

Project Description

White Wolf / Roads Rivers and Trails Overbuild Project 118 & 120 Main Street

Roads Rivers and Trails, located at 118 & 120 Main Street, celebrated its 11th year in business this year. In that time, we have grown the business to be one of the top dealers of outdoor equipment in the tristate and a paddle sports destination for customers as far away as cities like Indianapolis, Cleveland, Pittsburg, and Lexington to name a few. In order to keep up with the demand, a larger space is required.

We have been working TRA Design over the past 9 months to create an overbuild on top of our current structure owned by our property holdings company, White Wolf, LLC. The overbuild consists of two key steps; (1) reinforcing the current structure, and (2) building a High Street grade level structure on top of the current building with its own ingress/egress to High Street. The High Street overbuild project is a 4,500 square foot of retail space with a 1,350 square foot patio. To increase safety, we will be adding a 6ft wide staircase and an elevator to allow for exits to either street from both levels. Our goal is to increase the safety of the current building and give us additional retail space for future growth.

The proposed expansion at RRT will significantly increase the safety of the current structure and environment for staff, customers, and the community. We will address the aging retaining wall along High Street. All existing old wiring and gas lines will be replaced to greatly reduce risk of fire. Finally, and more pressing in our minds, is our constant customer service on busy Main Street. Currently, Roads Rivers and Trails staff help hundreds of customers every year to help load kayaks or install car rack equipment in front of our store, on Main Street. A single incident would destroy our RRT family and potentially shut down our business permanently. Our proposed investment would move all on-street loading, installs, and deliveries off Main street and onto High Street via additional off-street parking the project would create. This will increase traffic flow and lower the chance of car accidents and the general safety for customers and employees alike.

The Overbuild Project gives us a building that satisfies our growth, matches the aesthetic of our beautiful downtown, and helps to modernize and care for an old and outdated building. As stakeholders in the Milford community, we are interested in a long-term investment that helps the continued growth of Milford to both residents and business success.