

Sugarcreek, Ohio



The Situation:

Sugarcreek has for years marketed its Swiss Village downtown district as a unique tourist-oriented destination based on promoting its Amish Country location and Swiss heritage. However, the market appeal and destination image of the Swiss Village downtown district have been weakened in recent years by increasing competition and the deteriorating condition and worn-out appearance of its Gateway and Main Street areas.

The Solution:

The Village of Sugarcreek and the Sugarcreek Business Association have responded to the situation by partnering on a Swiss Village revitalization plan and engaged E. G. & G., Inc. to design and implement comprehensive street corridor improvements for the Gateway and Main Street areas. As part of the design process, E. G. & G., Inc. conducted town meetings and worked closely with local stakeholders to enhance the Swiss Village theme, re-establish a strong and positive sense-of-place, and ultimately support economic development. Planned improvements in the Gateway and Main Street areas include new entrance signage, decorative historic-style street lighting, pedestrian-activated traffic signals, sidewalks with brick paving, extensive landscaping, street furnishings, and removal of overhead utility wires. Phase One, the Gateway area along Dover Road, was completed in spring 2009.

