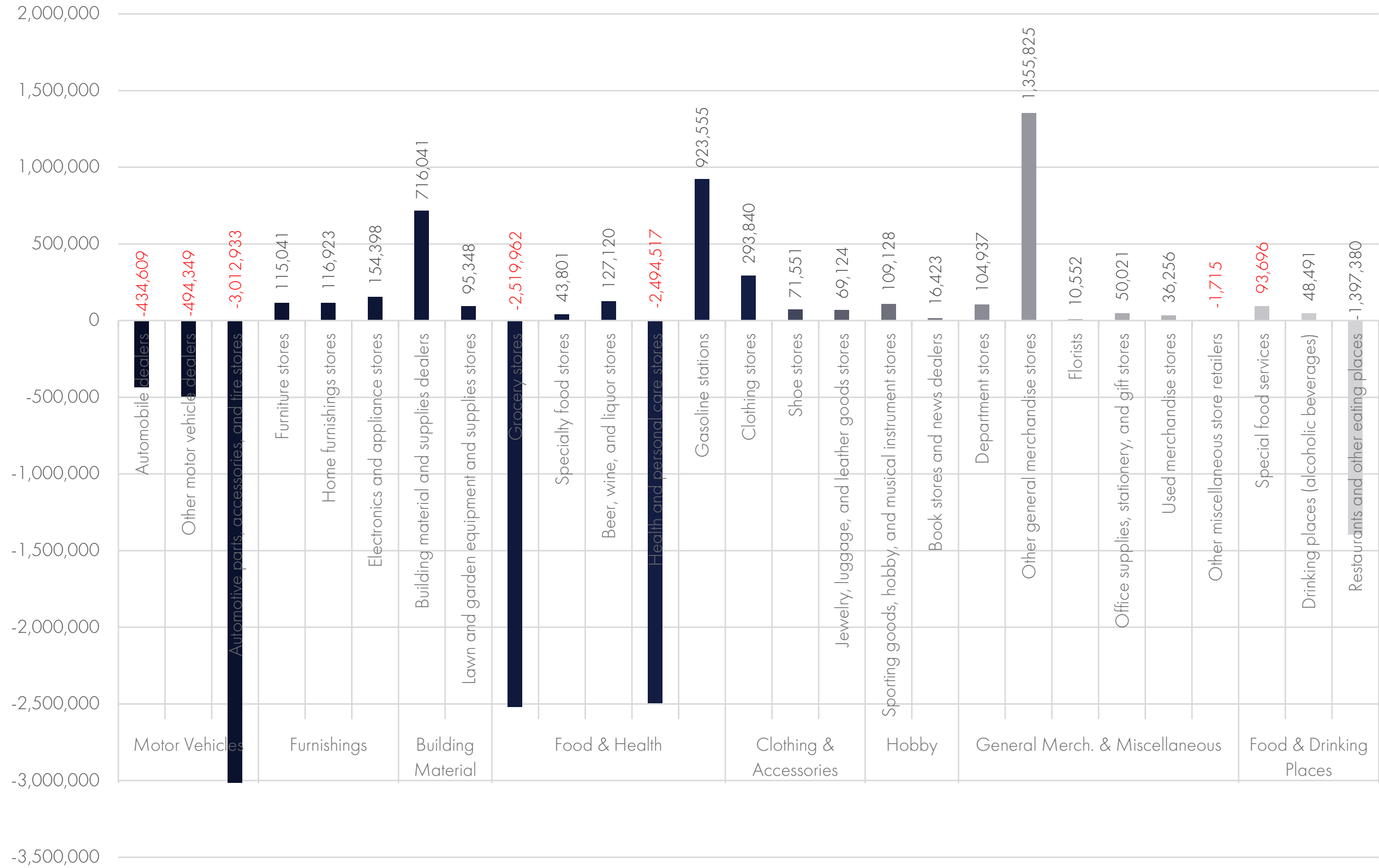
Each of these broad retail categories includes multiple types of retail establishment. A more detailed look at Claysville Area and Claysville Borough is shown in the graphics here; for detailed information on Washington and surrounding counties, see Retail Opportunity Gap data in the appendix to the Claysville Area Master Revitalization Plan. Analysis B breaks down the retail sub-categories further than Analysis A, represented by a greater (more specific) number of digits shown in the NAICS number in the Appendix.



MCGUFFEY AREA OPPORTUNITY GAP - ALL SALES (2021)



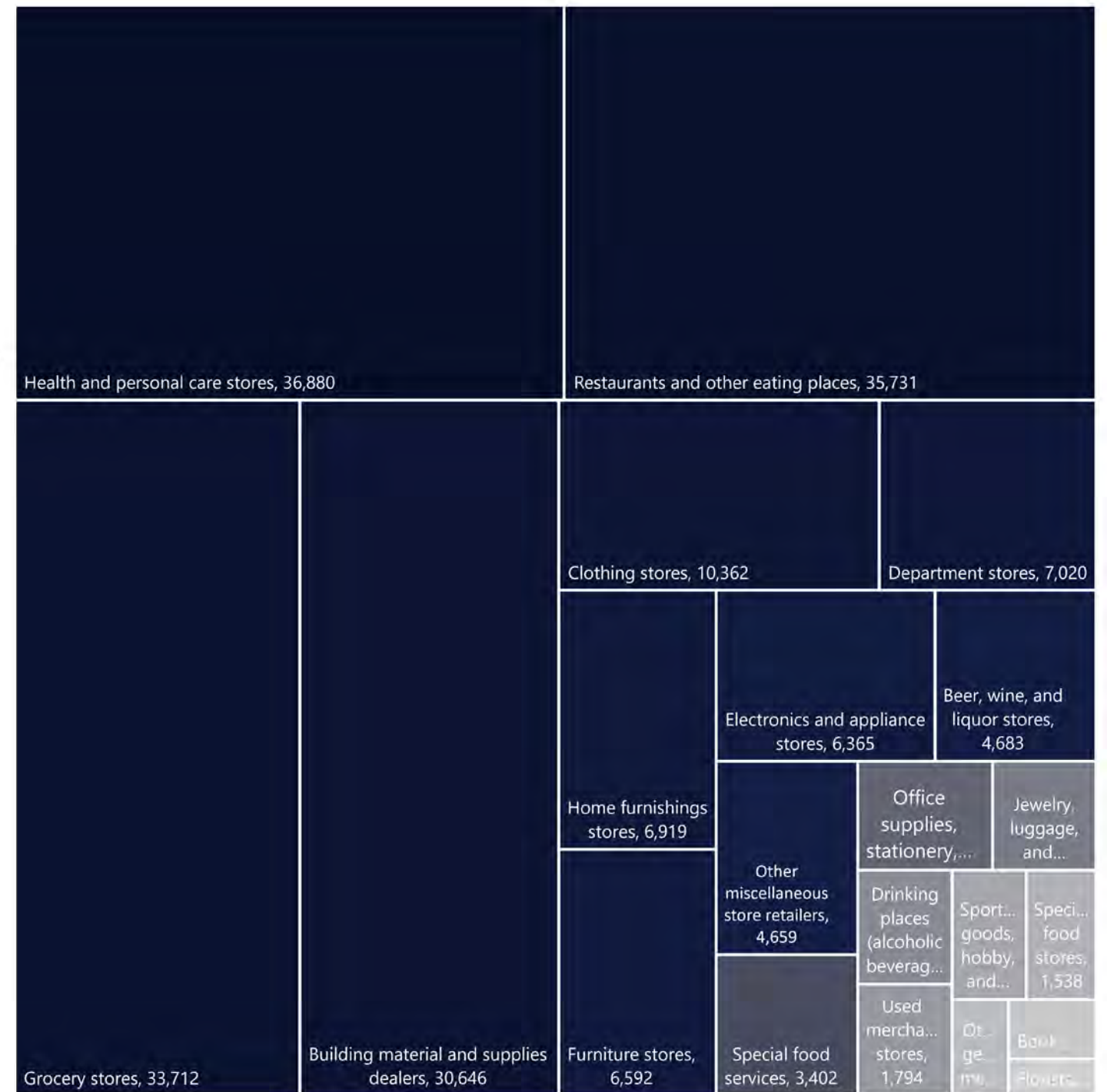
CLAYSVILLE BOROUGH OPPORTUNITY GAP - ALL SALES (2021)



MCGUFFEY AREA MAXIMUM ESTIMATED RETAIL SPACE POTENTIAL (2021)

One way to begin assessing whether opportunity gap translates to a viable retail development opportunity is to look at typical productivity per square foot for each retail type. The graphic shown here is a broad assessment of maximum potential productivity for retail categories at the four-digit NAICS level (e.g. Specialty Food Stores is represented by NAICS 4452 and includes meat markets, fruit and vegetable markets, baked goods stores, etc.). As in Analysis A, these opportunities are aggregated across the entire Claysville Area, so further research is needed to determine to what degree a particular retail establishment would be supported. To see how these potential opportunities are distributed for specific retail establishments, see Retail Opportunity Gap data in the appendix to the Claysville Area Master Revitalization Plan.

- Florists
- Book stores and news dealers
- Other general merchandise stores
- Specialty food stores
- Sporting goods, hobby, and musical instrument stores
- Used merchandise stores
- Drinking places (alcoholic beverages)
- Jewelry, luggage, and leather goods stores
- Office supplies, stationery, and gift stores
- Special food services
- Other miscellaneous store retailers
- Beer, wine, and liquor stores
- Electronics and appliance stores
- Furniture stores
- Home furnishings stores
- Department stores
- Clothing stores
- Building material and supplies dealers
- Grocery stores
- Restaurants and other eating places



2021 OPPORTUNITY GAP SUMMARY – 10 MINUTE DRIVE TIME ANALYSIS OF

	EXIT 1 (WEST ALEXANDER)	EXIT 6 (CLAYSVILLE)	EXIT 11 (TAYLORSTOWN)
TOTAL RETAIL GAP	-\$42,473,135	-\$7,077,373	-\$132,647,241
TOTAL FOOD & DRINKING PLACES	-\$9,822,973	-\$1,770,530	-\$7,072,762

RETAIL MARKET OPPORTUNITY GAP

ANALYSIS B

THE I-70 CORRIDOR

An analysis of the retail market along Interstate 70 reflects the impact of sales generated by traffic in the I-70 corridor, and the influence of the major metropolitan areas that bookend the Claysville Area corridor: Wheeling, WV and Washington, PA.

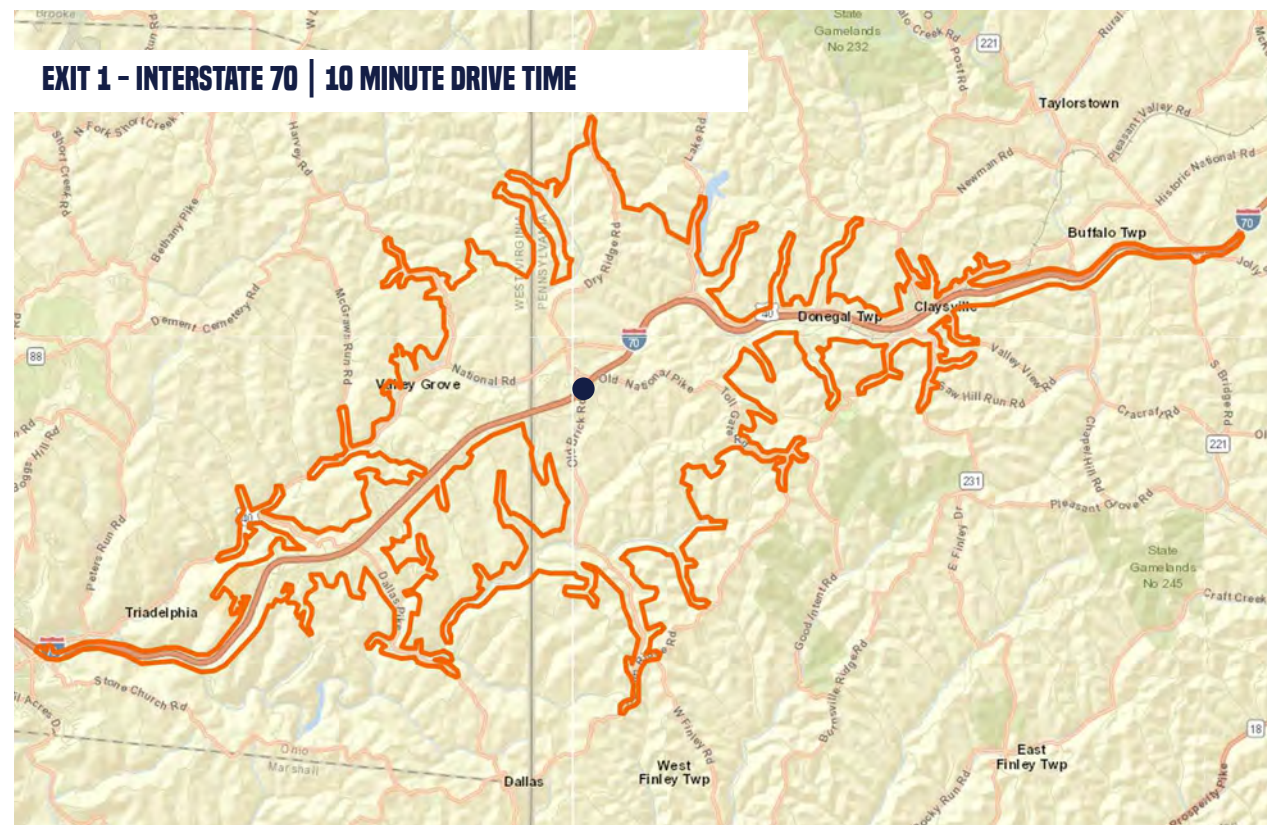
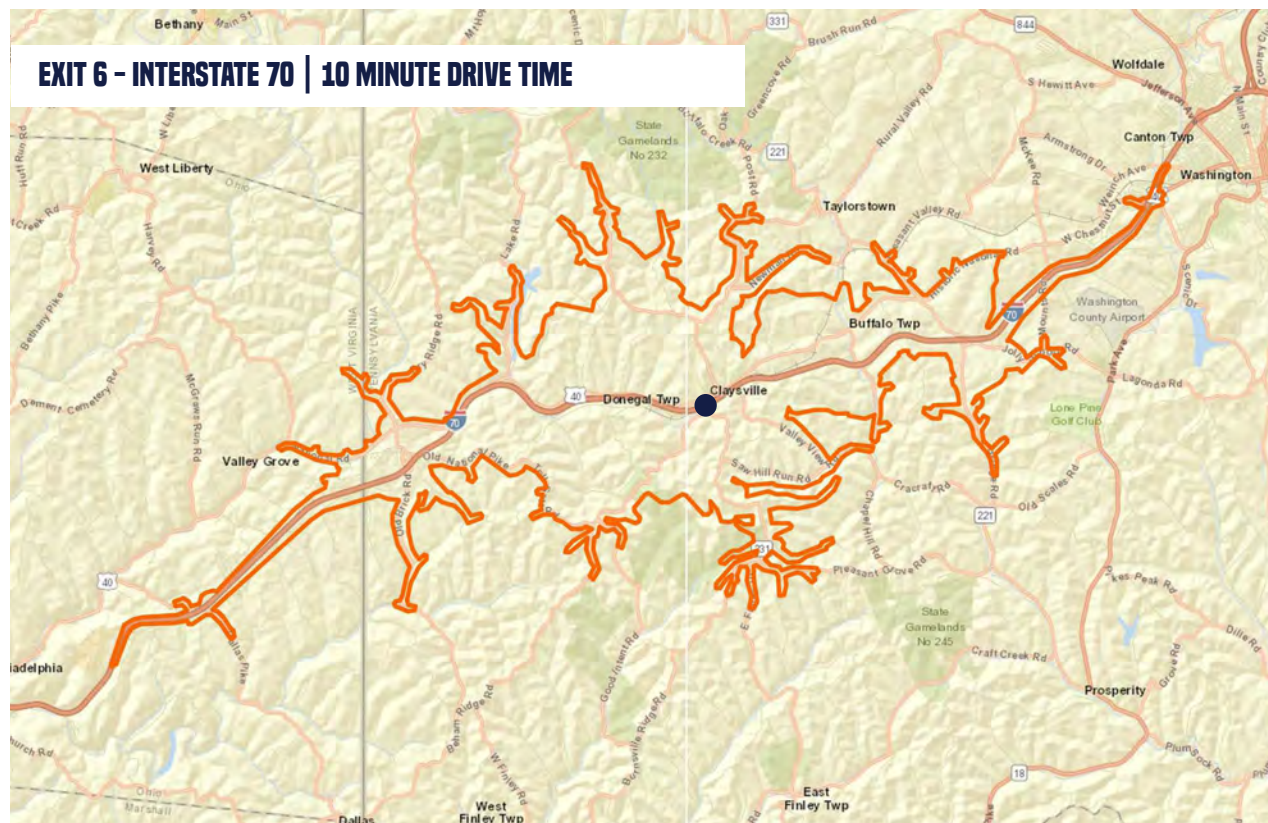
Stores within a ten-minute drive of Exit 1 in West Alexander, Donegal Township, realized retail sales 45% higher than could be accounted for by local demand; food and drink sales were 60% higher. At Exit 6 just west of Claysville, lower reported sales were 12% higher for retail, and 21% higher for food and drink, than could be accounted for by local demand. Of note, local demand in the Exit 6 analysis was roughly equal to local demand at Exit 1, so the difference in opportunity gap is almost entirely due to supply (amount of retail sales). Exit 11, south of Taylorstown in Buffalo Township, sales were 37% higher for retail and 20% higher for food and drink than local demand. While all three drive-time analyses captured businesses located outside the Claysville Area (see maps), the results for Exits 1 and 11 include more non-Claysville-Area businesses than the results for Exit 6; note that not all sales in the drive-time analysis are reflected in the total retail supply for the Claysville Area.

Industries with a large surplus can be considered destinations, or stores that are attracting shoppers from outside the immediate area. Many of these are located outside the Claysville Area, and are attracting retail dollars of Claysville Area residents. The industries with the largest average surplus & leakage values were:

INDUSTRIES WITHIN A 10-MINUTE DRIVE FROM EXITS	EXIT 1 OPPORTUNITY GAP	EXIT 6 OPPORTUNITY GAP	EXIT 11 OPPORTUNITY GAP
WAREHOUSE CLUBS AND SUPERCENTERS (NAICS 452311)	\$1,491,639	-\$2,805,096	-\$42,959,240
GASOLINE STATIONS (NAICS 447)	-\$6,445,691	-\$4,531,792	-\$25,060,116
PHARMACIES AND DRUG STORES (NAICS 44611)	-\$4,677,565	-\$2,349,082	-\$27,862,377
FULL-SERVICE RESTAURANTS (NAICS 722511)	-\$9,007,598	-\$2,548,738	-\$6,845,270
NEW CAR DEALERS (NAICS 44111)	-\$10,735,567	-\$2,605,067	-\$4,178,521
DEPARTMENT STORES (NAICS 4522)	-\$11,273,093	-\$4,321,706	-\$1,603,936
AUTOMOTIVE PARTS AND ACCESSORIES STORES (NAICS 44131)	-\$4,847,654	-\$2,623,084	-\$6,221,987
SHOE STORES (NAICS 4482)	-\$2,927,095	-\$1,000,330	-\$9,039,108
MOTORCYCLE, ATV, AND ALL OTHER MOTOR VEHICLE DEALERS (NAICS 441228)	-\$2,254,497	-\$1,339,768	-\$6,791,703
SUPERMARKETS AND OTHER GROCERY (EXCEPT CONVENIENCE) STORES (NAICS 44511)	-\$7,925,587	-\$1,506,435	-\$51,539

INDUSTRIES WITHIN A 10-MINUTE DRIVE FROM EXITS	EXIT 1 OPPORTUNITY GAP	EXIT 6 OPPORTUNITY GAP	EXIT 11 OPPORTUNITY GAP
HOME CENTERS (NAICS 44411)	\$1,291,125	\$1,964,477	\$1,897,354
ALL OTHER GENERAL MERCHANDISE STORES (NAICS 452319)	-\$51,926	\$683,714	\$3,041,748
FAMILY CLOTHING STORES (NAICS 44814)	\$834,660	\$838,960	\$450,444
USED CAR DEALERS (NAICS 44112)	\$403,877	\$869,491	\$476,151
PET AND PET SUPPLIES STORES (NAICS 45391)	\$185,751	\$186,144	\$807,382
ALL OTHER HOME FURNISHINGS STORES (NAICS 44299)	-\$94,187	\$152,782	\$1,118,780
FLOOR COVERING STORES (NAICS 44221)	-\$262,695	\$159,189	\$1,194,161
SNACK AND NON-ALCOHOLIC BEVERAGE BARS (NAICS 722515)	\$393,284	\$373,541	\$224,951
NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES (NAICS 44422)	\$373,534	\$380,593	\$197,012
FUEL DEALERS (NAICS 45431)	\$417,779	\$529,240	-\$141,837

Industries with a large surplus can be considered destinations, or stores that are attracting shoppers from outside the immediate area. Many of these are located outside the Claysville Area, and are attracting retail dollars of Claysville Area residents. The industries with the largest average surplus & leakage values were:



BENCHMARKING FOR REVITALIZATION

With an understanding of Claysville’s market at the outset of the revitalization process, a snapshot of the retail markets in two other Pennsylvania boroughs going through the process of revitalization may provide some benchmarks for Claysville’s own revitalization journey. While the Master Revitalization Plan Steering Committee has looked to many revitalizing small communities for peer comparisons, Jamestown was selected as a very small community that successfully identified and funded revitalization projects, or a viable “starting point;” and Zelienople because of its success and willingness to mentor other communities – it is a successful “mid-way point.” Data in this section is taken from Analysis A (2017) by Esri Business Analyst for small area market analysis.

JAMESTOWN + CLAYSVILLE BOROUGH

Jamestown represents a parallel to Claysville, in that it has successfully produced a revitalization plan and obtained funding. Jamestown is five years or less into the revitalization planning process. Phase 1 of the revitalization plan was scheduled for 2020; more than \$3 million in funding has been secured.

Jamestown is a very small historic borough in northwest Pennsylvania. It is in a largely rural area and the largest draw is outdoor recreation at Pymatuning State Park and lake. It is about 20 minutes from I-79 and US-322 runs through the business district. Like Claysville, Jamestown’s main streets include many non-commercial uses such as residences and municipal services.

Because Claysville’s gift shop is outside the Borough limits, it is not included in supply numbers. Jamestown and Claysville are two comparable markets, with Jamestown slightly more oriented to tourism and recreation with a Boat Dealer and greater proportion of Restaurants.

2017 INDUSTRY GROUP	JAMESTOWN		CLAYSVILLE BOROUGH	
	Supply (Retail Sales)	Leakage/ Surplus Factor	Supply (Retail Sales)	Leakage/ Surplus Factor
Total Retail Trade	\$6,288,317	-2.7	\$4,228,669	40.8
Total Food & Drink	\$1,372,108	-43.8	\$1,076,794	-8.6
Other Motor Vehicle Dealers	\$1,564,757	-82.1	\$0	100.0
Auto Parts, Accessories & Tire Stores	\$0	100.0	\$469,932	-47.3
Electronics & Appliance Stores	\$0	100.0	\$405,084	-15.9
Grocery Stores	\$0	100.0	\$965,028	27.3
Health & Personal Care Stores	\$3,276,478	-79.0	\$2,206,066	-54.5
General Merchandise Stores	\$1,107,422	-13.8	\$0	100.0
Florists	\$45,090	-55.9	\$0	100.0
Office Supplies, Stationery & Gift Stores	\$204,723	-58.4	\$0	100.0
Other Miscellaneous Store Retailers	\$89,847	39.4	\$182,559	31.4
Restaurants/Other Eating Places	\$1,372,108	-46.9	\$1,076,794	-12.5

Source: Esri Business Analyst Reports

COMMUNITY SUMMARY	JAMESTOWN	CLAYSVILLE BOROUGH	PERCENT DIFFERENCE
2020 Population	527	819	155%
2020 Per Capita Income	\$24,110	\$28,273	149%
Land Area (acres)	538	203	130%

Source: Esri Business Analyst Reports

ZELIENOPLE + CLAYSVILLE BOROUGH

Zelienople is more than ten years into the revitalization process. Many projects have been completed with grant and municipal funding, and more are underway. Retail development results are ongoing, as new businesses move into the borough and existing businesses scale up.

Zelienople is a small, historic Pennsylvania town with approximately five times the population and land area of Claysville. It's at the intersection of rural/agricultural and suburban/growth areas; its Main Street business district is located on US-19 and is about ten minutes from I-79.

The combination of a larger population and land area is tied to higher local demand, and the potential to support a wider variety of businesses. Both boroughs' main street development patterns extend a little over a half mile, with Claysville's crossing the borough border into Donegal Township; however, most homes on Zelienople's Main Street have been converted into commercial or professional use, while many in Claysville remain purely residential. Because two of Claysville's Main Street shops are outside the borough limits, these stores are not included in supply numbers; nor is the recently opened BP station.

While progress on retail market revitalization has been made in Zelienople since this data was aggregated, in general results show the need for further diversification in Claysville Borough's walkable downtown retail market. With lower local demand due to the small population and somewhat lower per capita income, there may be a need in Claysville to attract more customers from the McGuffey Area and visitors from surrounding counties to support additional viable retail volume.

COMMUNITY SUMMARY	ZELIENOPLE	CLAYSVILLE BOROUGH	PERCENT DIFFERENCE
2020 Population	3,899	819	21%
2020 Per Capita Income	\$38,541	\$28,273	73%
Land Area (acres)	1,344	203	15%

Source: Esri Business Analyst Reports

2017 INDUSTRY GROUP	JAMESTOWN		CLAYSVILLE BOROUGH	
	Supply (Retail Sales)	Leakage/Surplus Factor	Supply (Retail Sales)	Leakage/Surplus Factor
Total Retail Trade	\$52,076,553	5.7	\$4,228,669	40.8
Total Food & Drink	\$4,111,537	18.0	\$1,076,794	-8.6
Automobile Dealers	\$30,062,994	-49.3	\$0	100.0
Auto Parts, Accessories & Tire Stores	\$2,236,184	-38.4	\$469,932	-47.3
Furniture Stores	\$223,562	67.2	\$0	100.0
Electronics & Appliance Stores	\$0	100.0	\$405,084	-15.9
Bldg Material & Supplies Dealers	\$1,364,903	43.9	\$0	100.0
Lawn & Garden Equip & Supply Stores	\$97,389	54.1	\$0	100.0
Grocery Stores	\$0	100.0	\$965,028	27.3
Specialty Food Stores	\$405,940	11.3	\$0	100.0
Health & Personal Care Stores	\$5,251,129	-15.5	\$2,206,066	-54.5
Gasoline Stations	\$6,276,853	-3.3	\$0	100.0
Clothing Stores	\$1,115,797	31.9	\$0	100.0
Jewelry, Luggage & Leather Goods Stores	\$1,064,385	-32.9	\$0	100.0
Sporting Goods/Hobby/Musical Instr Stores	\$449,421	52.0	\$0	100.0
General Merchandise Stores	\$2,636,169	53.5	\$0	100.0
Florists	\$100,641	13.1	\$0	100.0
Office Supplies, Stationery & Gift Stores	\$248,078	40.4	\$0	100.0
Other Miscellaneous Store Retailers	\$543,108	52.5	\$182,559	31.4
Drinking Places - Alcoholic Beverages	\$686,887	-36.5	\$0	100.0
Restaurants/Other Eating Places	\$3,424,650	22.8	\$1,076,794	-12.5

Source: Esri Business Analyst Reports

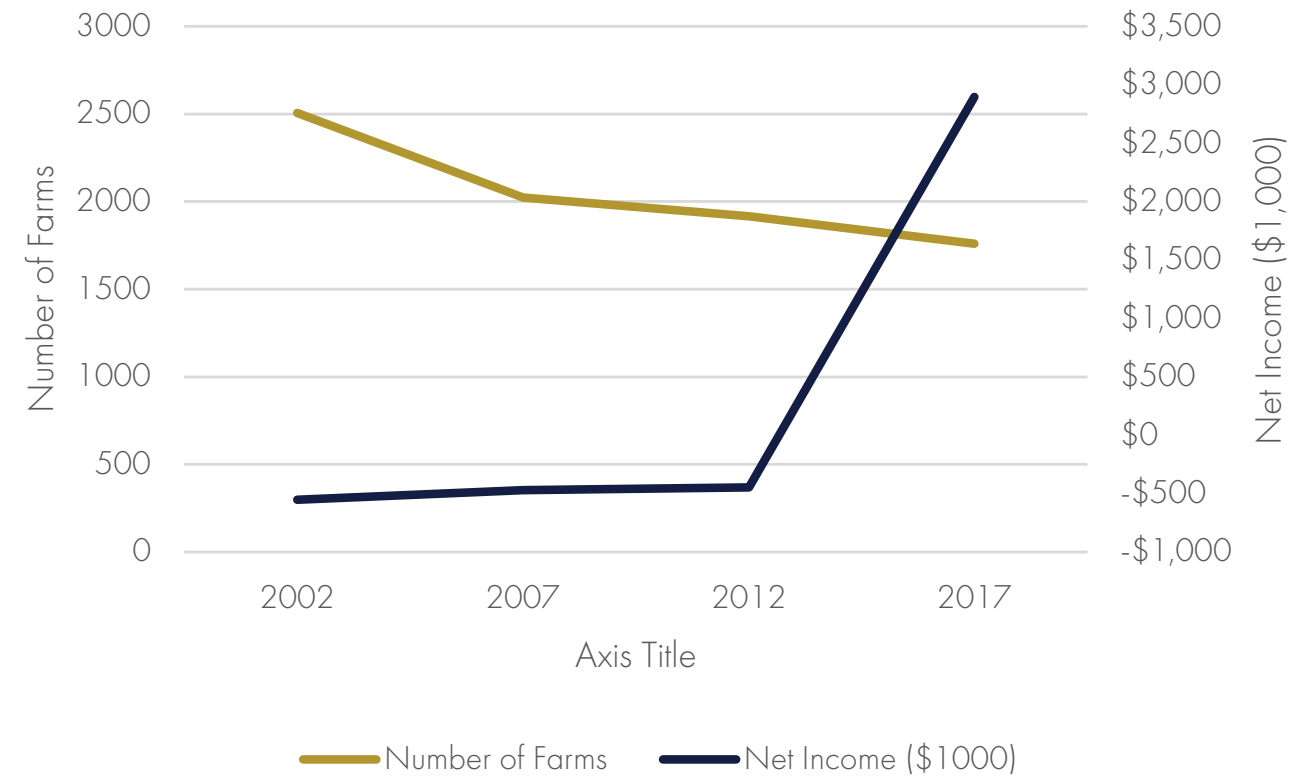
AGRICULTURE

Historically, agriculture played a significant role in the development of the McGuffey Area, and the Borough of Claysville developed through the early 20th century as a shipping point for agricultural producers for miles around. It was the only shipping point between Wheeling and Washington for livestock from East and West Finley, Donegal, Buffalo, and parts of other townships.

Today, only 15 residents of the McGuffey Area, or 0.3%, report agriculture as their primary employment (as of 2017). However, based on the 2017 Census of Agriculture, the number of residents engaged in agricultural production is between 1.5% and 3.4%, or up to 173 people. Agricultural land in Claysville and Donegal Township is about 25% of the total land area, less than Washington County's 34.5%. The number of farms has been declining over the past two decades. In Washington County, the bulk of agricultural sales are in beef, dairy, and hay production.

In Washington County, farm income increased significantly between the 2012 and 2017 Census of Agriculture. While the market value of products sold increased by 4%, net cash farm income rose 747%. In 2017, net cash income comprised about 6.8% of total farm income. The steep increase corresponds with an increase in Marcellus Shale Gas extraction.

FARM TRENDS 2002-2017



Source: USDA Census of Agriculture, 2007, 2012, 2017

MARCELLUS SHALE GAS EXTRACTION

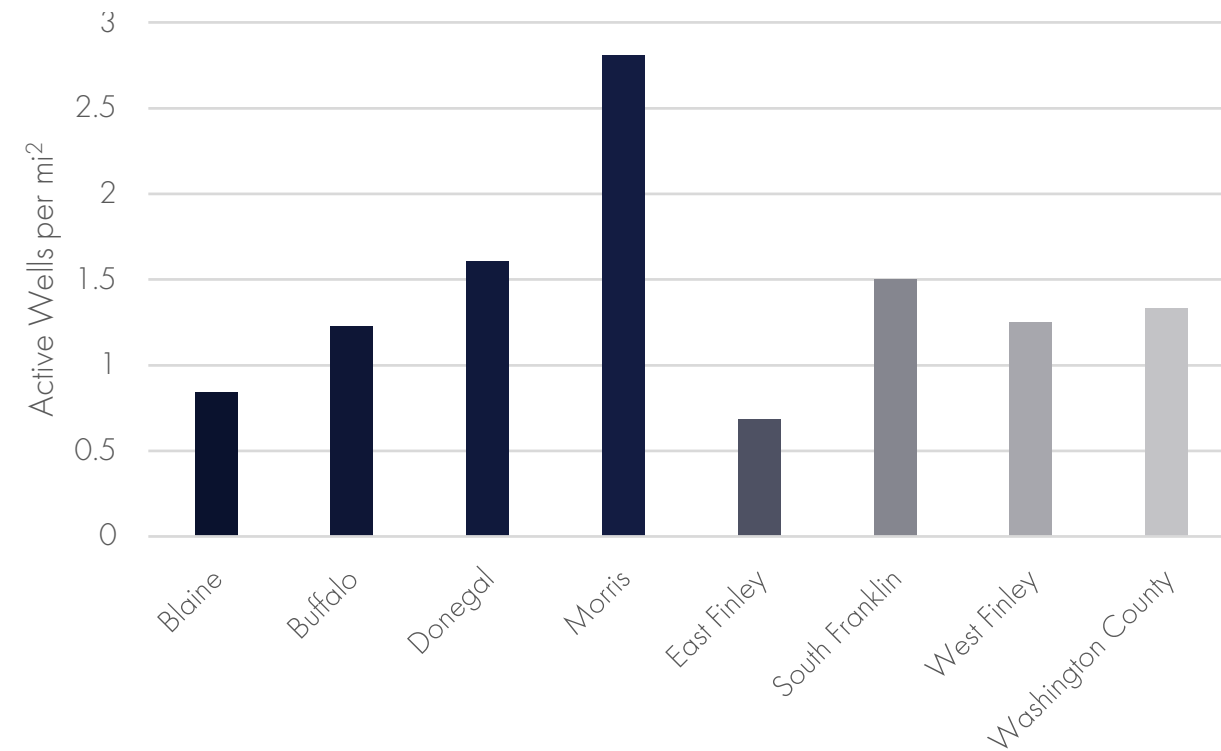
ECONOMIC BOOM

Unconventional natural gas extraction has had a significant impact on the regional economy and on most communities in the McGuffey Area. The timing and magnitude of the “boom” is shown by the below graph encompassing the entire Marcellus Shale region. Industry projections, as well as reporting in southwestern Pennsylvania, indicate continued strong production, but a leveling off of new development.

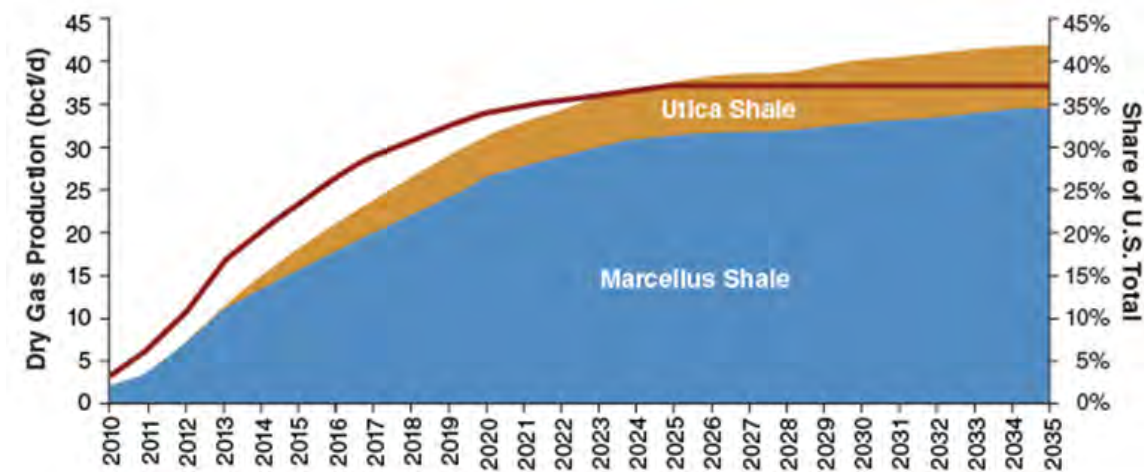
A LEADER IN NATURAL GAS PRODUCTION

The McGuffey Area is at the center of southwestern Pennsylvania’s natural gas boom. According to StatImpact Pennsylvania, a reporting project of local public media, Washington County ranks first in the state with 1,146 active unconventional gas wells. The County is fifth in number of violations, with 153 violations recorded. Production levels vary across the McGuffey Area, with the highest concentration of wells in Morris Township, which has 80 active well sites. Claysville and Green Hills Boroughs have no active well sites.

CONCENTRATION OF UNCONVENTIONAL GAS WELLS IN MCGUFFEY AREA MUNICIPALITIES

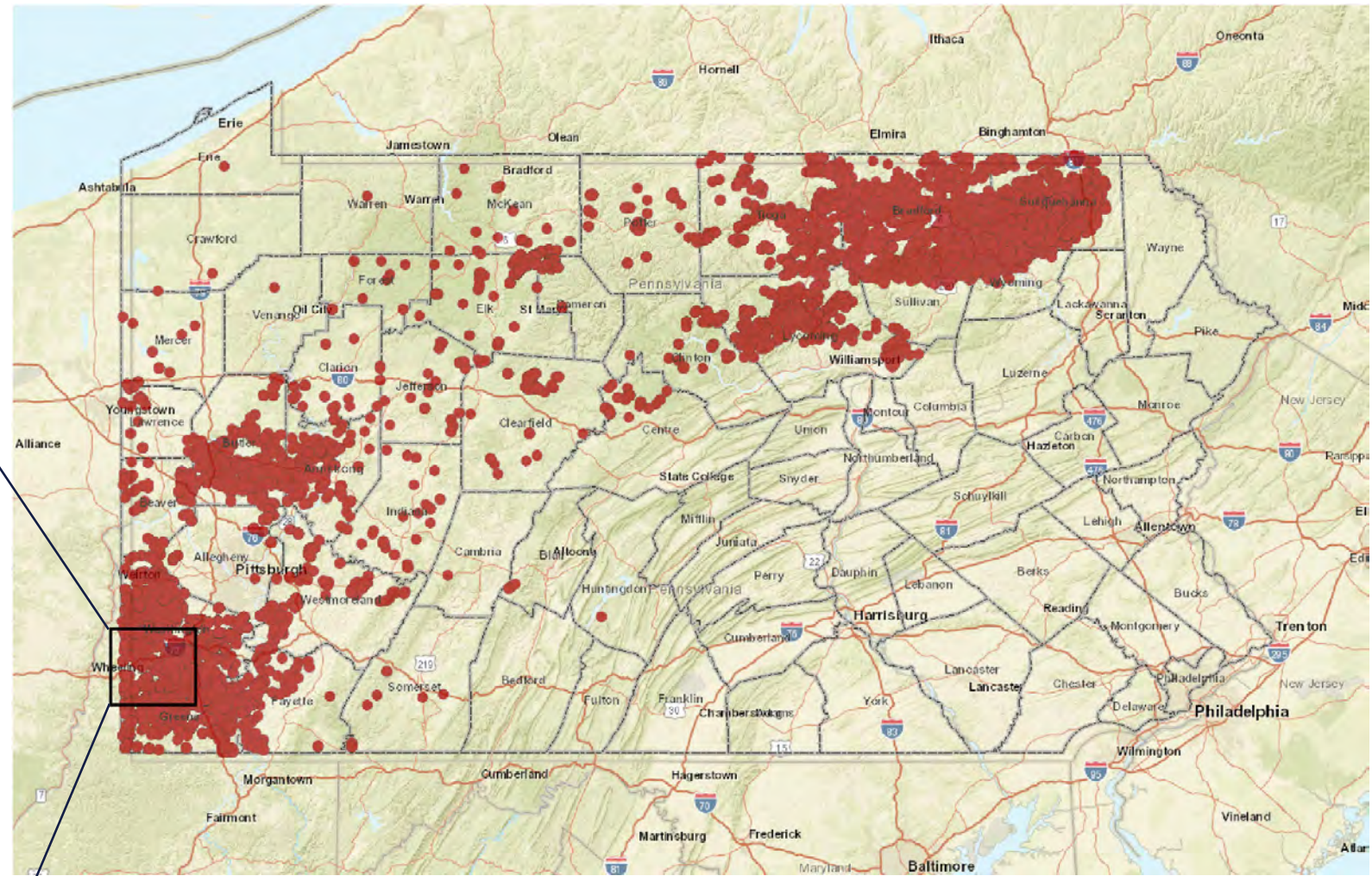
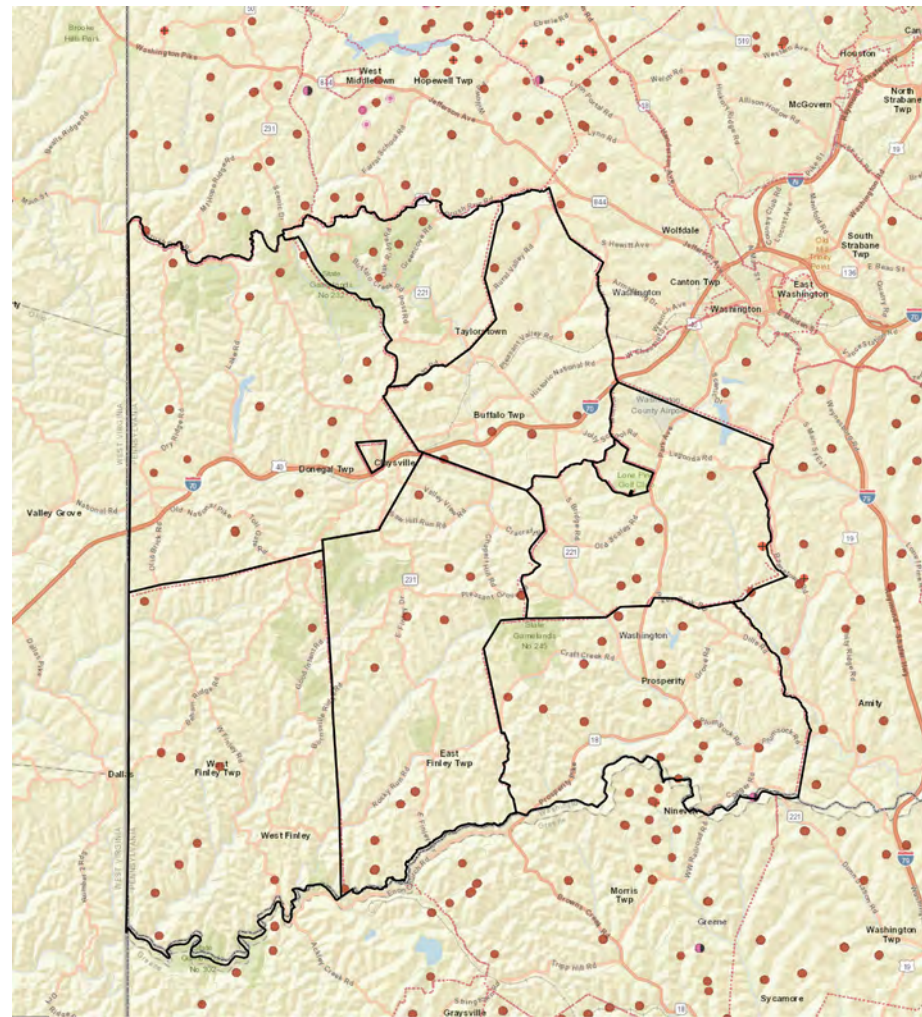


Source: StatImpact Pennsylvania, accessed April 18, 2021



Source: ICF International via The American Oil and Gas Reporter, April 19, 2021

GEOGRAPHIC DISTRIBUTION OF UNCONVENTIONAL GAS WELLS IN PENNSYLVANIA



Unconventional Gas Wells, Pennsylvania (top) and the McGuffey Area (left)
Source: Pennsylvania Department of Environmental Protection, accessed April 5, 2021

INCOME IN THE MCGUFFEY AREA

Unconventional natural gas extraction is a significant source of income for farms, and in some cases is the factor that keeps a farm economically viable.

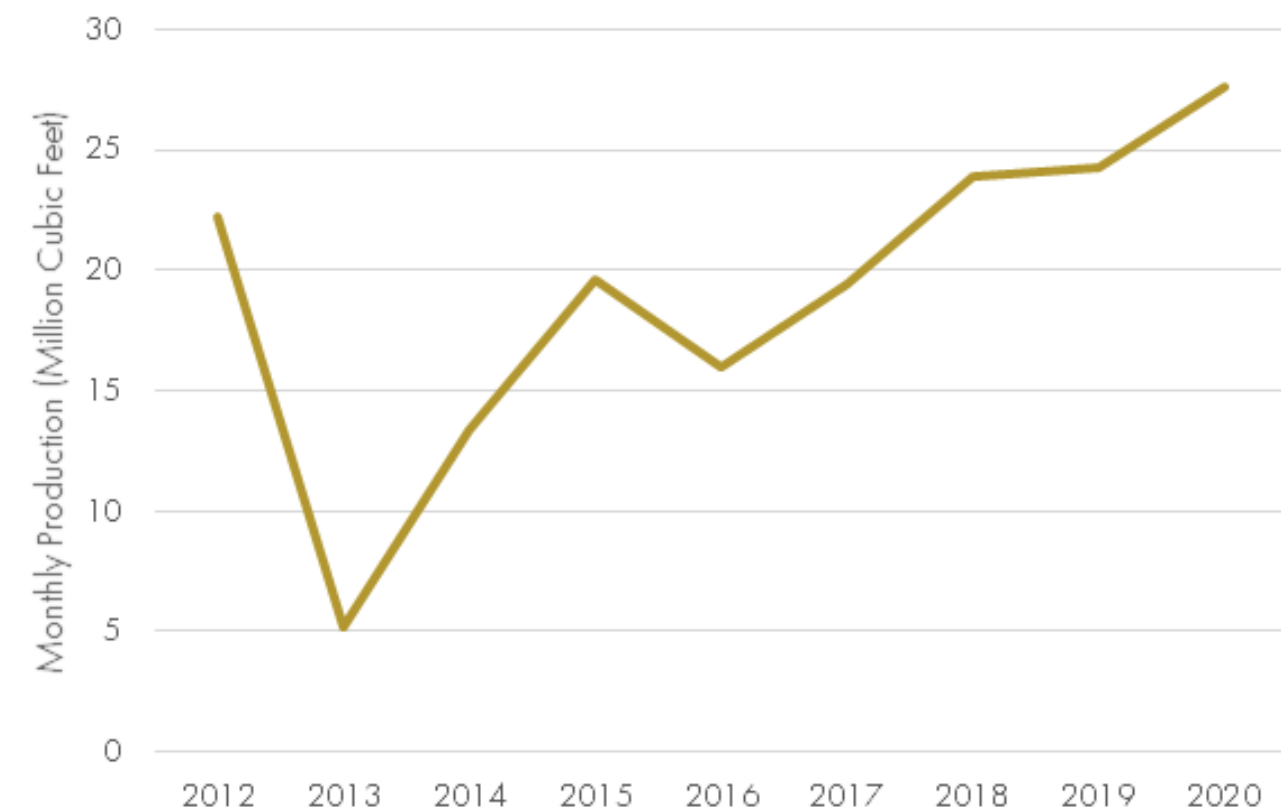
However, this income fluctuates and will not continue indefinitely. Competing extraction companies do not readily share data or future plans, so it is difficult to predict future income. While the general trend for regional gas production has been upward, the local picture is more nuanced.

To sustain the McGuffey Area's agricultural landscape and heritage, initiating economic development that supports agriculture is important now, while farms have relatively high capital to invest in preparing for market fluctuations and the eventual end of royalty payments.

EMPLOYMENT

Mining, quarrying, and oil and gas extraction are a major employer in the McGuffey Area in particular. The industry employed 354 residents, or 6.9% of employment in the McGuffey Area communities, compared with 2.8% in Washington County in 2017.

MONTHLY MARCELLUS GAS PRODUCTION IN THE MCGUFFEY AREA



Source: Pennsylvania Department of Environmental Protection, accessed April 5, 2021

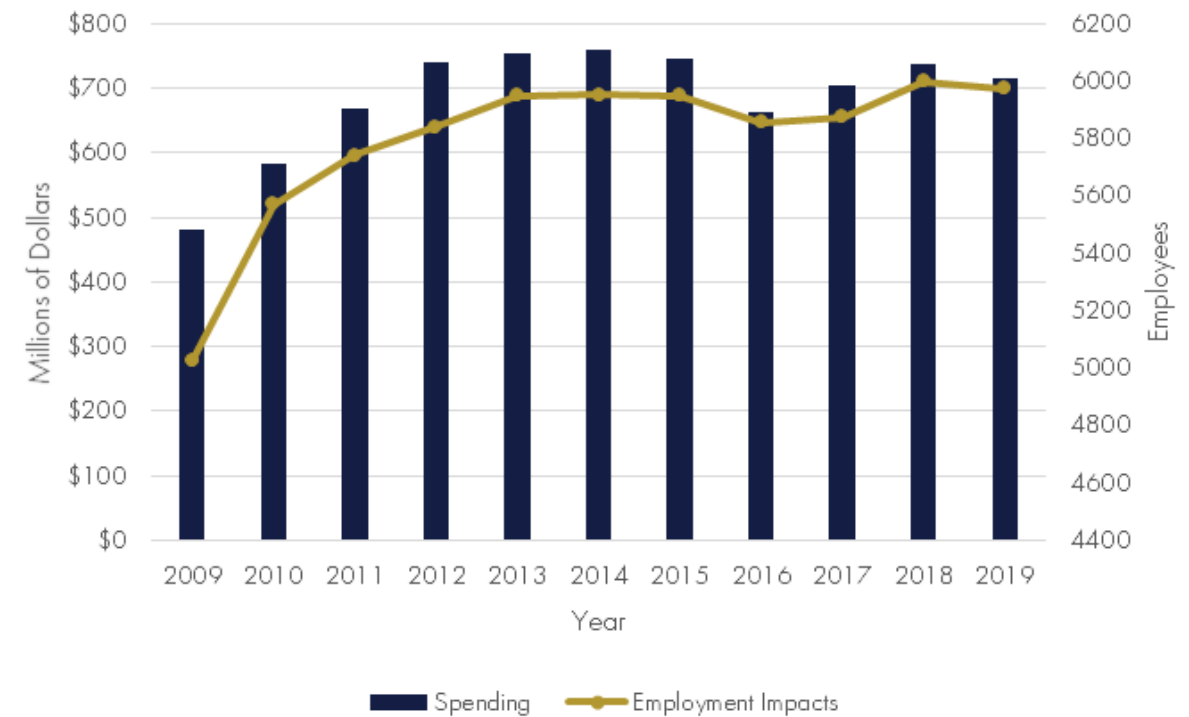
RECREATION & TOURISM

“Tourism” includes segments of many industries, such as Recreation, Transportation and Food & Beverage sales. Tourism impacts are assessed and reported by the Pennsylvania Department of Community and Economic Development (DCED). Tourism in Pennsylvania is marketed and assessed in terms of the eleven DCED-defined regions. The McGuffey Area is part of the region known as “Pittsburgh and Its Countryside.” Tourism accounted for 6.3% of Washington County employment, compared to 9.4% across the eight-county region. In recent years, DCED reports that tourism employment and spending in Washington County has remained steady over the past decade.

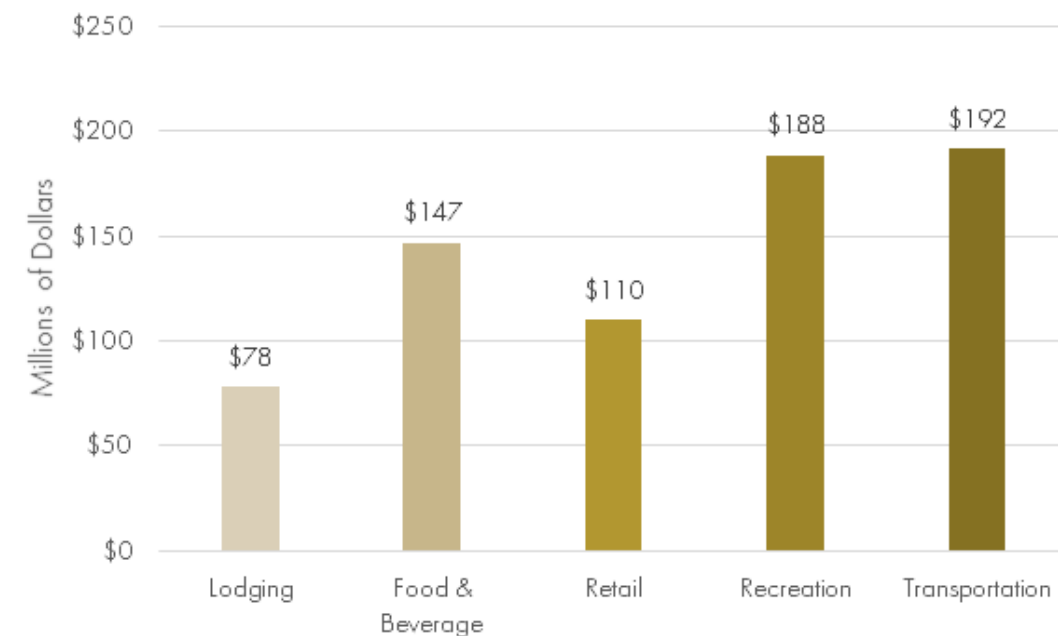
Recreation expenditures by visitors to the region are relatively high (21% of spending), ranking second in recreation expenditures among the eleven Pennsylvania regions studied in 2019.

While pandemic-year tourism data is not yet published, the outlook may be better for communities such as the McGuffey Area where outdoor recreation has a strong presence. The McGuffey Area is rich in outdoor recreation opportunities, including two golf courses, the 91-acre Dutch Fork Lake, and nearly 9,000 acres of state gamelands. The value of recreation in the McGuffey Area is reflected in spending of area residents. On average, McGuffey Area residents spend 7% more per capita on recreation than residents of surrounding counties.

TOURISM SPENDING & EMPLOYMENT TRENDS WASHINGTON COUNTY



WASHINGTON COUNTY TOURISM DIRECT SALES



Source: Tourism Economics courtesy of Pennsylvania DCED, 2019

ASSET INVENTORY

The Claysville Area's special character is the result of many shared resources that bind its communities together, along with unique assets that makes each of the nine communities distinct. Highlighted here are a selection of the many and diverse places, events, and stories that make up the rich fabric of the Claysville Area.

With an eye to revitalization, these assets present opportunities, contribute to regional character, sustain quality of life, and in many cases have been recognized above others for their special significance.



WASHINGTON COUNTY AIRPORT

The Washington County Airport (KAFJ), established in the late 1940s, is a regional aviation asset in Southwestern Pennsylvania and is located in South Franklin Township, about five (5) miles southwest of the City of Washington's central business area and approximately 30 miles south of the City of Pittsburgh. It is owned and operated by the County of Washington.

This key transportation asset serves the energy extraction industry, Meadows Racetrack and Casino, and many other industries. The airport is situated on 401 acres and is home to 92 aircraft, 34 T-hangars, 10 corporate hangars, and seven (7) aviation businesses. With a 5,004-foot runway, a parallel taxiway system, an Automated Weather Observation System (AWOS), and an Instrument Landing System (200-3/4), the airport has all-weather capabilities to accommodate many types of corporate and general aviation aircraft year around.

The strategic mission of the airport is to become a premier general aviation facility that strives on keeping safety and service as its top priorities. The airport is undergoing a transformation in partnership with aviation businesses and concurrent with corporate hanger development. Together with the aviation business partners, the airport is undergoing an expansion and transformation. Through a partnership between the County of Washington and the Redevelopment Authority of the County of Washington (RACW), airport expansion plans include a runway extension to 7,000 feet, parallel taxiway extensions, a new terminal building, and additional hangar sites. These improvement projects, along with creating a cohesive business environment and synergy, will result in continued job growth and opportunities in the Claysville Area and throughout the Western Pennsylvania region.

INTERSTATE 70/US ROUTE 40 CORRIDOR

The I-70/US-40 corridor between Wheeling, WV and Washington, PA passes through the Claysville Area, crossing Donegal and Buffalo Townships.

About 1.35 million vehicles pass through the Claysville Area on these highways every month, or as much as 43,000 per day, representing an immense opportunity for attracting visitors to the area. Three exits along a 15-mile stretch of interstate provide convenient access to much of the Claysville Area: Exit 1 and the Pennsylvania Welcome Center in West Alexander, Exit 6 in Claysville, and Exit 11 about 3 miles southeast of Taylorstown. I-70 has been impacted in the past by longwall mining operations, including lane closures and repairs due to undermining in the West Alexander/Exit 1 area in Donegal Township in 2020.

According to local accounts, US-40, which parallels I-70, functions as a secondary route used by drivers to avoid periodically heavy traffic on I-70, an opportunity to attract visitors and showcase the character of the Claysville Area.



HISTORIC NATIONAL ROAD

The Historic National Road is the first federally funded road built in the United States. Construction began in 1811. The road passes through Claysville and the former Borough of West Alexander, and was critical to the early development of these historic boroughs, with inns established to serve travelers and tollhouses and businesses to serve wagon trains moving goods on the National Road. Claysville's namesake, former Kentucky Senator Henry Clay, was a major proponent of the road and secured the necessary federal funding for the construction of the route, which he traveled regularly. Thus, the National Road is a part of the identity of the Claysville Area.

Today, portions of the National Road have been overlaid with US-40; where the two diverge, the National Road is designated "Old National Pike." Still, many original buildings remain or have historic markers located along portions of US-40. The National Road is designated as a National Scenic Byway and an All-American Road. It is managed under the National Road Heritage Corridor, which does not have the power to enforce preservation and functions in an advocacy role.

The **NATIONAL PIKE FESTIVAL** is held annually in Claysville, and involves a wagon train that travels the route all the way to Cumberland, MD. The festival is organized by Claysville Area volunteers who market the event to more than 7,000 households and businesses.



CLAYSVILLE S-BRIDGE

The Claysville S-Bridge is a National Register listed (75001676) historic structure in Buffalo Township at the intersection of US-40 and Green Valley Road. It was constructed as part of the National Road circa 1818. It is one of a series of S-shaped bridges that were constructed when the National Road approached a stream crossing at an oblique angle but a perpendicular crossing was desirable. According to its National Register nomination form, the S Bridge is the oldest engineered structure in Washington County. It is of regional significance as a part of the National Road, where it played a critical role in travel, commerce, and mail delivery.

Today, the bridge is no longer in use. The masonry structure with square dressed coping stones is in good condition, despite the partial demolition of the west end during the construction of US-40. At the site there is a historical marker, and the state has established a park with a small gravel parking lot and sizable lawn, but no amenities.



NATIONAL PIKE TRAIL

The National Pike Trail, in the detailed Phase 1 planning stage at the time of this report, is administered by the 501 (c)3 National Pike Trail Council based in the Claysville Area. Phase 1 will develop approximately one mile of trail in a multiphase plan that will eventually construct a segment more than four miles long contributing to this locally and regionally important recreation resource.

The proposed trail segment begins in Claysville Borough and extends through Donegal Township into Buffalo Township. It includes three sizable tunnels that add interest and character to this unique route. The potential to draw visitors is high, and the planned connection to downtown Claysville is a significant opportunity to capitalize on this resource.

The designated regional trail corridor extends from west of Wheeling, WV through the City of Washington, PA to the Washington County border. The corridor is designated as a Primary Recreation Greenway in the Washington County Greenways Plan, and is a Proposed Rail-Trail in the West Virginia Statewide Trail Plan.



DOWNTOWN CLAYSVILLE BUSINESS DISTRICT

Located along one half-mile of the Historic National Pike, Claysville Borough's downtown business district is a unique asset in the Claysville Area as the only traditional downtown shopping district serving nine municipalities. Claysville's downtown was originally established around a tavern in the early years of the nineteenth century, owned by Claysville founder John Purviance, to serve travellers on the National Road. Claysville grew as a commercial center around shipping on the National Road and the B&O Railroad. For more than 200 years it has been a center of commerce for the region.

Claysville is home to many commercial establishments that serve the Claysville Area, including two cafes, an art gallery, a dentist office, a chiropractor office, a bank, an American Legion post, a local market, the Fire Department, an auto detail/car wash, a pharmacy with gift shop, several churches, an animal care facility, a salon, an attorney's office, a laundromat, a pizza shop, a funeral home, the Claysville Community Center, the Post Office, the Claysville Borough building, and a senior apartment complex.

The businesses along Main Street offer something for everyone and together meet the needs of area residents close to home. A walkable business district provides options for people who prefer not to drive, and offers activities such as window shopping and synergy between neighboring stores that can increase sales and enhance the shopping

experience. A good example of this is Beth's Salon next to the Farmhouse Kitchen. Metered on-street parking is inexpensive, though there is no municipal off-street lot provided.

Overall, there are very few vacancies along Main Street and much of the building stock is in good condition. In addition to the various commercial uses, a mix of residential single-family homes and apartment units above the commercial spaces are scattered throughout much of the business district. The largest and most prominent vacant property is the former Sprowls Hardware building.

Another important function of Claysville's traditional downtown business district is pedestrian and community space. Sidewalks, benches, and pocket parks provide space for the chance meetings and friendly greetings that build community and give Claysville a reputation for being friendly and welcoming. Community organizations have made several public space improvements showing pride in their community. The traditional downtown and wide sidewalks provide a setting for community-building events, notably the well-attended Memorial Day Parade.

Whether you enjoy having lunch at the Main Street Café or the Farmhouse Bakery and Kitchen, stopping for candy or meat at Minteer's Market, shopping for necessities or gifts at Curtis Pharmacy, or attending a class at the art gallery, the Claysville Business District has something to offer everyone.



RICH HISTORY OF THE CLAYSVILLE AREA

The story of the Claysville Area is interwoven with the story of the United States from the earliest days of the development of our nation. Founded in 1812, it was named for Kentucky statesman Henry Clay. But its ties of national significance began in the frontier days, when John Purviance established a tavern on the hill above present-day Claysville Borough where travellers on the National Road could rest safely with clear views of approaching hostile bands of Indians; or with the compelling story of Anne Rowe Hupp and the many frontiersmen who enabled the expansion of the nation into southwestern Washington County. Significant events in the Revolutionary and Civil Wars, as well as the Claysville Area's substantial contributions to the Underground Railroad involving several extant properties, are locally documented ties to the formative events of the United States.

The **WEST ALEXANDER TOLL HOUSE**, c. 1837, was the last toll house on the National Road in Pennsylvania. It was established by the state to collect tolls from travelers, and for a long time after its closure displayed a board listing tolls based on vehicle type or livestock shipped. The board was preserved by the State Museum in Harrisburg, but the tollhouse has been demolished due to deterioration over time and lack of interest from state organizations in preserving it. The image at left is from a 1865 painting by Malcolm Parcell. The loss of the formerly picturesque toll house, no longer available as an asset for revitalization, is a lesson on the importance of preserving the Claysville Area's physical history in a comprehensive manner. Over time many architectural resources have been lost, including Campsey Feed Store and National Bank of Claysville in the great fire of 1922, many West Alexander buildings in a fire in 1990, and several farm houses due to abandonment for longwall mining. Today endangered buildings include a former bank in West Alexander and the former Sprowl's Hardware in Claysville.

The rich history of the Claysville Area and the memories, architectural resources or relics that embody it, are potentially an asset for revitalization if the stories can be captured in a compelling way that allows the Claysville Area to leverage funding and interest in their preservation. Inasmuch as the history of the Claysville Area is part of its identity and character today, it is also potentially an asset in terms of placemaking and branding.

Ongoing close cooperation with the Washington County Historical Society and National Road Heritage Corridor is perhaps the greatest asset in preserving the rich heritage of the Claysville Area, in terms of these organizations' capacity to advise on what efforts may have the most valuable preservation outcomes. Aside from their potential for revitalization, many aspects of the rich history of the Claysville Area have intrinsic value and interest for generations to come.



TAYLORSTOWN HISTORIC DISTRICT

Taylorstown is a rural village in Blaine Township listed on the National Register of Historic Places (85001958). It retains its original size and scale as set forth in its 1795 town plan and has a fairly intact architectural fabric made up of buildings from several different architectural periods. It is the only Pennsylvania town laid out before 1800 that retains its original form.

The discovery of oil in 1885 fueled development, and Taylorstown became the most prosperous town in Washington County according to its National Register nomination. While the first buildings in Taylorstown were of log and clapboard, and several brick buildings were constructed in the Farm or Federal style (such as the Dickey House, a circa 1820 historical district contributing property pictured here).

Today, Taylorstown is primarily in residential use, with two churches and a post office.



WEST ALEXANDER HISTORIC DISTRICT

West Alexander is a charming former commercial center on the Historic National Road, and the first stopping point in Pennsylvania at the West Virginia border. The Borough of West Alexander grew up organically around the National Road and rail line.

At the time of its nomination to the National Historic Register (85000471) West Alexander was notable for its largely intact collection of mid-nineteenth century Italianate and Greek Revival architecture, as well as the layout of its business district. It was a bustling shopping and tourist destination in the latter half of the twentieth century, with many arts and crafts stores and gift shops, and a popular Christmas celebration. After a fire in 1990 devastated the town, the business district never recovered.

The former Borough of West Alexander is now a part of Donegal Township. Today, West Alexander retains its historic small town charm and many historic structures, including the oldest building, the Squire House. Prior to 1885, Pennsylvania's relaxed marriage laws made this a destination for thousands of weddings of West Virginia couples.



COVERED BRIDGES OF THE CLAYSVILLE AREA

The covered bridges of Washington County are a significant and unique heritage asset of regional and national importance. All ten bridges in this entry are listed in the National Historic Register. In addition, some have been relocated to community parks, adding character and scenic value to a public place.

The covered bridges are a significant tourism draw, especially during the Washington & Greene Counties' Covered Bridge Festival. Both the Wyit Sprowls and Brownlee (McGuffey Community Park) bridges participate as festival sites.

- 1 | **BROWNLEE BRIDGE** a Kingpost truss bridge built after 1860; now located in McGuffey Community Park, the bridge is originally from East Finley Township
- 2 | **ERSKINE BRIDGE** a Queenpost truss built in 1845 and restored in 2006, this West Finley Township bridge is the oldest in Washington County, as well as the farthest west
- 3 | **SPROWLS BRIDGE** a Kingpost truss bridge built in 1875 in East Finley Township, restored in 2000
- 4 | **PLANTS BRIDGE** a Kingpost truss bridge built in 1876 in West Finley Township
- 5 | **LONGDON MILLER BRIDGE** a Queenpost truss bridge in West Finley Township, restored in 2001
- 6 | **MAYS BRIDGE** originally named Blaney Mays Bridge, this Queenpost truss bridge in Donegal Township was restored in 2006
- 7 | **DAY BRIDGE** a Queenpost truss bridge built in 1875 and restored in 2002-2003, located in Morris Township
- 8 | **WYIT SPROWLS BRIDGE** a Queenpost truss bridge built in 1915 and restored in 2001, originally located in West Finley Township but relocated to East Finley Township Park due to damage from subsidence
- 9 | **CRAWFORD BRIDGE** a Queenpost truss bridge in West Finley Township, restored in 1996
- 10 | **DANLEY BRIDGE** believed to be constructed after 1860, a Queenpost truss bridge in West Finley Township, restored in 2000



ONE-ROOM SCHOOLHOUSES OF THE CLAYSVILLE AREA

At one time, there were nine one-room schoolhouses in the McGuffey School District; today, three are known to remain. The schoolhouses, often without plumbing and heated with a wood stove, were in use as recently as the 1960s.

JORDAN SCHOOLHOUSE was relocated to East Finley Township Park from Bedillion Farm. Its exterior and interior were restored with grant funding, and it now serves as an education facility visited by field trips from McGuffey School District.

ARCHER NO. 1 SCHOOLHOUSE, built c. 1900, was relocated to Morris Township Park and restored. It features the original bell tower.

STONY POINT SCHOOLHOUSE is in its original location on a farm on East Finley Drive. It has not been restored and is used as a storage building.



FORTS OF THE CLAYSVILLE AREA

These small forts constructed during colonial times provided protection for settlers from attacks by Native American people living in the area.

RICE'S FORT was built on Buffalo Creek about six miles north of its historical marker on US-40 in Donegal Township. A reproduction of Rice's Fort was constructed in McGuffey Community Park and hosts reenactments during the Covered Bridge Festival.

MILLER'S BLOCKHOUSE was built three miles north of its historical marker on US-40 in Donegal Township. No longer in existence, this was the site of the heroic defense in 1782 by Anne Rowe Hupp. "The heroine of Miller's Blockhouse" is buried in the **MILLER AND HUPP CEMETERY** near Dutch Fork Lake. Her story is a compelling piece of local history and lore.

LINDLEY FORT AND STOCKADE was built c. 1770 near its historical marker on Prosperity Pike in Morris Township. The monumental stone marker is unique and was erected by descendants of the Lindley family.



COMMUNITY PARKS

The community parks of the Claysville Area serve recreation needs of residents.

1 | MCGUFFEY COMMUNITY PARK in Donegal Township, just southwest of Claysville Borough, covers 82 acres owned by Claysville Borough and the Claysville Playground Association. Amenities include four ballfields and a tee-ball field, a playground, a medium pavilion, restroom, a reconstruction of Rice's Fort, Brownlee covered bridge and a covered bridge-style pavilion, a basketball court, and a small pavilion with playground. It hosts the County Covered Bridge Festival.

2 | MORRIS TOWNSHIP COMMUNITY PARK includes Archer No. 1 schoolhouse and the Dunn Station storage building, a restroom with ADA sidewalk, a playground and medium-size pavilion available for rental, and three ballfields. It is 9.8 acres including the Township building property. The park has public utilities.

3 | EAST FINLEY PARK includes the Wyt Sprowls covered bridge and restored Jordan Schoolhouse. Its 26 acres include a nature trail, two new gazebos, half-court basketball, some playground equipment, a large pavilion and a smaller pavilion, and one ballfield. It hosts the County Covered Bridge Festival as well as multiple seasonal events and music performances.

4 | SOUTH FRANKLIN TOWNSHIP PARK is 9.8 acres and includes four ballfields, two basketball courts, two playgrounds, two pavilions available for rental, a volleyball court, a gazebo, and a one-mile walking trail.

5 | BLAINE TOWNSHIP COMMUNITY PARK in Taylorstown is 47 acres plus 5 acres owned by Legion Homeowners Association. It includes tree ballfields, a medium pavilion and playground equipment.

6 | In WEST ALEXANDER, Donegal Township, two adjacent parcels owned by the Presbyterian and First Christian Churches include a cemetery and park land. The included gazebo on Main Street is slated for extensive renovation. On the opposite side of the parcel, just visible from Main Street, is an aggregate parking area and basketball court. The West Alexander Community Center includes an indoor recreation center.

In Buffalo Township, there are two ballfields on a privately owned parcel. The former pool, known as Sunset Beach, is closed and the parcel was sold to a land development corporation in 2018.

The municipal parks are important for the quality of life of residents, but also contribute significantly to regional character by preserving stream quality or relocated historic structures. In some cases, historic resources would have been lost to mining or other disruptions if they had not found a home in the parks.



MCGUFFEY SCHOOL DISTRICT

McGuffey School District is a public-school system that serves all nine municipalities that make up the Claysville Area. The School District is composed of four schools: McGuffey High School, McGuffey Middle School, Claysville Elementary, and Joe Walker Elementary.

The McGuffey school colors are navy blue and gold. "Highlanders" has been adopted as the official school mascot/nickname. Current enrollment is approximately 1,600 students. The district is named after William Holmes McGuffey, who wrote a series of Eclectic Readers and was a famous revolutionary educator. McGuffey School District covers an area of approximately 198 square miles.

The district's schools are generally ranked well and the high school graduation rate exceeds the state average.



MEL BLOUNT YOUTH HOME

The former Mel Blount Youth Home of Pennsylvania is located on State Route 221 in Buffalo Township. Completed in 1990, the Mel Blount Youth Home was a place for troubled youth in the region. The mission of the former home was to help youth develop mentally, physically, and morally while teaching them to become productive citizens in society.

The Youth Home closed its doors in 2014 and the property is now used to host miscellaneous weekend and day camp programs. The former Youth Home property sits on almost 300 acres of beautiful farmlands and has several buildings located on it. It is still a valuable resource with revitalization potential, and adds aesthetic appeal to the Claysville Area today.

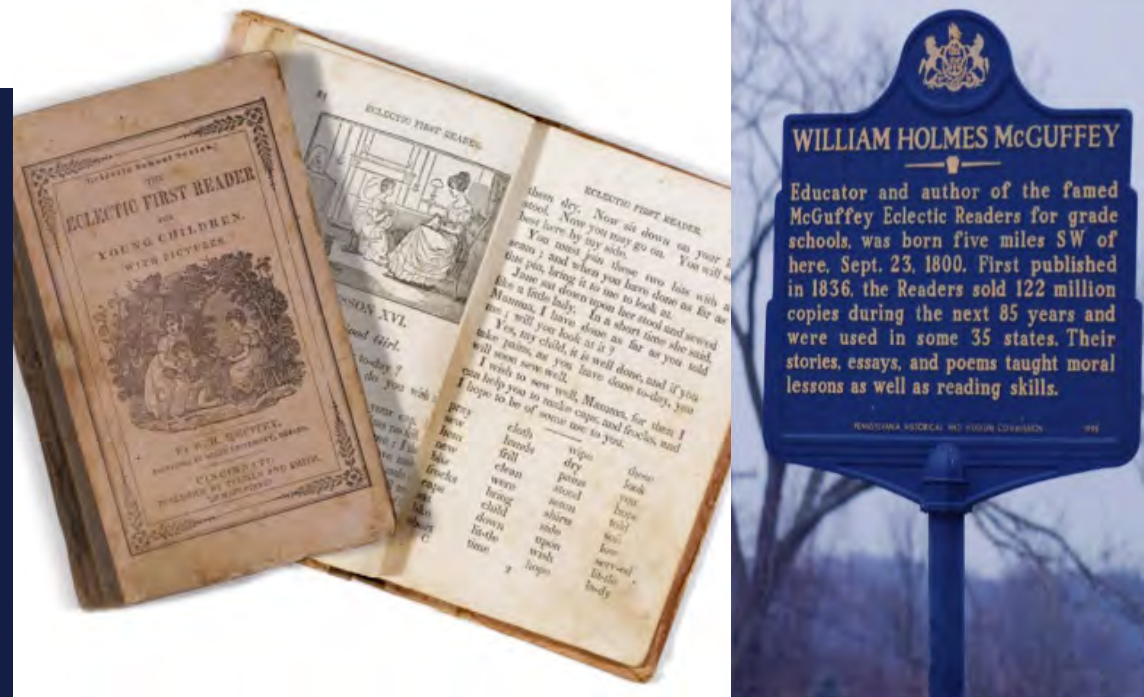


WILLIAM HOLMES MCGUFFEY BIRTHPLACE

William Holmes McGuffey (1800-1873), a nationally recognized pioneer in education and author of the McGuffey Eclectic Readers, was born in a one-room cabin in what is now West Finley Township. McGuffey's local significance is reflected in the naming of the school district.

The original 1780 log cabin where McGuffey was born was severely dilapidated when it was purchased and moved to The Henry Ford Greenfield Village in Dearborn, Michigan. While it is unfortunate that the artifact was removed from West Finley, it is a testament to the national prominence of this Claysville Area native.

A historic plaque at McGuffey Middle and High School was erected to honor William McGuffey and to educate students on area history.



JOE WALKER, CAPTAIN, USAF

Joseph Albert Walker was a famous pilot and astronaut who proudly called the Claysville Area home. Walker served as a Captain in the United States Air Force and also served in World War II. In addition to his time serving in the Air Force, Joe was also known for his roles as an experimental physicist, a NASA test pilot, and an astronaut.

In 1963, Walker made three flights above 50 miles, thereby qualifying as an astronaut according to the United States definition of the boundary of space. The latter two, X-15 Flights 90 and 91, also surpassed the Kármán line, the internationally accepted boundary of 100 kilometers (62.14 miles). Making the latter flights immediately after the completion of the Mercury and Vostok programs, Walker became the first person to fly to space twice. He was the only X-15 pilot to fly above 100 km during the program.

Joe Walker Elementary School was named after Mr. Walker in honor of his accomplishments of making two flights beyond 100 kilometers, or the edge of space. Joe Walker's home that he grew up in is approximately a half mile down Route 18 from Joe Walker Elementary School itself in South Franklin Township. Joe Walker attended Lagonda Elementary School, which would later be renamed after him following his untimely death. Joe Walker died in June 1966 when he was killed in a mid-air collision over the State of California.



MONTGOMERY MANSION

Montgomery House is a historic building located on West Main Street in the Claysville area. It is designated as a historic residential landmark/farmstead by the Washington County History & Landmarks Foundation. Originally built in 1880, the mansion was extensively renovated in 1990.

Most recently, the Montgomery Mansion was used as a bed and breakfast that had three guest rooms available with accommodations. The House also has owner's quarters. The property is currently for sale for approximately \$389,000.

The Montgomery House is a key property located on Main Street, just outside of the downtown area of Claysville Borough in neighboring Donegal Township. It is architecturally prominent as a beautiful, colorful building with ornate Victorian architectural finishes. It also reflects Claysville's heritage as a place once widely known for hospitality on the National Pike.



MARGARET DERROW HOUSE

Designated as a Historic Landmark by the Washington County History and Landmarks Foundation, this modest Gothic cottage was built along the National Road. It is framed under a steep roof braced by long vertical brackets on its front facing gable end and features tall slender narrowly-divided paired lancet windows. In the last quarter of the 21st century the house was removed from its original site to serve as a garage to the neighboring Montgomery House.

CALDWELL TAVERN

A National Register Historic Property, this c. 1840 two-and-a-half story, five bay brick house, when originally built faced the National Road, Route 40 realigned the road behind the house. Greek Revival influences are manifested in the transomed and sidelighted main central entry. A second front door, just west of the other, typifies the tavern use by entering into the barroom. In the late 20th century this second door was replaced with a window. Other "tavern" elements are its kitchen ell with double stacked porch (later enclosed).



WEST ALEXANDER FAIR AND FAIRGROUNDS

The first West Alexander Fair was held in 1906 with the establishment of the West Alexander Agricultural Association. The rolling slopes of the fairground property, more than 34 acres, were purchased and developed. The original property remains the home of the West Alexander Fair to this day. The original mission of the Association to promote agricultural progress and education in the community is still central to the event, evident in close cooperation with the McGuffey School District. For over a century, the West Alexander Fair has been a beloved institution of the Claysville Area community.

Today the fair is held every Labor Day weekend, the last fair of the year in the region. It draws participation from Ohio County, West Virginia which does not have its own fair. Despite the large and growing attendance at the fair, it is noted to have a more “down home” family atmosphere than the typical county fair. It hosts all-local vendors and operators who return year after year. In addition to livestock exhibits, tractor pulls and carnival amusements, the fair boasts a rodeo. The fair organization also hosts “Scare at the Fair” every October. Murals on fairgrounds buildings are created by local artist Diane Adams.

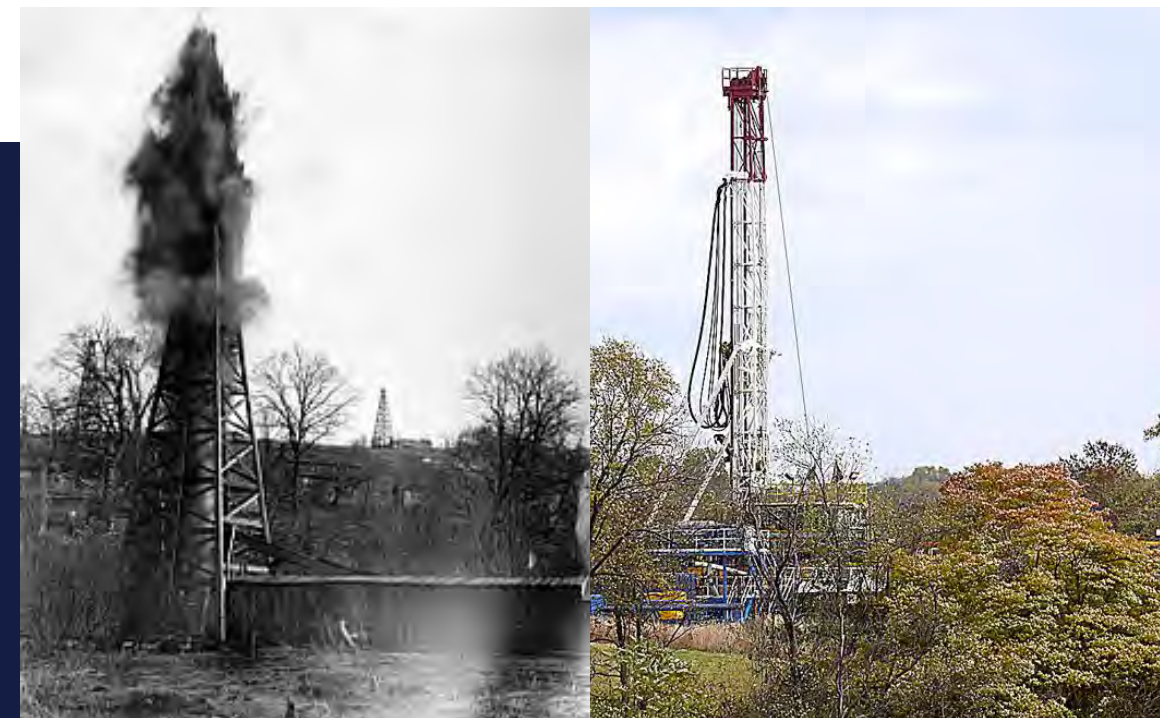


RESOURCE EXTRACTING INDUSTRIES

In the 1800's, the discovery of the Taylorstown oil field made Taylorstown one of the most prosperous towns in Washington County. The first well in Washington County was struck here in 1885, approximately 26 years after oil was discovered in Titusville, PA. Remarkably, the discovery of oil boosted the prosperity of the town without changing it drastically from the original town plan.

Today Washington County is at the center of the Marcellus Shale natural gas boom in Pennsylvania. Coal mining has been ongoing since the late 18th Century, though today almost all is extracted by longwall mines.

These industries are a notable economic asset, and operators from outside the Claysville Area such as TransCanada (TC Energy) and Range Resources have made direct investments in community improvement organizations in the Claysville Area, including this plan. The impacts of these industries are intertwined with the many benefits, including mine subsidence, water resource degradation, and direct impacts to road condition and traffic. Cooperation and dialog with the industry and individual operators can increase their efficacy as an asset for revitalization.



AGRICULTURAL LANDS AND BUFFALO GRANGE

About one quarter of the Claysville Area's land is in agricultural production, and animal products and feeds are chief products.

A Grange, officially the National Grange of the Order of Patrons of Husbandry, is a social organization unique to the United States. It was established to promote economic and political interests of agriculture, agricultural communities, and families. Across the country, grange numbers have fallen by 40%, but the Buffalo Grange remains active today. Due to its mission to promote community economic interests related to agriculture, the Grange could be a valuable partner.

HISTORIC FARMS OF THE CLAYSVILLE AREA

Robert Parkinson Farm is a historic property in Morris Township, Pennsylvania. The Parkinson Farm is an example of an early 19th-century sheep farm, and it continued to operate as such until about 1960. The contributing buildings are the c. 1830 house and barn.

It is listed on the National Register of Historic Places (01000603). Other Claysville Area farms that may be eligible for listing under Criterion C: Architecture include:

43 First St., Taylorstown, Blaine Township (Crothers Farm)

601 Valley View Rd., East Finley Township

108 Oak Springs Rd., West Finley

1234 E Finley Dr., West Finley

4664 S Bridge Rd., Prosperity, Morris Township

4632 S Bridge Rd., Prosperity, Morris Township

228 Craft Creek Rd., Prosperity, Morris Township

90 S Bridge Rd., Prosperity, Morris Township

651 Mount Zion Rd., Prosperity, Morris Township

238 Walnut Valley Rd., West Alexander, West Finley Township

Memorial Rd., West Alexander

254 Laidleys Run Rd., West Alexander

238 Walnut Valley Rd., West Alexander



STATE GAME LANDS

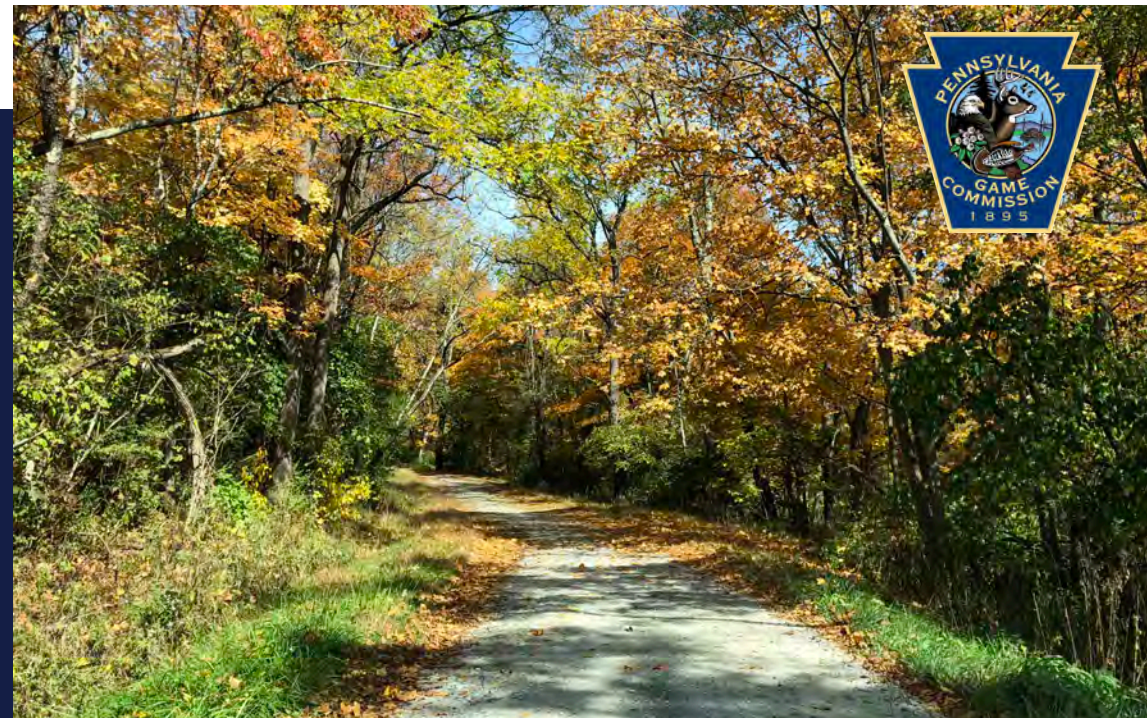
Three designated State Game Lands are notable assets in the Claysville Area:

STATE GAME LANDS 232 covers 5,103 acres in Blaine, Donegal, Hopewell, and Independence Townships. It is easily accessible from a number of state and local roads and allows motor vehicles. It has the greatest variety of hunting and trapping opportunities.

STATE GAME LANDS 245 consists of 4,044 acres in the heart of the Claysville area stretching across Morris, East and West Finley, South Franklin, and Donegal Townships. It includes a public 100-yard rive range with six firing points.

STATE GAME LANDS 302 consists of 2,961 acres in West Finley Township and Greene County. Waterfowl hunting is popular here.

While established for the purpose of sport hunting, State Game Lands also preserve non-game species and welcome other recreation such as boating, fishing, hiking, birdwatching, and nature study. Each location has several designated and mapped parking areas.



DUTCH FORK LAKE

Dutch Fork Lake is a 91-acre surface impoundment owned by the Commonwealth of Pennsylvania and managed by the Fish and Boat Commission for public fishing and boating. Two parking lots and boat launches accommodate un-powered or electric-motor boats. It is stocked with trout and contains both warmwater and coolwater fish species. The facilities are not ADA-accessible.

The lake was restored in 2013 with grant funding, gas drilling lease money, and volunteer labor. It was drained after being damaged by Hurricane Ivan in 2004.

This important resource is well-known as an excellent fishing spot. It is part of the Dutch Fork Valley Biological Diversity Area, a special species habitat, Community/Ecosystem Conservation Area, and a High Diversity Area.

The Buffalo Creek Watershed Alliance leads local improvement and preservation efforts at Dutch Fork Lake.



GOLF COURSES

DOGWOOD HILLS GOLF COURSE, formerly Double Dam, is a family-owned business in Donegal Township. It was purchased by its current owners in 2005. Its 18-hole course is open to the public. It is the home of the McGuffey High School golf team and frequently hosts local tournaments and fundraisers. Its single 128.5-acre parcel has mixed zoning, and part is in woodland. It is adjacent to State Game Lands 245.

LONE PINE COUNTRY CLUB is a private golf club opened in 1971. The clubhouse includes a pro shop, restaurant, and meeting or banquet room. It hosts private and seasonal events for members and their guests only. The course occupies the bulk of the land area in Green Hills Borough, approximately 189 acres, to accommodate an 18-hole Championship golf course plus practice area. The course has a four-tee system that accommodates players of all genders, ages and abilities.

The two courses provide different and complementary services to residents and visitors. In terms of community revitalization, Dogwood Hills is likely to be a valuable partner due to its associations with McGuffey Schools and various charities.



FOUR SEASONS RESORT

Located in West Finley Township, Four Seasons Resort is a great place for folks that love the outdoors. Four Seasons Resort offers a fun-filled, family camping environment. The Resort boasts 35 miles of groomed ATV trails for all skill levels. In addition to the trails, the Resort has an Olympic-sized swimming pool, a stocked pond for fishing, and many planned family-friendly activities throughout the year.

Four Seasons Resort is an ideal camping and entertainment facility that offers the perfect mix of fun and relaxation. The Resort is nestled on 850 acres of forested lands and has over 1,000 acres of State Game Lands that surround it. The Resort attracts tourists to the Claysville Area and is directly aligned with the history of providing hospitality and the overall regional appreciation for the outdoors.



BUFFALO CREEK AND DUTCH FORK VALLEY

In the watershed of Buffalo Creek and Dutch Fork Lake in Buffalo, Blaine, and Independence Townships, there are 621 acres of identified Natural Heritage Areas (NHA). They protect a variety of plants, birds, and aquatic animals of state and regional significance. The lower Buffalo Creek Watershed is an Audubon Important Bird Area of state significance.

Dutch Fork and Buffalo Creek are designated as High Quality Waters and warm and cool water fisheries. Together they form one of the most intact and rich aquatic systems in Washington County. Dutch Fork is a stocked trout stream. Buffalo Creek is a designated water corridor in the Washington County Greenways Plan. Dutch Fork is a designated Greenway.

Access to this area is fairly well developed from a point north of PA-331 and via Dutch Fork Lake. Recommended activities are limited to passive recreation (hunting, hiking, etc.) to minimize erosion, and routing utilities so that they do not fragment forest areas. A related site in this watershed is at McGuffey Community Park just south of I-70. Recommended management is to limit development near wetlands and maintain clearings to preserve rare plant species.

Due to Buffalo Creek and Dutch Fork Valley's relatively good access, and a good variety of recreation opportunities at Dutch Fork Lake, it is likely a good opportunity for revitalization if new or increased use can be balanced with preservation of the natural environment.

BUFFALO CREEK WATERSHED ALLIANCE

Located in West Finley Township, Four Seasons Resort is a great place for folks that love the outdoors. Four Seasons Resort offers a fun-filled, family camping environment. The Resort boasts 35 miles of groomed ATV trails for all skill levels. In addition to the trails, the Resort has an Olympic-sized swimming pool, a stocked pond for fishing, and many planned family-friendly activities throughout the year.

Four Seasons Resort is an ideal camping and entertainment facility that offers the perfect mix of fun and relaxation. The Resort is nestled on 850 acres of forested lands and has over 1,000 acres of State Game Lands that surround it. The Resort attracts tourists to the Claysville Area and is directly aligned with the history of providing hospitality and the overall regional appreciation for the outdoors.

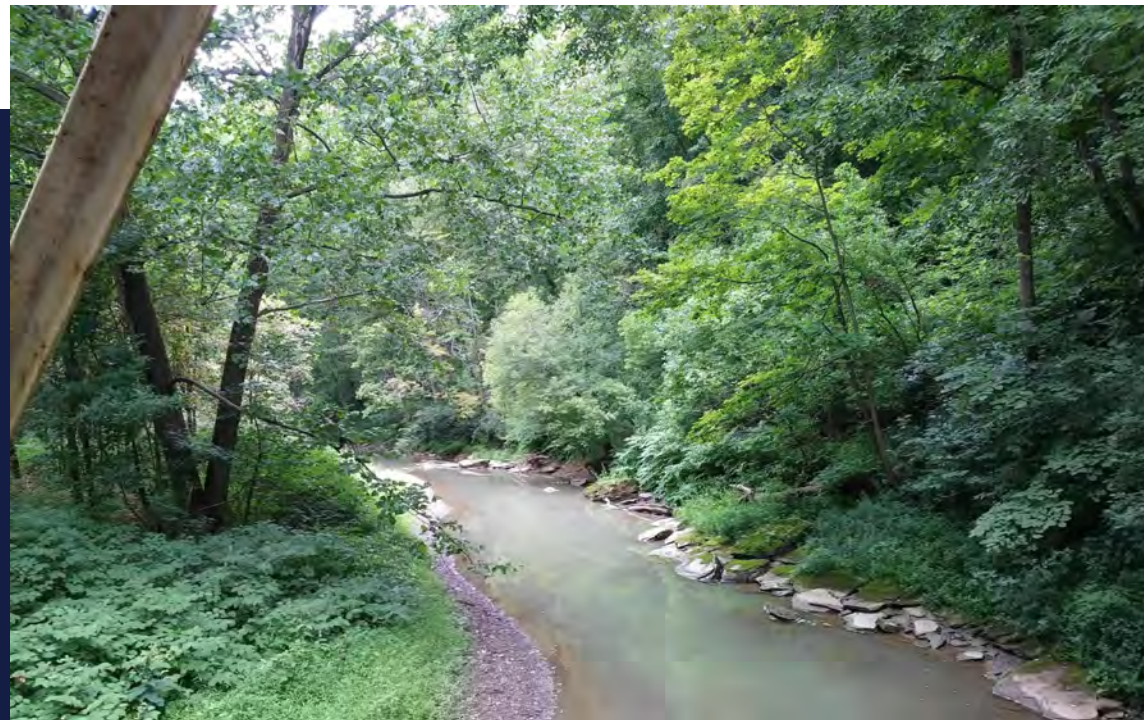


ENLOW FORK

The Enlow Fork and Templeton Fork areas support ten designated NHAs covering 1,564 acres. The NHAs support many rare plants, plant communities, and aquatic and terrestrial animals. The Enlow Fork Floodplain NHA and Enlow Fork Wheeling Creek NHA are of global significance and is of the highest conservation priority in Pennsylvania because they support globally rare sensitive species. Enlow Fork is an Audubon Important Bird Area of state significance and both waterways are County-designated Greenways.

Both Enlow and Templeton Fork are stocked with trout, but access is limited. Enlow Fork has been impacted by subsidence from longwall mining, leaving some portions of the stream as pools with few fish, rather than flowing water. Restoration has been conducted in some locations and the Fish and Boat Commission continues to stock the stream.

Threats include filling of wetlands for development, surface and groundwater pollution, and fragmentation of the forest by roads and pipeline construction. Mature forests and open areas should be maintained because each supports different species. Recreation of all types is considered a threat to species in the globally significant Enlow Fork Floodplain NHA.



RINGLANDS

The Ringlands area in Morris Township includes three designated NHAs. Lick Run Slopes NHA is of global significance and is of the highest conservation priority in Pennsylvania because it supports a globally rare snail species. Recommended management focuses on limiting all sources of pollution to surface and groundwater, and limiting roadways.

Ringlands Slope Forest NHA is of state significance and supports rare maturing forest communities as well as a plant species of concern. Tenmile Creek NHA is of state significance and supports a rare freshwater mussel. Together they cover 59 acres. Recommended management includes limiting development or other activities that cause erosion, and removing invasive species.

Ten Mile Creek is a stocked trout stream and County-designated Greenway. This area has the potential to provide excellent recreation lands for hunting or fishing clubs.

Other Claysville Area NHA's that have less significance as assets for revitalization, but may influence development plans, can be found in the 2021 update to the Washington County Natural Heritage Inventory.



COMMUNITY CENTERS

The CLAYSVILLE COMMUNITY CENTER is located at 212 Main Street in downtown Claysville Borough. The Center can be rented out for private events and banquets and is also available for community groups for meetings. Several events are held at the Center each year centered around holidays such as Halloween, Easter, and Christmas. The Center was established in 1952 as a non-profit organization and is governed by a Board of Directors. It is known in the community as a place for people to come together to speak, plan, inform, and entertain and has been a venue in the Claysville Area for birthday parties, showers, dances, public meetings, Boy and Girl Scout meetings, paint classes, exercise classes, sports games, craft fairs, meeting Santa, and more.

The PROSPERITY SOCIAL HALL was recently renovated in 2018 and is located on Prosperity Pike in Morris Township. The hall is available for parties, showers, meetings, and more. The Hall is used for craft fairs, holiday fairs and events, and other community activities.

The WEST ALEXANDER COMMUNITY CENTER in the Donegal Township municipal building is in a former school gymnasium. It serves as a community center and recreation center.



AMERICAN LEGION

The American Legion's mission statement, adopted by the National Executive Committee in October 2020, is to enhance the well-being of America's veterans, their families, the military, and our communities by our devotion to mutual helpfulness. The American Legion's vision statement is "The American Legion: Veterans Strengthening America." The local posts are dedicated to their veteran members and the greater Claysville Area community. There are three American Legion Posts in the Claysville Area:

Core-Houston Post 907 in Taylorstown

Hunt Kennedy Post 639 on Main Street in Claysville

Auxiliary Unit 656 in West Alexander

The Claysville Post 639 organizes the SGT. NATHAN KENNEDY SCHOLARSHIP RIDE, a motorcycle tribute to the Claysville Area native who was killed in Afghanistan. Sgt. Kennedy was known for his love of Claysville, and his final wishes were to be laid to rest in Claysville Cemetery rather than a military cemetery.



CHURCHES OF THE CLAYSVILLE AREA

There are at least 16 churches in the Claysville Area that play an important role in quality of life. In addition to providing a cultural and spiritual home for residents, many of the churches and their leaders are active in community-building organizations and general improvements that benefit the larger population. Several of the church buildings are historic, or contribute architecturally to Main Street in the traditional town centers and a public park in West Alexander. Some of these include:

CLAYSVILLE UNITED METHODIST CHURCH on Main Street in Claysville

FIRST BAPTIST CHURCH OF CLAYSVILLE on Main Street in Claysville

CLAYSVILLE UNITED PRESBYTERIAN on Wayne Street in Claysville

TAYLORSTOWN PRESBYTERIAN CHURCH on Main Street in Claysville and Taylorstown

TAYLORSTOWN CHRISTIAN CHURCH on Main Street in Taylorstown

FIRST CHRISTIAN CHURCH and UNITED METHODIST CHURCH on Main in West Alexander

EAST BUFFALO and NORTH BUFFALO PRESBYTERIAN CHURCHES in Buffalo Township

GRACE BAPTIST CHAPEL in Blaine Township

ZION UNITED METHODIST CHURCH and DUTCH FORK CHRISTIAN CHURCH in Donegal Twp

PARK AVENUE BAPTIST, LIGHTHOUSE COMMUNITY, and BETHEL PRESBYTERIAN CHURCHES in South Franklin Twp

VOLUNTEER FIRE DEPARTMENTS

Several local volunteer fire departments (VFDs) serve the Claysville Area communities and provide support and assistance with hazards and emergencies, including medical and fire emergencies. These departments also provide fire safety through education and fire prevention programming. The local volunteer fire departments in the Claysville Area are located in Claysville Borough, West Alexander in Donegal Township, Taylorstown in Blaine Township, and South Franklin Township.

The Claysville Volunteer Fire Department is located in downtown Claysville Borough on Main Street and serves the Borough and surrounding areas. Additionally, the West Alexander Volunteer Fire Department provides services to the citizens of Donegal Township and the surrounding areas.

Many of the local fire departments have social halls that are used for various community events and private functions and parties. The Claysville VFD has collaborated with the Claysville Area Preservation and Revitalization Initiative (CAPRI) on community improvement projects, and is central in organizing the MEMORIAL DAY PARADE that draws crowds from throughout the Claysville Area.



CHAPTER

3

PUBLIC ENGAGEMENT



PUBLIC INPUT MEETINGS

JUNE 22, 2021 AND JULY 13, 2021

The first series of public input meetings were held on June 22 and July 13, 2021. At the meeting on June 22, the project consultant and Steering Committee were able to engage with over 29 attendees. Of those who attended the June meeting, 27 identified as residing in the overarching McGuffey Area. The second public input meeting, which followed the same agenda as the first, was held in June and engaged with 37 residents, 30 of which identified as residing in the McGuffey Area. Between the two meetings, eight of the nine communities in McGuffey area were represented, including residents from all but Green Hills Borough making an appearance to represent their communities.

A series of engagement activities were conducted at the first round of public input meetings to foster meaningful dialogue and to collect important information for future planning efforts in the region. Meeting attendees were asked to participate in three small-group stations representing the themes of the McGuffey Area as a great place to Live, Work, and Play. The feedback gathered from each of the stations was aimed around gaining a better understanding of the McGuffey Area from residents' perspectives. The graphic on the following page shows the rotation of small-group activities offered at the various stations during the first round of public input meetings held in June and July 2021.



LIVE
MAPPING
DREAM BOX

The LIVE Breakout Group consisted of two exercises, Mapping Future Improvements and the Dream Box. Mapping Future Improvements asked participants to place stickers on a map of the region and to identify where Housing, Retail Development, Offices, Public Utilities, and/or Road Improvements were needed. In addition, the Dream Box task invited attendees to write down their dreams, whether big or small, for the region on a piece of paper and to anonymously submit them by placing them in the box.

WORK
CHARACTER
PREFERENCE
GO FUND ME

The WORK Breakout Group was comprised of two more exercises: Character Preferencing and Go Fund Me. The first of these activities, Character Preferencing, challenged participants to vote for images that resemble what they would like to see in the McGuffey Area. There was an option to vote for none of the images selected as well and to provide comment on what else they'd like to see instead of what was depicted in the images. The Go Fund Me activity allowed attendees to identify needs in the area that could be invested in to create a better McGuffey Area community. Those who participated were given ten raffle tickets that they could split up however they liked and invest in one or more of the following categories: basic infrastructure, cell infrastructure, promoting local history, youth activities and facilities, country/specialized retail stores, attracting commerce around the Interstate, marketing and branding of existing assets, and supporting local farms.

PLAY
BLUE SKY
BOARDS

The PLAY Breakout Group focused on the Blue Sky Exercises through which meeting attendees were asked to answer two questions by writing answers on a post-it note and sticking them to the Blue Sky poster boards. These questions asked were:

- ◆ My favorite place to play is _____ and it needs _____. Fill in the blanks.
- ◆ New ways to play: What NEW recreation, cultural, historical, or outdoors improvements would revitalize the Area?

ACTIVITY RESULTS

Mapping Future Improvements showed there to be an overall support of development in the I-70/US-40 corridor and in northern South Franklin Township. Attendees expressed the need for housing for seniors and affordable and/or mid-priced homes between West Alexander and Claysville, warehouses and light industry at Exits 1 & 6, more retail and restaurant development in the town centers while addressing the need for historic preservation, and more recreation/entertainment between West Alexander and Claysville Borough near the Taylorstown Exit. Outside of the I-70/US-40 corridors, attendees emphasized the importance of preserving the area's existing rural character while addressing the need for improved cellular and internet services, repair of multiple gravel roads, managing housing vacancies and blight, and park improvements.

The Dream Box activity showed a consensus that the McGuffey Area needs to improve both basic infrastructure like water, sewer, and electric as well as wireless/cell/broadband infrastructure including internet, phone, and TV. There was also consensus around the need for a sports/indoor recreation center as well as a public swimming pool or water park, among other common themes.

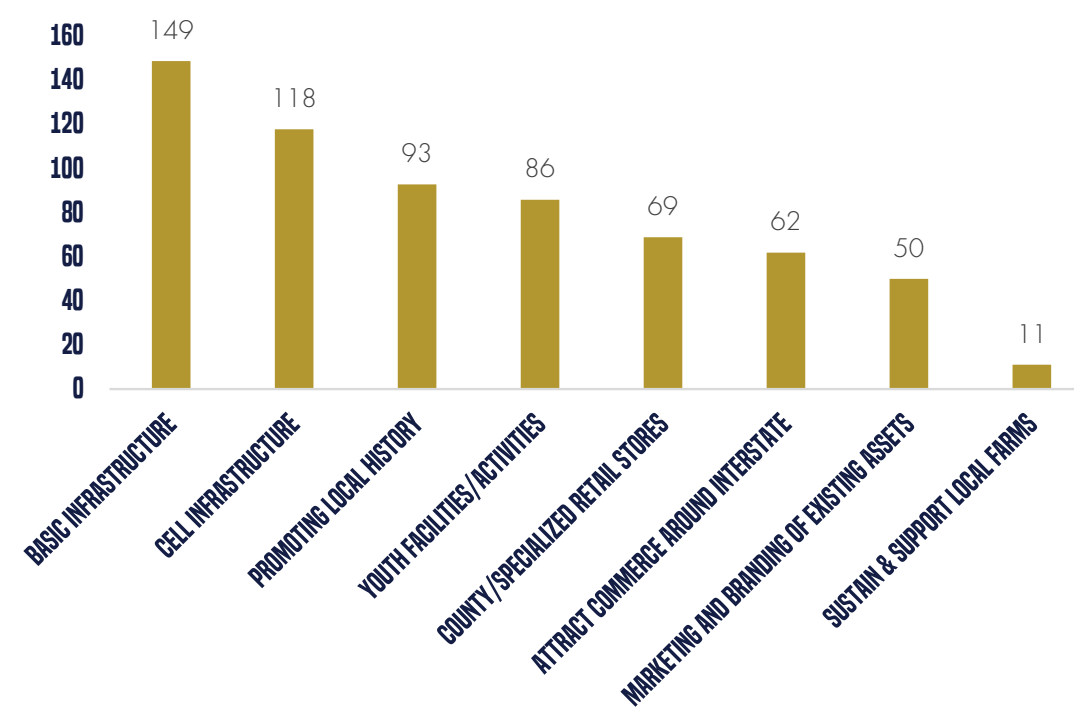
The Character Preferencing activity showed that attendees liked the look of the following images for their communities:



For the GoFundMe Exercise, the category that received the most funding “tickets” allotted was basic infrastructure (149 tickets), followed by cell infrastructure, promoting local history, and youth facilities/activities. These results mirror previous activities, including the top Dream Box key words and Mapping Future Improvements areas of interest.

Next was the Blue Sky Activity where attendees expressed general appreciation for Dutch Fork Lake, the National Pike Festival, the former Sunset Theater/Drive-In, and South Franklin Township’s Park, among others. Overall, residents felt that these recreational areas primarily needed maintenance and infrastructure improvements. Participants also expressed the desire for important community events to re-emerge post-pandemic; these events foster a tight-knit community and have the ability to bring folks of all ages together.

The second part of the Blue Sky task was to imagine what kinds of recreational spaces residents would like to see in their communities that do not already exist. A major topic was the implementation of a public pool as well as playgrounds, gyms, and hiking/biking trails and related amenities.



After the first round of public input meetings, several key topic areas and themes were identified to be addressed as part of the master revitalization plan, including:

- ◆ Basic infrastructure – water, sewer, and electric service
- ◆ Cell/wireless/broadband infrastructure
- ◆ Support and promotion of local history
- ◆ Agritourism and the creation of farm market type of venues (in downtown Claysville and across the area)
- ◆ Support and preservation of the local agricultural heritage and rural landscape
- ◆ Support of local farms and farmers
- ◆ Improvements to Downtown Claysville
 - Improve mobility (accessible sidewalks and curb cuts)
 - Diversify the stores, restaurants, and services provided
 - Enhance the overall aesthetics/appearance
 - Renovate the former Sprowls hardware building
- ◆ Parks and Recreation is a vital part of the community
 - Continued improvements and ongoing maintenance at municipal parks
 - Improvements at Dutch Fork Lake
 - Activities, both indoor and outdoor, for youth and other ages
 - Pool or some sort of aquatic facility or rec center
- ◆ Trail development as well as connectivity to the trail and accessibility of the trail

The full results of the first round of public input meetings held in June and July 2021 for the Master Revitalization Plan can be found in **Appendix B**.



COMMUNITY SURVEY

The Community Survey was live and available online via Survey Monkey from September 18, 2021 through October 18, 2021. McGuffey Area residents and stakeholders were able to take the survey online or via paper copy. Hard copies were also available at several municipal buildings and at the Claysville Community Center. The survey asked participants to provide more information on themselves and the issues and needs they feel are most important for the Claysville Area to address as part of the Master Revitalization Plan.

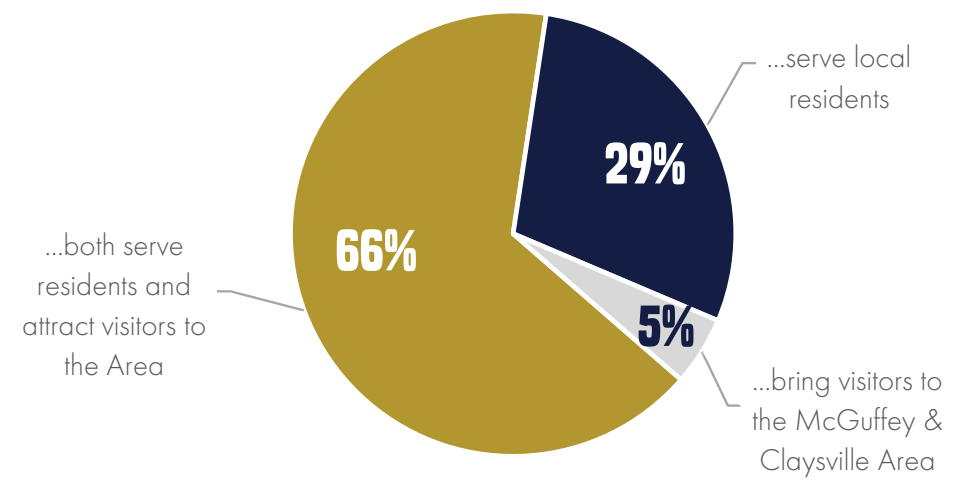
A total of 337 survey responses were received and of those, almost 21% were from West Alexander or Donegal Township, 13.5% were from Claysville Borough, 16.2% were from Buffalo Township, and 16.5% were from South Franklin Township. The age group best represented among survey respondents was those between the ages of 35-49, while youth (those under 18 years of age) were under-represented. Approximately 71% of respondents indicated they have lived in the Area for over 15 years. About 64% of participants do not work in the McGuffey Area.



BUSINESSES IN CLAYSVILLE

The survey asked participants about their business owner status and the outlook on businesses in the Area. 12% of respondents identified as being a business owner. Business owners valued having a positive image of the communities most (75.7%) followed by opportunities for growth of their businesses (70.3%). Most of all survey respondents generally agreed that the Area needs more businesses that both serve residents but also attract visitors to the Area. Residents voted primarily for restaurants (some ethnically diverse and delivery-friendly options, for example) and bars to be located closer to home, followed by general stores, hardware stores, and entertainment.

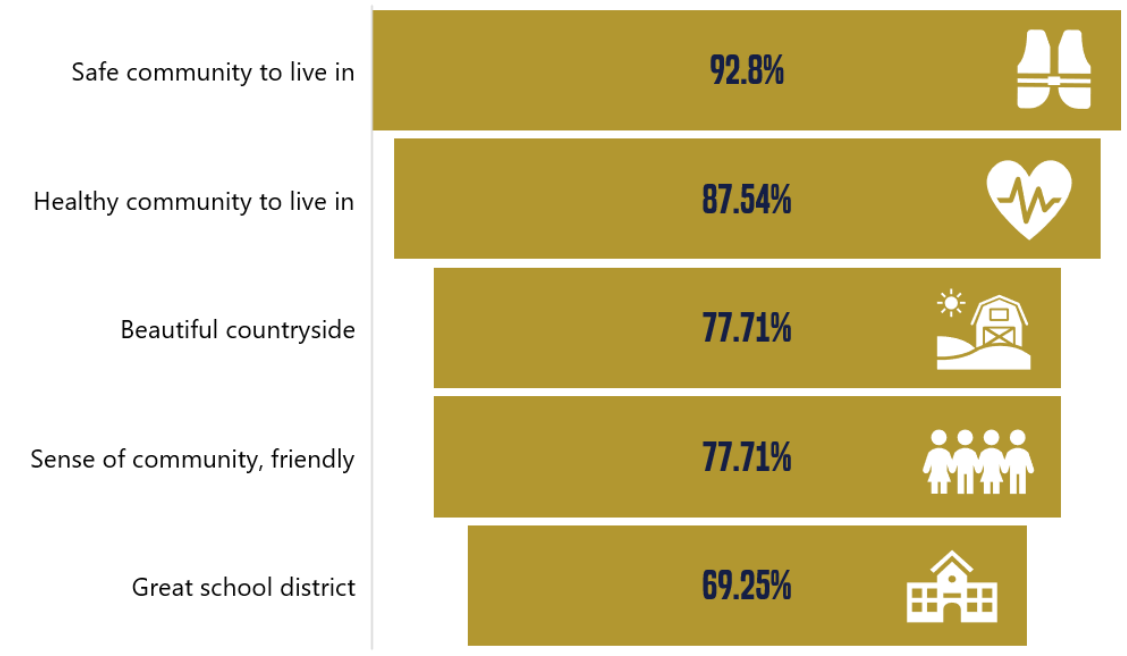
WE NEED MORE BUSINESSES THAT...



COMMUNITY PERSONALITY

Information was also collected from respondents about the character of their communities and the important values of those who live in the Area. Those who live in the McGuffey Area value community safety and health (92.8% and 87.5%), followed by a beautiful countryside and a sense of community (77.7% and 77.7%). In addition, respondents felt a sense of pride for their historic structures and heritage, half of those who responded were supporters of maintaining a historic look and feel (50.7%) as well as preserving valuable buildings as a declared Historic District (50.9%). Those from the McGuffey Area appeared to value the rural features and character of the area as well as the small town feel and the strong sense of community.

IMPORTANT FACTORS TO THE MCGUFFEY COMMUNITY TODAY*

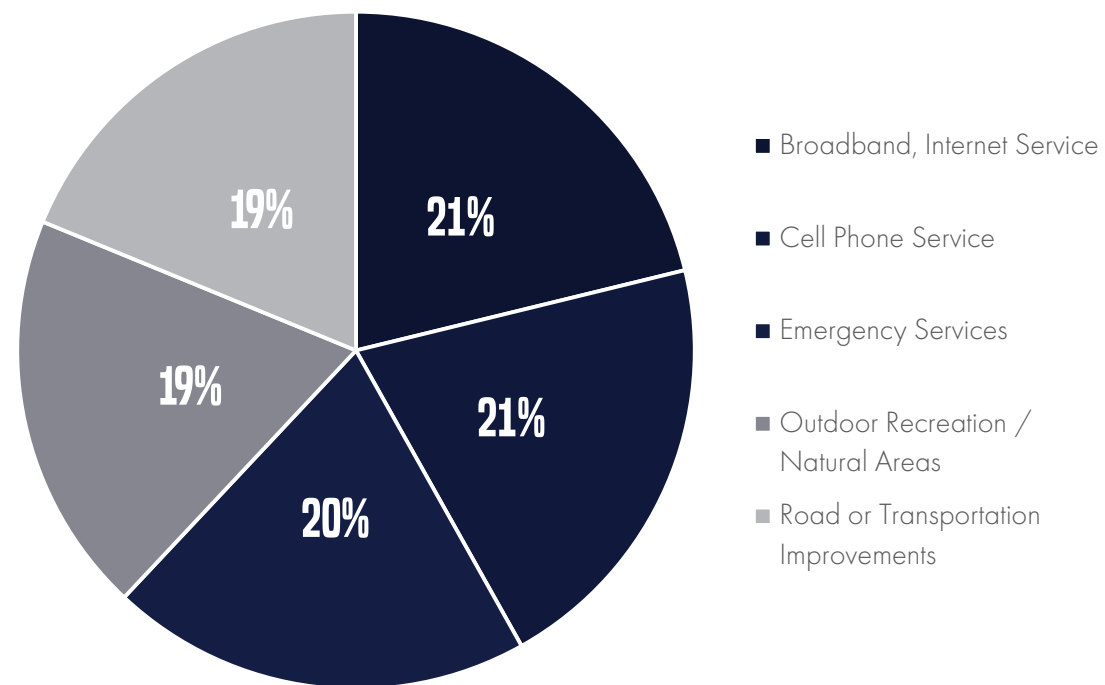


*Percent of survey respondents that rated a 4 or a 5 on importance scale.

AREA SHORTCOMINGS

Next, respondents were asked questions about the shortcomings of the area that they would like to see changed. Respondents were asked to rate the importance from 1 to 5 on various issues their communities are facing. The most important issues to residents are broadband/internet service, cell phone service, and inadequate emergency services. Broadband appeared to be a major topic for the Area, and multiple questions asking what improvements should be made to the area were often dominated by internet and broadband access troubles as well as road and building improvements.

IMPORTANT ISSUES FOR MCGUFFEY AREA MOVING FORWARD*



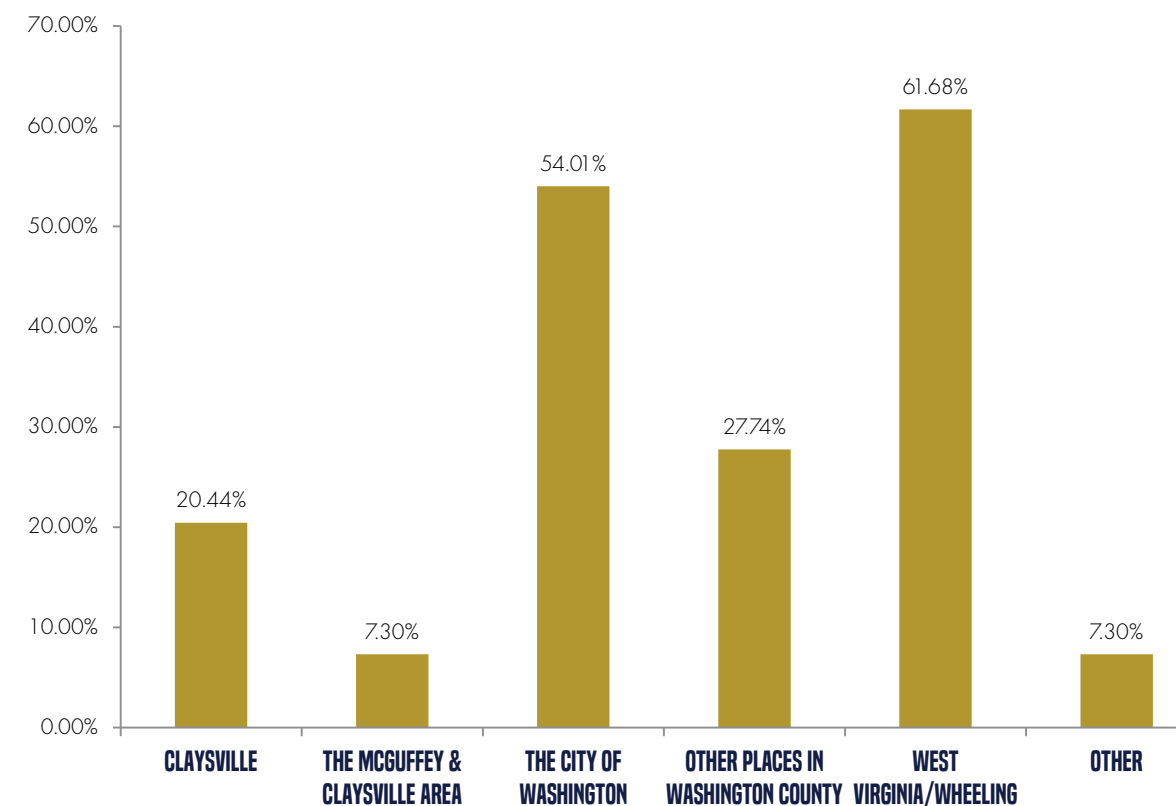
*Weighted average on scale of 1 to 5 from survey responses

SERVICE TO THE COMMUNITY

The last group of survey questions focused on how the Area serves the daily needs of its residents. 62% and 54% of survey respondents travel daily or weekly to Wheeling, West Virginia and Washington, Pennsylvania, respectively, to meet their needs for purchasing goods and services. For large purchases or specialized services, results indicated that residents would either visit Wheeling (48%), the City of Washington (56%), or other places in Washington County (45%). Respondents were also asked about their frequency in visiting Downtown Claysville and nearly 60% visit the area occasionally or frequently and 40% visit rarely or never. For those who visited infrequently or never, the primary reason was that the area does not have the stores and services needed (74%) and that it is too far from their residence (25%).

A full analysis of the online survey results can be found in [Appendix C](#).

WHERE DO YOU GO FOR YOUR DAILY/ WEEKLY NEEDS (GOODS AND SERVICES)?

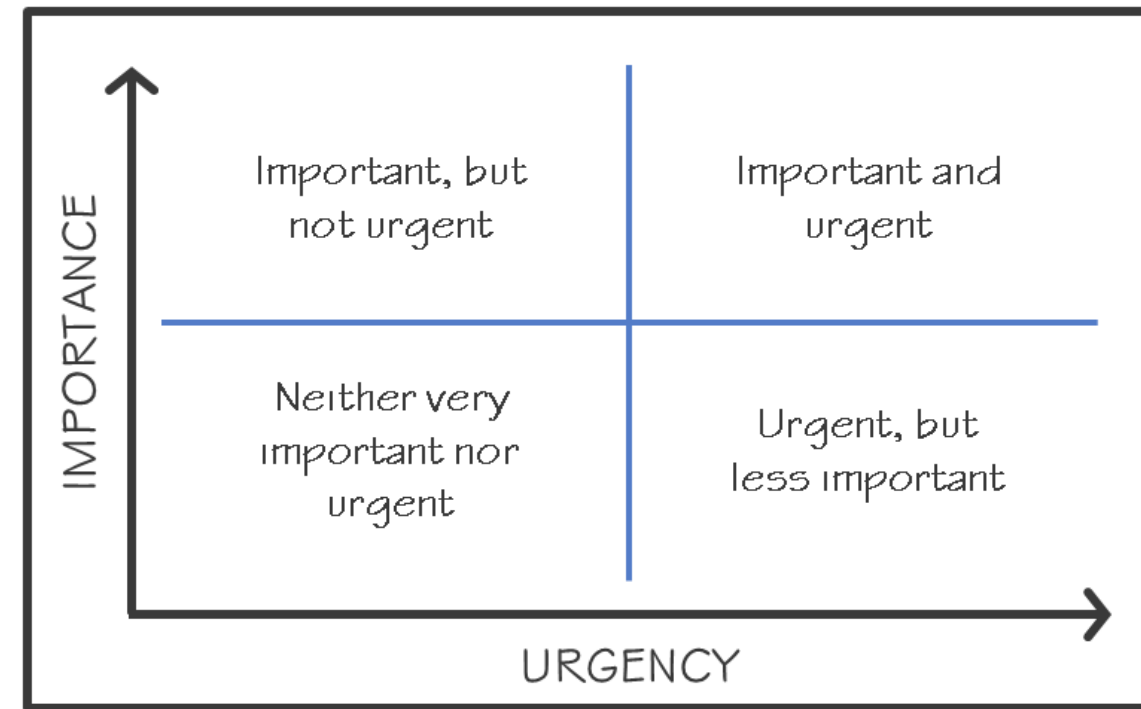


PUBLIC INPUT PRIORITIZATION MEETINGS

OCTOBER 26, 2021

Another public input meeting was held on the 26th of October 2021. Of the 27 who signed in for the event, six (6) were members of the project's Steering Committee. The meeting updated the attendees on the current status of the project as well as report on feedback from the online survey. One more activity—the Prioritization Matrix—helped synthesize the direction the community wishes to take with the Plan.

The Prioritization Matrix challenged participants to sort through projects and initiatives and place them in a matrix that represented the item's importance and urgency, like the chart below. Participants were instructed to move the priorities around to the box that was most consistent with their thoughts on how urgent and important the priority was.



Some of the projects/initiatives that were listed include:

- ◆ Expand cell phone service in rural parts of the area
- ◆ In Downtown Claysville, make functional infrastructure improvements like sidewalks, curbs, and drainage
- ◆ Pursue development of new, affordable single-family housing in a limited zone near I-70

The results of this activity indicated high importance for topics such as improvement of cell phone service and broadband, revitalization of the Downtown Claysville area infrastructure and buildings, the development of more land for businesses and homes around I-70, and the creation of a regional identity to elevate civic pride. The topics that were voted as most urgent, however, overlapped some with high importance (like cellphone and broadband access) but also included other items such as extension of the Claysville National Pike Trail through town and into West Alexander.

ENGAGEMENT WITH MCGUFFEY AREA HIGH SCHOOL STUDENTS

DECEMBER 1, 2021

A team made up of representatives from HRG and the project Steering Committee went to McGuffey High School to conduct more engagement activities but this time with a focus on local students. The purpose of this meeting was to gather important information about the perspective that local youth have about their community and to learn more about what students would like to see more of in their community in the future. Students participated in various activities to garner a positive conversation about the McGuffey Area, including a SWOT Analysis, a Community Needs Assessment, a Brainstorming Exercise, and a Branding Exercise/Sketching Charrette using trace paper and markers.





ACTIVITIES

The SWOT exercise had students identify and categorize features of the Area into four categories—Strengths, Weaknesses, Opportunities, and Threats. Some of the Strengths that the students identified included the family-friendly nature of the Area, the school’s variety of courses, the churches, and local businesses. The Weaknesses they identified included Dutch Fork Lake’s trees sticking out of the lake, poor road conditions, and a lack of entertainment options. The students identified employment opportunities, vacant buildings, cultural programming and more for sources of Opportunities in the Area. Lastly, Threats that students identified included the community being geared towards older generations, poor housing options, and a lack of diversity.

The next activity challenged students to consider what community needs there may be for the Area. Some key topics that were brought up include more job opportunities to retain area youth, better utilities and internet access, in-town shopping for necessities, and more marketing and branding of the Area.

Students also participated in a Brainstorming Exercise where they were asked to describe the McGuffey Area in five words or less. There were a wide range of responses, including charming, relaxing, patriotic, established, ancient, big believer in tradition, friendly but crabby, country/rural, not accepting, and safe

Lastly, some students focused on community needs and future improvements during the Trace Paper Branding Exercise. Participants drew Dutch Fork Lake as an area of opportunity, which would include removal of the lake’s trees and the addition of a fishing pier. Students also depicted a YHCA (Young Humans Community Center) which housed a library and activities rooms as well as a coffee shop where local kids can hang out and study. Students overwhelmingly indicated a need for shopping and recreational activities in their community, be it specialty stores, arcades/bowling, parks, and art studios.

KEY STAKEHOLDER INTERVIEWS

As part of the outreach efforts associated with the master revitalization plan, over 30 key stakeholder interviews were completed by HRG, the plan consultant. Stakeholders that were interviewed included a wide range of people in the area, from long-time residents to business owners to local government and county government officials to members of the church community and representatives from CAPRI and CABA.

The information gathered and discussions that took place as part of the various stakeholder interviews provided value feedback and information for the plan. The stakeholder interviews allowed for thoughtful and informative discussion between the project consultant and key people within the McGuffey Area community.

Throughout the various interviews, a broad range of questions were asked including the biggest untapped opportunity in the McGuffey Area, the biggest challenge that may hold the Area back, what helps to bring the community together, and the needs in Downtown Claysville and the Area as a whole.

Some common themes and issues that were brought up in many of the stakeholder interviews include but are not limited to those included in the following chart:

UNTAPPED OPPORTUNITIES	BIGGEST CHALLENGES	WHAT BRINGS THE COMMUNITY TOGETHER	NEEDS
Undeveloped Corridor (US 40 and I-170)	Lack of Infrastructure	The School District	Infrastructure (Water, Sewer, Electric)
Dutch Fork Lake	Funding	Funding	Broadband
Former Sprowls Hardware Building	Resistance to Change	West Alexander Fair and Other Events	Hangout for Youth
Outdoor and Natural Resources	Municipalities Working Together		Restaurants and Stores, Fresh Foods
Agritourism	Attracting Developers		Parking
Downtown Claysville			Housing

Notes from all of the stakeholder meetings conducted as part of the master revitalization planning process are provided in **Appendix D**.

CHAPTER

4

**INFRASTRUCTURE FOR
ECONOMIC DEVELOPMENT**





INTRODUCTION

The McGuffey Area is known for its country charm, friendly people, laid-back atmosphere, rural and agriculture heritage, and its rich history during the frontier days as a safe resting place for travelers along the National Road. In addition, the McGuffey Area is home to the quaint Downtown Claysville business district along with many regional assets including two local golf courses, Dutch Fork Lake, many covered bridges and historic schoolhouses, several municipal community parks, the West Alexander Fairgrounds, community centers, churches, the McGuffey Area School District, and two large transportation corridors – Interstate 70 and US Route 40.

Much of the McGuffey Area is rural and undeveloped. There is ample opportunity for growth and development within the Area. However, stakeholders and residents want future growth and development to be sustainable and targeted in certain areas to help preserve the country charm and rural landscape. Targeted areas for economic development include parcels of land near and around Exits 1, 6, and 11 of Interstate 70 as well as along the US Route 40, where appropriate. In addition, Downtown Claysville is targeted for redevelopment, streetscape, and other improvements.

Having modern infrastructure, including water, sewer, electric, and gas utilities as well as broadband connectivity are increasingly important for areas looking to grow and develop. The McGuffey Area has significant potential for growth and a unique opportunity to capitalize on its potential, which has often been limited by an overall lack of basic infrastructure over the last decade. In order to be attractive to potential developers and to capitalize on the area's assets and opportunities for advancement, infrastructure must be in place to support future growth and development.

BROADBAND INFRASTRUCTURE

Building modern infrastructure for the next decade and beyond is an important issue in the McGuffey Area. By enhancing the area's infrastructure, the McGuffey Area can take advantage of its location in the tri-state region, its proximity to Interstate 70 and US Route 40, and its natural charm and beauty.

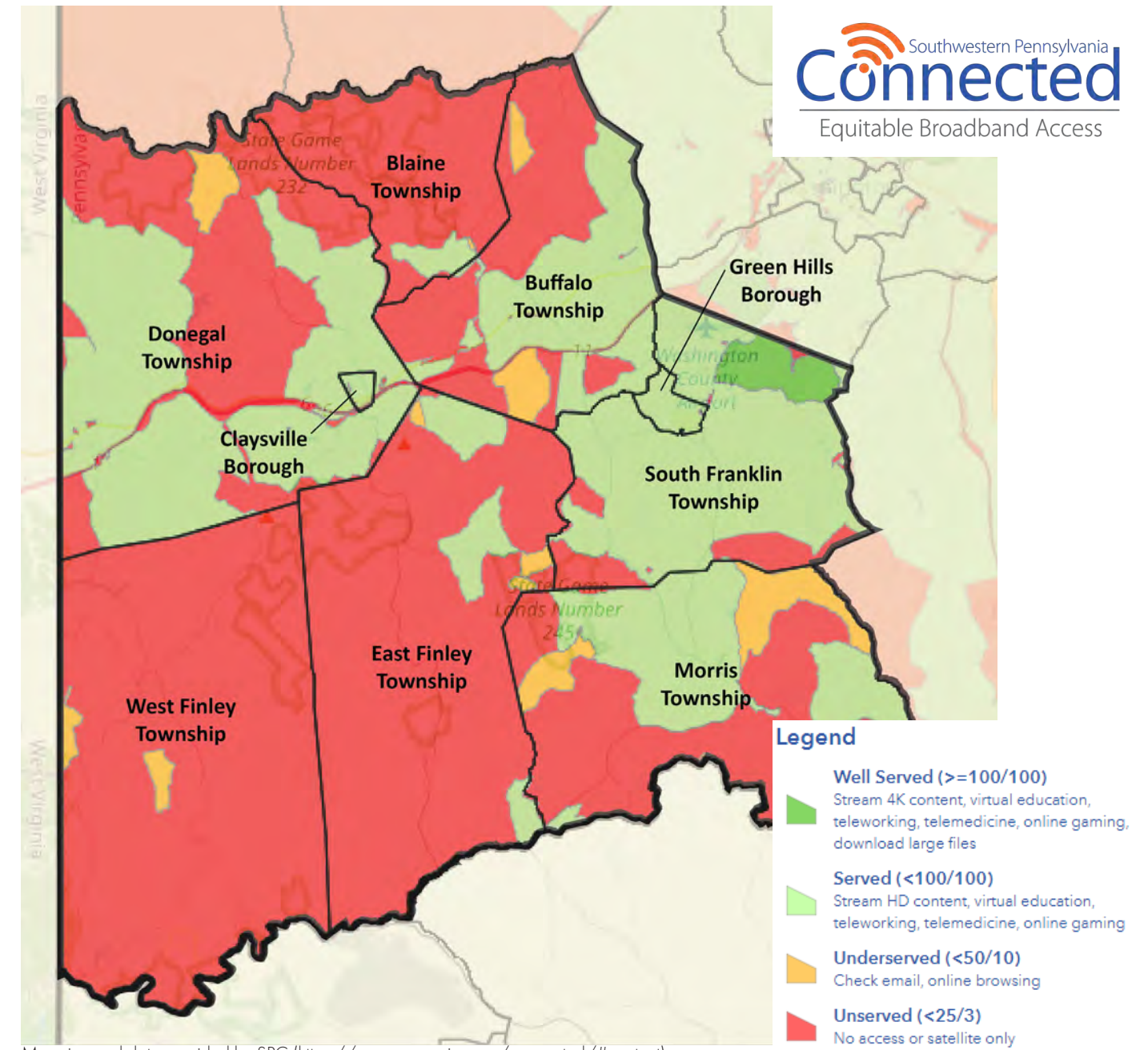
Communications infrastructure such as broadband internet and cellular phone connectivity are necessary for residents to access information necessary to learn, work, and access services. Broadband connectivity has become an increasingly important issue in not only the McGuffey Area but throughout Washington County as a whole. Better and improved wireless, cell, and broadband services will help existing residents and businesses as well as future businesses looking to potentially locate in the McGuffey Area. Increasing and improving broadband services is a great step to improve the quality of life and to enhance the economic competitiveness of the McGuffey Area. Broadband and digital infrastructure are a catalyst for business growth and economic development, workforce readiness, education, health care, and social services.

The provision of high-speed telecommunications, also known as broadband, can demonstrably improve the economic prospects for businesses and individuals, while also providing a variety of collateral benefits for health care, education, transportation, and public safety. There is extensive literature documenting the potential for improvements in economic development and quality of life that can be derived from increased broadband access, including both projections based on adoption of similar technologies, and econometric studies of actual impacts of broadband deployment.

In 2021, a Southwestern Pennsylvania Commission (SPC) survey of ten counties found that the largest unserved areas were in Indiana County and the McGuffey Area, particularly East Finley, West Finley, and Blaine Townships. Only a small portion of South Franklin Township was found to be "well-served." See the map (right) for more information.

HOW IS RURAL BROADBAND DEFINED?

The Federal Communications Commission (FCC) defines broadband internet as a minimum of 25 megabits per second (Mbps) download speed (the time it takes to receive data, such as loading a web page) and 3 Mbps upload speed (the speed at which data is sent from a small digital device to a larger server; for example, when backing up data to the cloud).



BASIC INFRASTRUCTURE

Basic infrastructure, including water, sewer, electricity, and natural gas, is a key factor in guiding the direction of new commercial and residential development. Some critical gaps exist in target development areas, particularly in the I-70 corridor. Communities in the McGuffey Area have the opportunity to close gaps and open new areas to development by coordinating between utility providers, pursuing funding, and establishing priorities that align with other programs in southern Washington County and the region as whole, such as economic incentives to development.

The public engagement process revealed that infrastructure improvements are an integral part of sustaining healthy, livable communities for existing McGuffey Area residents. Area residents cited a need for road improvements, public water and sewer improvements, and even increased electric service. Basic infrastructure improvement and expansion efforts should focus on creating an adaptable system that can work toward long term goals as well as adjust to needs or opportunities that arise but may not align with funding availability. Infrastructure improvements have the potential to improve the quality of life for existing residents in the McGuffey area while also can underpin economic activity and help to catalyze growth and development.

CORRIDOR DEVELOPMENT AND INFRASTRUCTURE EXPANSION

The “Future Growth Patterns” exhibit on the following page was prepared to show proposed growth areas identified in recent municipal and county plans. It combines mapping data from the Washington County Comprehensive Plan (2005, currently undergoing updates in 2022), the Donegal Township and Claysville Borough Comprehensive Plan (2012), and the South Franklin Township and Green Hills Borough Comprehensive Plan (2009). Areas shown here are approximate and for reference only. Please see the referenced plans, available online, for details and original area designations.



HRG Sewer Interceptor and Wastewater Treatment Projects

FUTURE GROWTH PATTERNS

EXPLANATION OF AREAS IDENTIFIED IN THE 2005 WASHINGTON COUNTY COMPREHENSIVE PLAN

Targeted Investment (TAI)

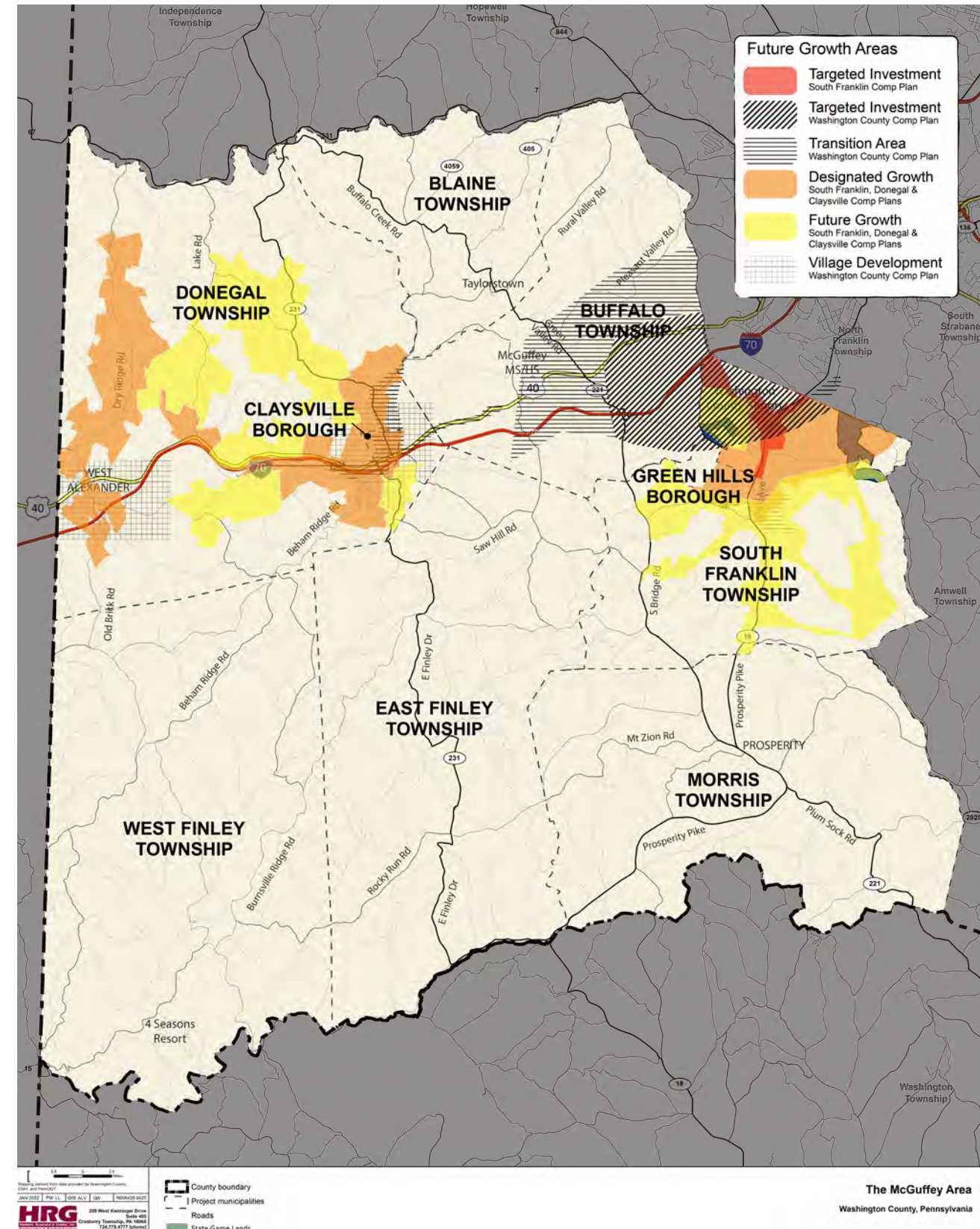
- ◆ “A region within a county that preferably includes and surrounds a city, borough or village, and within which residential and mixed-use development is permitted or planned for at densities of one unit to the acre or more, commercial, industrial and institutional uses are permitted or planned for, and public infrastructure services are provided or planned”
- ◆ “The ... county plan may identify those areas where growth and development will occur so that a full range of public infrastructure services, including sewer, water, highways, police and fire protection, public schools, parks, open space and other services can be adequately planned and provided as needed to accommodate growth”
- ◆ In municipal plans are called “**Designated Growth Areas**” as specified under the Pennsylvania Municipalities Planning Code, Act of 1968, P.L. 805, No. 247, as reenacted and amended

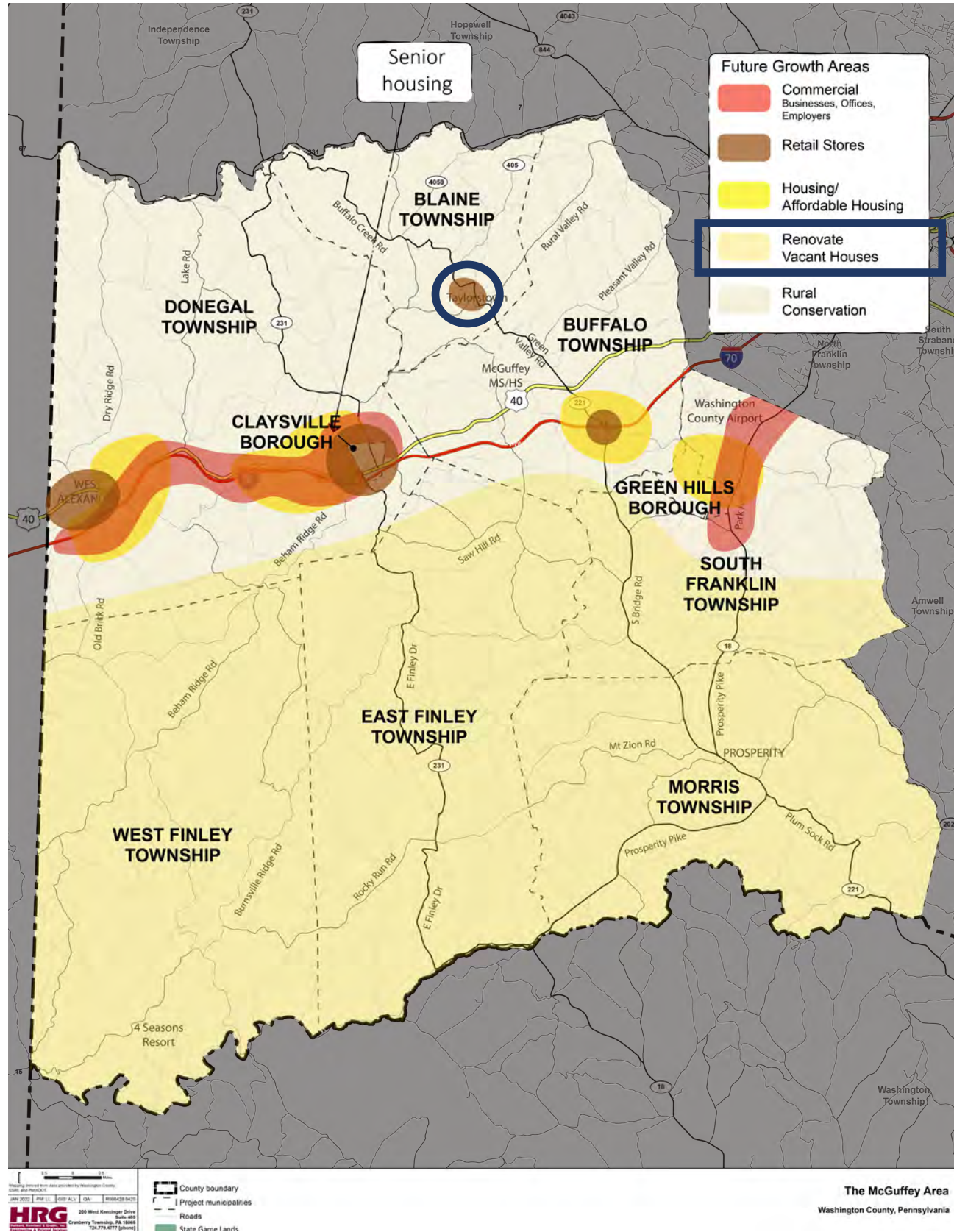
Village Development

These areas include locations within Washington County that are consistent with traditional pedestrian-friendly of an established town center area. It is the intent of the Village Development Area to encourage existing and new commercial uses, residential dwellings, civic and downtown entertainment and social uses, which are compatible with the existing development.

Transition Area - Transitional Reserve Land

These areas includes lands located outside of the Targeted Area for Investment (TAI) that should be reviewed periodically to determine their reclassification as a TAI. Such lands should be considered necessary to accommodate future growth. This classification will identify the potential, but not guarantee, to landowners, developers and governments that future development of the land may become a priority for Washington County. While some of these areas could include farm or forest land or other quality environmental areas, it is acknowledged that the County does not support unnecessary development of these areas that are considered “high value” lands. Municipalities will be encouraged to utilize zoning to direct development in a desired fashion to allow for appropriate economic development but in a balanced manner.





SUMMARY OF PUBLIC INPUT ON FUTURE GROWTH PATTERNS

Summary of Public Input

In general, the public input gathered throughout the master revitalization planning process found that the majority of respondents to all public input methods consistently prefer:

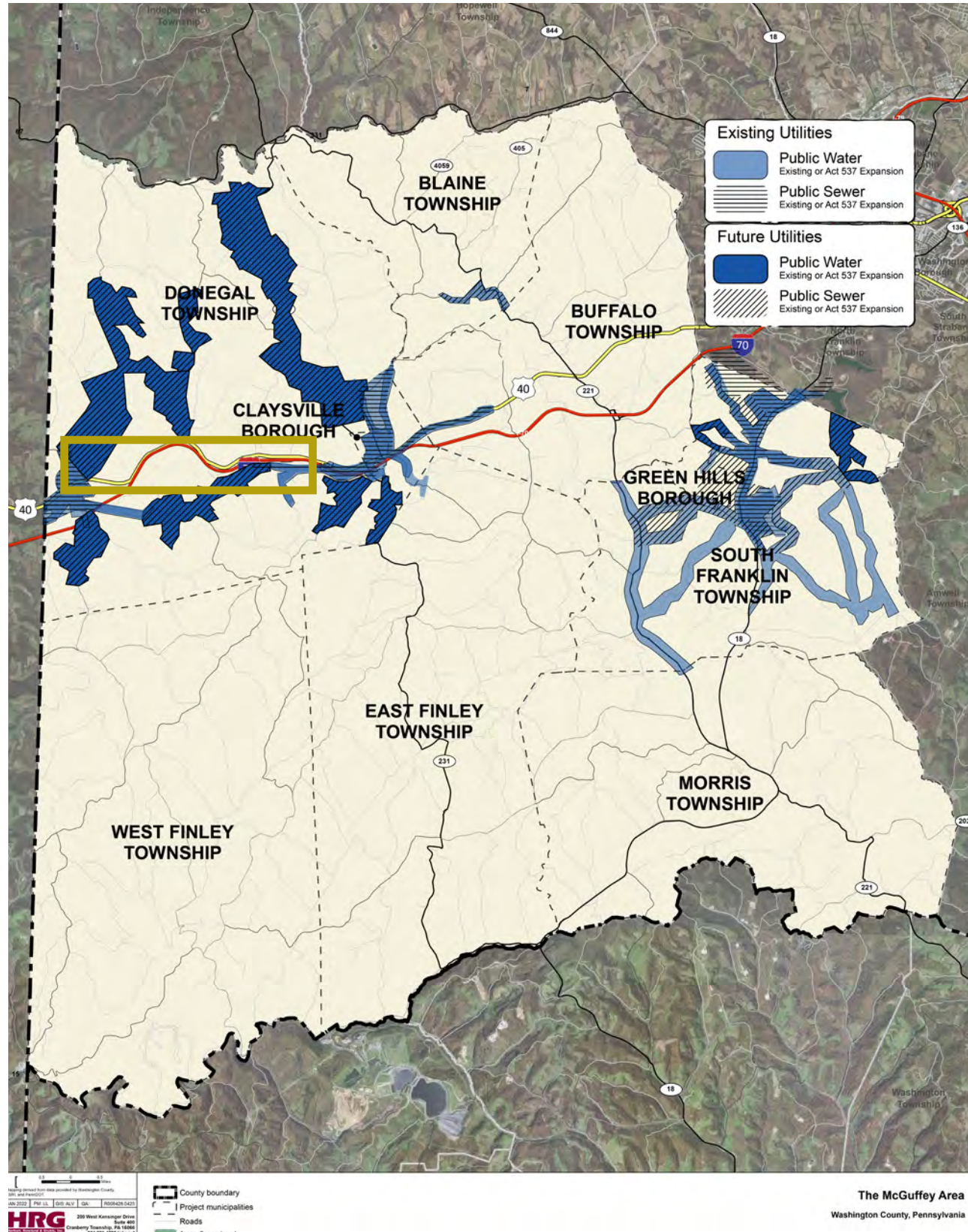
- ◆ Context-appropriate economic development in the I-70/US-40 corridor
- ◆ Preservation of open space and existing rural development patterns in the area outside the I-70 / US-40 corridor

Comparison to Future Growth Pattern Plans

Public input is generally in agreement with County and Municipal priority areas for development, focusing around the I-70 exits and Park Avenue/Route 18 in South Franklin.

In addition to these designated growth areas, public input identified **Taylorstown**, which has public water and sewer, as a possible location for small retail development. In West Finley, East Finley, and Morris Township there is a desire for **housing revitalization** rather than development. These areas generally lack access to public utilities that might drive development, but there is a significant stock of housing that is vacant and deteriorating due to leases by energy resource development companies.

Some areas that McGuffey residents preferred to conserve for agricultural or rural residential use may be designated as future growth areas in previous plans. Examples (indicated by the map at left and on the previous page) include Dry Ridge Road and Lake Road in Donegal Township, or Pleasant Valley Road in Buffalo Township. Because participation in the public meeting mapping exercise that identified such specific locations represented only a small percentage of the total population, these results should be considered as a general trend rather than conclusive for any specific location.



PLANNED UTILITY EXPANSION

Existing Utilities

The existing water and sewer services are provided by a patchwork of local Authorities and Pennsylvania American Water services, with historical ad hoc expansion that does not always keep pace with development opportunities. This arrangement can impact growth and development, such as in the case of a proposed hotel at I-70 Exit 6 that never materialized due to critical basic infrastructure gaps.

Proposed Future Utilities

County plans and municipal comprehensive plans generally align infrastructure expansion with future growth patterns within each jurisdiction, but these individual plans do not always capture a desirable pattern of growth and preservation across the McGuffey Area as a whole. For example, **US-40 between West Alexander and Claysville** was generally considered a good opportunity for commercial development as well as some affordable and senior housing development, but plans are not in place to provide water or sewer infrastructure in these areas. Development could be encouraged by aligning municipal, county, and utility provider plans for investment with public support for development opportunities.

While future growth plans and public input results do not always align, there was strong public support for providing basic infrastructure to existing residents in all areas, particularly rural areas not slated for development. South Franklin and Donegal Township plans reflect a strategy of expanding outward from developed areas to provide public utilities to more rural residents along major routes.

Supplying basic infrastructure is vital to opening areas for investment. However, public utilities, especially water and sewer, are increasingly becoming a necessity to sustain the traditional rural and agricultural areas that are at the heart of the McGuffey Area's identity. Preference should be given to initiatives and investments that capitalize on the momentum of revitalization and growth to also sustain low-density areas that make the McGuffey a desirable place to live.

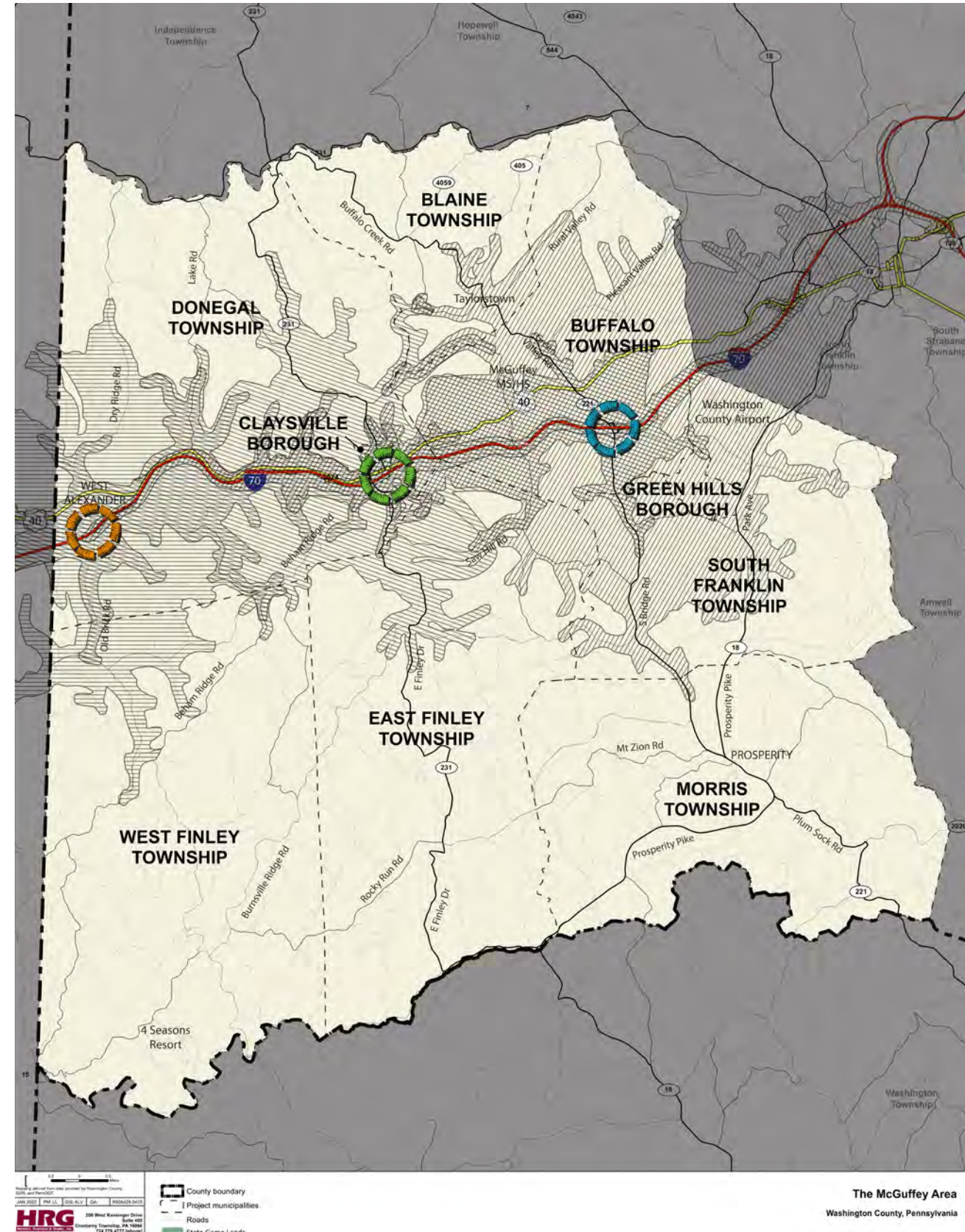
FOCUSING DEVELOPMENT AROUND THE I-70 / US-40 CORRIDOR

There are two aspects to encouraging development that meets the needs of the McGuffey Area: developing the road corridor and exits, and preserving rural land that is not to be developed. Private property owners' decisions and market forces are an important part of this development that happen on a parcel-by-parcel basis. But by planning at a regional scale across nine municipalities, the McGuffey Area can craft a larger landscape that preserves an uninterrupted rural character, and concentrates development in hubs that encourage business synergy or connect new walkable neighborhoods to the rich local character.

To realize desirable and context-appropriate development, the McGuffey Area communities should identify the extents and boundaries of development and preservation areas in a way that can be consistently applied across nine municipalities. Development area definitions must also be flexible to meet the unique goals of the residents, property owners, and elected officials in each municipality. Development areas should be unifying across the region and should be able to be clearly communicated to Washington County officials.

The exhibit at right is an example of a consistent method beginning to define the boundaries of development areas. The I-70 exits that conned the McGuffey Area to Washington and West Virginia are circled. Hatches cover areas within a ten-minute drive from each exit (source Claritas 2021). In this example, where the hatches overlap may be the areas that are prioritized for development. The areas outside the hatches may be identified for incentives to preserve rural land.

The following section builds on the concept of priority development areas defined around connections with I-70, and begins to sketch some of the opportunities and ideas for revitalization that could be encouraged in these areas.



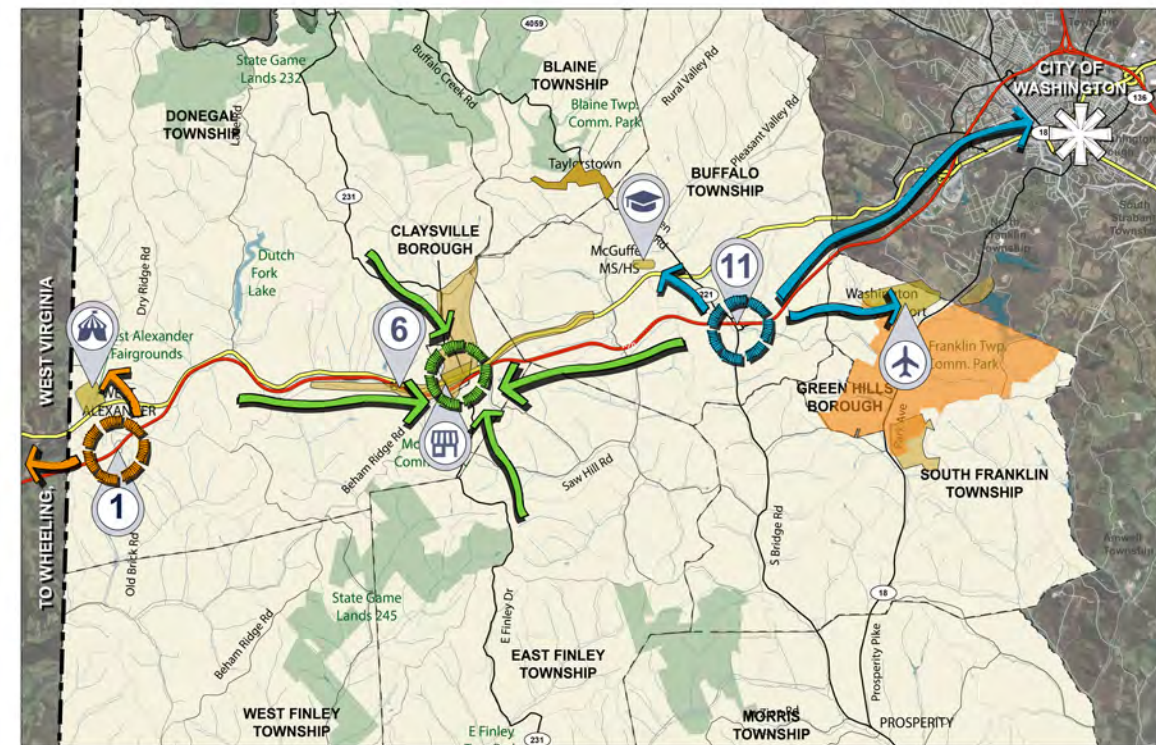
DEVELOPMENT ALONG THE INTERSTATE 70 & US ROUTE 40 CORRIDOR

The Interstate 70/US Route 40 corridor between Wheeling, West Virginia and Washington, Pennsylvania passes through the McGuffey Area, crossing Donegal and Buffalo Townships. About 1.35 million vehicles pass through the McGuffey Area along these highways every month, which amounts to about 43,000 vehicles per day. The amount of drivers passing through represents an immense opportunity for attracting not only development but also visitors into the McGuffey Area to enjoy and experience its rich assets and rural charm.

There are three exits along I-70 in the McGuffey Area, including Exit 1 and the Pennsylvania Welcome Center in West Alexander, Exit 6 in Claysville, and Exit 11, which is just southeast of Taylorstown.

The I-70 corridor connects the Tri-State region of parts of Pennsylvania, West Virginia, and Ohio and is of potential importance to the McGuffey Area as much of the land around Exits 1, 6, and 11 are undeveloped. There is vast opportunity for future development in and around the exits provided infrastructure is brought to these areas.

Potential development around Exit 1 in West Alexander should aim to capitalize on the presence of the West Alexander Fairgrounds and provide some uses that support the area's agricultural heritage, including a Farmer's Market or Village that showcases local products, goods, produce, meats, etc. In addition, Exit 1 should also be targeted for potential future housing development or an event venue for weddings and other parties.



Exit 1 (left, gold) serves West Alexander and is the gateway from West Virginia. Exit 6 (center, green) serves the Claysville business district and is at the heart of the McGuffey Area. Exit 11 (right, blue) serves Taylorstown and is just outside the metro area of Washington.

A hotel, a tractor dealership, an indoor sports or activity facility, or activity center for families of the McGuffey Area could be some potential developments that would be ideal for around Exit 6, the Claysville Exit of Interstate 70.

Potential developments around Exit 11, the Taylorstown Exit, could focus on the arts and education. For example, a day care center or preschool, art studio, dance studio, etc.

The following maps provide an overview of the types of development that could be pursued around Exits 1, 6, and 11 of Interstate 70.

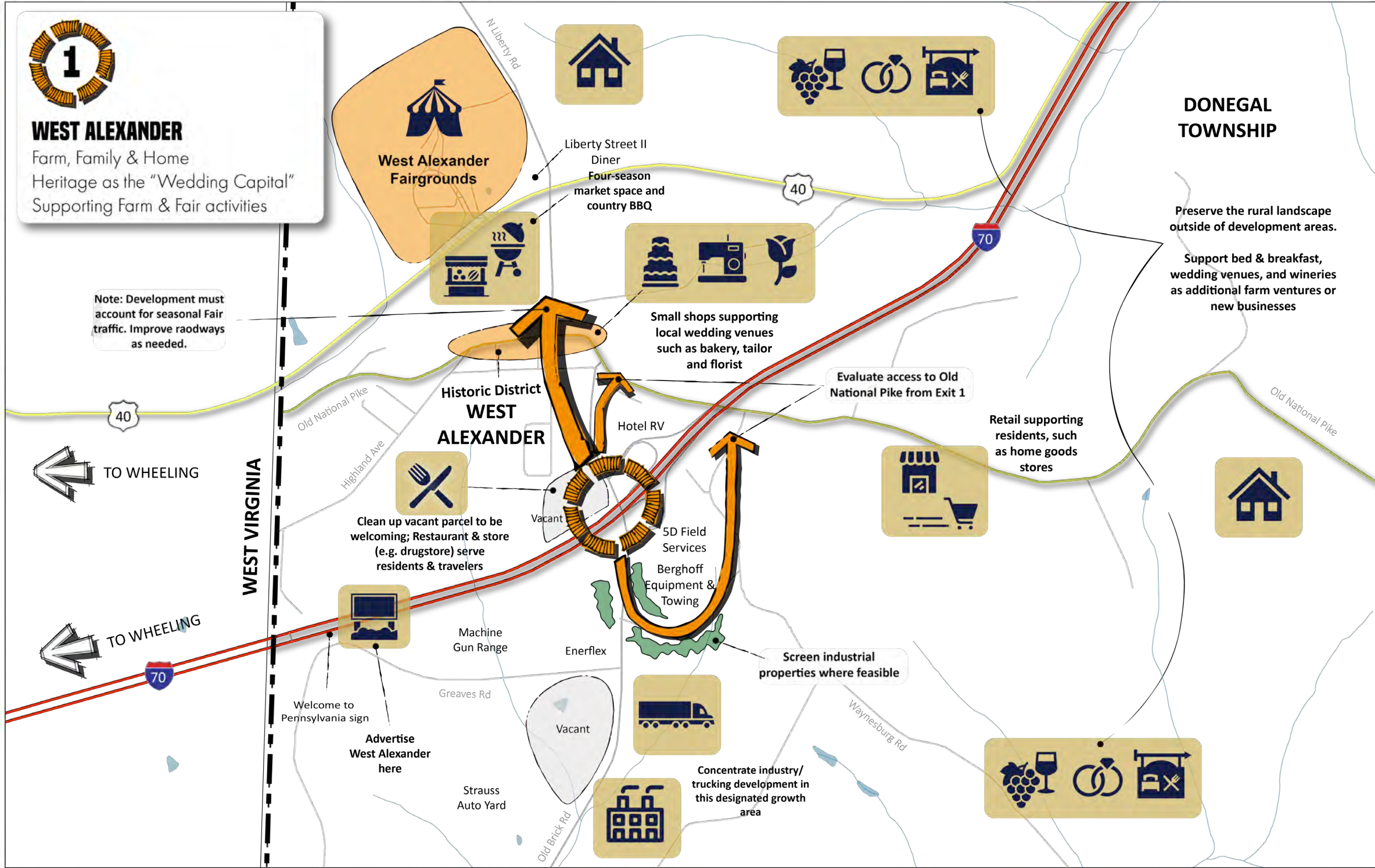
DEVELOPMENT CONCEPTS

West Alexander/Donegal Township (Exit 1)

- ◆ West Alexander is known today by residents of Pennsylvania, West Virginia, and beyond for the “West Alex” Fair. The Fair itself is beloved for its nostalgia and long tradition, in which many of the same familiar events, vendors, and staff return year after year. The fair brings together families that have moved away from the McGuffey Area. Long before the Fair was established, in the Nineteenth Century West Alexander was known as the “wedding capital,” as couples traveled from West Virginia to be married just over the Pennsylvania border in West Alexander. A dense section of Italianate buildings at the center of town that was once a popular tourist shopping attraction and local craft district, widely known for its charming holiday market, was destroyed by fire in 1990. Though a viable shopping district no longer exists, many McGuffey Area natives remember the tradition they enjoyed with their families.
- ◆ The history of wedding and holiday traditions, and the success of the West Alex Fair’s family-centered events contribute to West Alexander’s identity as a place for tradition, home, and family. While West Alexander is now part of Donegal Township, it is still a well-known place, and its name is preserved in the annual Fair.
- ◆ The location of West Alexander is ideal for family living, as it has easy access to shopping in Triadelphia and Wheeling, West Virginia, as well as traditional local stores and services in Claysville.
- ◆ The area around West Alexander in Donegal Township should be developed to support family activities. In addition to serving existing residents and potential new residents, family-oriented businesses such as entertainment and recreation businesses could also draw visitors from West Virginia’s Highlands shopping attraction. Potential businesses could include a drive-in theater, a water park type attraction, or indoor sports – businesses that would benefit McGuffey Area residents but could not be supported by the population of the McGuffey Area alone.



Main Street West Alexander approaching from US Route 40



DEVELOPMENT CONCEPTS

Claysville/ Donegal Township (Exit 6)

Centrally-located Claysville Borough, near I-70 Exit 6 in Donegal Township, is historically the center of hospitality for the region. Claysville founder John Purviance kept a roadside tavern prior to the establishment of the National Road in 1817. Claysville boasted two thriving hotels in the early twentieth century, and this legacy was continued by the present-day Montgomery House. This Victorian-style bed and breakfast was closed in 2021. Claysville Borough is also home to restaurants and services, such as a dentist and veterinarian, that serve McGuffey Area residents.

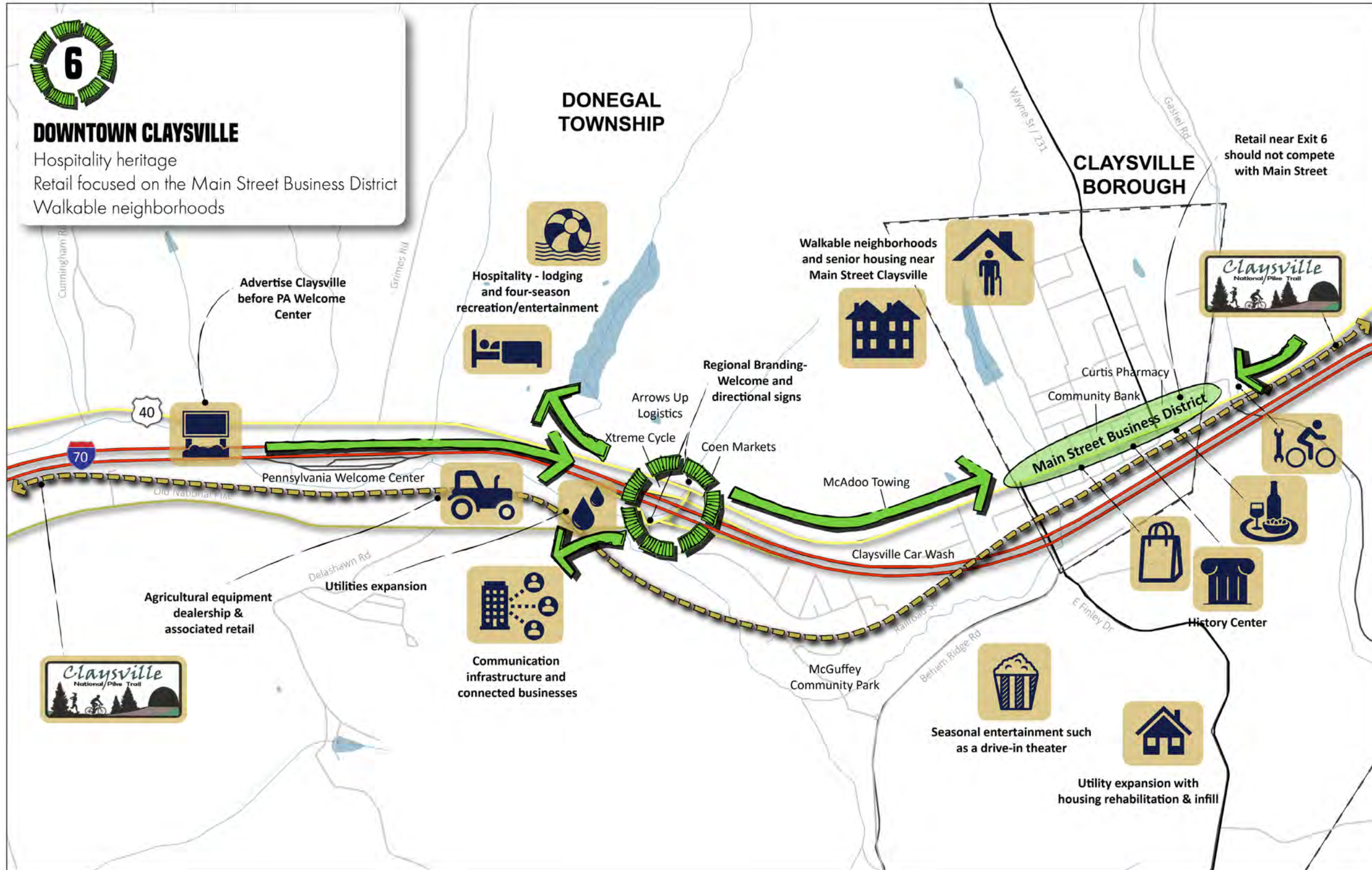
- ◆ To retain the existing and past hospitality and town-center identity of Claysville, consider Claysville Borough the hub for both residents and visitors. Development should focus on thriving small businesses, both stores and service businesses, and a diversity of hospitality options, which may include a hotel and a bed and breakfast, restaurants open at complementary hours, and potentially a restaurant that includes a microbrewery or winery that would be attractive to people visiting the Area.
- ◆ Capitalize on the walkable, charming historic development of Claysville by improving sidewalks, adding off-street parking, and facilitating the extension of the Claysville National Pike Trail and multiple trailheads through town. Such improvements will benefit McGuffey Area residents, as well as facilitate the establishment of new small businesses that will rely on welcoming visitors for a portion their income. These streetscape improvements are explored further in Chapter 5.
- ◆ Development of new housing in the areas of Donegal Township surrounding Claysville Borough should focus on development patterns that will benefit from proximity to a walkable town, such as senior-friendly accessible housing or facilities, and mixed-use neighborhoods.



6

DOWNTOWN CLAYSVILLE

Hospitality heritage
Retail focused on the Main Street Business District
Walkable neighborhoods

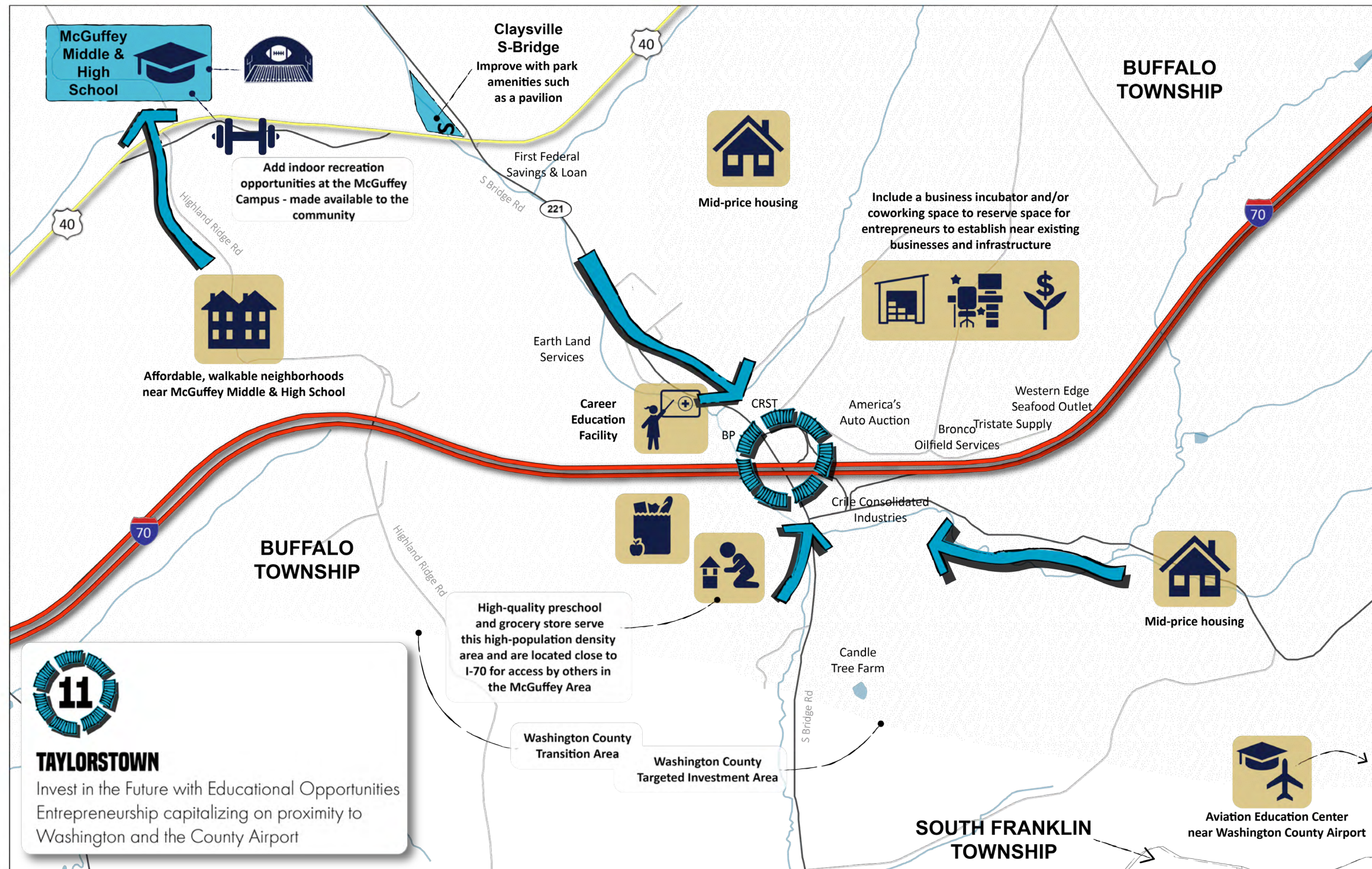


DEVELOPMENT CONCEPTS

Taylorstown/ Buffalo Township (Exit 11)

- ◆ The Taylorstown exit in Buffalo Township is closest to the McGuffey Middle and High School campus, as well as Joe Walker Elementary, one of two elementary schools in the district.
- ◆ Joe Walker Elementary School was named after Joseph Albert Walker in honor of his accomplishments of making two flights beyond 100 kilometers - the edge of space. Joe Walker's home that he grew up in is approximately 1/2 mile down Route 18 from Joe Walker Elementary School itself (towards Washington, PA). (Source: <https://www.mcguffey.k12.pa.us/>)
- ◆ McGuffey School District was named for William Holmes McGuffey, a West Finley native and the author of the McGuffey Eclectic Readers in the mid-Nineteenth Century. These were the first widely used elementary-school textbooks and are still used today for homeschooling. An historic marker stands on the Middle and High School campus.
- ◆ The proximity to the City of Washington and the Washington County Airport provides many interesting opportunities for entrepreneurship, with businesses that support or complement existing businesses in the City or Airport. One example is the trucking business just north of the exit. Exit 11 is the terminal point of Washington County's Targeted Investment Area identified in the 2005 County Comprehensive Plan, which includes the County Airport in South Franklin Township. McGuffey High School's exceptional business-related programs, developed by their award-nominated teacher, are a source for the preparation and motivation of future entrepreneurs. These classes provide opportunities for potential future entrepreneurs to learn, with educational programs, apprenticeships, or business incubators.
- ◆ The McGuffey Area as a whole needs a high-quality early childhood education and childcare facility. For parents that may work in the City of Washington, the Exit 11 Area would be a logical location to establish such a facility. With the highest (and increasing) population density in South Franklin Township, South Franklin or southern Buffalo Township is most likely to have enrollment numbers capable of attracting and sustaining a high-quality childcare program.





HOUSING OPPORTUNITY AND DEVELOPMENT

Housing plays a critical role in the economic opportunity for working individuals and families. Housing can play a key role in positively influencing a family's education, employment, and health opportunities. The existing housing stock throughout the McGuffey Area as a whole is in relatively good condition. However, there are pockets of homes or areas that are in need of investment and improvements. Housing rehabilitation or homeowner façade improvement programs would provide area homeowners with a tool to make necessary improvements to their homes.

In addition for the need to rehabilitate the existing housing stock, additional senior housing and new affordable single-family housing are needed in parts of the McGuffey Area. Partnering with County agencies such as the Redevelopment Authority will be key to promoting the rehabilitation of the McGuffey Area's existing housing stock. The potential creation of a local land bank should also be pursued, whether at the County or local level.

Land banks are a valuable tool to help a municipality or County assemble, temporarily manage, and dispose of vacant land for the purpose of stabilizing neighborhoods and encouraging the reuse of vacant or dilapidated properties. Many counties and communities in Western Pennsylvania operate land banks, including neighboring Butler County and Armstrong County. Exploring the feasibility of establishing a land bank in the McGuffey Area or for all of Washington County should be explored further. The land bank would be a worthwhile and useful tool in addressing blight, promoting revitalization, and encouraging new development or redevelopment across the McGuffey Area and throughout the County.

IMPORTANCE OF SUSTAINABLE DEVELOPMENT

While the McGuffey Area is ripe for development, it is also important to protect and preserve the natural landscapes, historic structures and sites, and creeks and watersheds in the Area. This can be done by identifying greenspace and farms for preservation, promoting better stormwater management associated with development or redevelopment, and incorporating green building and other best management practices into any future development or redevelopment in the McGuffey Area.



Land banks can play a number of different roles depending on a community's development goals, including: (a) providing a mechanism for assembling parcels of tax-delinquent or abandoned properties for redevelopment; (b) acquiring and holding strategically valuable properties until the community can develop them as affordable housing, and; c) acquiring properties to convert to other uses such as retail, parks, or open space for flood mitigation. In addition to acquiring and holding land, land banks can maintain, rehabilitate, demolish, and lease or sell property.

Land banks, which can be government supported, quasi-governmental or independent non-profit organizations, obtain land through a number of different mechanisms: tax foreclosures, municipal government transfers, donations, or open-market purchases.

DEVELOPMENT CONSIDERATIONS

Corridor Infrastructure

- ◆ Consider a fiberoptic corridor to support business development and educational opportunity in the I-70/US-40 corridor; use development of the corridor to extend and improve internet and cell phone communications
- ◆ With the corridor as the “trunk,” capitalize on development investments in infrastructure to extend “branches” of service to outlying rural areas – both communications infrastructure and basic utilities like electric, water, and sewer service. The 2005 County Plan Prioritizes the funding of infrastructure in rural areas located outside of the Targeted Investment Areas that do not promote uncontrolled growth (p. 10.C.26, emphasis added). East Finley, West Finley, Morris, and Blaine Townships are entirely outside County Investment Areas.

The “Z” Word

- ◆ East Finley, West Finley, Donegal, and Blaine Townships do not have zoning; residents in large portions of these municipalities prefer to keep the “country” feel of their rural lands, according to all public engagement for the Revitalization Plan. Enacting a zoning ordinance could allow these municipalities to take advantage of Transfer of Development Rights (TDR), which gives landowners an option to be financially compensated for choosing to not develop their land. This program helps landowners in rural areas preserve agricultural land while financially benefitting from development elsewhere.

- ◆ Southern Buffalo Township is a County-designated Transition Area. In the ongoing update of the County Comprehensive Plan (2022) Transition Areas are to be considered for inclusion in Investment Areas. It is important that Buffalo Township reviews its Zoning Map and Ordinance, which was approved in August 1984, in a timely manner.

Stormwater Considerations

- ◆ Stormwater issues are known to impact the Historic National Road, US-40, in Claysville and west. Prior to encouraging development, municipalities in the McGuffey Area should adopt the most current Washington County Model Stormwater Ordinance or Draft Ordinance in compliance with Section 11 (b) of Act 167. Coordination between municipalities during this process will help enact a consistent standard that will provide consistent guidance for developers attracted to the McGuffey Area. Stormwater does not stop at municipal borders, and working together on a fair and conscientious ordinance will help ensure continued cooperation between neighbors in the McGuffey Area.

Note/Disclaimer: The ideas depicted in the various maps included in this chapter are just that - ideas. We’ve included general areas for envisioning certain types of development that may be beneficial somewhere in the vicinity in the future, and not implying that any private property will be infringed upon at any point. These are merely ideas and do not indicate any potential property ownership changes or actual development projects.

GOALS AND OBJECTIVES RELATED TO INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

The following goals and objectives have been established to help promote infrastructure for economic development in the McGuffey Area.

GOAL 1: IMPROVE AND EXPAND WATER, SEWER, AND OTHER BASIC INFRASTRUCTURE IN THE MCGUFFEY AREA	
Objectives:	
1.1	Create a reference map that highlights the existing water, sewer, electric, and other utility lines in the McGuffey Area.
1.2	Identify target areas for expansion of water, sewer, electric, and other basic infrastructure services within the McGuffey Area, including but not limited to the exits along I-70.
1.3	Identify target areas for improvements to existing water, sewer, electric, or other utility service lines in the McGuffey Area.
1.4	Develop a list of key projects to improve local infrastructure and apply for funding to help support water, sewer, and other basic infrastructure improvements or expansion projects.
1.5	Create a local task force to manage and support the efforts to improve and expand basic infrastructure services in the McGuffey Area.
1.5a	Task Force work with area utility providers and applicable municipal authorities to prioritize basic infrastructure improvement projects and expansion projects. (formerly 1.4)
1.5b	Task Force coordinate between municipalities to ensure that needs are being met consistently and efficiently at the regional level.

GOAL 2: EXPAND BROADBAND AND WIRELESS SERVICES IN THE MCGUFFEY AREA

Objectives:

- 2.1 Identify a point person and representative from the McGuffey Area to work with the County and others in the region on Broadband and wireless expansion efforts.
- 2.2 Obtain a cost estimate for a Broadband mapping study of the McGuffey Area and apply for funding to help offset the costs for the study.
- 2.3 Partner with Washington County on the County-wide Broadband Study (if it proceeds).
- 2.4 Pursue the Interstate 70 corridor as a fiber optic corridor to increase service and speed in the McGuffey Area and support business and education in the corridor.
- 2.5 Work with private cellular service providers to increase service area and speed of cell phones.
- 2.6 Partner with area municipal officials to add mini-cell towers at area municipal parks or other publicly owned lands and apply for funding to support these projects.
- 2.7 Review any existing municipal zoning ordinances to ensure they are consistent with recent small wireless facilities laws and allow for such small facilities to be constructed in target areas.

GOAL 3: PROMOTE DEVELOPMENT ALONG THE I-70/US 40 CORRIDOR

Objectives:

- 3.1 Partner with local and County agencies to promote economic development along SR 40/I-70 and near the County Airport. Advocate for the SR 40/I-70 corridor, and specifically areas identified in the Revitalization Plan for development, to be included in the Washington County Target Investment Areas in the ongoing County Comprehensive Plan Update.
- 3.2 Create a local task force with the mission to make I-70 a development corridor to help bring new businesses and industries into the area. The Task Force should explore the possibility of establishing tax incentive programs like LERTA, KOZ, and other policies to promote development and also should advocate for better coordination of land development and zoning approvals at the municipal level.
- 3.3 Advocate for additional water, sewer, electric, and broadband infrastructure to help support and promote future development along the SR 40/I-70 corridor.
- 3.4 Add indoor athletics or recreation activities to the McGuffey Area. Partner with McGuffey School District to obtain grant funding for proposed indoor fitness initiatives that will be made available for community use.
- 3.5 Attract high-quality preschool and childcare services to the McGuffey Area by pursuing assistance from programs for rural early childhood education programs.
- 3.6 Pursue regional-scale agriculture education and promotion events, for example a "Farm Fest" that includes presentations and new technology demonstrations.
- 3.7 Promote local farmer's markets at a regional scale.

GOAL 4: IMPROVE AND EXPAND THE EXISTING HOUSING STOCK IN THE MCGUFFEY AREA

Objectives:

- 4.1 Expand water and sewer infrastructure to support new residential development in target growth areas.
- 4.2 Rehabilitate the existing housing stock using grant funds, low-interest loan programs, or by establishing a local land bank in coordination with the County land bank.
- 4.3 Pursue development of a variety of senior housing options to allow existing residents to age in place.
- 4.4 Pursue development of new, affordable single-family housing in a limited, identified zone along I-70.

CHAPTER

5

**REVITALIZATION OF THE
TOWN CENTER**





Downtown Claysville, located along the Historic National Pike, is the hub and center of the McGuffey Area. There are several restaurants, businesses, banks, stores, and doctor offices located along Main Street. The existing mix of businesses offers something for everyone. In addition, the National Pike Trail runs parallel to Main Street, in the rear and along the railroad tracks). As the planning and construction of the Trail and its future phases and sections continue, there will be more and more opportunity to bring residents and tourists into town that use the Trail.

Overall, Claysville's business district is healthy. There are very few vacant storefronts along Main Street. The most notable vacant building is the former Sprowls Hardware Building. This building has many historic features, on both its interior and exterior. If preserved and restored, the Sprowls building could provide space for additional businesses and a possible anchor tenant for Main Street that would also serve the greater McGuffey Area.

Downtown Claysville is located just about a half-mile from Exit 6 on Interstate 70. Thus, it has close proximity to both I-70 and US 40 and is also close to nearby Dutch Fork Lake in Donegal Township.

As part of the public input process, it was noted that additional businesses were desired for Downtown Claysville's Main Street, including an ice cream shop or coffee shop, additional businesses for area youth to hang out, more restaurants such as a steak house, businesses with more flexible hours, a potential microbrewery or winery, an antique or country retail store, and an event space, to name a few.

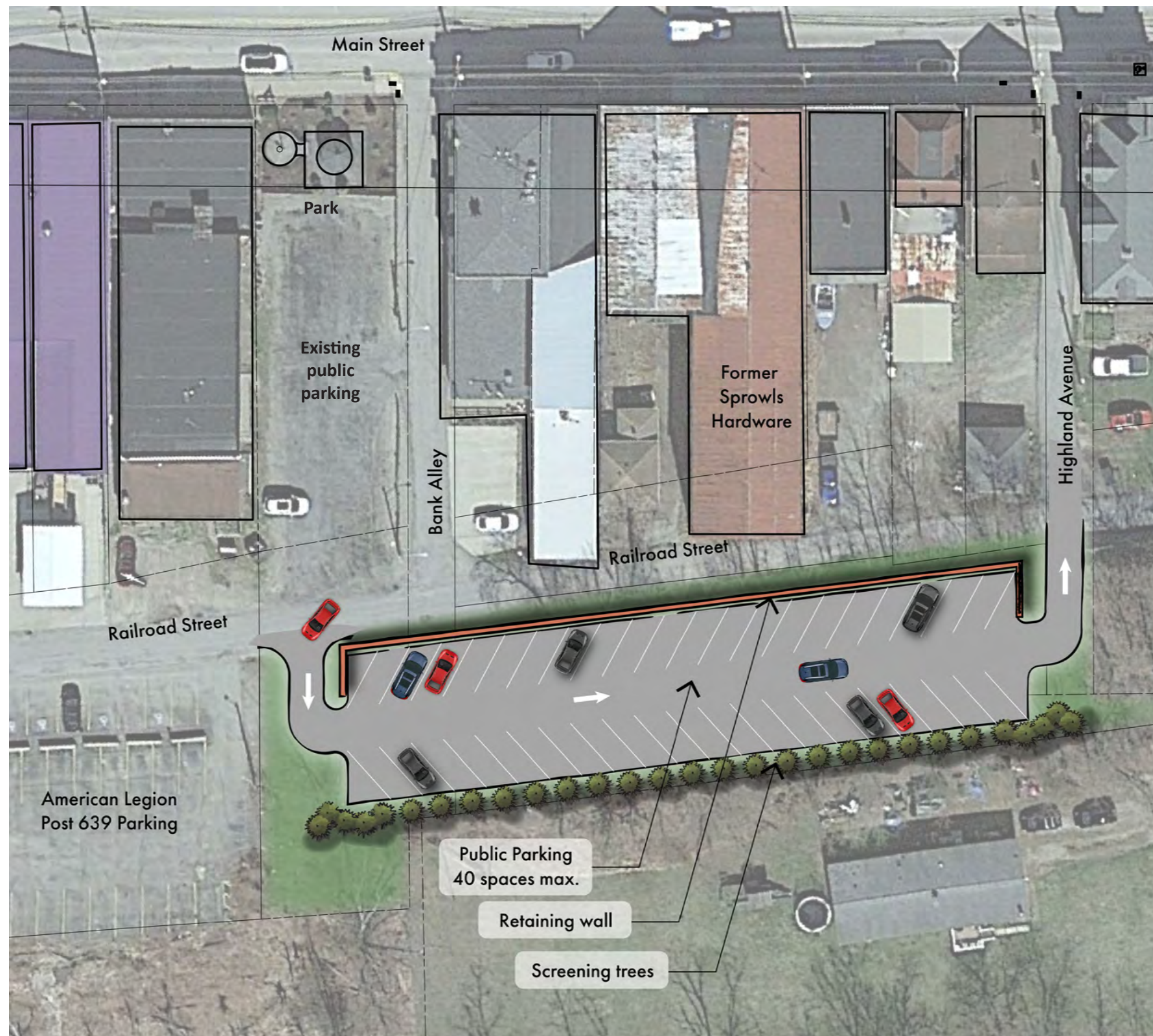
Downtown Claysville is a quaint and charming business district that could be enhanced further with streetscape improvements, façade renovations, and wayfinding signage. This Chapter will explore some of these ideas and will also discuss regional branding and identity.

STREETSCAPE & PARKING IMPROVEMENTS

Main Street is already home to several community spaces and is fairly pedestrian friendly. The existing streetscape in Downtown Claysville is characterized by wide sidewalks, metered street parking, and benches. In addition, there are some community spaces, including the gazebo and mural. Currently, all of the utilities are above ground and there are many utility cables and wires that distract from Downtown Claysville's true charm and feel.

There are many benefits associated with streetscape enhancements, including the creation of more inviting and charming aesthetics, increased property values, traffic calming, safety enhancements, and improved public spaces. The following graphics provide a picture of Downtown Claysville as it looks currently and a transformation sketch that shows what Main Street could look like with some basic streetscape improvements. Some of the streetscape improvements and safety enhancements shown are both physical and also aesthetic and include the planting of street trees, installation of new light fixtures, construction of improved ADA-accessible sidewalks and curb cuts, installation of stormwater inlets for better water runoff controls, incorporation of new street name signage and poles, removal of the parking meters, and most notably the relocation of the utility lines. There are two main options for relocating the existing utilities, as they could go either underground or in the rear alleys behind the buildings on Main Street. Improving pedestrian safety and mobility is especially important in downtown Claysville to serve residents of the highly desirable senior apartment complex.





Improvements to the Main Street streetscape have the potential to attract additional traffic, from new businesses that bring more customers to Main Street to people who visit to walk and window shop. Because there is a perception in the community of a parking shortage on Main Street, it is likely a boost to Claysville's downtown visitors will also mean a need for more parking.

Before investing in new parking areas, existing on-street parking and metering should be assessed. A parking study could help determine what the current and future needs for parking are, whether the existing parking is being used efficiently, and whether the cost of parking is appropriate.

The exhibit at left shows one possible alternative for adding a parking lot in a location that would serve Main Street. This alternative uses the former Sprowls Hardware land that is for sale at the time of publication of this plan, and shows a maximum potential 40 new off-street parking spaces. A parking study could help determine whether 40 additional parking stalls will meet the needs of an improved downtown business district, and whether this location or another will best serve businesses, customers, and residents of the downtown.

In selecting the final site and design for a public parking lot, it will be important to work with the Claysville National Pike Trail Council, both to ensure that new parking does not impede any planned trail routes and to maximize usability of the parking lot for trail visitors. Ideally, a new parking lot could double as a trailhead, similar to the shared parking lot at Newton Consulting.

A NEED FOR WAYFINDING SIGNAGE

As new parking and amenities are added to downtown Claysville and the surrounding area, it will be important to add wayfinding signage to help new or potential visitors find not only their destination, but the functional features that will improve the quality of their experience. Consider prioritizing branding efforts before the need for wayfinding signage arises.

FORMER SPROWLS HARDWARE BUILDING TARGET FOR HISTORIC PRESERVATION

The former Sprowls Hardware Building, located in the heart of Downtown Claysville, was once a bustling and successful local hardware store. It is an important building and the preservation and restoration of this building is a key factor for the future of Claysville's Main Street.

Through discussions with residents and stakeholders in the McGuffey Area, two things have become evident. The first is an ardent pride in the history of the Area and a strong desire to promote the Sprowls Building as a valuable asset. The second is that the closing of Sprowls Country Hardware, a property that sold hardware goods since the turn of the century, was a detrimental loss to the community and the large, empty building on Main Street is a deteriorating reminder of the need for revitalization to the area. The community deeply feels a real and intrinsic loss regarding this business and property.

One of the most tangible ways to kick-start the revitalization of an area is through a highly visually and intrinsically special project. The reuse of the Sprowls Country Hardware building would be an excellent project to kick-start revitalization in Downtown Claysville. The intrinsic value of the building alone makes it the perfect choice, but the historic building with its unique facade and vast interior spaces further support the adaptive reuse potential of the building.

George B. Sprowls, school teacher, businessman and politician, founded "Sprowls Hardware Store" in 1891 selling buggy and farm equipment. The original location of the store was behind the bank, however, moved to its current location within a few years of opening. He eventually expanded the business to hardware and



appliances. The goods for sale remained relatively the same throughout the years as the business and property passed down through the generations of the Sprowls family.

Largely unchanged over the last century, the Sprowls Country Hardware store is two separate buildings joined internally creating a spacious commercial area. The two story building closest to Bank Alley appears on the 1896 Sanborn Fire Insurance Map of Claysville and the one story building appears eleven years later on the 1907 edition; both buildings remain present on the maps through the duration of their use in 1927. While the one story building on the left is restrained with little ornamentation, the two story building on the right presents character defining features consistent with the Italianate style. The Italianate style was popular in America from the 1850s through 1880s and is an architectural style reminiscent of an Italian villa or renaissance architecture.

A building of this size and condition demands extensive funds and a dedicated team to rehabilitate the space into a thriving commercial enterprise that sets a high standard for future projects in the area. While it seems daunting, the benefits of a project like this make it well worth the investment. In Pennsylvania, a rehabilitation project outputting \$1 million creates twelve more jobs than the same amount invested in processing steel. Furthermore, historic preservation outperforms new construction on the impacts of production measured by the US Department of Commerce in every metric - jobs created, increase in regional household income, and positive effect on other industries. With a new construction project,



BENEFITS OF HISTORIC PRESERVATION

- ◆ New businesses formed
- ◆ Private investment stimulated
- ◆ Tourism stimulated
- ◆ Increased property values
- ◆ Enhanced quality of life, sense of neighborhood and community place
- ◆ New jobs created
- ◆ Compatible land-use patterns
- ◆ Increased property and sales taxes
- ◆ Pockets of deterioration and poverty diluted

expenditures for labor and materials are relatively equal. However, a typical adaptive reuse project expends 60-70% of costs to local craftspeople which in turn boosts the local economy (Rypkema, *The Economics of Historic Preservation*, p. 12).

The hardware store was listed for sale in May of 2021 for \$300,000. After several months for sale and a thriving real estate market during that time, if an independent buyer was willing and able to invest in a project of this size, cost, and location, the building would have been purchased and construction would have begun. With the private sector unwilling to invest in the property, it is clear that the community of Claysville has an opportunity to redevelop the building and stimulate the local economy through historic preservation.

To bridge this gap, a non-profit organization dedicated to the revitalization of Claysville should consider purchasing and rehabilitating the building to kick-start the renaissance of the area. There are two clear benefits of a non-profit operating such a project. The first is that they have access to funding opportunities, investors, and tax incentives an entity in the private sector is not able to utilize. The private sector is typically interested in return on investment and uses hard numbers to rationalize a project's feasibility. A non-profit concerned with both the real and intrinsic value of a project makes them an excellent choice for opportunities like this. The second benefit is that the non-profit retains full control of the project from design aesthetic and preservation principles to ensuring that the businesses filling the interior spaces are the best fit for the downtown. They are able to tailor the project to fit their vision for the town instead of hoping the development company holds the same vision they do.

Following the acquisition of the property, a phased approach to its preservation and reuse will be the most economical way to restore the building and bring various mixed uses into the many spaces. The project should look to prioritize phases to concurrently bring in money and stabilize the building. One thing is certain, it will take many partners from both the public and private sectors, several different sources of funding, and a passionate and dedicated team to rehabilitate and revitalize the Sprowls Country Hardware Building. While partnerships will be key, there are so many direct, positive impacts associated with the refurbishment and reuse of this key building in Downtown Claysville. The following sketch shows how façade improvements and other renovations can help to truly transform this key property.



Please note a full feasibility study regarding the Sprowls Country Hardware property and a summary of the benefits of historic preservation can be found in [Appendix E](#).



ESTABLISHMENT OF A MAIN STREET PROGRAM

Downtown Claysville and the McGuffey Area as a whole could benefit greatly from the establishment of a Main Street Program for the downtown business district. Established in 1980 as a subsidiary of the National Trust for Historic Preservation, the National Main Street Center, now known as Main Street America, developed the four point Main Street Approach™ as a guide for community-based revitalization at the local level. Each community presents unique concerns and the program is meant to guide communities with a flexible program structure that can be tailored to each community's particular needs. The approach helps communities establish a revitalization effort and evolves with the stakeholders as resurgence takes place. It is a proven national approach followed by communities around the country.

The Main Street Approach™ consists of four focus areas meant to guide a community through revitalization. As each community presents unique challenges and assets, the program is meant to be molded to the community to strategically address its goals and accomplish its vision. The approach is meant to spark economic vitality in downtowns by placing value on the area's historic character and business community. The four transformation strategies of the program are: economic vitality, design, promotion, and organization.

In Pennsylvania, the Pennsylvania Downtown Center (PDC) has partnered with Main Street America to work with Main Street communities in the Commonwealth. They provide assistance, support, and education to communities following

the Main Street Approach. The Pennsylvania Department of Community and Economic Development (DCED) provides access to funding through the Keystone Community Program. PDC and DCED work closely together to ensure Main Street communities in Pennsylvania receive the assistance and support needed for their revitalization initiatives.

As a way of providing tailored assistance to communities dedicated to the Main Street Approach, DCED offers the opportunity for communities to be designated through the Keystone Community Program. Designation applications are accepted and considered by the department at all times, whereas applications for grant funding are only open during a specific portion of each year.

It is recommended that Claysville implement the Main Street Approach and apply for designation through DCED to give stakeholders a proven model to follow to implement the findings of the Claysville Area Master Revitalization Plan. While the Main Street initiative would be dedicated to a specific area in Claysville, it is reasonable that some items for the broader area could also be included in this approach. An actionable five year strategy with oversight and guidance from PDC and DCED would ensure the plan was put into action and a strong foundation was established for a continued, successful revitalization in Claysville.

MAIN STREET PROGRAM'S FOUR FOCUS AREAS

Economic Vitality

Promotion

Organization

Design



These photos show two active, vibrant, and successful Main Street Program stories. Photo on the left is from Bellefonte Borough's Under the Lights Event and the photo on the right is from West Chester Borough's Main Street.

Sources:

<https://www.facebook.com/DowntownBellefonte/photos/2940349412848081>

and

<https://www.mainstreet.org/mainstreetamerica/mainstreetawards/gamsa/2017/westchester>



Please note a full summary of the Main Street Program can be found in **Appendix E**.

WAYFINDING SIGNAGE

The McGuffey Area has a rich and unique set of regional assets and amenities. From its historic covered bridges to old schoolhouses to Dutch Fork Lake and the many municipal parks to the West Alexander Fairgrounds to Downtown Claysville to the National Pike Trail to the Washington County Airport to the Area's State Game Lands, there are ample historic, cultural, and recreational amenities throughout the McGuffey Area. But many residents and visitors may not even be aware of the various amenities that are located in and around the McGuffey Area or know how to get to these places. Hence, the need for coordinated wayfinding and directional signage throughout the McGuffey Area.

Developing a plan for some coordinated directional and wayfinding signage for the McGuffey will help to direct residents and visitors to the various amenities and resources and can also help to market the region's assets. There are many benefits to installing wayfinding signage, including that it:

- ◆ Helps to reinforce an area's defining history, landmarks, and amenities
- ◆ Helps the public and visitors find and access available public parking
- ◆ Improves traffic flow and eases the transition between the vehicle and the pedestrian
- ◆ Reduces visual clutter with the use of clear, consolidated, and on-brand information and identity
- ◆ Helps to enrich the overall experience of the consumer
- ◆ Gets people to where they want to go
- ◆ Captures pass-through traffic



A coordinated wayfinding signage plan should be developed for the entire McGuffey Area to highlight its various amenities and to also direct residents and visitors to them. The wayfinding signage developed for the Area should be consistent with its history and future and tied directly to the ongoing marketing and branding efforts as they develop.

MARKETING AND BRANDING OF THE MCGUFFEY AREA

REGIONAL IDENTITY

Marketing and branding is important to communities, not just businesses! While businesses have consumers, communities have many stakeholders, including residents, business owners, community organizations, schools, churches, and visitors. Branding is defining who you are as a company or place. Marketing focuses on how you communicate your brand.

Marketing and branding fit into revitalization in many ways, as follows:

**ATTRACTING VISITORS (TOURISM), NEW RESIDENTS AND
BUSINESSES BY DRAWING ATTENTION TO POSITIVE IMPROVEMENTS**

BETTER COMMUNICATE COMMUNITY GOALS

ALIGN A COMMUNITY AROUND A COMMON VISION

BUILD EXCITEMENT AND MOMENTUM WITHIN THE COMMUNITY

**A CLEAR MESSAGE ABOUT WHAT A COMMUNITY STANDS FOR
CAN HELP ALLEVIATE CITIZEN CONCERNS ABOUT ISSUES IN THE
COMMUNITY**

Logos and taglines are merely marketing tools to implement a brand. At the end of the day, a good community brand is a promise that a place or community makes to people. There are many well known brands when it comes to tourism, including Amish Country in neighboring Ohio, the Finger Lakes in New York State, and the Laurel Highlands in Western Pennsylvania.

The McGuffey Area has a great opportunity to succinctly tell the story of our communities through properly building an identity for the places where we live, work, learn, and play. One way to do this is to incorporate “brand-building” into the economic development process.

Successful brands can also serve as a way for communities to partner with businesses to better market a locale. Examples here might include advertisement templates for merchant association and individual business use. Some communities have used their identity systems to create public art, shirts and hats, and even jewelry.

There are practical considerations as well. A well-executed brand creates a toolbox for stakeholders to use that is consistent, saves time, and doesn't require a reinvention of the wheel every time staff develops a new publication, web page, cover sheet, or PowerPoint presentation. In fact, well executed brands can be deployed in countless ways beyond the logo and tagline. A brand system can unite events, organizations, and other amenities as desired by a community; can be deployed in environmental graphics including banners, wayfinding signs, and gateways; and can be used for digital graphics such as web page redesigns, social media tools, and smartphones. Ultimately, a sound marketing strategy creates efficiencies of consistency between message and mission.

Developing a brand and identity for the McGuffey is an action item of this Revitalization Plan. Based on input received throughout outreach efforts at various public meetings and from the design charrette with selected students from McGuffey High School, one suggestion for a brand for the McGuffey Area is “Highlander Country.” When asked about “Highlander Country” as a possible tagline and brand, students stated it brought the school and community together

and exudes a prideful and local vibe that is important to the Area. But, what does the McGuffey Area promise to residents and visitors? Community, people, hospitality, and a welcoming environment are what the McGuffey Area has to offer. It will be important as additional marketing and branding efforts continue in the region that the brand is differentiated from the school district and the school's athletics.



HIGHLANDER COUNTRY

Prideful Vibe

Blends School and Community

Broadly Markets the Area

MAKING THE MCGUFFEY AREA A BETTER PLACE TO LIVE, LEARN, WORK, AND PLAY

The McGuffey Area is rich in recreational assets, from the two area golf courses (Dogwood Hills and Lone Pine) to the National Pike Trail to the West Alexander Fairgrounds to the various municipal parks to Dutch Fork Lake. Having these various recreational amenities nearby makes the McGuffey Area a truly wonderful place to live, learn, work, and play!

Municipal parks play a key role in the McGuffey Area and enhance the quality of life for residents. There are several parks for Area residents to use and enjoy, including the McGuffey Community Park in Donegal Township, Morris Township Community Park, East Finley Park, South Franklin Township Park, and the Blaine Township Park. Each municipality is in charge of maintenance, upkeep, and improvements to their own parks. However, these various parks projects, whether they involve routine maintenance and repairs or improvements and expansions, help to increase the recreational assets available to residents of the McGuffey Area. Supporting the municipal parks programs and planned improvements and renovations are important to the McGuffey Area to continue to provide recreational amenities to its population.

The continued construction and extension of the National Pike Trail is a key factor



to the success of both Downtown Claysville and the McGuffey Area as a whole. Phase 1 of the trail improvement project, which is currently underway, involves the construction of a one-mile trail in a multi-phased plan that will eventually construct a segment more than four miles long. The trailhead in Claysville is located near the intersection of Main Street and Valley View Road, with trailhead parking available in the Newton Building parking lot. The Trail is an important resource and once complete will connect with other trail systems throughout the County and region, bringing the potential for more tourists coming into the McGuffey Area.

DUTCH FORK LAKE

INCREASE RECREATION OPPORTUNITIES

Dutch Fork Lake in Donegal Township is owned by the Commonwealth of Pennsylvania and managed by the Pennsylvania Fish and Boat Commission. The lake itself is a 91-acre impoundment and is surrounded by an additional 520 acres of mostly undeveloped Commonwealth-owned lands. Boaters using electric or non-motorized boats can launch from two locations on the west shore of the lake, and fish for warmwater or coolwater fish. It is a popular fishing destination for Area residents and visitors, but has much potential for future improvements to enhance the Lake and its surrounding park land as a true recreational destination for the McGuffey Area and beyond.

Like the Game Lands in the McGuffey Area, Dutch Fork Lake occupies a large land area, but has limited recreational value for many residents. There is an overall lack of signage directing folks to Dutch Fork Lake and a need for more amenities around the lake such as the parking, picnic tables, and pavilions. Public input received throughout the planning process on recommended improvements at Dutch Fork lake included a trail, camping, more fishing, a playground or play area, a boat/kayak rental facility, a boat launch, and additional parking, picnic tables, and pavilions. The images at right show an existing photo of Dutch Fork Lake and a transformation sketch showing some potential improvements.

The Fish and Boat Commission does not have public plans to reopen the road or make further improvements. While longwall coal mining may impact the Lake in the future, in 2021 representatives from the Fish and Boat Commission reported that no applications have been made for any mining activities at the property.



Historic sites on the property add a unique attraction: the site of the Miller Block House and the Miller and Hupp Cemetery. While several other frontier forts were located in the McGuffey Area, Miller Block House is especially well-known for the inspiring story of the heroic defense led by Anne Rowe Hupp. And unlike many historic sites in the McGuffey Area, these two sites are surrounded by public lands. However, they remain inaccessible because the road on the east side of the Lake is closed.

In the past, Washington County has acquired land for conversion to a County Park. Cross Creek County Park in Avella, PA is centered on beautiful Cross Creek Lake and offers boating, fishing, picnic shelters, playgrounds, and a hiking trail. Cross Creek Park is over 2,000 acres in size and is maintained by the County. Its improvements were funded in part by Range Resources, which has wells on the park property. Cross Creek is highly regarded for fishing as well as general recreation, due in large part to the excellent facilities and maintenance provided by Washington County. During the Master Revitalization Plan process, County Commissioners and State Representatives have expressed interest in further developing concepts for improving Dutch Fork Lake, and Cross Creek County Park may prove to be a good model for success at Dutch Fork.

The advantages of development at Dutch Fork include its ease of access, as it is less than one mile from US-40. For residents of the McGuffey Area, it offers recreation that is not available at local municipal parks. Dutch Fork Lake already attracts fishing and boating tourism from the surrounding area and has the potential to do more if the facilities were better developed, and if it was marketed in conjunction with other unique McGuffey Area outdoor attractions such as Split Rail Sporting Clays.



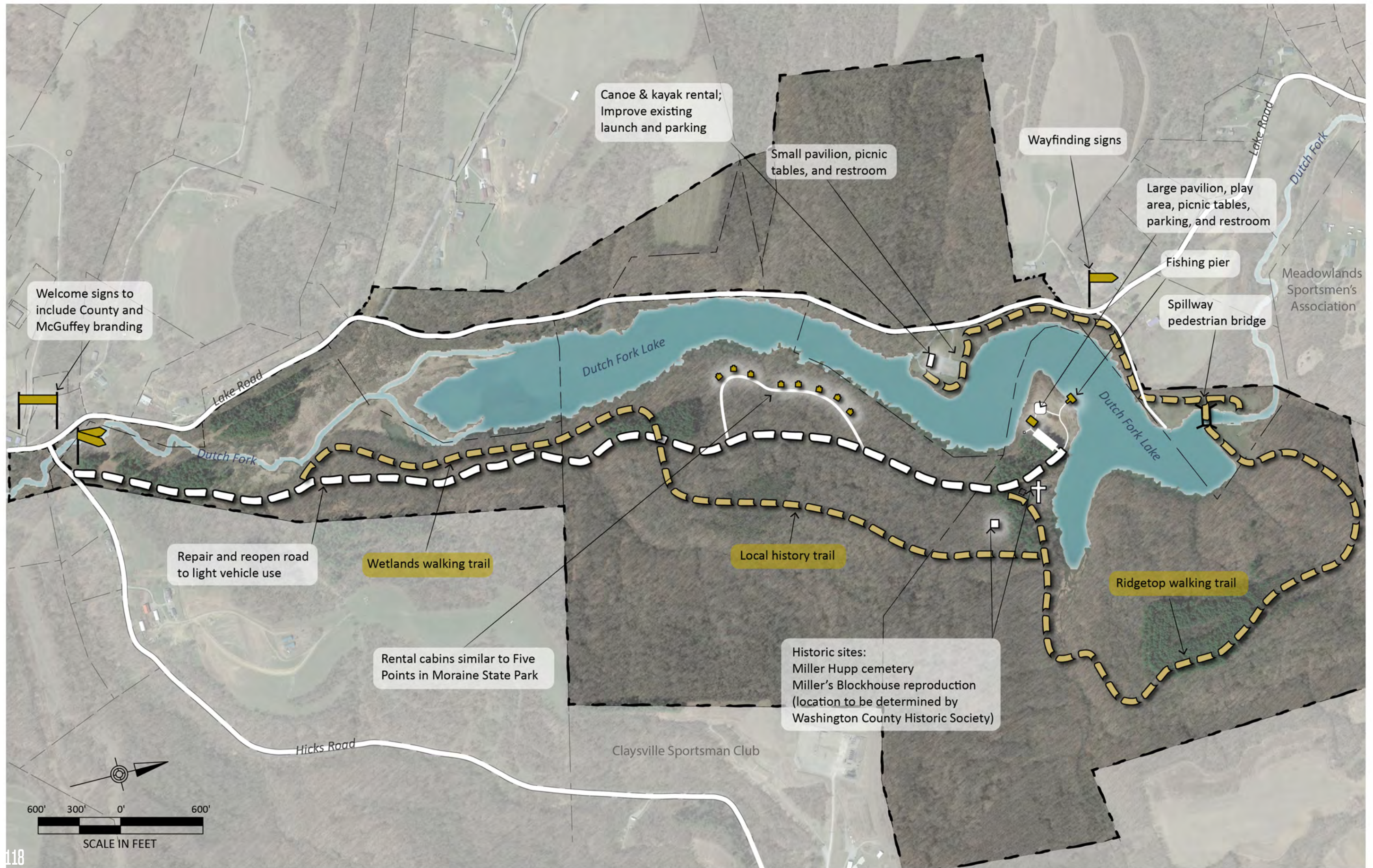
Cross Creek County Park. Photo credit: Range Resources



Minimal improvements at Dutch Fork Lake include gravel surface parking and portable restrooms.



Miller and Hupp Cemetery. Photo credit: Washington County Historical Society



GOALS AND OBJECTIVES RELATED TO REVITALIZE THE TOWN CENTER

The following goals and objectives have been established to help revitalize the town center of Claysville and beyond to benefit the entire McGuffey Area community.

GOAL 1: ENHANCE AND IMPROVE THE AESTHETICS, STREETScape, AND OVERALL CONSUMER EXPERIENCE OF DOWNTOWN CLAYSVILLE	
Objectives:	
1.1	Revitalize the Sprowls Country Hardware building through a public-private partnership and apply for grant funding to support these efforts.
1.2	Make functional infrastructure improvements to Main Street in Downtown Claysville such as sidewalks, curb cuts, high-visibility crosswalks, and drainage improvements.
1.3	Consider aesthetic improvements to Main Street in Downtown Claysville as a part of functional improvement projects and pursue additional project funding if needed to include street trees, lighting fixtures, planters, signage, burying the utility lines, and adding street furnishings.
1.4	Ensure that local municipal regulations allow for appropriate businesses and uses that boost revitalization, such as pop-up stores, agritourism, and micro-breweries.
1.5	Partner with Claysville Borough to explore the feasibility of establishing some level of a Main Street Program for Downtown Claysville to provide dedicated staff to work to improve the business district.
1.5a	Establish a façade improvement program administered by the Main Street coordinator or CABA. Work with the Washington County Historical Society and CAPRI to determine appropriate criteria for improvements.
1.6	Work with the Washington County Historical Society to establish a campaign and exhibits to promote local history in the Downtown Claysville Business District.
1.7	Work with Claysville Borough to improve parking conditions in Downtown Claysville by considering options for shared parking, removal/update of parking meters, or establishing a dedicated municipal parking lot.

GOAL 2: DEVELOP A REGIONAL BRANDING AND MARKETING STRATEGY FOR THE MCGUFFEY AREA/HIGHLANDER COUNTRY

Objectives:

- 2.1 Create a local task force made up of local business owners, community organizations, elected officials, and McGuffey High School Students to continue with working on the establishment of a regional brand and identity.
- 2.2 Develop and work on a wayfinding signage plan for the region, including directional signage so that residents and visitors can find all the amenities that the McGuffey Area has to offer.
- 2.3 Work with the Washington County Historical Society to establish a local history center in the McGuffey Area.

GOAL 3: MAKE THE MCGUFFEY AREA A BETTER PLACE TO LIVE, LEARN, WORK, AND PLAY

Objectives:

- 3.1 Start a mentorship program for potential local entrepreneurs to assist them in obtaining the resources to stay in the McGuffey Area.
- 3.2 Extend the Claysville National Pike Trail through Town, and eventually to West Alexander. Support the development of the Claysville National Pike Trail by working with Claysville Borough to facilitate and fund connections into town, such as trailheads, crosswalks, bike racks, and signage.
- 3.3 Develop recreation amenities and activities at Dutch Fork Lake, including but not limited to the construction of a boat launch and rental facility, additional public gathering spaces, and more parking.
- 3.4 Work with the PA Fish and Boat Commission and Washington County officials to explore the feasibility of Dutch Fork Lake becoming a County Park.
- 3.5 Work with area municipalities to support and promote municipal park improvement and maintenance projects.

CHAPTER

6

**PRIORITIZATION AND
IMPLEMENTATION**





Throughout this Master Revitalization Plan, many goals and objectives related to economic development, infrastructure, tourism, parks, trails, recreation, technology, downtown revitalization, and housing have been established for the McGuffey Area to strive to accomplish over the next several years. It is important to focus on the prioritization and implementation of these goals and objectives so that CAPRI and its many partner organizations can work to fulfill them and see them come to fruition in the years ahead.

The implementation of the goals and objectives within this Plan will not happen overnight and will require time and patience of CAPRI, McGuffey Area stakeholders, and partner organizations. The implementation of this Master Revitalization Plan will be a process that requires coordination, the development of funding and financing plans, and the organization of multiple stakeholders that are included as part of the Plan's implementation.

Many of the goals and objectives included in this Plan will take several years to implement. Most commonly, the successful programs and projects that result from a planning process like this Master Revitalization Plan are ones that capitalize on public-private partnerships. Public-private partnerships have become increasingly important and more common over the last two decades throughout Pennsylvania. Many times, the reason that projects, like the ones included in this Plan, get implemented is due to the mix of funding sources and partners involved that work together to make it happen.

PRIORITIZATION

Taking into account the results of the public prioritization exercise (see page 71), the Revitalization Steering Committee underwent a rigorous process in late November 2021 to finalize the priorities for revitalization of the McGuffey Area. Each Steering Committee member individually rated the potential revitalization projects or initiatives in a spreadsheet, according to how important and urgent they were to making the McGuffey Area a better place to live, work, learn, and play. Factors were ranked on a scale of one through ten, with ten being the most important or most urgent, and one being less important or urgent. This process allowed each Steering Committee member to incorporate his or her own individual expertise and perspective to how the Master Revitalization Plan should best be implemented.

Individual member rankings were compiled to graphically show the Steering Committee's overall ranking of the relative importance and urgency of each project in the revitalization effort. The compiled results are documented in the following charts created by the Revitalization Steering Committee

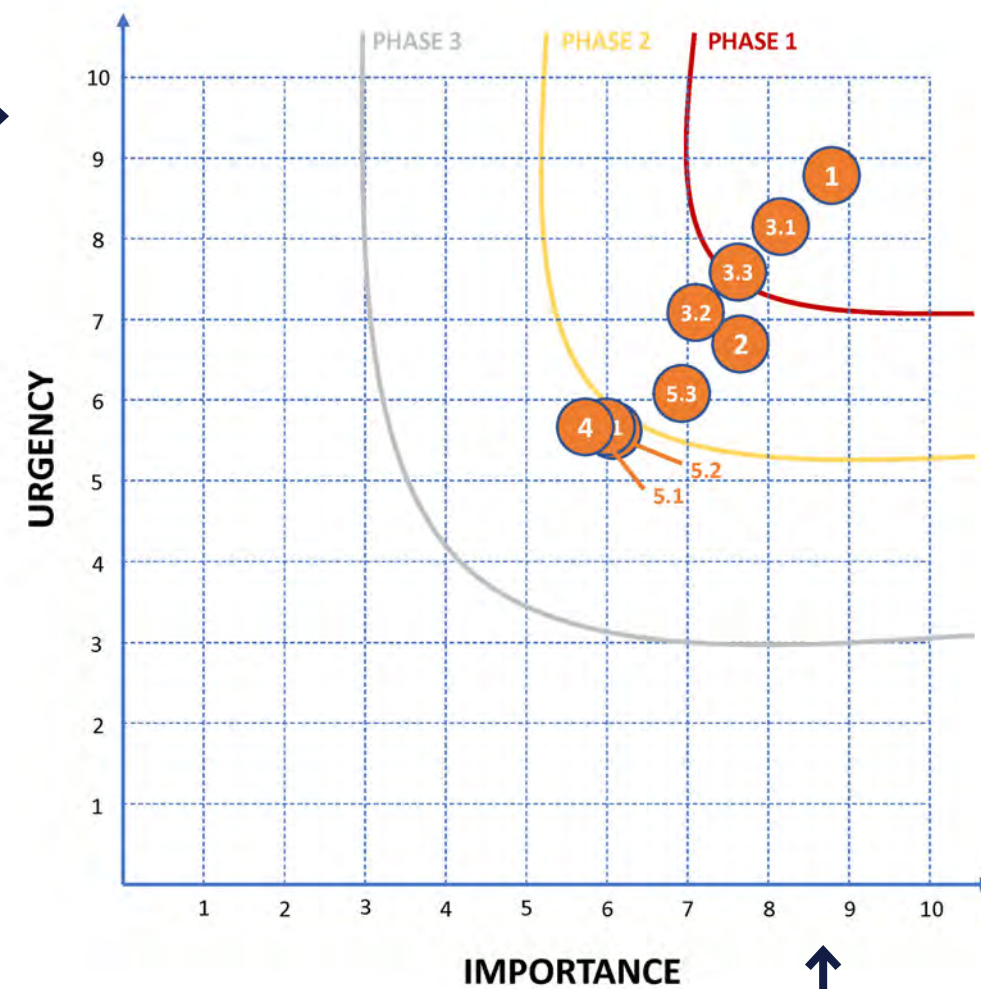
During the course of this exercise, additional potential projects were identified. Some of these projects were incorporated into the revitalization plan. The results of the Steering Committee prioritization exercise established consensus around what needed to be addressed as a part of Phase 1 of the revitalization effort, and established the focus of the implementation chapter of the Master Revitalization Plan.

READING THE RESULTS

The cumulative prioritization results are represented in a chart format as well as on a graph. Each shows the average ranking on a scale of one through ten; both the graph and the chart show the same information.

As prioritization progressed into making decisions about which projects to pursue, the Steering Committee added phase lines to their prioritization results. The colors red (Phase 1), gold (Phase 2), and gray (Phase 3) represent one way to think about how prioritization feeds into planning the next steps in revitalization. The projects prioritized here are not necessarily the same as the final projects selected for Phase 1 (Chapter 7) because many other factors were considered in the decision-making process. See Chapter 7 for further details.

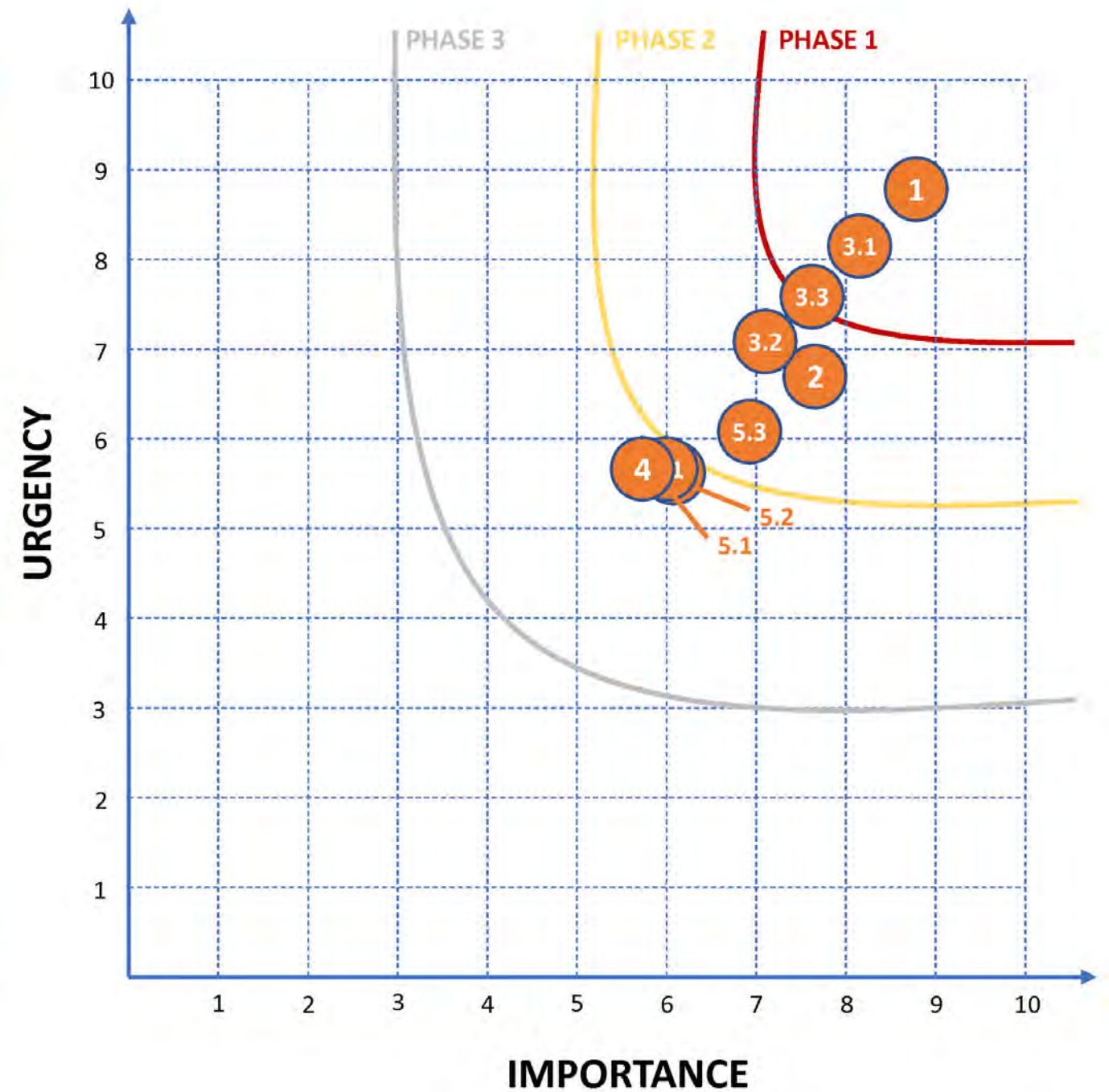
The most urgent projects or initiatives will appear at the top →



↑
The most important projects or initiatives will appear at the far right

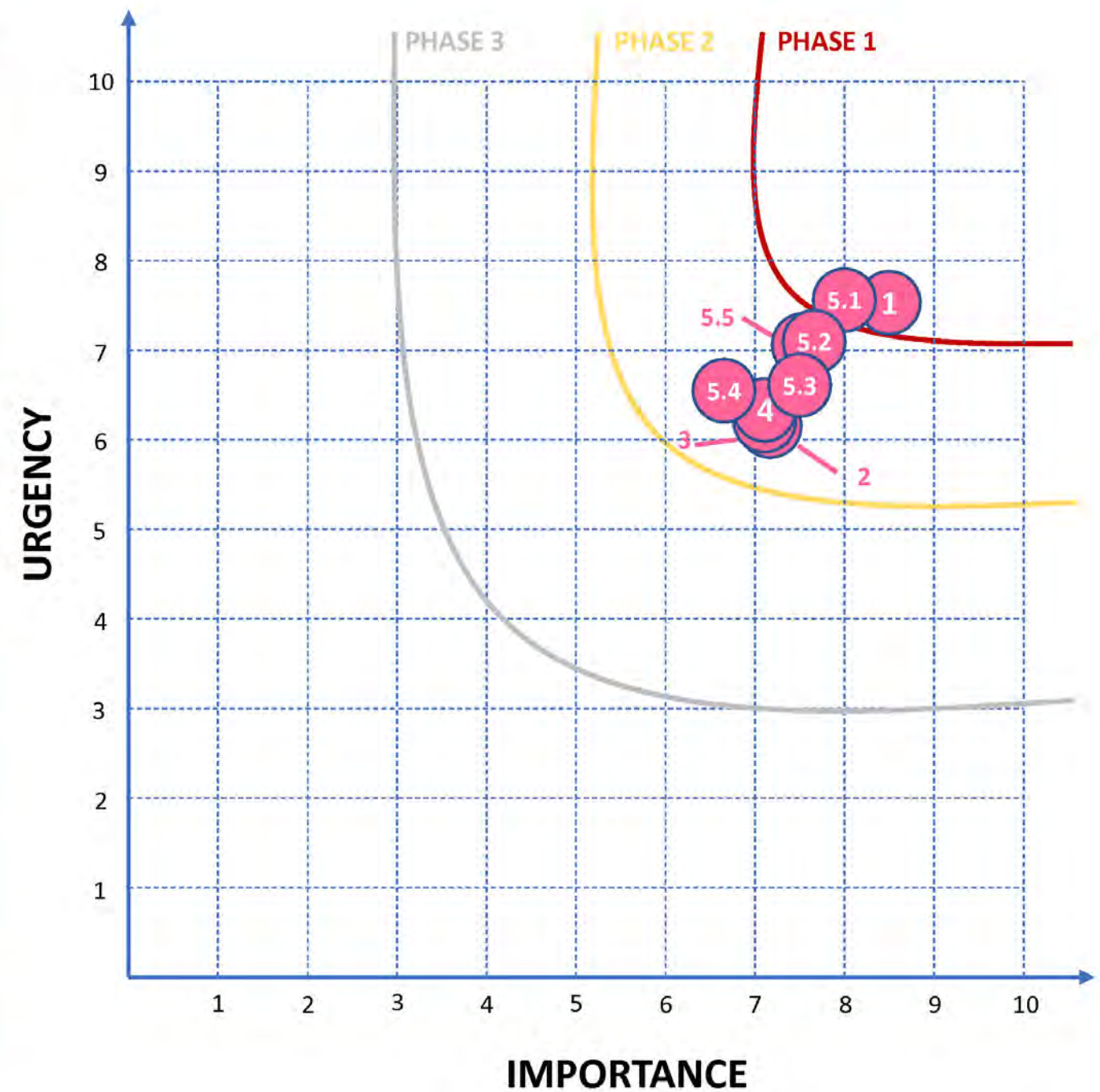
PROJECT PRIORITIZATION: LIVE

#	PROJECT DESCRIPTION	IMPORTANCE	URGENCY	IMPORT.	URGENT
LIVE		AVERAGE		RANKING	
1	Expand broadband services to rural parts of the area	8.83	8.83	1	1
2	Expand cell phone service in rural parts of the area	7.67	6.75	T3	5
3.1	Expand water and sewer infrastructure to support business development	8.25	8.25	2	2
3.2	Expand water and sewer service to existing residential/rural residents	7.08	7.17	5	4
3.3	Expand water and sewer infrastructure to support new residential development and encourage reinvestment in existing rural areas	7.67	7.58	T3	3
4	Seek funding to improve local roads	5.83	5.67	9	9
5.1	Rehabilitate existing housing using grants, loans, a land bank, etc.	6.08	5.83	T7	T7
5.2	Pursue development of a variety of senior housing options to allow residents and family to age in place	6.33	5.92	T7	T7
5.3	Pursue development of new, affordable single-family housing in a limited zone near I-70	6.92	6.08	6	6



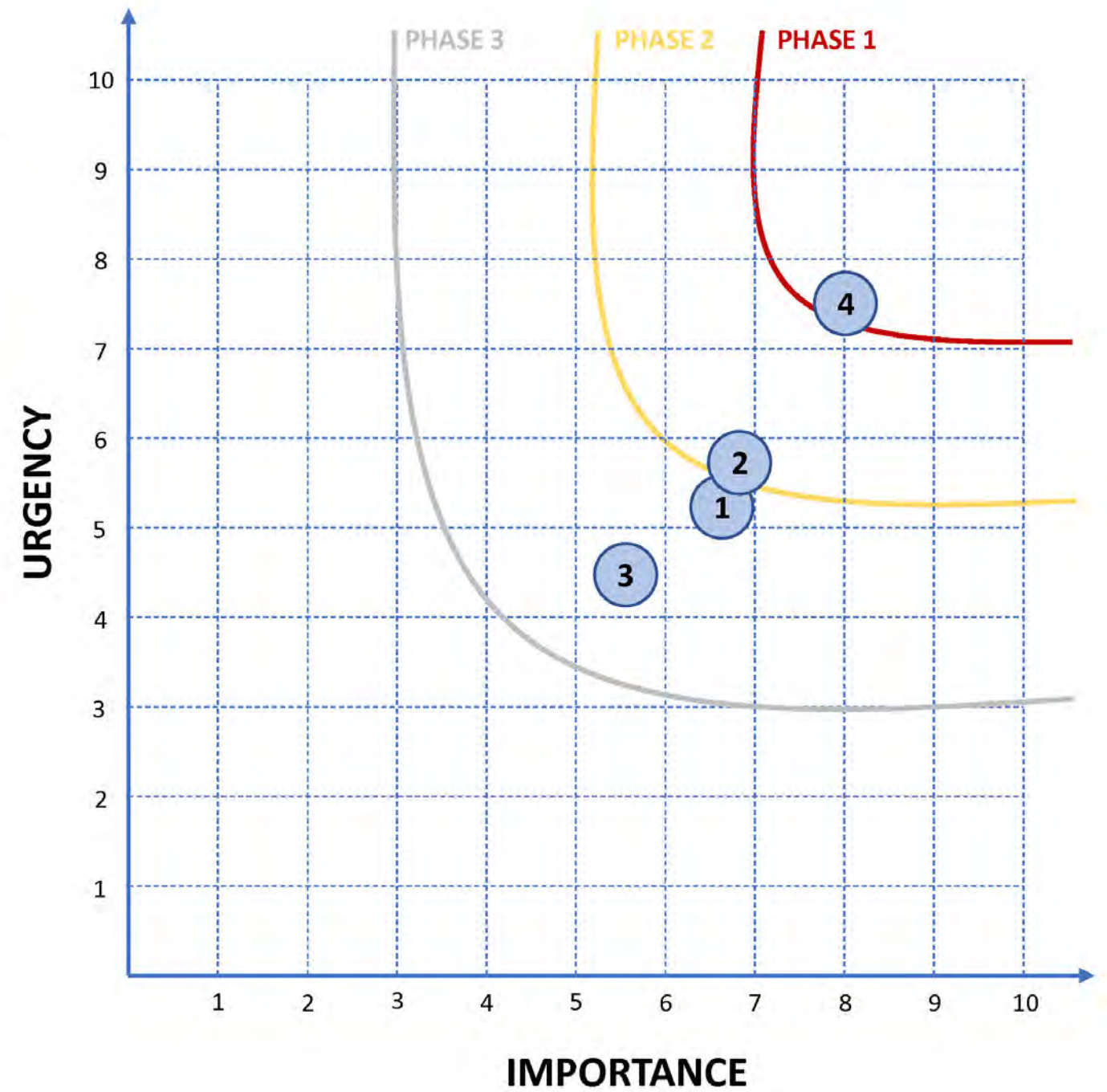
PROJECT PRIORITIZATION: WORK

#	PROJECT DESCRIPTION	IMPORTANCE	URGENCY	IMPORT.	URGENT
WORK		AVERAGE		RANKING	
1	Make 1-70 a dev corridor, with improvements incl. public water/sewer & fiber optic internet cable, to bring in new bus & close infrastructure gaps for existing residents and businesses	8.42	7.58	1	2
2	Promote local farmers markets at a regional scale	7.17	6.17	5	T6
3	Provide resources to encourage development of locally sourced restaurants or stores	7.08	6.25	7	T6
4	Promote economic development along SR 40/I-70 and near the County Airport	7.08	6.42	8	T6
5.1	In Downtown Claysville, revitalize the Sprowls building through a public-private partnership	8.00	7.67	2	1
5.2	In Downtown Claysville, make functional infrastructure improvements like sidewalks, curbs and drainage	7.58	7.08	T3	4
5.3	In Downtown Claysville, make aesthetic improvements like burying utilities, adding street trees, and new furnishings	7.17	6.42	6	5
5.4	In Downtown Claysville, offer a program to help business owners improve facades and signs	6.83	6.42	9	T6
5.5	Ensure regulations allow appropriate businesses that boost revitalization, such as a microbrewery or popup storefront	7.42	7.00	T3	3



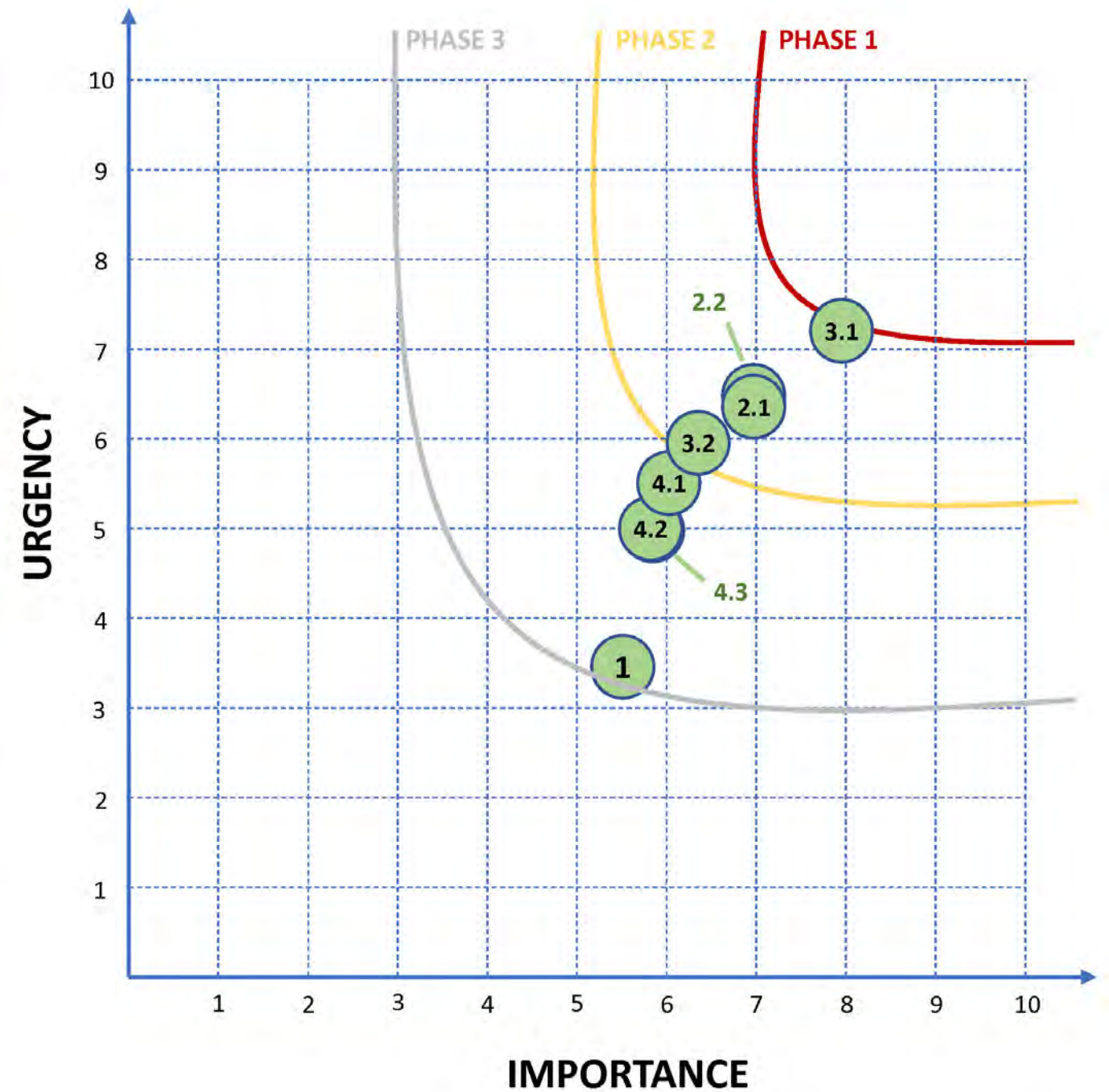
PROJECT PRIORITIZATION: LEARN

#	PROJECT DESCRIPTION	IMPORTANCE	URGENCY	IMPORT.	URGENT
LEARN		LEARN		LEARN	
1	Establish a McGuffey/Claysville Area History Center	6.67	5.25	3	3
2	Pursue regional-scale agriculture education and promotion events, for example a "farm fest" that includes Extension presentations and new technology demonstrations	6.83	5.50	2	2
3	Establish a regional library	5.58	4.42	4	4
4	Attract high-quality preschool and childcare	8.00	7.50	1	1



PROJECT PRIORITIZATION: PLAY

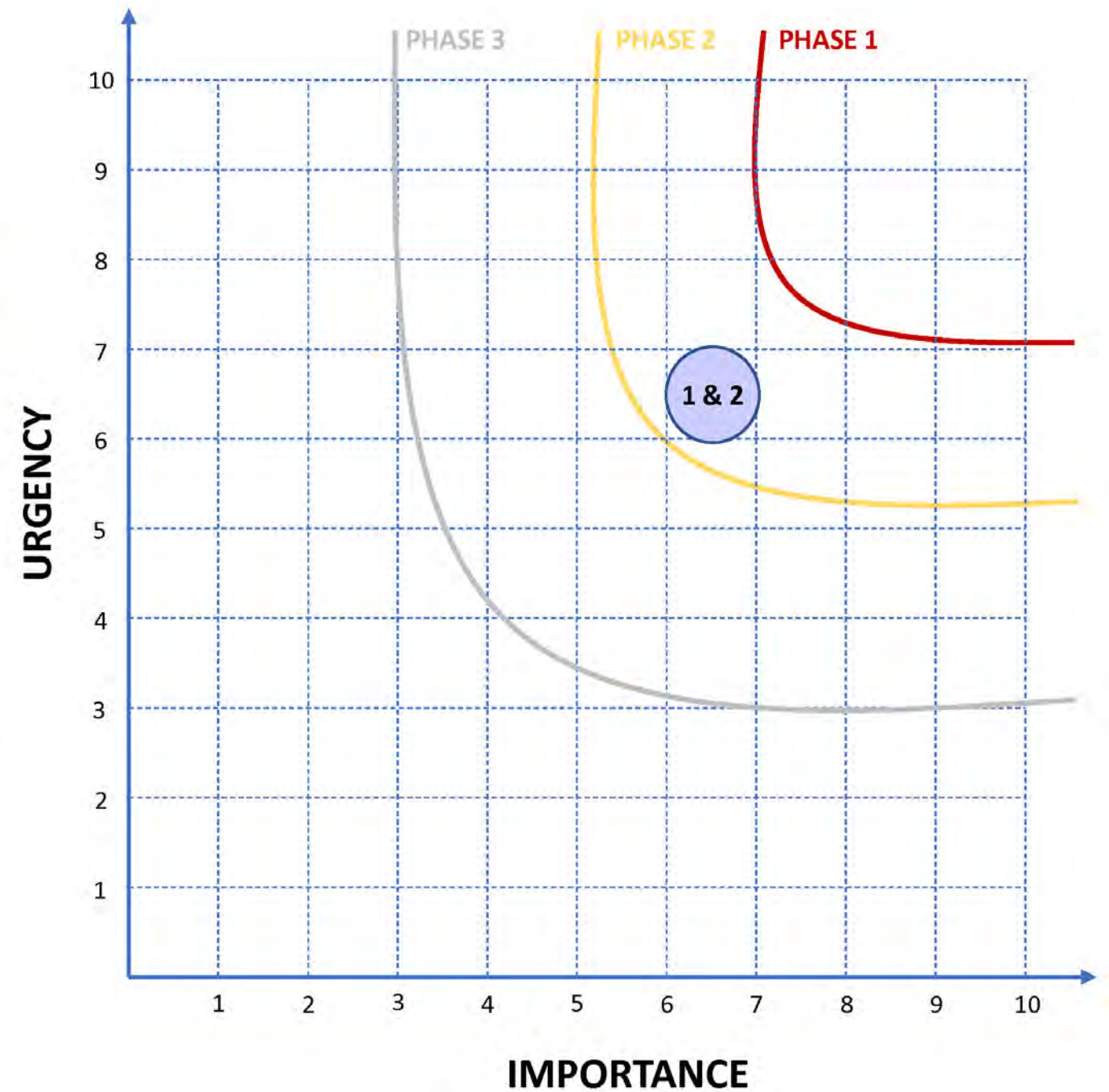
#	PROJECT DESCRIPTION	IMPORTANCE	URGENCY	IMPORT.	URGENT
PLAY		PLAY		PLAY	
1	Add Microcell "mini cell towers" for connectivity at municipal parks	5.42	4.42	8	8
2.1	Develop a regional identity or brand to elevate civic pride	6.92	6.33	T2	3
2.2	Add directional signs so visitors can find all the great things our area has to offer	6.92	6.42	T2	2
3.1	Extend the Claysville National Pike Trail through town, and eventually to West Alexander	7.92	7.17	1	1
3.2	Develop recreation amenities and activities at Dutch Fork Lake	6.33	5.92	4	4
4.1	Improve existing local parks	6.00	5.58	5	5
4.2	Add indoor entertainment activities	5.58	5.00	7	7
4.3	Add indoor athletics or recreation activities	5.83	5.00	6	6



PROJECT PRIORITIZATION: ADDITIONAL SUGGESTED PROJECTS

#	PROJECT DESCRIPTION	IMPORTANCE	URGENCY	IMPORT.	URGENT
Additional Projects		Add'l Projects		Add'l Projects	
1	Consider an area for light commercial and industrial growth to promote new job potential for our region.*	n/a	n/a	n/a	n/a
2	Add 30 to 50 off-Main Street parking spaces in downtown Claysville – consider areas between Railroad Street and I-70.	6.5	6.5	T2	3
3	Educate the community around the importance of joint cooperation of area services for emergency, fire, ambulance and police.	6.5	6.5	T2	2

* **Note:** The team determined that the first additional project falls under project 1 of the WORK category projects. This is the highest priority project in the work category involving infrastructure improvements in order to attract the type of businesses described above.



IMPLEMENTATION

Implementation of the recommendations in the Master Revitalization Plan for the McGuffey Area will require the cooperation and collaboration of many public and private sector entities, including the CAPRI, CABA, the Washington County Board of Commissioners, the Washington County Planning Department, the Redevelopment Authority of the County of Washington (RACW), the Washington County Historical Society, area municipalities, utility providers, developers, the business community, area municipal authorities, and other utility and service providers, to name a few. In terms of implementing the recommendations that are outlined throughout this Plan, CAPRI will utilize a phasing plan with phases categorized as follows:

- ◆ Immediate (1-2 years)
- ◆ Short-term (2-5 years)
- ◆ Long-term (6-10 years)

The table to the right provides a list of acronyms used in the Implementation Table.

Also, the funding levels corresponding to the opinion of probable cost provided in the table are included below.

- ◆ \$ = \$0-\$250,000
- ◆ \$\$ = \$250,001-\$1,000,000
- ◆ \$\$\$ = \$1,000,001-\$2,000,000
- ◆ \$\$\$\$ = More than \$2,000,000

The Implementable Table to the right highlights the various goals and objectives detailed in Chapters 4 and 5 of this Plan and identifies responsible parties to help carry out the objective as well as potential partners, potential costs, and potential funding sources.

ORGANIZATION OR ENTITY	ACRONYM
American Rescue Plan Act	ARPA
Claysville Area Business Association	CABA
Claysville Area Preservation and Revitalization Initiative	CAPRI
Community Development Block Grant	CDBG
Commonwealth Finance Authority	CFA
Department of Community and Economic Development	DCED
Department of Conservation and Natural Resources	DCNR
Department of Environmental Protection	DEP
Department of Transportation	PennDOT
Pennsylvania Historical and Museum Commission	PHMC
Southwestern Pennsylvania Commission	SPC

THEME AREA: INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

GOAL 1: IMPROVE AND EXPAND WATER, SEWER, AND OTHER BASIC INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT IN THE MCGUFFEY AREA

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
1.1	Create a reference map that highlights the existing water, sewer, electric, and other utility lines in the McGuffey Area.	CAPRI, Steering Committee	CABA, Washington County Planning Department, RACW, Local utility providers, Municipal engineers	\$; Mostly staff/steer time	Immediate 1-2 years	Staff/Steer time	
1.2	Identify Target Areas for expansion of water, sewer, electric, and other basic infrastructure services within the McGuffey Area, including but not limited to the exits along I-70.	CAPRI, Steering Committee	CABA, Washington County Planning Department, RACW, Local utility providers, Municipal engineers	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
1.3	Identify Target Areas for improvements to existing water, sewer, electric, and other utility service lines in the McGuffey Area.	CAPRI, Steering Committee	CABA, Washington County Planning Department, RACW, Local utility providers, Municipal engineers	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
1.4	Develop a list of key projects to improve local infrastructure and apply for funding to help support water, sewer, and other basic infrastructure improvements or expansion projects.	CAPRI, Steering Committee	CABA, Washington County Commissioners, RACW, Local utility providers, municipal engineers	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
1.5	Create a local task force to manage and support the efforts to improve and expand basic infrastructure services in the McGuffey Area.	CAPRI, Steering Committee	CABA, Washington County Commissioners, RACW, Local utility providers, McGuffey Area School District, Local municipalities	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
1.5a	The Task Force should work with area utility providers and applicable municipal authorities to prioritize basic infrastructure improvement projects and expansion projects.	CAPRI, Steering Committee	CABA, RACW, Local utility providers, McGuffey School District, Local municipalities	\$; Mostly staff/steer time	Ongoing	Staff/Steer time	
1.5b	The Task Force should coordinate between municipalities to ensure that needs are being met consistently and efficiently at the regional level.	CAPRI, Steering Committee	CABA, RACW, Local utility providers, McGuffey School District, Local municipalities	\$; Mostly staff/steer time	Ongoing	Staff/Steer time	

THEME AREA: INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

GOAL 4: IMPROVE AND EXPAND THE EXISTING HOUSING STOCK IN THE MCGUFFEY AREA

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
2.1	Identify a point person and representative from the McGuffey Area to work with the County and others in the region on Broadband and wireless expansion efforts.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
2.2	Obtain a cost estimate for a Broadband mapping study of the McGuffey Area and apply for funding to help offset the costs of the study.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, SPC	\$	Immediate 1-2 years	ARPA Infrastructure Funds; SPC	
2.3	Partner with Washington County on the County-wide Broadband Study (if it proceeds).	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	ARPA Infrastructure Funds; SPC	
2.4	Pursue the Interstate 70 corridor as a fiber optic corridor to increase service and speed in the McGuffey Area and support business and education in the corridor.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, Washington County Council on Economic Development, RACW, SPC, Broadband and wireless service providers, local businesses and developers	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	ARPA Infrastructure Funds; SPC; FCC Rural Digital Opportunity Fund Phase II	
2.5	Work with private cellular service providers to increase service area and speed of cell phones.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, SPC	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time; FCC 5G Fund for Rural America (under development)	
2.6	Partner with area municipal officials to add mini-cell towers at area municipal parks or other publicly owned lands and apply for funding to support these projects.	CAPRI, Steering Committee	Washington County Planning Department, RACW, Local municipalities	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
2.7	Review any existing municipal zoning ordinances to ensure they are consistent with recent small wireless facilities laws and allow for such small facilities to be constructed in target areas.	CAPRI, Steering Committee	Washington County Planning Department, RACW, Local municipalities	\$; Mostly staff/steer time	Short-term 2-5 years	Staff/Steer time	

THEME AREA: INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

GOAL 3: PROMOTE DEVELOPMENT ALONG THE I-70/US 40 CORRIDOR

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
3.1	Partner with local and County agencies to promote economic development along SR 40/I-70 and near the County Airport. Advocate for the SR 40/I-70 corridor, and specifically areas identified in the Revitalization Plan for development, to be included in the Washington County Target Investment Areas in the ongoing County Comprehensive Plan Update.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, Washington County Airport	\$; Mostly staff/steer time	Ongoing	Staff/Steer time	
3.2	Create a local task force with the mission to make I-70 a development corridor to help bring new businesses and industries into the area. The Task Force should explore the possibility of establishing tax incentive programs like LERTA, KOZ, and other policies to promote development and also should advocate for better coordination of land development and zoning approvals at the municipal level.	CAPRI, Steering Committee	Area Municipalities, McGuffey Area School District, Washington County Commissioners, Washington County Planning Department, RACW, Washington County Chamber of Commerce	\$; Mostly staff time	Short-term 2-5 years; Ongoing	Staff/Steer time	
3.3	Advocate for additional water, sewer, electric, and broadband infrastructure to help support and promote future development along the SR 40/I-70 corridor.	CAPRI, Steering Committee, CABA	Area Municipalities, Municipal Engineers, Washington County Commissioners, Washington County Planning Department, RACW	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time	
3.4	Add indoor athletics or recreation activities to the McGuffey Area. Partner with McGuffey School District to obtain grant funding for proposed indoor fitness initiatives that will be made available for community use.	CAPRI, Steering Committee	McGuffey Area School District, Washington County Commissioners, Washington County Planning Department, RACW, Area developers	\$\$-\$\$\$; Staff time plus design work	Short-term 2-5 years	Staff/Steer time	
3.5	Attract high-quality preschool and childcare services to the McGuffey Area by pursuing assistance from programs for rural early childhood education programs.	CAPRI, Steering Committee, CABA	McGuffey Area School District, Washington County Commissioners, Washington County Planning Department, RACW, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$; Mostly staff/steer time	Short-term 2-5 years	Staff/Steer time	
3.6	Pursue regional-scale agriculture education and promotion events, for example a "Farm Fest" that includes presentations and new technology demonstrations.	CAPRI, Steering Committee, CABA	Area Farmers, West Alexander Fairgrounds, Washington County Commissioners, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time, USDA Farmer's Market Promotion Program	
3.7	Promote local farmer's markets at a regional scale.	CAPRI, Steering Committee, CABA	Area Farmers, Buffalo Grange, West Alexander Fair Board, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$; Mostly staff/steer time	Immediate 1-2 years; Ongoing	Staff/Steer time, USDA Farmer's Market Promotion Program	

THEME AREA: INFRASTRUCTURE FOR ECONOMIC DEVELOPMENT

GOAL 4: IMPROVE AND EXPAND THE EXISTING HOUSING STOCK IN THE MCGUFFEY AREA

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
4.1	Expand water and sewer infrastructure to support new residential development in target growth areas.	CAPRI, Steering Committee, Area Municipalities, Municipal Engineers	Washington County Commissioners, Washington County Planning Department, RACW	\$; Mostly staff/steer time	Immediate 1-2 years	SPC, ARPA Infrastructure Funds, CFA - PA Small Water and Sewer Program, CFA - Sewage Facilities Program, PennVEST, CDBG	
4.2	Rehabilitate the existing housing stock using grant funds, low-interest loan programs, or by establishing a local land bank in coordination with the County Land Bank.	CAPRI, Steering Committee, RACW	Washington County Commissioners, Washington County Planning Department, Area nonprofit organizations, Churches	\$; Mostly staff time	Short-term 2-5 years	Staff time, DCED Keystone Communities Façade Improvement Grant Program, CDBG	
4.3	Pursue development of a variety of senior housing options to allow existing residents to age in place.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, Area developers	\$; Mostly staff/steer time	Short-term 2-5 years	Staff time, USDA Multi-family Housing Programs	
4.4	Pursue development of new, affordable single-family housing in a limited, identified zone along I-70.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, Area developers	\$; Mostly staff/steer time	Short-term 2-5 years	General Funds, ARC, Northwest Commission, PA Wilds, DCED Marketing to Attract Tourists Grant	
4.1	Expand water and sewer infrastructure to support new residential development in target growth areas.	CAPRI, Steering Committee, Area Municipalities, Municipal Engineers	Washington County Commissioners, Washington County Planning Department, RACW	\$; Mostly staff/steer time	Immediate 1-2 years	SPC, ARPA Infrastructure Funds, CFA - PA Small Water and Sewer Program, CFA - Sewage Facilities Program, PennVEST, CDBG	
4.2	Rehabilitate the existing housing stock using grant funds, low-interest loan programs, or by establishing a local land bank in coordination with the County Land Bank.	CAPRI, Steering Committee, RACW	Washington County Commissioners, Washington County Planning Department, Area nonprofit organizations, Churches	\$; Mostly staff time	Short-term 2-5 years	Staff time, DCED Keystone Communities Façade Improvement Grant Program, CDBG	
4.3	Pursue development of a variety of senior housing options to allow existing residents to age in place.	CAPRI, Steering Committee	CABA, Washington County Commissioners, Washington County Planning Department, RACW, Area developers	\$; Mostly staff/steer time	Short-term 2-5 years	Staff time, USDA Multi-family Housing Programs	

THEME AREA: REVITALIZATION OF THE TOWN CENTER

GOAL 1: ENHANCE AND IMPROVE THE AESTHETICS, STREETScape, AND OVERALL CONSUMER EXPERIENCE OF DOWNTOWN CLAYSVILLE

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
1.1	Revitalize the Sprowls Country Hardware building through a public-private partnership and apply for grant funding to support these efforts.	CAPRI, Steering Committee, Washington County Historical Society	CABA, Washington County Commissioners, Washington County Planning Department, RACW	\$\$\$-\$\$\$\$	Short-term 2-5 years	PHMC - Keystone Historic Preservation Construction Grants, PHMC - Keystone Historic Preservation Planning Grants	
1.2	Make functional infrastructure improvements to Main Street in Downtown Claysville such as sidewalks, curb cuts, high-visibility crosswalks, and drainage improvements.	CAPRI, Steering Committee, Claysville Borough, Property Owners and Business Owners, CABA	Washington County Commissioners, Washington County Planning Department, RACW	\$\$-	Short-term 2-5 years	ARPA Infrastructure Funds, PennDOT Multimodal Transportation Fund (MTF)	
1.3	Consider aesthetic improvements to Main Street in Downtown Claysville as a part of functional improvement projects, and pursue additional project funding if needed to include street trees, lighting fixtures, planters, signage, burying the utility lines, and adding street furnishings.	CAPRI, Steering Committee, Claysville Borough, Property Owners and Business Owners, CABA	Washington County Commissioners, Washington County Planning Department, RACW	\$\$-	Short-term 2-5 years	PennDOT Multimodal Transportation Fund (MTF), TreeVitalize, DCNR, DCED, CFA MTF	
1.4	Ensure that local municipal regulations allow for appropriate businesses and uses that boost revitalization, such as pop-up stores, agritourism, and micro-breweries.	CAPRI, Steering Committee, Area Municipalities	Washington County Planning Department, RACW	\$. Mostly staff time	Short-term 2-5 years	Staff/Steer time	
1.5	Partner with Claysville Borough to explore the feasibility of establishing some level of a Main Street Program for Downtown Claysville to provide dedicated staff to work to improve the business district.	CAPRI, Steering Committee, Claysville Borough, CABA	Washington County Commissioners, Washington County Planning Department, RACW, PA Downtown Center, DCED	\$. Mostly staff time	Immediate 1-2 years; Ongoing	Staff/Steer time	
1.5a	Establish a façade improvement program administered by the Main Street coordinator or CABA. Work with the Washington County Historical Society and CAPRI to determine appropriate criteria for improvements.	CAPRI, Steering Committee, Claysville Borough	CABA, Washington County Historical Society, Washington County Commissioners, Washington County Planning Department, RACW, PA Downtown Center, DCED	\$\$-; Mostly staff time to coordinate	Short-term 2-5 years	Staff time, DCED Keystone Communities Façade Improvement Grant Program, CDBG, County LSA Funds	
1.6	Work with the Washington County Historical Society to establish a campaign and exhibits to promote local history in the Downtown Claysville Business District.	CAPRI, Steering Committee, Claysville Borough	CABA, Washington County Historical Society, Washington County Commissioners	\$	Short-term 2-5 years	Staff/Steer time	
1.7	Work with Claysville Borough to improve parking conditions in Downtown Claysville by considering options for shared parking, removal/update of parking meters, or establishing a dedicated municipal parking lot.	CAPRI, Steering Committee, Claysville Borough	CABA, RACW	\$\$-; Staff time and design costs	Short-term 2-5 years	Staff time	

THEME AREA: REVITALIZATION OF THE TOWN CENTER

**GOAL 2: DEVELOP A REGIONAL
BRANDING AND MARKETING
STRATEGY FOR THE MCGUFFEY
AREA/HIGHLANDER COUNTRY**

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
2.1	Create a local task force made up of local business owners, community organizations, elected officials, and McGuffey High School Students to continue with working on the establishment of a regional brand and identity.	CAPRI, Steering Committee, McGuffey Area School District	Area Municipalities, Washington County Commissioners, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$	Immediate 1-2 years; Ongoing	DCED Marketing to Attract Tourists Grant	
2.2	Develop and work on a wayfinding signage plan for the region, including directional signage so that residents and visitors can find all the amenities that the McGuffey Area has to offer.	CAPRI, Steering Committee, CABA, Area Municipalities	Washington County Commissioners, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$-\$\$	Short-term 2-5 years	DCED Marketing to Attract Tourists Grant	
2.3	Work with the Washington County Historical Society to establish a local history center in the McGuffey Area.	CAPRI, Steering Committee, CABA, Claysville Borough	Washington County Commissioners, Washington County Tourism Bureau, Washington County Chamber of Commerce	\$-\$\$	Short-term 2-5 years	Staff time,	

THEME AREA: REVITALIZATION OF THE TOWN CENTER

GOAL 3: MAKE THE MCGUFFEY AREA A BETTER PLACE TO LIVE, LEARN, WORK, AND PLAY

	RECOMMENDATION	ORGANIZATIONS RESPONSIBLE	POTENTIAL PARTNERS	OPINION OF PROBABLE COST	TIMEFRAME FOR IMPLEMENTATION	POTENTIAL FUNDING STRATEGY	REFERENCE FOR MORE INFO
3.1	Start a mentorship program for potential local entrepreneurs to assist them in obtaining the resources to stay in the McGuffey Area	CABA, McGuffey School District	Washington County Council on Economic Development, Washington County Chamber of Commerce, RACW, Revitalization Plan Partner businesses, Washington and Jefferson College Entrepreneurship Center	\$\$	Immediate 1-2 years; Ongoing	First Federal of Greene County, Community Bank, WesBanco, Pennsylvania SBA	
3.2	Extend the Claysville National Pike Trail through Town, and eventually to West Alexander. Support the development of the Claysville National Pike Trail by working with Claysville Borough to facilitate and fund connections into town, such as trailheads, crosswalks, bike racks, and signage.	CAPRI, Steering Committee, National Pike Trail Council	Washington County Commissioners, Washington County Planning Department, Washington County Tourism Bureau, Washington County Chamber of Commerce, RACW	\$\$-\$\$\$	Immediate 1-2 years; Ongoing	CFA GRTP or MTF, DCNR C2P2, Keystone Recreation, Park and Conservation Fund or other trail programs, PennDOT Multimodal Transportation Fund (MTF) or Transportation Alternatives Program (TAP)	
3.3	Develop recreation amenities and activities at Dutch Fork Lake, including but not limited to the construction of a boat launch and rental facility, additional public gathering spaces, and more parking.	CAPRI, Steering Committee, Donegal Township	Washington County Commissioners, Washington County Planning Department, Washington County Tourism Bureau, Washington County Chamber of Commerce, RACW	\$\$-\$\$\$; Mostly staff time	Short-term 2-5 years	PA Fish and Boat Commission Boating Facility Grant Program, CFA - Greenways, Trails and Recreation (GTRP), DCNR Community Conservation Partnerships Program grants (C2P2), Get Outdoors PA	
3.4	Work with the PA Fish and Boat Commission and Washington County officials to explore the feasibility of Dutch Fork Lake becoming a County Park.	CAPRI, Steering Committee, Donegal Township	PA Fish and Boat Commission; Washington County Commissioners, Washington County Planning Department, RACW	\$\$; Mostly staff time	Short-term 2-5 years	Staff time	
3.5	Work with area municipalities to support and promote municipal park improvement and maintenance projects.	CAPRI, Steering Committee	Area Municipalities, Washington County Planning Department, RACW	\$\$; Mostly staff time	Immediate 1-2 years; Ongoing	CFA - Greenways, Trails and Recreation (GTRP), DCNR Community Conservation Partnerships Program grants (C2P2), DCNR Small Communities grants, public-private partnerships	

CHAPTER

7

**NEXT STEPS AND SELECTION
OF PHASE 1 PROJECTS**



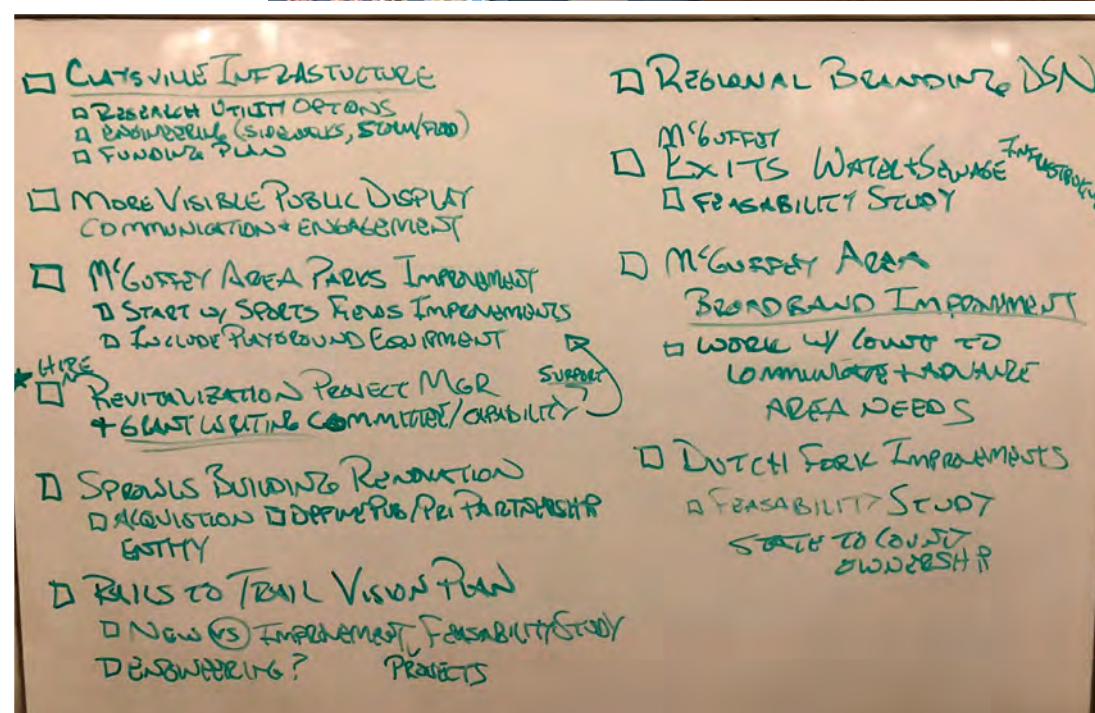
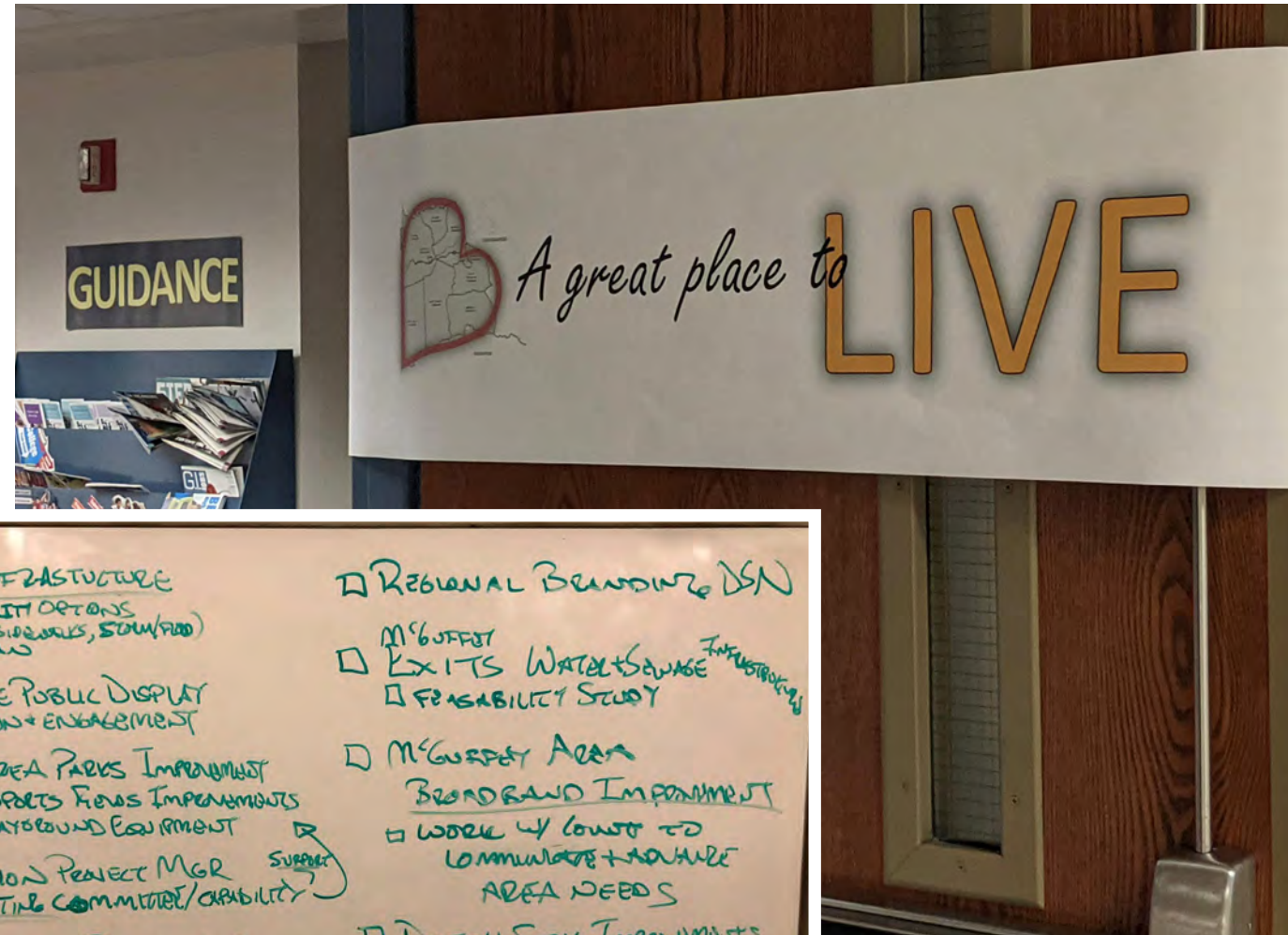
NEXT STEPS

There are many goals, objectives, and priorities mentioned throughout this Master Revitalization Plan that will be the focus of future work and efforts of representatives of CAPRI, CABA, McGuffey Area municipalities, and other regional stakeholders for years to come as they work together to revitalize the region.

The immediate next steps associated with the master revitalization planning process are to not only begin working on the various projects and initiatives that are listed and discussed in the Prioritization and Implementation Chapter of this Plan but to also identify the projects and initiatives that will be implemented first, or Phase 1. The selection of the Phase 1 projects is key as it will be the immediate focus of the Steering Committee and other stakeholders that are working to implement the Plan, and will build a strong foundation for revitalization in the years to follow.

The planning consultant will continue to work with the Steering Committee during Phase 1, specifically by providing design services and a financing plan for one Phase 1 project under the original scope of the Master Revitalization Plan.

No matter what project is ultimately selected for Phase 1, it will require many partners and supporters and will be a team effort to implement. This Chapter discusses the various potential Phase 1 projects and the process for defining the scope and timeline of Phase 1.



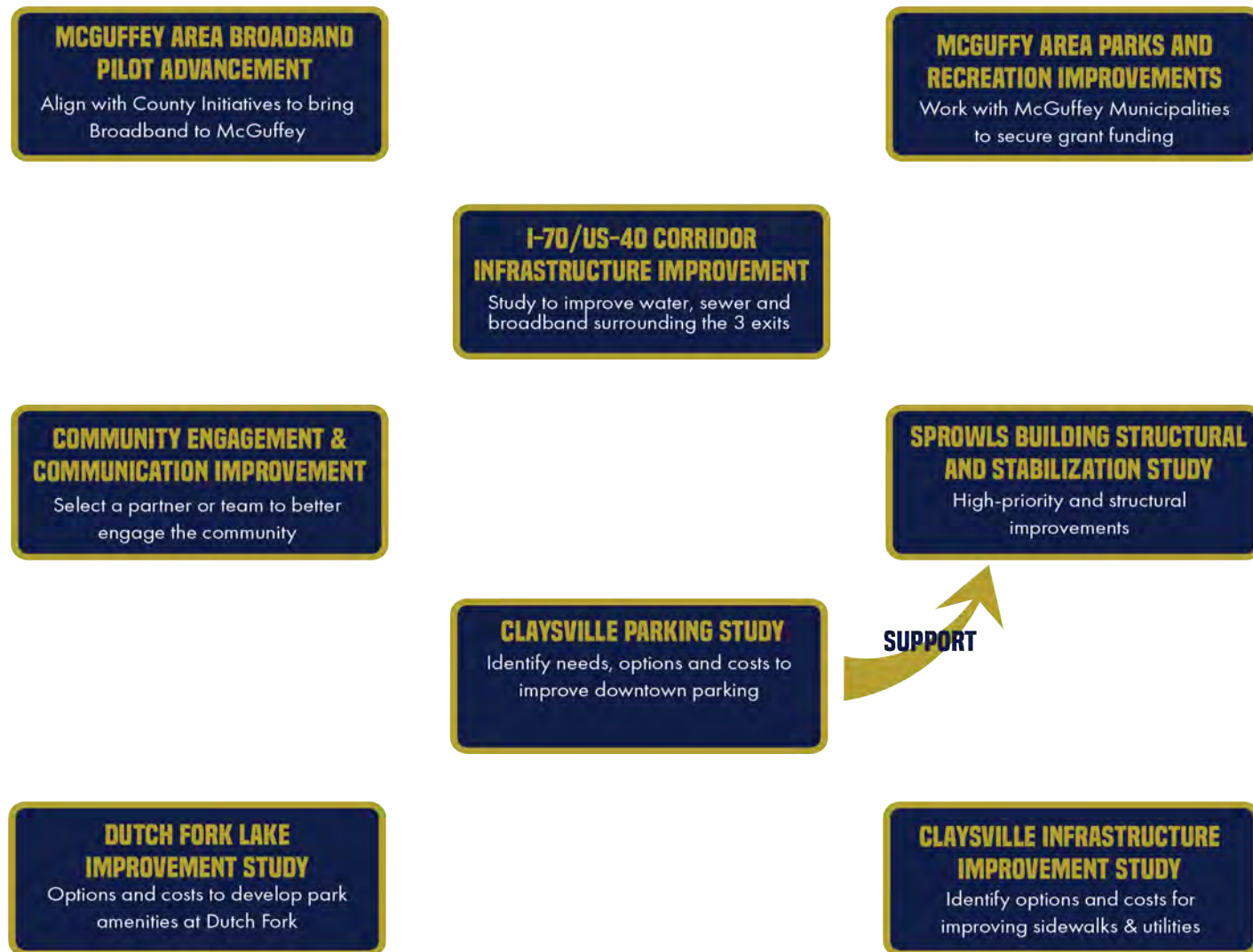
POTENTIAL PHASE 1 PROJECTS

The Project Steering Committee began the process of defining Phase 1 by selecting several potential projects from those identified as important and/or urgent during the prioritization exercise in November 2021 (see page 112). In addition, some supporting initiatives were identified as necessary to the success of the Phase 1 projects. Hiring a professional revitalization project manager to advance, as well as engaging a partner to assist with communication and community engagement, were identified as foundational to the implementation and successful completion of the other Phase 1 projects.

The potential Phase 1 projects were considered during several meetings in early 2022. Key aspects analyzed for each potential project included scope of work, deliverables related to the project, the responsible organization or entity to take ownership of the project, timeline, budget, and key dependencies. The committee also discussed as needed the benefits of each project relative to the revitalization effort.

Potential Phase 1 Projects identified, discussed, and explored by the Steering Committee include those shown at right.

While prioritization exercises focused on the importance and urgency of different initiatives to the revitalization effort, in crafting plans for Phase 1, the Steering Committee considered several additional factors. In the early stages of revitalization, starting some larger projects that have the potential to benefit the whole McGuffey Area was of utmost importance, even if they will be completed in later phases. The Steering Committee also considered where their efforts and members' expertise could have the biggest impact. Partnerships and support built during the planning process were taken into account - we are stronger together!



The Claysville Infrastructure project ultimately will include multiple functional improvements, beginning with sidewalk and stormwater improvements for the stretch of Main Street from the Catholic Church to Petroleum Avenue. It will also examine the possibility of relocating aboveground utilities in this area. Given that this area of Main Street is vast and long, the actual infrastructure improvements would likely need to be done over several phases. Deliverables for this Phase 1 project would include a feasibility study exploring the options for handling the utility lines as well as a project schedule, potential funding sources, and a preliminary drawing and estimate for the work for the first of several phases. Coordination with both the Borough and the Local PennDOT office will be a critical factor and key dependency on the project approval and timeline for the infrastructure improvements.

The benefits of this project are revitalization of the McGuffey Area's traditional downtown center. Updated, more inviting and more reliable infrastructure not only benefits existing businesses, but has the potential to attract new business owners. Improved sidewalks with curb cuts will improve safety for residents and visitors, and provide greater accessibility for all people who shop or use services in Claysville Borough, especially seniors and people with mobility challenges.

PROJECT NAME	CLAYSVILLE INFRASTRUCTURE
SCOPE	Improvements to utilities, sidewalks, stormwater improvements Extend improvements along Main St from the Catholic Church to Petroleum Ave. Include a connected sidewalk that accesses the Claysville National Pike Trail
DELIVERABLES	<ul style="list-style-type: none"> • Feasibility determination and recommendation on relocating aboveground utilities in Claysville Borough • Schedule for implementation of improvements • Financing plan • Preliminary drawings and cost estimate
OWNER	Planning partner
TIMELINE	6-8 months
BUDGET/FUNDING	\$25,700
KEY DEPENDENCIES	Claysville Borough partnership PennDOT and utility company coordination



Community Engagement and Communication is an essential part of building momentum for revitalization in the McGuffey Area. The scope of work for this particular project includes selecting a partner to implement regular, proactive communication with the entire McGuffey Area, including the School District. Examples include social media, press releases, and attending meetings. Project deliverables would include the preparation of a request for proposals (RFP) for a public relations firm as well as the review and interview process to select one.

Consistent communication about the many ways that revitalization is working to better the McGuffey Area will be essential in the years to come as this plan is implemented. Sharing the status of projects and initiatives will be important for building consensus and keeping partners actively engaged. Most importantly, better communication will facilitate feedback beyond the completion of the Master Revitalization Plan, and invite the larger McGuffey community to share in revitalization successes.

PROJECT NAME	COMMUNITY ENGAGEMENT & COMMUNICATION
SCOPE	Identify resources and implement proactive public relations in the McGuffey Area to include social media, meetings, press release, and school district engagement
DELIVERABLES	<ul style="list-style-type: none"> Washington County Tourism Board grant application Engagement with a local public relations & communications firm
OWNER	Steering Committee team
TIMELINE	3-6 months
BUDGET/FUNDING	\$5,000 - \$10,000
KEY DEPENDENCIES	Approval of grant application by Washington County Tourism Board



Many municipalities throughout the McGuffey Area are already working on improvements to their respective municipal parks. The McGuffey Area Parks Improvements are another potential Phase 1 project for the revitalization of the Area. This project would include working with the area Townships and Boroughs to assist them with any grant writing needs or support in obtaining funding for key projects. This initiative would involve a large coordination effort with the area municipalities to find out what is on their list for current and future parks improvements.

The benefits of this project are improved recreation services for residents, and helping participating McGuffey area townships and boroughs make the most of their beautiful parks. Updated and expanded park facilities show pride in the McGuffey Area and encourage families and active people to make the McGuffey Area their home.

PROJECT NAME	MCGUFFEY AREA PARKS IMPROVEMENTS
SCOPE	Work with McGuffey Area Townships and Boroughs to identify improvements and assist preparing grant applications
DELIVERABLES	<ul style="list-style-type: none"> • List of key projects created in cooperation with Township and Borough representatives • List of applicable funding resources • Grant writing assistance as needed for each project
OWNER	Steering Committee team
TIMELINE	12-24 months
BUDGET/FUNDING	\$10,000 - \$15,000 for grant writing services as needed
KEY DEPENDENCIES	Township or Borough commitment to match grant funds received Township or Borough submission of completed grant application and contract



The renovation of the former Sprowls Hardware Store building is another potential Phase 1 project. The scope of work for this project would include a structural analysis of the building to determine the extent of the investment required to rehabilitate it as well as a vision and market analysis of potential private businesses to occupy the building in the future. Examples of other successful public-private partnerships would also be explored as part of this project.

The benefit of this project would be to restore life and vitality to a historic mainstay of the McGuffey Area's main street. In addition to the potential to bring new businesses to the area and keep the Borough's largest remaining commercial structure from falling into disrepair, there is also potential for this large and versatile building to house community spaces, such as a history or cultural center to celebrate the rich past and present of the McGuffey Area.

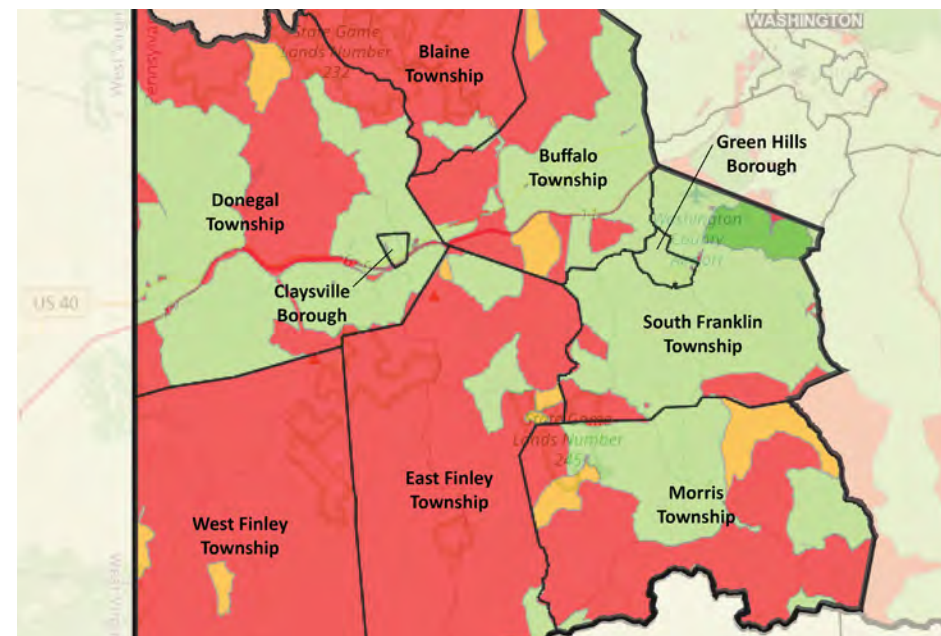
PROJECT NAME	SPROWLS BUILDING STRUCTURAL AND STABILIZATION STUDY
SCOPE	Determine the level of investment and potential partners needed to renovate, maintain, and occupy the former Sprowls Hardware building and prepare a report that conveys this information to potential investors
DELIVERABLES	<ul style="list-style-type: none"> • Structural stabilization cost • Building restoration vs. replacement analysis • Public-private partnership options & recommendations
OWNER	Independent engineering and market analysis consultants
TIMELINE	6-9 months
BUDGET/FUNDING	\$15,000 - \$20,000 for structural analysis \$15,000 - \$20,000 for restore vs. replace analysis
KEY DEPENDENCIES	Application and approval of a State grant to fund analysis Feasibility and timeliness of transfer of ownership Availability of parking for intended uses Potential need for a license for certain uses



Another potential Phase 1 project under consideration is the Broadband Pilot which would include attracting a limited geography pilot project to prove out the specific technology and approach to be deployed to address and expand broadband services across the entire region. This project will involve considerable coordination with other broadband related efforts happening throughout Washington County and the greater Southwestern Pennsylvania region. Deliverables would include regional pilot options, pilot geography in alignment with County objectives, and the approval of a McGuffey Area pilot project by the County.

The benefit of increasing broadband access in a portion of the McGuffey Area is readily apparent, but more importantly this project will build a cooperative relationship with the County, provide proof of the efficacy of broadband expansion technology in the McGuffey Area, and ultimately move the region closer to a future in which all residents of the McGuffey Area have equitable access to necessary broadband technology for working and learning.

PROJECT NAME	BROADBAND PILOT PROJECT
SCOPE	Align with County objectives and collaborate for a limited geography broadband pilot project
DELIVERABLES	<ul style="list-style-type: none"> • McGuffey Area pilot project options • Pilot geography that aligns with County objectives • Approval of a McGuffey pilot project by County
OWNER	Steering Committee
TIMELINE	18-24 months
BUDGET/FUNDING	\$5,000
KEY DEPENDENCIES	Regional alignment with Washington County initiatives Prioritization Pilot Project & Approval of Vendor Bids



Dutch Fork Lake is another potential Phase 1 project, specifically working to define the scope of improvements needed and exploring the feasibility of County ownership and operation. The park is currently owned and operated by the PA Fish and Boat Commission. The potential deliverables for this project include the plan for improvements and related costs, feasibility of acquisition, operations and maintenance costs analysis, and recommendations.

The benefits of developing Dutch Fork Lake as a County park include the opportunity to develop this beautiful natural area with additional amenities that better serve the needs of McGuffey Area residents and visitors who are looking for outdoor activities beyond fishing and boating. Making the lake more accessible and family-friendly, in the same vein as the very successful Cross Creek Park, can improve local quality of life and boost tourism and tourism-related businesses. Government officials have expressed interest in obtaining more information that would allow them to support this project, and the benefit of this Phase 1 study will be to provide the information needed to build consensus, establish partnerships, and prepare for funding required to make improvements at Dutch Fork Lake.

PROJECT NAME	DUTCH FORK LAKE IMPROVEMENT STUDY
SCOPE	Identify options and make recommendations for a County park at Dutch Fork Lake
DELIVERABLES	<ul style="list-style-type: none"> • Preliminary improvements plan with estimated costs • Feasibility of County acquisition, with operations & maintenance cost analysis • Recommendations
OWNER	Planning partner; County Commissioners and representatives
TIMELINE	12-18 months
BUDGET/FUNDING	\$30,000
KEY DEPENDENCIES	Coordination with current owner, PA Fish and Boat Commission Alignment with County Comprehensive Plan and budget



The Interstate 70/US Route 40 Corridor Infrastructure Feasibility Study is another potential Phase 1 project that would involve a capacity study with alternatives to the design and layout of the corridor and exit ramps/areas. This project would look at potential development around the exits and also explore the availability and expansion of utilities including water, sewer, and electric. Key dependencies of this particular project would include approval and support from the Board of Supervisors from both Donegal Township and Buffalo Township.

This heavily traveled corridor represents immense opportunity for both commercial and residential development in the McGuffey Area, but such development has been slow to materialize in most locations. The benefit of this study will be to define what is needed to kickstart development of the specific types identified in this plan, and define how changes can be implemented to turn this opportunity into reality.

PROJECT NAME	I-70/US-40 CORRIDOR INFRASTRUCTURE IMPROVEMENT STUDY
SCOPE	Capacity study with alternatives for improving and developing the I-70/US-40 corridor and exits
DELIVERABLES	<ul style="list-style-type: none"> • Study of water, sewerage, and broadband availability focusing on the areas around the I-70 exits • Options/costs to close the capacity gap needed to attract development • Recommendations
OWNER	Independent consultant & Washington County Planners
TIMELINE	6-9 months
BUDGET/FUNDING	\$20,000
KEY DEPENDENCIES	<p>Coordination with Township Comprehensive Plans and Existing Infrastructure Improvements</p> <p>Cooperation with utility providers</p>



The last potential Phase 1 project under consideration by the Steering Committee is the Claysville Borough Parking Study. This project will explore the need and feasibility to increase the off-street parking capacity in the downtown Claysville area. The study will provide potential parking alternatives with location and capacity recommendations for future parking to meet current and projected future needs.

The benefit of this project is to provide a better parking option for existing patrons of downtown Claysville shops and services, as well as provide a more welcoming environment for visitors to the Claysville area. By planning for future parking needs, this project will also create an environment that is welcoming to new businesses wishing to establish themselves in Claysville, as well as existing businesses that want to expand or simply provide a better experience for their customers. With potential future connections of the National Pike Rail Trail through Claysville, it will be important to coordinate with the Trail Council to ensure that any new parking development in Claysville keeps potential trail routes open, and provides trailhead parking opportunities to support this valuable regional asset.

PROJECT NAME	CLAYSVILLE BOROUGH PARKING STUDY
SCOPE	Feasibility study to increase off-street parking capacity
DELIVERABLES	<ul style="list-style-type: none"> Needs assessment and recommendation for current and future need Parking alternatives exhibits with pros/cons and cost estimate
OWNER	Independent consultant
TIMELINE	3-6 months
BUDGET/FUNDING	\$15,000 - \$20,000
KEY DEPENDENCIES	<p>Coordination with the Claysville National Pike Trail Council to ensure parking provides safe access to the trail and does not impede trail development</p> <p>Partnership with Claysville Borough</p>



PHASE 1: SCOPE AND SCHEDULE

In March 2022, the Steering Committee defined the projects and initiatives that comprise Phase 1 of the Master Revitalization Plan implementation. In order to advance multiple goals of revitalization simultaneously, all eight projects under consideration were incorporated into plans for Phase 1 of revitalization.

Some of the projects identified throughout the planning process will take many years to come to fruition, and this proactive and multi-pronged approach prioritizes the initial stages of some of those big-picture goals and dreams that emerged as top priorities in the community survey and public meetings. A preliminary schedule, subject to adjustment due to external factors or funding availability, is shown at right.

The role of the planning consultant in Phase 1 is to provide development and funding plans for the Claysville Infrastructure Improvement Study, identified as Phase 1, Project 3.

While the Steering Committee is wholly committed to managing and advancing the long-term execution of all of the projects in the ambitious Phase 1 slate and future phases, its all-volunteer membership could potentially benefit from assistance in handling the day-to-day and time-sensitive business which will increase as these projects progress. It is recommended that the Steering Committee investigate retaining a project manager to ensure that the strong momentum during the Master Revitalization planning process continues to build during project execution.



MCGUFFEY AREA REVITALIZATION INITIATIVE PHASE 1 PROJECT PRIORITIES

#	PHASE 1 PROJECT DESCRIPTION	2022				2023				2024				DURATION	OWNER	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
Plan-1	Revitalization Planning Phase - Finalize DRAFT Plan <i>- Includes Public & Key Stakeholder Review Mtgs</i>													3-6 Months	Steer/HRG	
1	McG Area Broadband Pilot Advancement <i>- Align & Collaborate with County-Related Initiative</i>		\$5K												18-24 Months	Steer
2	McG Area Parks & Recreation Improvement <i>- Work with McG Municipalities to Write Grants</i>		\$10K-\$15K												9-12 Months	Steer+
3	Claysville Infrastructure Improvement Study <i>- Identify Options, Quantify Costs, Final Recs</i>		\$25K-\$30K												9-12 Months	HRG
4	Community Engagement & Comms Improvement <i>- Select a Partner/Team to Better Engage Community</i>		Selection Phase	Ongoing Community Engagement, Communications & Project Management Support (Cost TBD) ----->										3-6 Months Sel'n Phase	Steer	
Fund-1	Phase 1 Fundraising & Partner Selection <i>- Raise Public/Private \$'s and Select Phase 1 Partner</i>													9-12 Months	Steer	
5	I70/Rt 40 Corridor Infrastructure Improvement Study <i>- Focus on Water, Sewage & Broadband at 3 Exits</i>					\$15K-\$20K								6-9 Months	Partner - TBD	
6	Dutch Fork Improvement Study <i>- Identify Options, Quantify Costs, Final Recs</i>						includes studying the transfer of ownership from State to County								12-18 Months	Partner - TBD
7	Sprowls Building - Structural & Stabilization Study <i>- Includes Structural Analysis & High-Priority Improvements</i>							Structural Analysis: \$15K-\$20K / Restore vs. Replace: \$15K-\$20K						6-9 Months	Partner - TBD	
8	Claysville Parking Feasibility Study, incl. RTT Integration <i>- Identify Options, Quantify Costs, Final Recs</i>									\$15K-\$20K					3-6 Months	Partner - TBD
Plan-2	Phase 2 Planning <i>- Determine Priority, Timing & Budget for Phase 2</i>													Ongoing	Steer+	

FINAL PUBLIC MEETING

MAY 24, 2022

The final public meeting was held on May 24, 2022 at the Claysville Community Center. Community members were invited to the meeting via social media; emails to partners, prior participants, sponsors, and government officials; and a postcard mailed to every address in the McGuffey Area one week prior. In addition, the Steering Committee placed a sign on Main Street outside the Community Center to invite passers-by on the day of the event.

Shortly before the start of the meeting, organizers counted at least 63 attendees present. Of these, 26 signed in. People signed in from all McGuffey municipalities except Blaine and Greene Hills. Sixty-nine percent of those signed in had not signed in at a previous meeting, making this by far the most well-attended public meeting of the Revitalization planning process. In addition, Plan Sponsor representatives, Washington County officials and members of the State Representative's office were in attendance.

The Steering Committee opened the meeting, and planning partner HRG gave a short review of the planning process and work done to date. The Steering Committee unveiled the slate of Phase 1 projects to be completed in the next two years, and discussed many of the projects in some detail. Specifically highlighted was the progress made to date in laying the groundwork and fundraising for the Broadband Pilot Project and Sprowls Building Structural and Stabilization Study. In addition to describing the Steering Committee's ongoing and planned efforts, attendees were invited to



volunteer for specific projects or efforts that interested them. Several indicated on the sign-in sheet which projects they would like to participate in.

After a short break for refreshments provided by the Claysville Community Center, a discussion and question/answer session was held. While not all attendees stayed for discussion, those who did had overwhelmingly positive comments. McGuffey community members and County officials alike expressed support for the Dutch Fork Lake Improvement Study. The importance of less visible but foundational infrastructure projects was highlighted, as well as general support for outdoor recreation. Two Downtown Claysville business owners spoke in support of the Claysville Borough Parking Study.

The meeting was a positive conclusion to the Master Revitalization Plan process and a promising kickoff for Phase 1, giving the McGuffey Community the opportunity to appreciate the progress made by the Steering Committee and to commit to active involvement as stakeholders in the exciting work to come.

