



# SOMERSET

OPPORTUNITY ZONE PROSPECTUS

East Main St., Somerset, Ohio.







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THIS PROSPECTUS IS ABOUT

# Opportunity

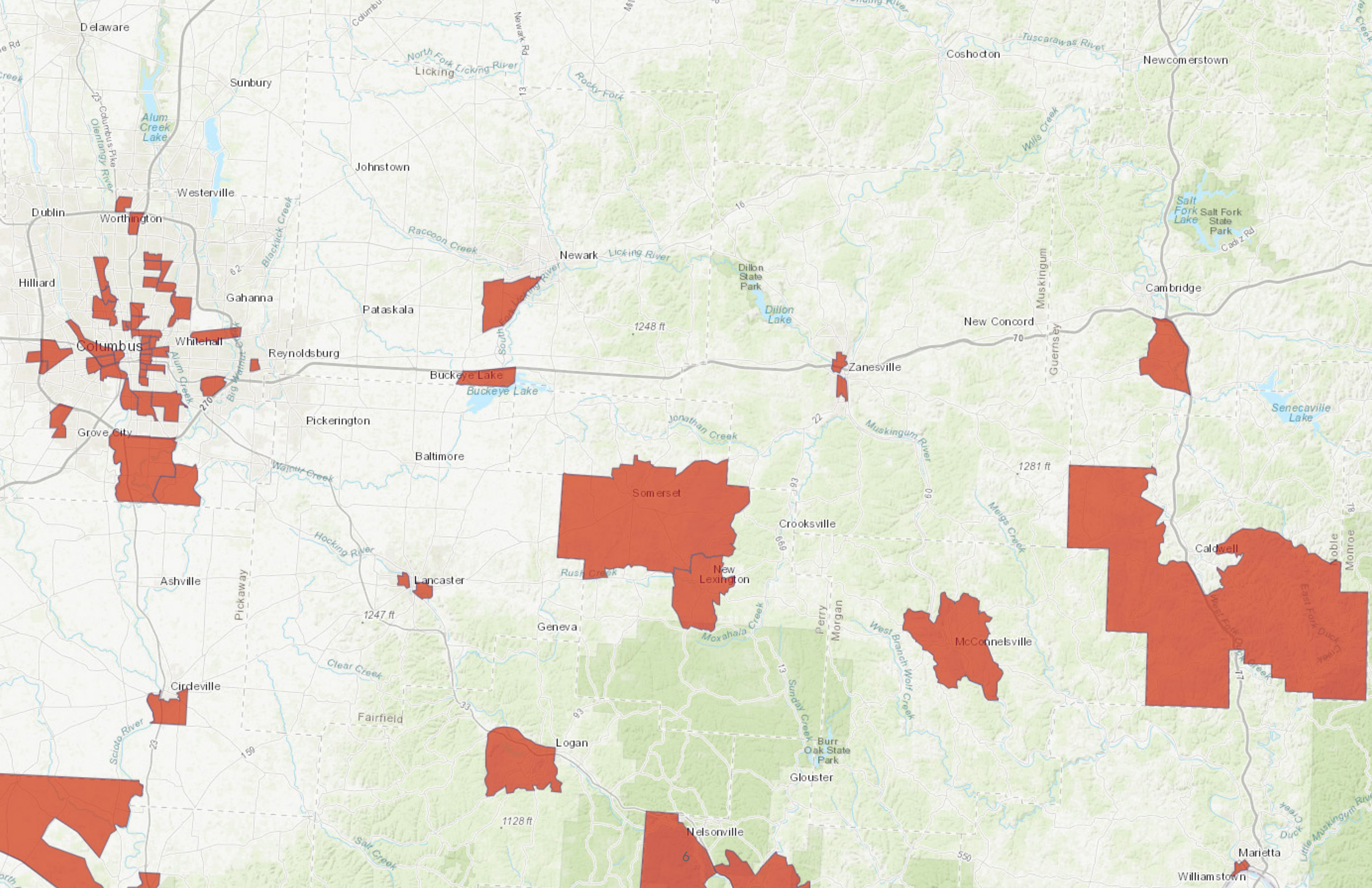
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Somerset is located in central Ohio. The village was founded in 1807 along the Zane's Trace, America's first federally funded highway. By 1810, the Village had been platted and lots were for sale. By 1840 the town had grown to its present population of 1,550.

Originally the county seat of Perry County, the area's agricultural and small-business based economy has continued to this day. In 2007, the village celebrated its 200th anniversary with a number of community events, including rededication of the equestrian statue of General Phil Sheridan, and a Civil War Ball hosted by the historical society in the nationally significant 1829 county courthouse, the oldest public building in continuous service in the Northwest Territory.

Today Somerset is experiencing its own Renaissance. This prospectus will show what we have done, what we are doing, what we aspire to, and how investors and developers can become participants using the new Opportunity Zone designation.







AN OVERVIEW OF

# Opportunity Zones

The federal tax bill passed on Dec. 18, 2017, included the Opportunity Zone program, which gave states the chance to examine census tracts and nominate low-income areas with potential for long-term investment to be targeted for a tax-incentive program.

After being designated by the U.S. Department of Treasury, Ohio’s 320 Opportunity Zones began generating attention from investors interested in taking advantage

of their favorable tax benefits. Meanwhile, communities, potential project owners, and economic development organizations are eager to provide opportunities to investors.

Opportunity Zones, created in the 2017 Tax Cut and Jobs Act, encourage long-term investments in low-income urban and rural areas nationwide.





## OPPORTUNITY ZONE

# Tax Program

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*There are three tax incentives for investing in low-income communities through a qualified Opportunity Fund:*



### Temporary Deferral

A temporary deferral of inclusion in taxable income for capital gains reinvested into an Opportunity Fund. The deferred gain must be recognized on the earlier of the date on which the Opportunity Zone investment is disposed of or December 31, 2026.



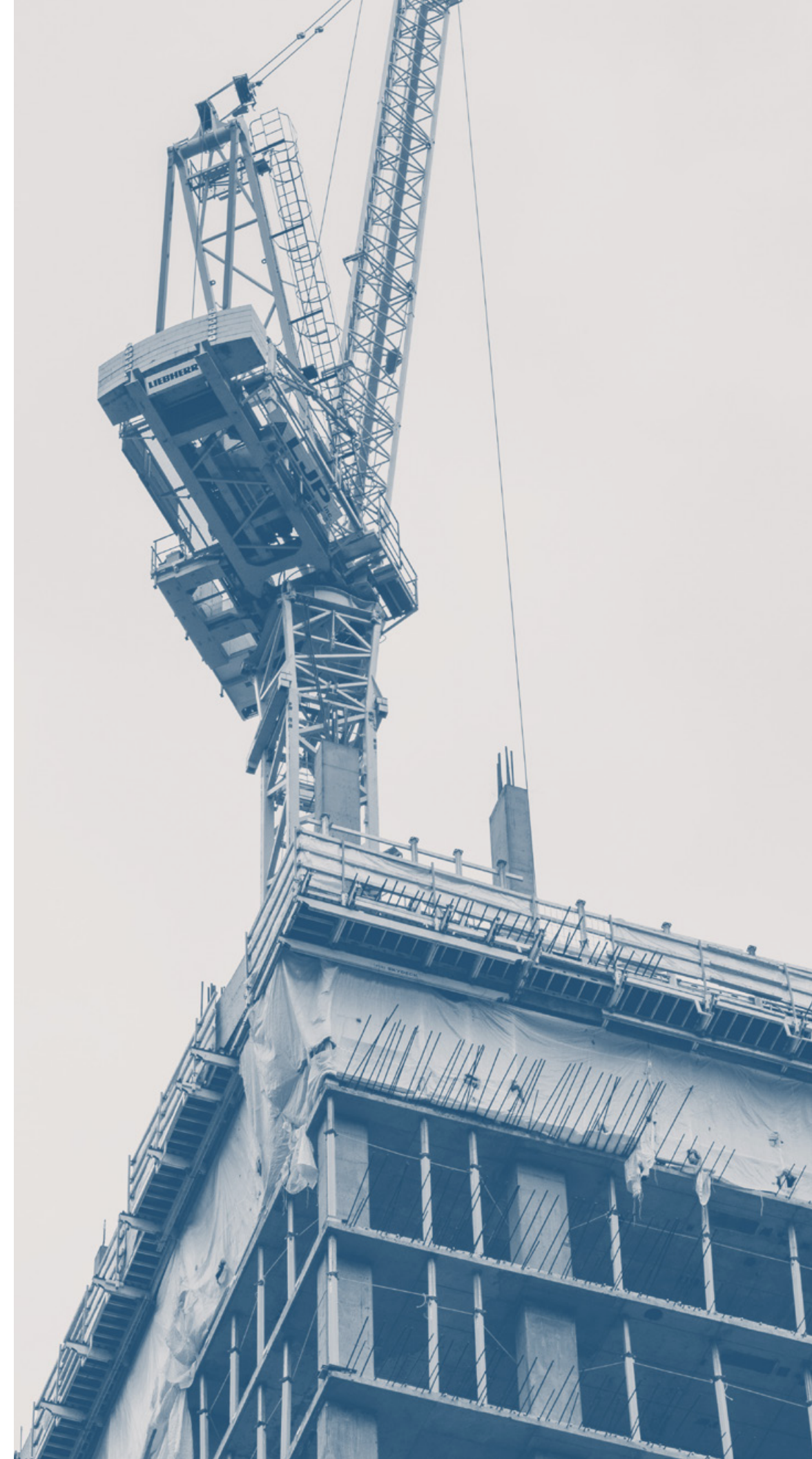
### Step-Up in Basis

A step-up in basis for capital gains reinvested in an Opportunity Fund. The basis is increased by 10% if the investment in the Opportunity Fund is held by the taxpayer for at least 5 years and by an additional 5% if held for at least 7 years, thereby excluding up to 15% of the original gain from taxation.



### Permanent Exclusion

A permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund if the investment is held for at least 10 years. This exclusion only applies to gains accrued after an investment in an Opportunity Fund.





# Opportunity Zone Tax Credits

Opportunity Zone tax credits also get a state boost. A credit equal to 10 percent of an individual's full investment of up to \$1 million per biennium in a qualified zone fund is possible. That credit may be carried forward for up to five years and is tied to the investment, but not the individual. Taxable trusts, estates, and taxpayers through a pass-through entity may hold the transferable tax credit.

**This prospectus is intended to inspire Opportunity Zone participants.**









# WELCOME TO SOMERSET

• — •  
AN OVERVIEW OF THE TOWN



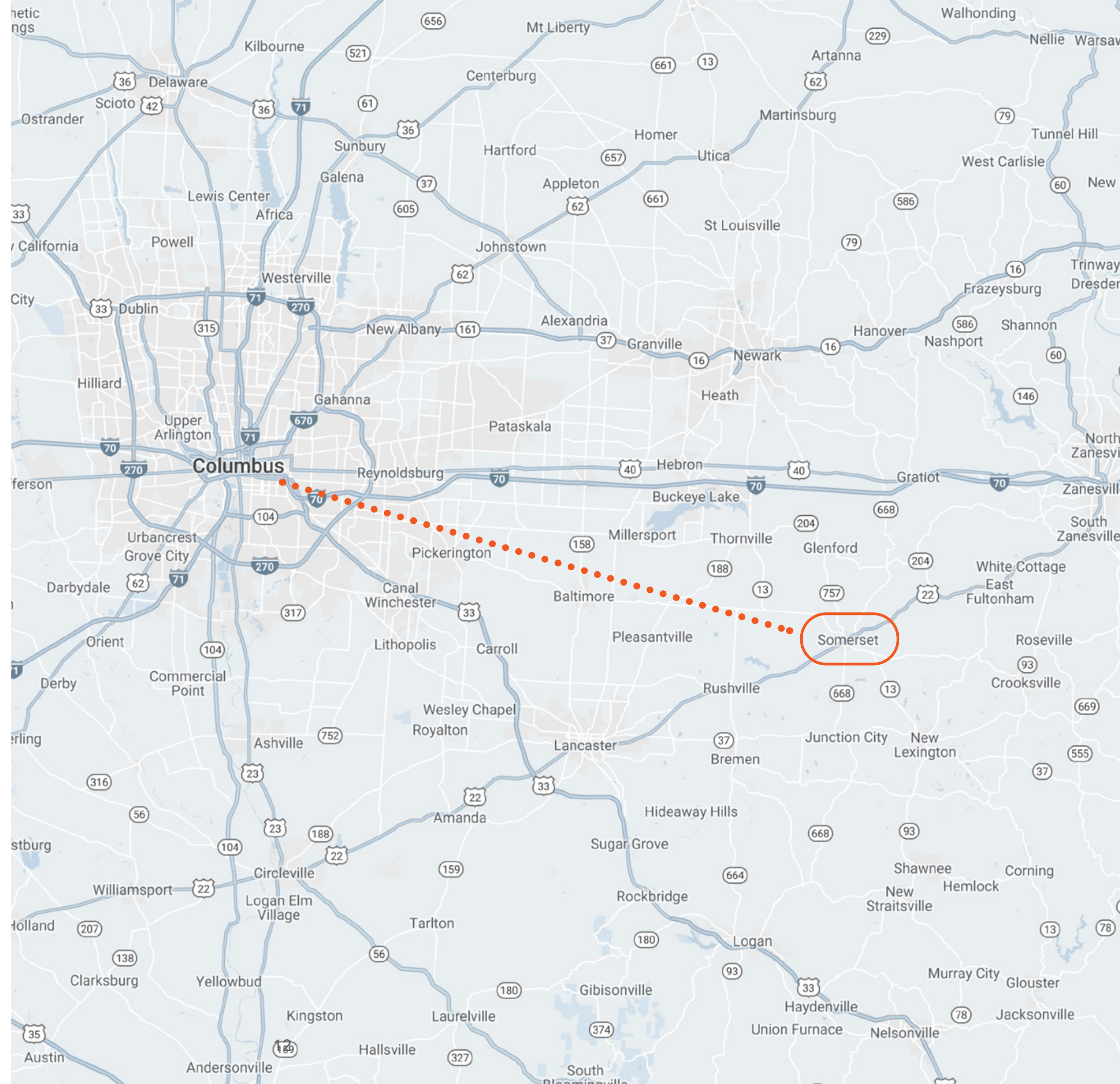
# A Central, Connected Location

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Just 45 minutes from Downtown Columbus.

Located at the intersection of State Route 13 and US Route 22, over 15,000 vehicles pass through it every day.

At 59,392 acres, Somerset's Opportunity Zone Census Tract is Central Ohio's largest!







# Community-Led Redevelopment

The Village of Somerset, in Perry County, Ohio, has embarked on a Community-led Redevelopment Strategy that focuses on making the community a great place to live for residents while at the same time ensuring it continues to attract visitors wanting to explore its historical treasures, unique cultural assets, and enjoy its parks, trails, and outdoor recreational activities. The well-preserved early 19th century agricultural market town creates a unique sense of place and promises to be a one-of-a-kind experience.



# Historic Assets



The Village of Somerset was founded in 1810.



The Jacob Miller Tavern, a nationally significant log structure, was built in 1808 by one of the village founders and is one of the oldest structures in Ohio.



The federal-style "first generation" courthouse, another nationally significant building, was built in 1829 and is the oldest continuously used government building in the Northwest Territory.



Somerset has a 50-acre historical district with 67 structures.



The Village is the birthplace of Civil War general Philip Sheridan. His statue can be seen the middle of the town square.



# Somerset is...

## QUIET



Our neighborhoods are tranquil, setting the stage for a simple and *peaceful way-of-life*.

## WHOLESOME



In one word, the Village of Somerset is "home." Residents have come to appreciate the easy living that makes Somerset an ideal place to raise a family and plant roots.

## KIND



In our small town, everyone knows everyone. We are warm and friendly people, often operating more like extended family.

## CHARMING



From the charming village square to agricultural farmlands and beautiful outdoor recreational areas, Somerset is free of urban sprawl. To visit here is to experience true *small town America at its best*.

## ACCESSIBLE



*Just 45 minutes from downtown Columbus* and nestled in the heart of Ohio's Appalachian country, Somerset is the perfect location for regional getaways and day trips to Hocking Hills and Buckeye Lake.

## WELCOMING



The people are *friendly and inviting*. They are quick to help with directions, recommend a restaurant, or share a story about the Village history.

## HISTORIC



It's not your average small town. Rather, it's rich with history and nationally significant buildings, *adding depth and dimension to its personality*.

## PROUD



Many families in our community have been ingrained in Somerset's history for generations, and because of that they carry a strong and lasting pride in place and heritage.





# Community Vision

To nurture community engagement to build on Somerset's value as a great place to live and visit

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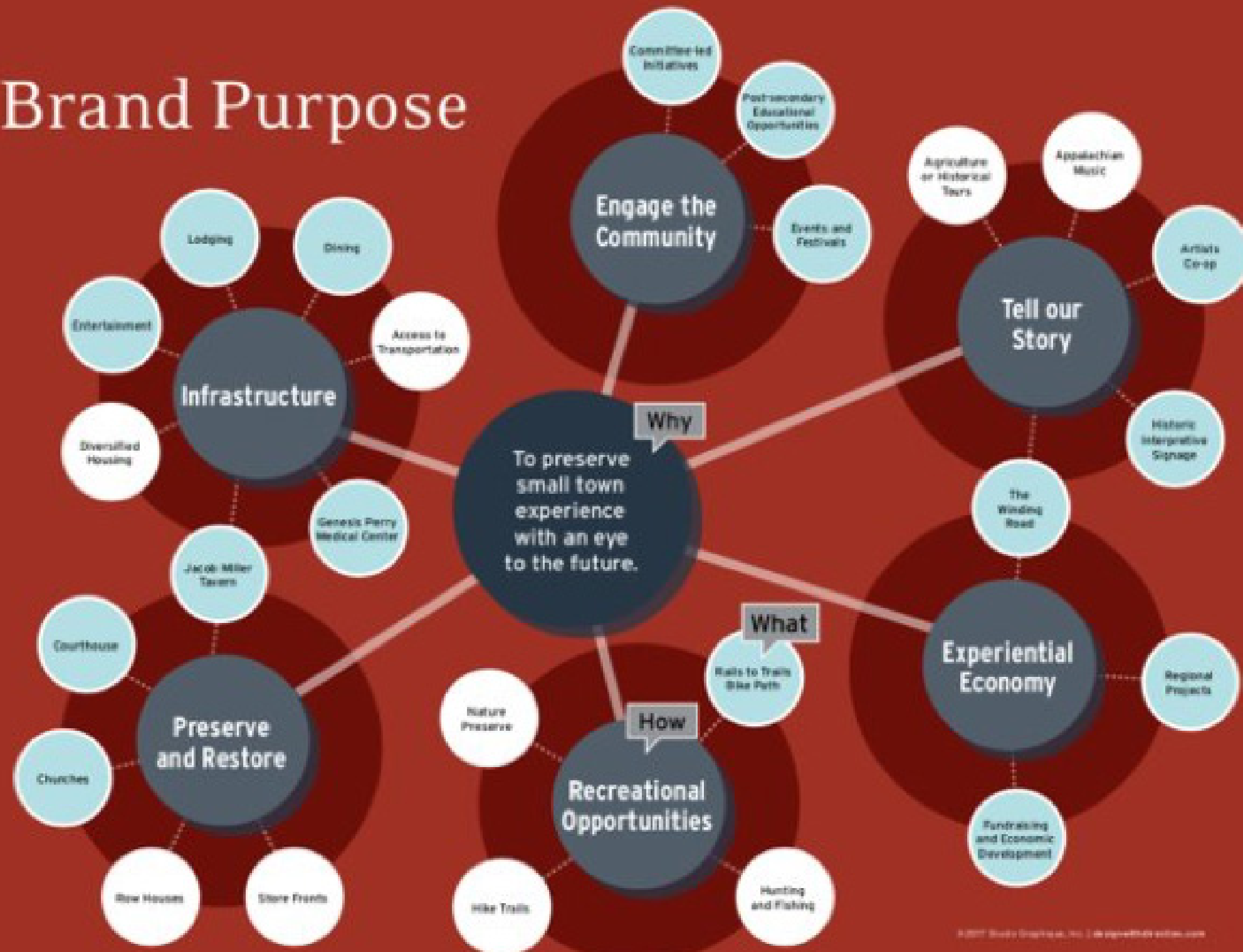
To develop an experience-economy by preserving and restoring Somerset to its original vibrancy. This means that Somerset aims to create an economy based on improving people's lives

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To make it easier to invest in or open businesses that support residents and also appeal to tourists from nearby Hocking Hills



# Brand Purpose



## Somerset's Brand

### Why

Somerset's Purpose

### How

The actions Somerset will take to deliver on its purpose

### What

Assets and strategies Somerset can utilize for development



# Current Business Mix

Full-service meat and grocery store  
Independent hardware store  
Pharmacy  
Library  
Eight restaurants  
Insurance and banking  
Barber Shop  
Pet Grooming  
Florist  
Artist cooperative and gallery  
Antique store  
Heating and Plumbing  
Historical Society Museum  
Gift shop  
Auto services

Somerset has managed to maintain a full-service downtown business mix, without the village-edge sprawl that is so common elsewhere.





“

One of my goals as mayor is to be on the cutting edge of community-led economic development principles. We've joined Smart Growth America. We attend National Development Organization Association conferences. We reach out to create partnerships with other communities that are doing world-class development and try to bring more of it to this region.

**MAYOR TOM JOHNSON**

YALE UNIVERSITY, YALE INSIGHTS MAGAZINE



Executive in Residence Mayor Johnson is at Ohio University's Voinovich School and Chairman of the Board of Hocking Technical College. He is the 2015 recipient of the Ohio Governor's Award for Community Development and Participation.





# Natural Features

## Finck's Nature Preserve

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*Contains over two miles of trails as part of the area's Emerald Necklace initiative*

## Wayne National Forest 10 mi

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*Over 300 miles of trails for hiking, ATV riding, horseback riding, or biking*

## Hocking Hills State Park 35 mi

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*Ohio's most visited State Park with a new lodge under construction*

## St. Joseph's Lake

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*One of Ohio's top locations for bass fishing*

## Buckeye Lake 11 mi

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*One of Ohio's largest recreational reservoirs*

## Bailey's Trail 38 mi

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*Adaptive mountain biking and hiking trails starting in Chauncey's Park*

## Perry State Forest 8 mi

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*APV trails, hiking, bridle trails, hunting*





Somerset has received a National Endowment for the Arts Grant



Somerset boasts the benefits of a close-knit, hard-working Appalachian community



The Village offers a lively farmers' market and champions numerous varieties of locally grown foods.



The Village has three annual parades, two art festivals, and many other culturally significant events



There are several Native American heritage sites, such as the one at Glenford Stonefort Nature Preserve









The background image is a photograph of a three-story brick building with multiple windows and a flat roof. A pickup truck is parked in front of the building, and a person is walking on the sidewalk to the left. The entire image is overlaid with a semi-transparent blue filter.

# AN OVERVIEW OF WHAT WE'VE DONE

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WE HAVE ALREADY STARTED ON THE  
PATH TO COMMUNITY REVITALIZATION



## Some Community-Driven Development Efforts



Several million dollars in green space conservation funding to double the size of a community park and create a new “Emerald Necklace” nature preserve and funding support for a village-wide bike path to connect the two green areas.



A funded multi-million-dollar streetscape enhancement.



\$750,000 in funding for an innovative maker-space, education and technology hub, and co-working space, in partnership with the Columbus Idea Foundry, Ohio University and Hocking College.



More than \$6 million in critical infrastructure upgrades for water and sewer systems and the Perry County Community Kitchen and Farmer's Pantry, which is a growing farmer's market on the square each Saturday.



# Access to Healthcare Initiatives

Conducted a County Health Assessment and Action Plan

\$10 million invested in Perry County Medical Center Project with funding from the Appalachian Regional Commission

A new Behavioral Health and Addiction Task Force has been created in the community.

**The Genesis Perry County Medical Center**  
*Bringing 24/7 Emergency Medical Care Locally to Perry County.*



**Full Service ED will include:**

- 24/7 Emergency Care
- Heart Attack
- Stroke
- Complex Medical Conditions
- Serious Injuries
- Board-certified ED physicians
- Specially trained RNs

**Outpatient Services include:**

- Laboratory
- Imaging
- Xray
- Ultrasound
- Bone Density
- Echocardiogram
- Pulmonary Function Test
- CT Scanning
- MRI

**Rehab Therapies:**

- Occupational Therapy
- Speech Therapy
- Physical Therapy

*If inpatient care is required, ambulance transfer to Genesis is included.*

**Genesis Perry County Medical Center**  
GENESIS HEALTHCARE SYSTEM

Partner: Genesis Healthcare System



# Streetscape Improvements

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We are currently about to begin the third phase of streetscape reconstruction along two of Somerset's primary roadways

Old infrastructure will be replaced with new concrete and brick paver walkways, curbing, driveway aprons, and decorative streetlighting

Overhead wires will be eliminated, and new trees and shrubs will be added for improved beauty and comfort

*Partner: IBI Group*



A person wearing a dark hooded jacket is walking away from the camera on a path. The background is filled with trees and foliage, and a car is partially visible on the right side. The entire image has a blue tint.

# AN OVERVIEW OF WHAT WE'RE DOING

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LOTS OF OPPORTUNITY



# The Downtown Redevelopment District

Somerset has Revitalization District status from the Ohio Development Services Agency, meaning it has access to funds for downtown revitalization.

The Village became a Certified Local Government based on preservation ordinances by the State Historic Preservation Office.

Somerset has contracted with the Muskingum Building Department for plans examining and permitting for business and commercial properties in the business and historic district.

The Village is working toward Community Re-Investment Area status with the Ohio Development Services Agency.

Somerset is also becoming a PACE Financing District through the United States Department of Energy.





# Somerset Infrastructure: Ready for Growth

Somerset's water and wastewater treatment facilities can handle growth.

- Water Treatment Plant Capacity: 400,000 gallons per day
- Wastewater Treatment Plant Capacity: 250,000 gallons per day
- Current average daily flows for water and sewer plants: 110,000 gallons
- Concepts exist to further improve water systems capacity and efficiency in the future.

An Electric Vehicle Charging Port will soon be installed in Somerset's downtown, representing a piece of the village's commitment to electric vehicle implementation.





An aerial photograph of a town, likely Somerset, showing a mix of residential and commercial buildings, streets, and green spaces. A prominent water tower is visible in the upper center. The image is overlaid with a semi-transparent blue filter.

# Best Practices for Small Business Development and Growth in Somerset

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Streamlining the permitting process for business development

Establishing design standards for businesses to utilize easily

Assisting businesses with façade and signage improvement planning

Marketing and promoting existing and emerging businesses

Cost sharing pre-development planning for businesses

Implementing development tools for businesses to utilize

*Partners: Mayor and Village Council*



# The Winding Road Network

Somerset is part of this initiative to emphasize arts, history, outdoor recreation, local foods, and authentic lodging and shopping in Appalachian Ohio.

The Network offers multiple nature- and community-driven experiences to tourists throughout the year, ranging from birding to boating to community tours to hikes and more.









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# AN OVERVIEW OF OUR ASPIRATIONS

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LAND USE, PROJECTS IN THE PIPELINE, OPPORTUNITIES



# A Concept for Mixed-use Development

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## SOMERSET RENAISSANCE PROJECT

- A 2.5 acres mixed-use downtown redevelopment effort
- New Ohio University Health Campus, wellness/fitness center, clinics
- Covid-friendly Outdoor Farmer's Market and Gathering Space Pavilion
- Increased access to quality healthcare
- Increased access to affordable apartments
- Encourage local retail
- Preserve historic structures
- New buildings compatible with the Historic District

*Partner: Schooley Caldwell + seeking development team*

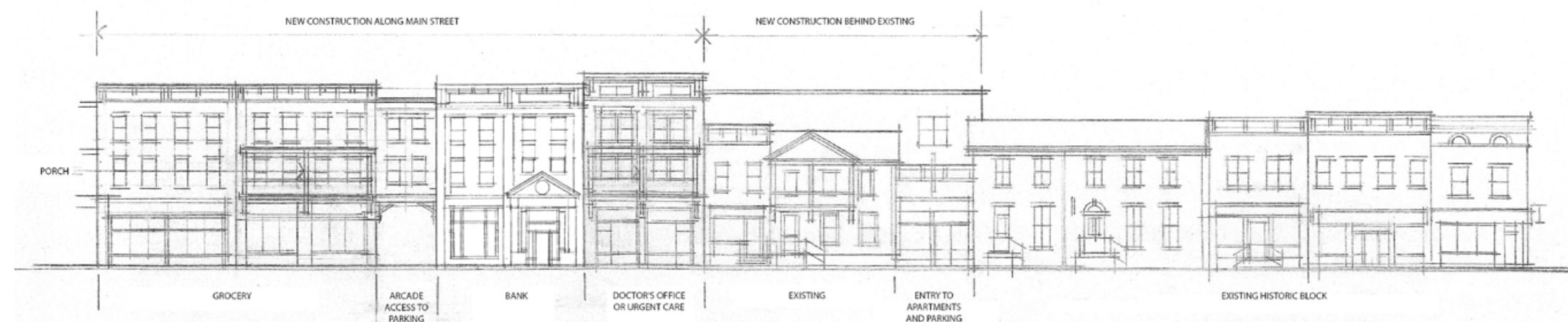




# A Concept for Mixed-use Development

## SOMERSET RENAISSANCE PROJECT

*Partner: Schooley Caldwell +  
seeking development team*





# Stabilization and Restoration of 1830s Townhouse

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## BABB HOUSE

Babb House is a circa 1830s rowhouse on Main Street, that is named after an early settler of Somerset, Jonathan Babb. He raised a company of 22 soldiers and fought in the War of 1812. Afterward he was promoted to Brigadier General of the Ohio Militia and from then on was known familiarly as "General Babb." After the war, Babb speculated in village and township real estate, served as a township and county official (including Sheriff and Auditor) before moving on to Illinois in 1835 after losing all of his children to scarlet fever.

The current project will stabilize structural problems in Babb House and the adjacent property at 109 West Main Street (most of the adjacent building's interior structure collapsed recently) and restore the exterior with a new roof, windows, and cleaned and pointed brick walls, making the building ready for its long term renovation as a history museum and educational center.

*Partners: The Perry County Historical and Cultural Arts Society, State of Ohio, Schooley Caldwell*

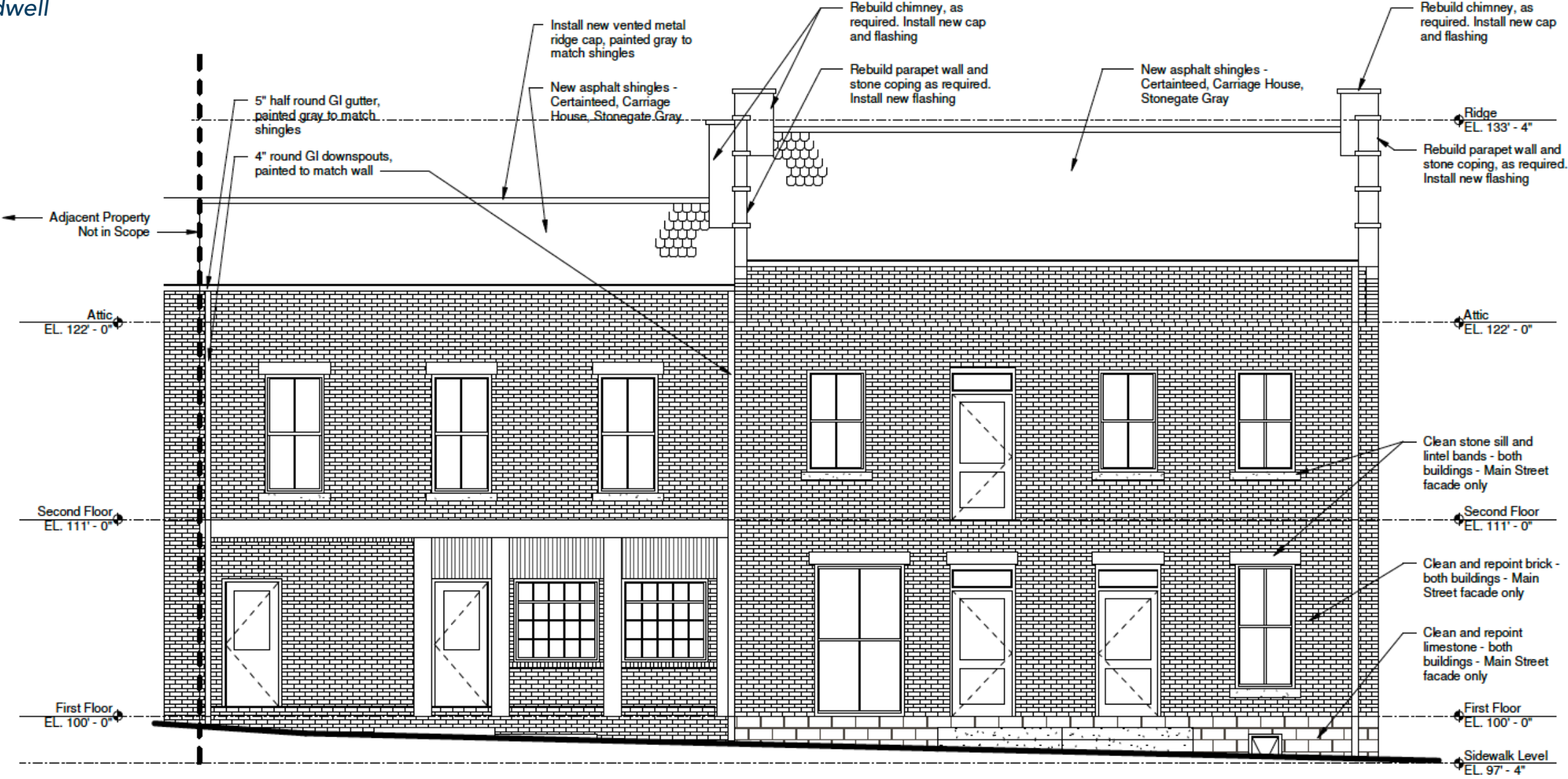




# Stabilization and Restoration of 1830s Townhouse

## BABB HOUSE

Partners: The Perry County Historical and Cultural Arts Society,  
State of Ohio, Schooley Caldwell





# Adaptive Use of a Historic Cigar Factory

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## HOTEL SWISHER

Hotel Swisher is envisioned as a boutique hotel, adapted from a three level building that, in 1895, housed a cigar factory on the upper floor and grocery and hardware stores on the Main Street level.

- 12 king and queen sleeping rooms
- 1 extended stay apartment
- Meeting room and Break-out room
- Catering Kitchen
- On-site parking
- Fitness room
- Wine/Coffee bar open to the public
- Additional retail opportunity
- Roof deck with views of the historic district

*Partners: Hotel Swisher, Michelle Robinson*





# Adaptive Use of a Historic Cigar Factory

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## HOTEL SWISHER

*Partners: Hotel Swisher, Michelle  
Robinson*





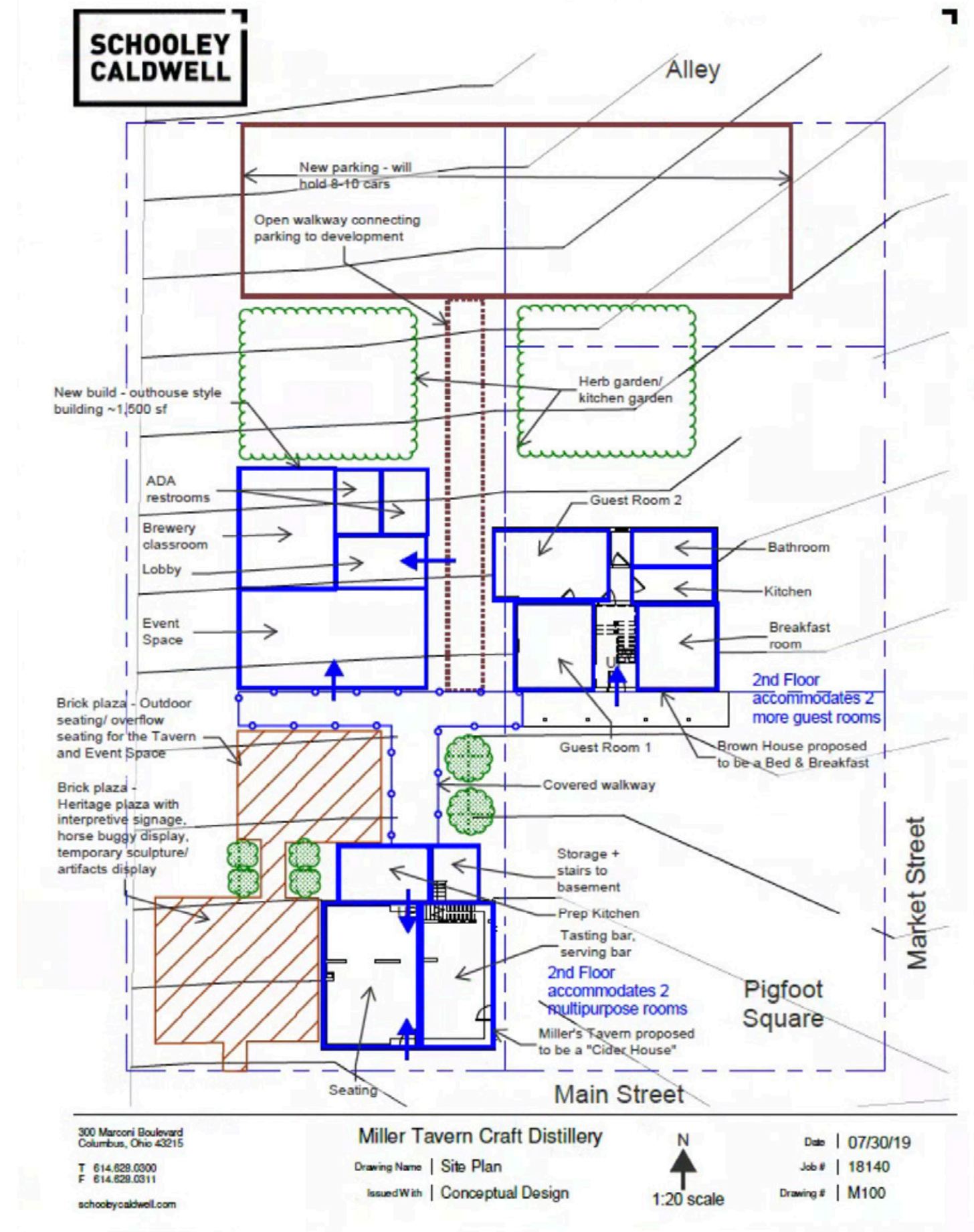
# The Project at Pigfoot Square: Adaptive Use of Historic Log Tavern as a Tavern

## JACOB MILLER'S TAVERN

Built in 1808 by one of Somerset's original settlers, Jacob Miller's tavern served travelers along Zane's Trace, the first Federally sponsored road in the country. The two-story log building, which is essentially intact under its later wood siding, was built when Thomas Jefferson was President. The project, currently in the planning stage, is envisioned to be a working distillery, public accommodation and educational facility.

- Restored tavern building as a working tavern and gathering place
- Add-on accessible rest rooms
- Demonstration hospitality and fermentation sciences education
- Adjacent Brown house renovated as a bed and breakfast
- New build special events center with culinary classroom/catering kitchen
- Landscaped central courtyard with patio seating

Partners: Perry County Historical and Cultural Arts Society,  
Hocking College, Doug Preisse, David Wilhelm, Mount Vernon Barn  
Company, Schooley Caldwell





# The Project at Pigfoot Square: Adaptive Use of Historic Log Tavern as a Tavern

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## JACOB MILLER'S TAVERN

*Partners: Perry County Historical and Cultural Arts Society,  
Hocking College, Doug Preisse, David Wilhelm, Mount Vernon Barn  
Company, Schooley Caldwell*





# Land Use Plan

*Partner: MKSK*

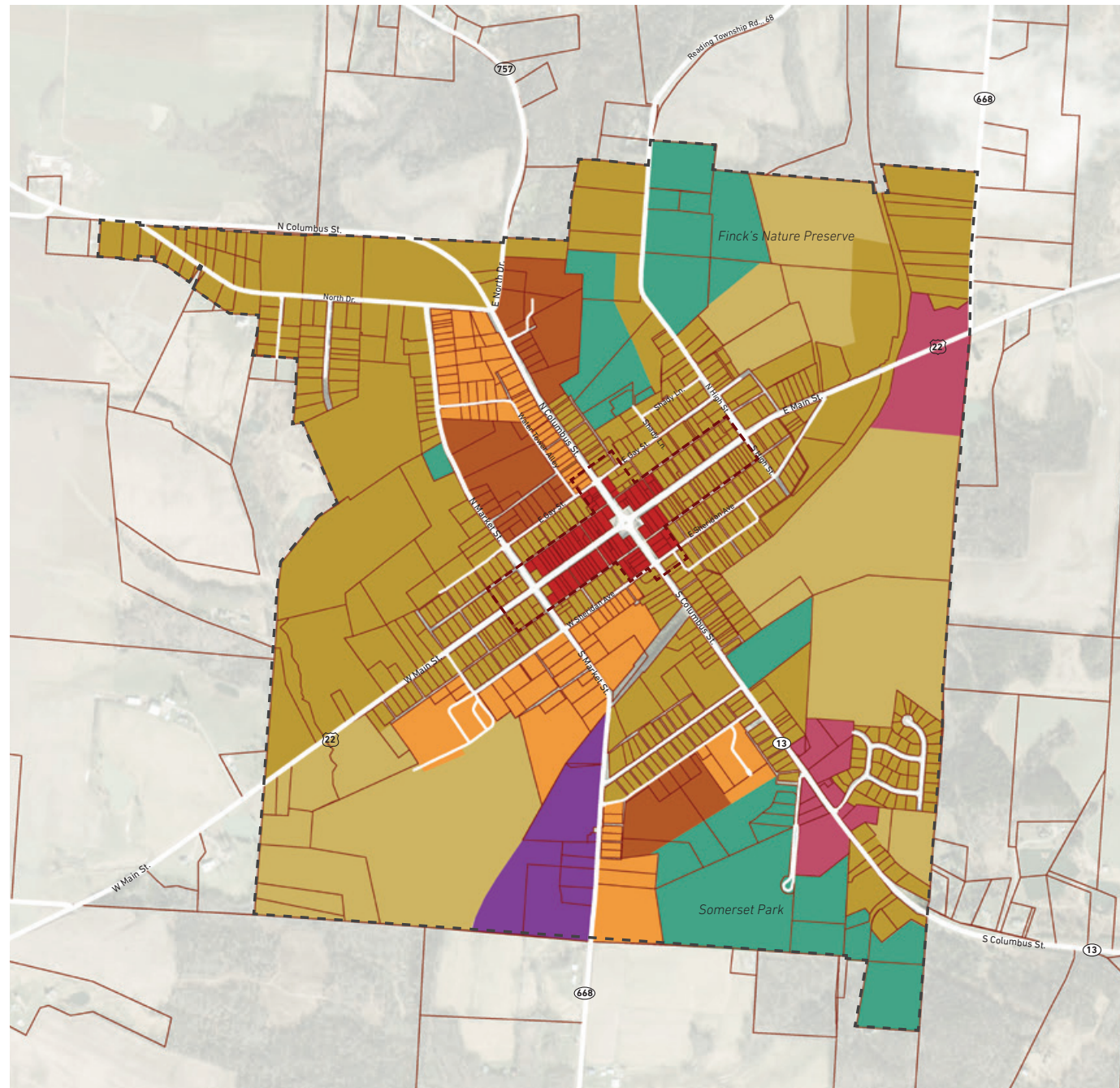
In order to realize the revitalization and economic development potential the opportunity zone creates for the Village of Somerset, the zoning ordinance and future land use plan is being updated to support new village-scale development. As part of the Somerset Small Business Development (SSBD) Project supported by the USDA Rural Business development Grant (RBDG) Program, Somerset is conducting an audit and update of the Village zoning code. This process includes the following key components:

- 1 A future land use map for the Village that highlights the vision for the community and informs amendments to the current zoning map.
- 2 An updated zoning map.
- 3 Analysis of current zoning ordinance and recommendations for amendments.
- 4 Research of 'best practice' or benchmark zoning ordinances from other similar communities with highlighted components that align with desired Somerset ordinance amendments.
- 5 Summary of findings with sample updated zoning text for consideration by Village Council.

The intent of the updated zoning code is to enable revitalization projects and development in the Village through a predictable, guided process that will ensure quality projects that both support the public good through economic vitality and support the historic, small town character of the Village of Somerset.



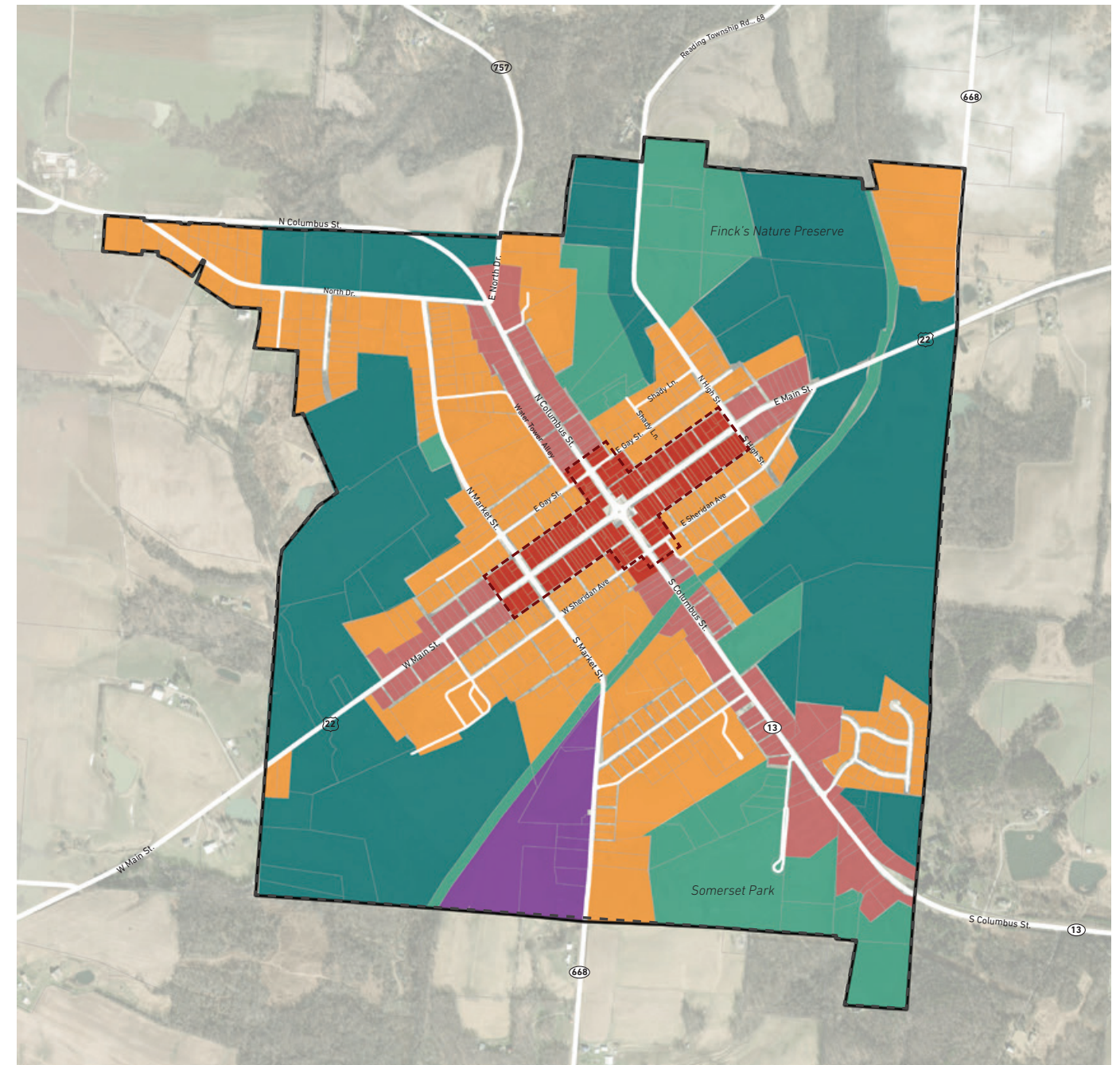




EXISTING ZONING

- Village of Somerset
- Historic District
- R-1 Low Density Residential
- R-2 Medium Density Residential
- R-3 Village Residential
- B-1 Central Business
- B-2 Highway / Local Business
- M-1 Industrial
- A-1 Open / Agricultural
- S-1 Special / Public

↑ NORTH  
MARCH 2020



FUTURE LAND USE

- Village of Somerset
- Historic District
- VR - Village Residential
- CBD - Central Business District
- MU - Mixed Use Residential
- IN - Industrial
- PUD - Planned Unit Development
- SP - Special/Open

↑ NORTH  
MARCH 2020



# Ready for Development

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5 ACRES ZONED FOR  
CABIN-STYLE LODGING



# Ready for Development

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3 ACRES ZONED FOR  
MEDICAL USE





# Ready for Development

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10- TO 20-ACRE PARCELS  
FOR RESIDENTIAL INFILL





# Somerset's Creative Partners

TO BUILD A BETTER FUTURE

## Buckeye Hills Development District

*Developer*

1400 Pike Street  
Marietta, OH 45750  
buckeyehills.org  
740.374.9436

## Schooley Caldwell

*Architect & Interior  
Designer*

300 Marconi Blvd. #100  
Columbus, OH 43215  
schooleycaldwell.com  
614.628.0300

## MKSK Inc.

*Landscape Architect*

462 S Ludlow Street  
Columbus, OH 43215  
mkskstudios.com  
614.621-2796

## IBI Group

*Civil Engineer*

8101 N High St #100  
Columbus, OH 43235  
ibigroup.com  
614.818.4900

## The Columbus Idea Foundry

*Coworking*

21 W State Street  
Columbus, OH 43215  
ideafoundry.com  
614.653.8068

## Bricker & Eckler LLP

*Attorneys*

100 S 3rd Street  
Columbus, OH 43215  
bricker.com  
614.2227.2300

## Mid-Ohio Regional Planning Commission

*Central Ohio's regional  
council*

111 Liberty Street # 100  
Columbus, OH 43215  
morpc.com  
614.228.2663

## Environmental Design Group

*Environmental Engineer*

88 E Broad Street #880  
Columbus, OH 43215  
envdesigngroup.com  
330.375.1390



# Sources of Funding

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\$8.9 MILLION CURRENTLY SECURED FOR FY 2018-19

- United States Department of Agriculture Rural Business Development Grants
- Appalachian Regional Commission
- AEP of Ohio
- Ohio Development Services Agency
- Ohio Public Works Commission
- Ohio Environmental Protection Agency/Water Supply Revolving Loan Account
- Ohio Environmental Protection Agency Water Pollution Control Loan Fund
- Governor's Office of Appalachia
- Community Development Block Grant: Water and Sewer Grant
- Community Development Block Grant: Formula Grant
- Community Development Block Grant: Neighborhood Revitalization Grant
- Community Development Block Grant: Crucial Infrastructure Grant
- Ohio Department of Transportation
- National Trust for Historic Preservation Grants
- Ohio Department of Natural Resources Natureworks Grant
- Clean Ohio Conservation Fund Grant
- Ohio Water Development Association
- Capital Budgets
- Economic Development Administration



# Contacts

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FOR MORE INFORMATION

**Tom Johnson**  
MAYOR

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FISCAL OFFICER

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VILLAGE ARCHITECT

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614.628.0300





ARCHITECTURE. INSPIRED.

OCTOBER 2020