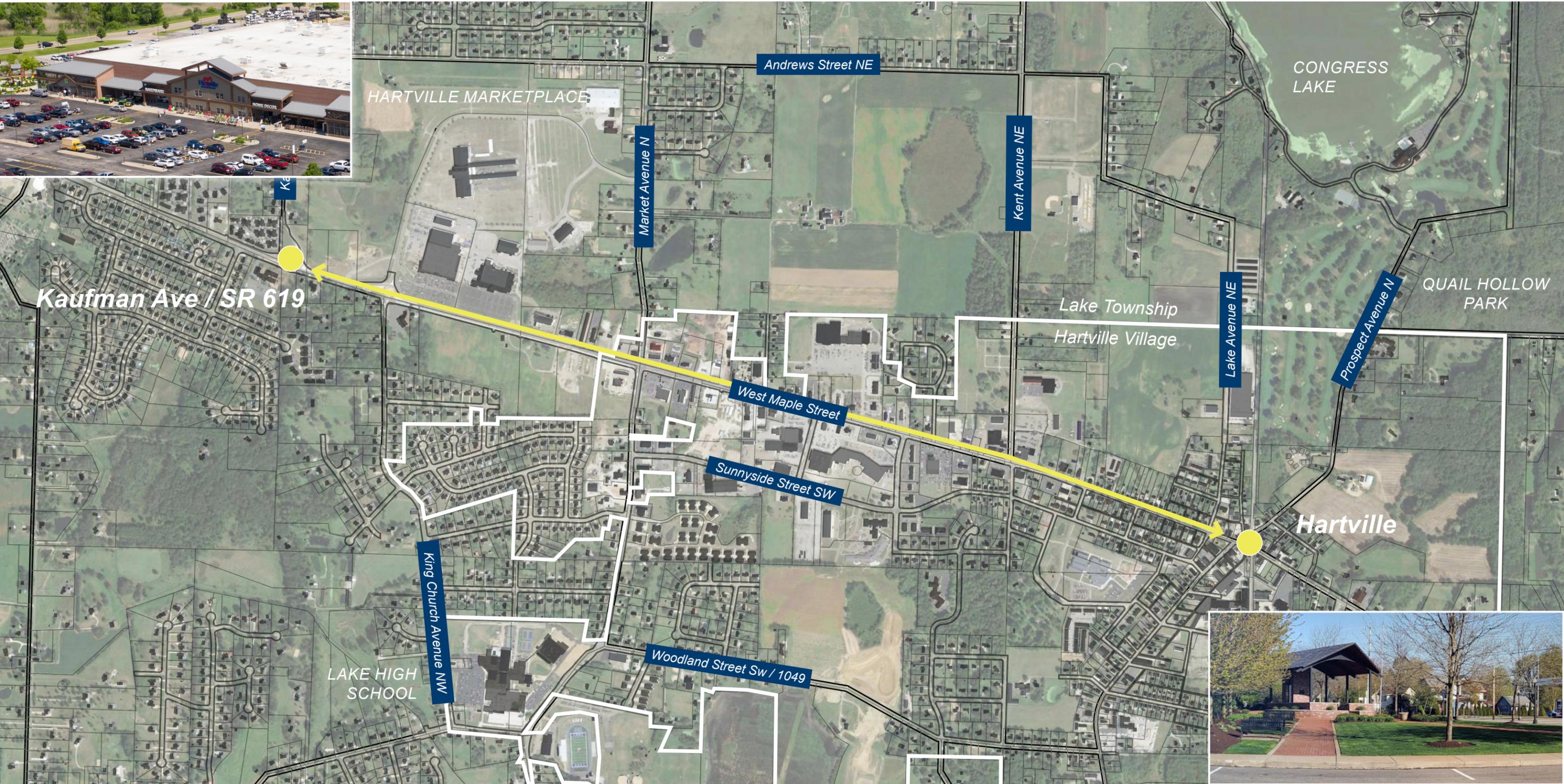




OUR STUDY AREA

Our study area extends along West Maple Street between Kaufman Avenue and historic Downtown Hartville



PROJECT GOALS

Summarizing What We Heard from the Steering Committee

1. Enhance and unify the corridor's unique *character* and quality.
2. *Connect* amenities and destinations along the corridor with paths and trails that are accessible and welcoming to all.
3. Create a unified experience along the corridor to *attract* visitors, residents, and businesses to the area.
4. Create opportunities for *collaboration* that strengthen the corridor and its neighbors.



THE BIGGEST OPPORTUNITIES FOR THE CORRIDOR

What We Heard from the Stakeholder Meeting on May 28, 2020

connect attract
 opportunity collaboration
 character

Character

- Create a **cohesive look** and feel throughout the corridor
- Develop a **unified vision or aesthetic**
- Maintain the **quaint feeling** while also creating **new** places
- Build upon unique character and **small town feel** of Hartville
- Provide **wayfinding** signage to connect assets / amenities
- Create an **inviting** appearance and **positive** appearance for the area
- Enhance the **curb appeal** of businesses
- Look more **attractive** and **use all the space we have**
- Become visually **appealing** throughout

Attract

- Attract new **visitors and businesses**
- Be a **destination point** for regional interest
- **Welcome visitors** to Stark Parks
- Attract visitors without losing what **makes Hartville quaint**
- Make this community a place where our **young people will want to return** when they enter the workforce and start a career
- Emphasize our **strengths**
- Attract visitors to **explore** the area
- Attract **higher paying jobs** for those who live here.

Connect

- Make the corridor **feel more connected**
- Provide connection **points between Hartville's amenities**
- Connections between **shopping centers**
- Connect the corridor **to Stark Parks**
- Provide **pedestrian and bike** access and connections
- Be able to **park once and walk** to destinations, stores, and parks
- Consider **new modes of transportation** and infrastructure

Opportunity

- **New businesses** that focus on what Hartville has to offer.
- **Inexpensive, vacant properties** that could be bought by organizations that are willing to **invest** in our area.
- The **scale** of economic opportunity
- **Available properties** for development
- More **residential and business** opportunities
- We can **be a model** for how these circumstances can be reconsidered, because this is a problem nearly everywhere
- Potential for **tourism, larger regional attraction, with a small town feel**

Collaboration

- Work together to **blend zoning regulations** between Lake Township and Hartville to tie in all of Lake Township, even outside of the corridor
- Collaboration between **businesses, property owners, and government**
- **Engage the Township and Village jointly** in a strategic development
- Bring together **unique perspectives and thoughts** on what is needed and not needed.
- Consider **undiscovered relationships** between businesses

WHAT STAKEHOLDERS LOVE MOST ABOUT THE CORRIDOR

What We Heard from the Stakeholder Meeting on May 28, 2020

The West Maple Corridor is....



TELL US YOUR IDEAS!

We'd love to hear from you about what the future of the Corridor should be. Your participation will help make sure the plan reflects the needs and concerns of the Village of Hartville and Lake Township.

Please visit www.hlcd.org/engage or scan the QR code to share your thoughts via two short surveys. We want to hear from you!



Open your phone camera app and point towards the QR code. (You may need to move closer.) Your camera will recognize the code and show a notification for the project website. Tap the notification to open the website link.