

# HARTVILLE/LAKE *Community Development*



## West Maple Corridor and Hartville Revitalization Study

Community Vision Workshop

October 24, 2020

# ZOOM IN TO ZOOM

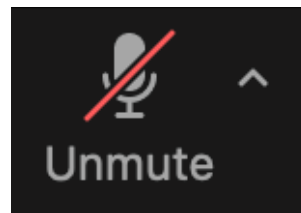
Introducing how we will be using Zoom

## Basic Zoom Guidelines:

1. Use the Chat for discussion and questions that may come up
2. Raise your hand to take turns talking. Facilitator will call on you.
3. Please keep all other background noises (i.e. notifications and calls) to a minimum
4. The meeting and chat log will be recorded

## Audio Settings:

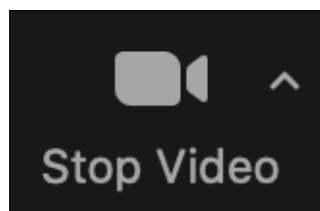
1. Please keep your microphone on mute if you are not speaking



**THIS IS WHAT IT LOOKS LIKE IF YOU ARE MUTED.**

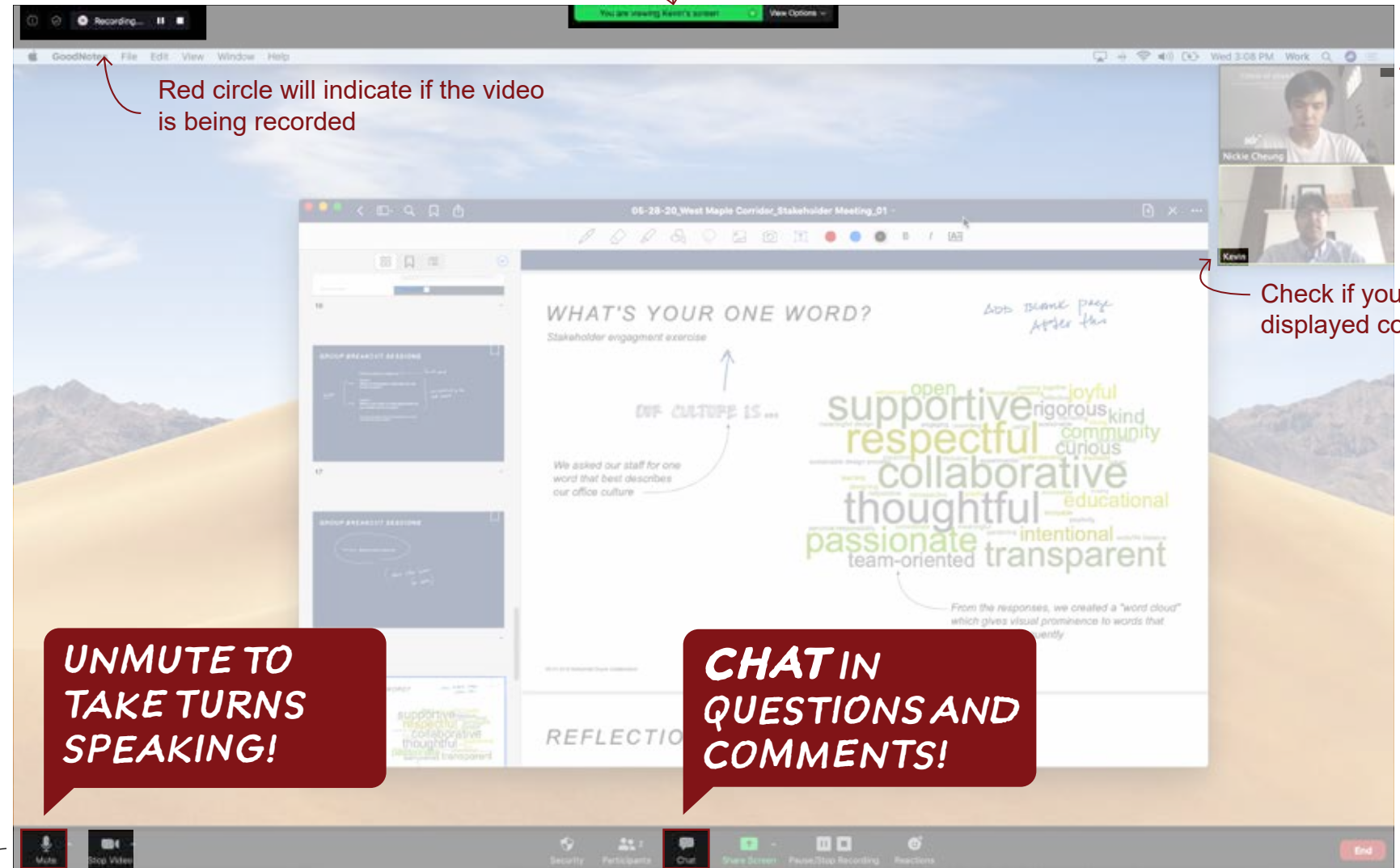
## Video Settings:

1. Please keep your video on if you are comfortable!



**THIS SHOWS IF YOU ARE ON VIDEO.**

## Zoom Screen Layout:

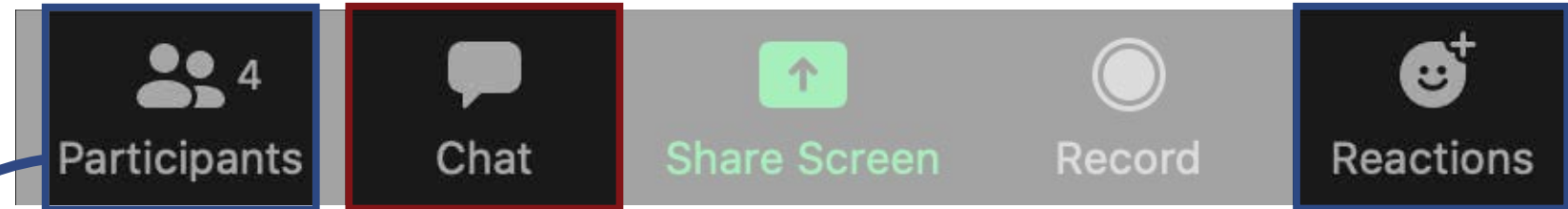


**UNMUTE TO TAKE TURNS SPEAKING!**

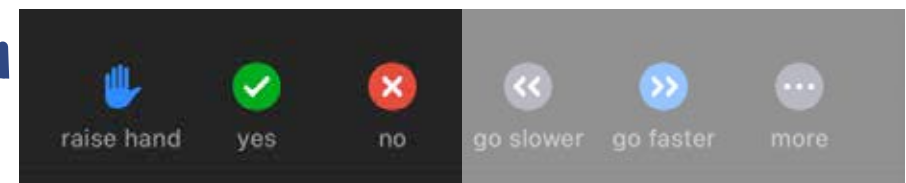
**CHAT IN QUESTIONS AND COMMENTS!**

**CLICK HERE TO FIND MORE ZOOM TOOLS**

**THIS LETS YOU CLAP OR THUMBS UP!**



*In general, please be patient with the technology as we are all figuring this out together!*



# WELCOME!

What to expect at today's meeting....

1

Share what we've learned and some initial design concepts

2

Divide into breakout groups to hear and capture your thoughts and ideas

3

Gather input on priorities

4

Connect as a group to summarize what we've heard.

*FOR DISCUSSION:*

- Ask questions to learn more
- Help us evaluate the ideas shared

This is challenging because...

This is an exciting idea because...

You should consider...

*ADD A DOT TO ESTABLISH PRIORITIES:*

- Which area needs the most attention and/or which should be focused on first?
- Which recommendation do you think would have the biggest impact on the Corridor?

# PROJECT GOALS

For the West Maple Corridor and Hartville Revitalization Study



Enhance and unify the corridor's unique **character** and quality.



**Connect** amenities and destinations along the corridor with paths and trails that are accessible and welcoming to all.



Create a unified experience along the corridor to **attract** visitors, residents, and businesses to the area.



Create opportunities for **collaboration** that strengthen the corridor and its neighbors.



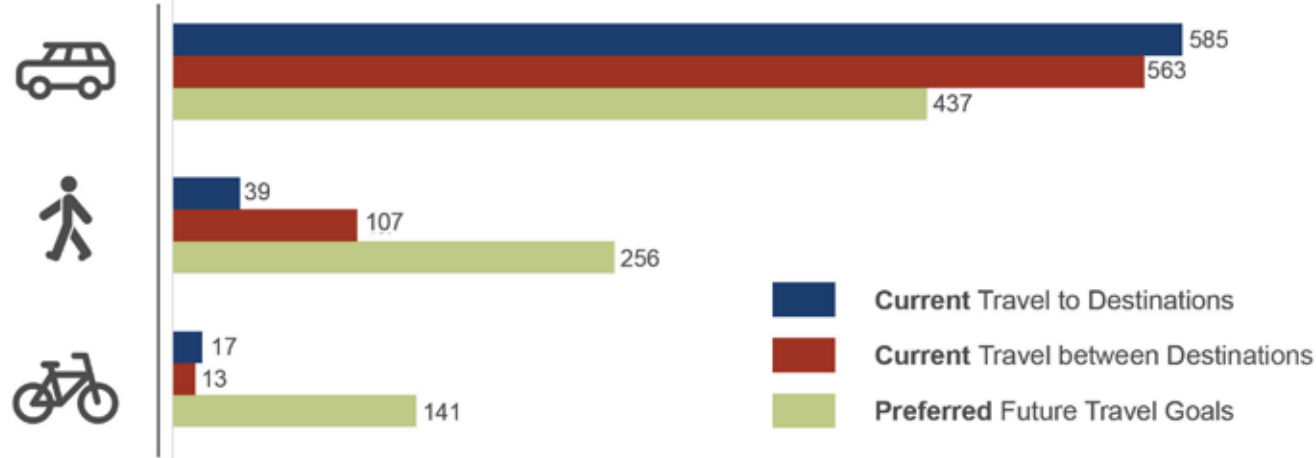
# SURVEY SAYS

Feedback from the Digital Community Survey in September 2020

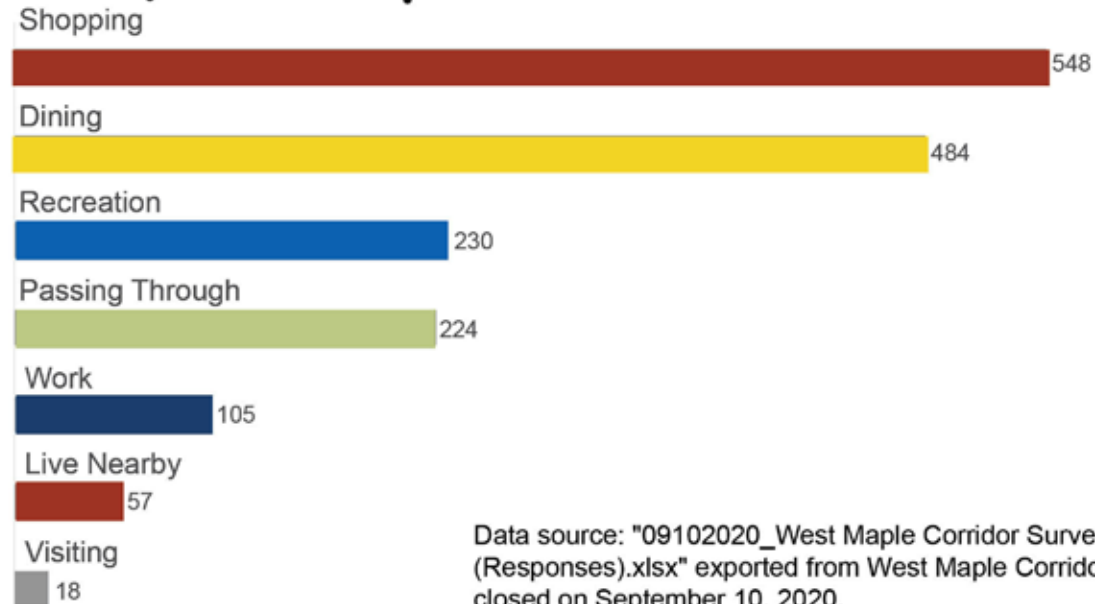
**TOTAL RESPONDENTS: 641**



## CURRENT + PREFERRED TRAVEL:

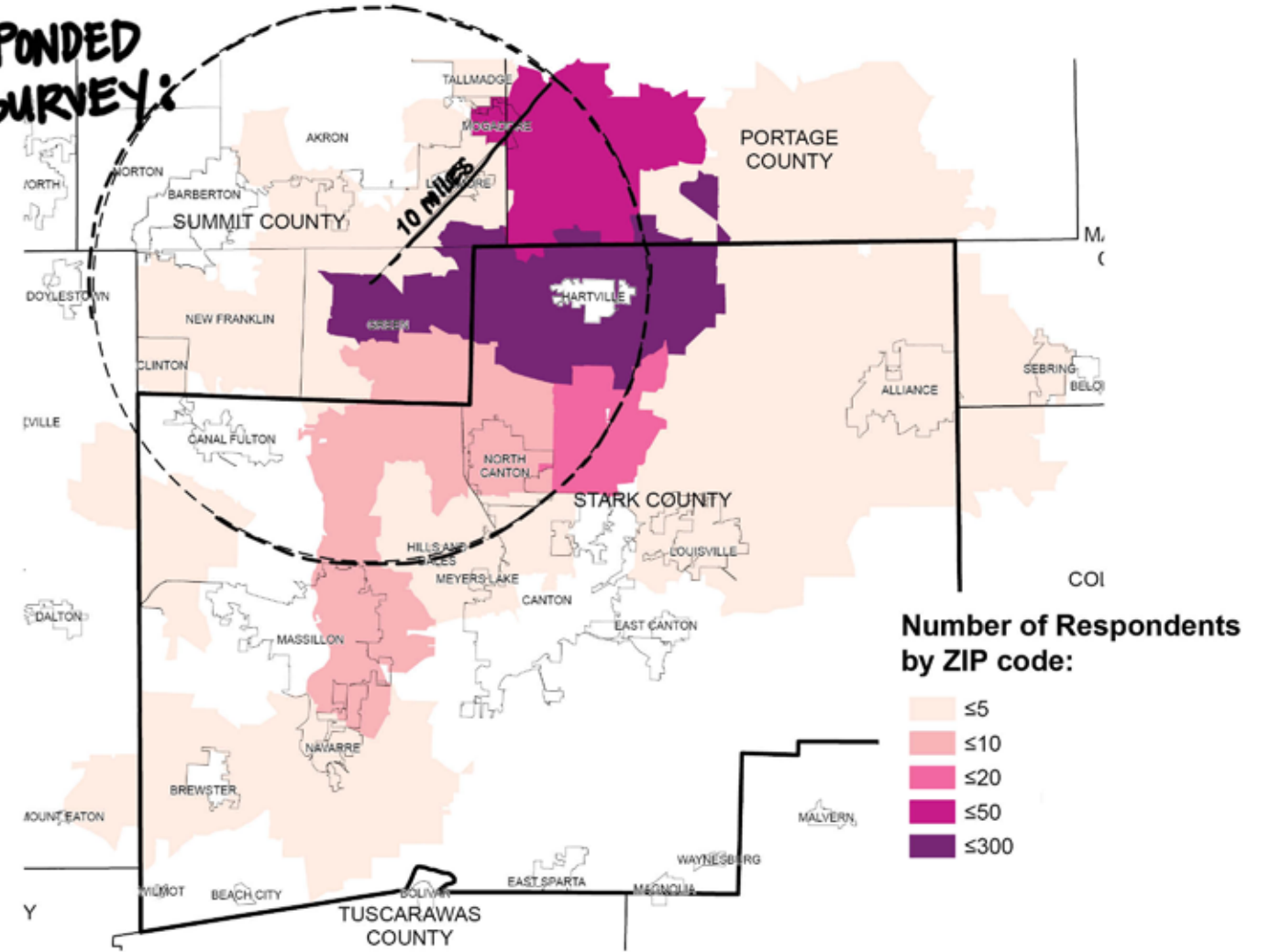


## REASON FOR VISITING:

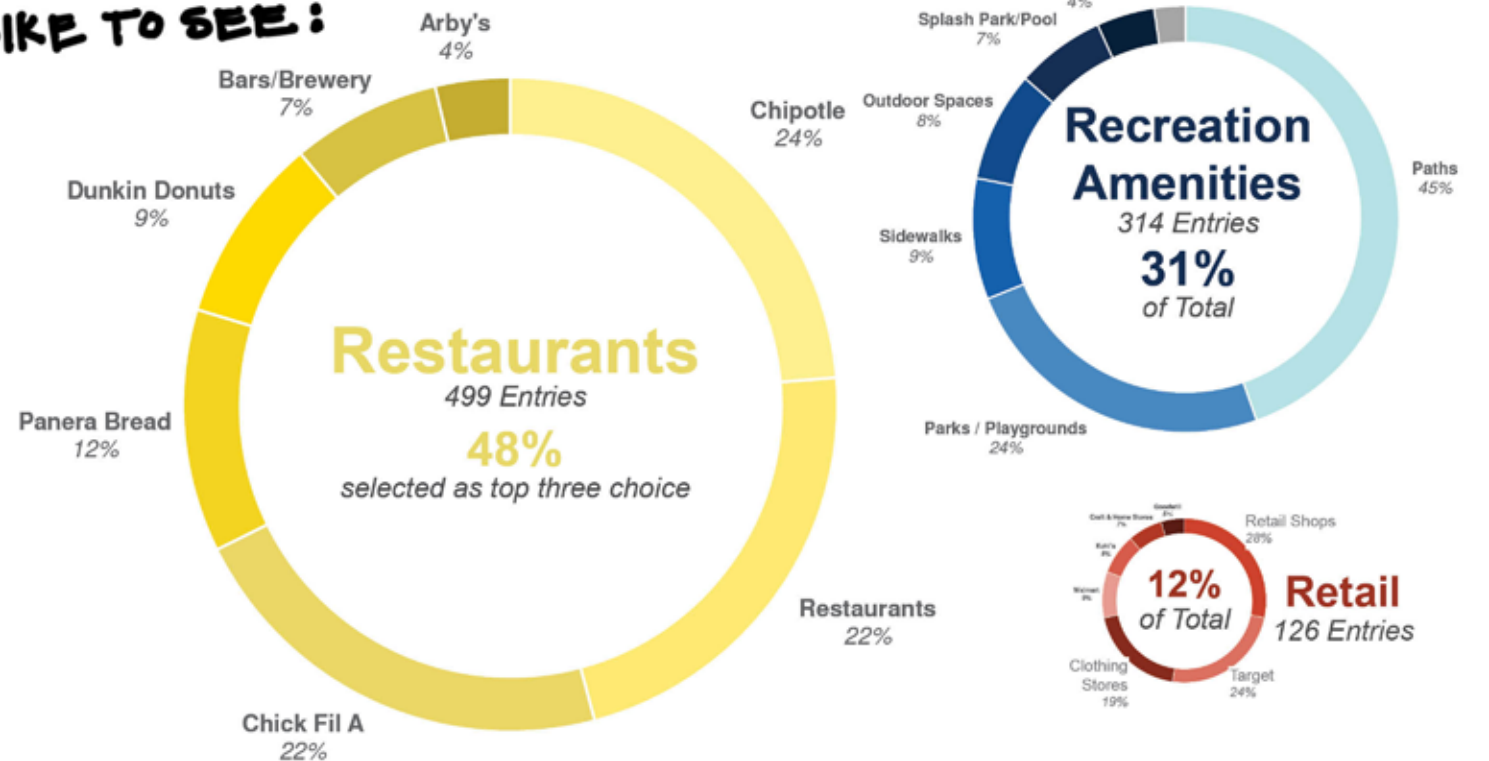


Data source: "09102020\_West Maple Corridor Survey (Responses).xlsx" exported from West Maple Corridor Survey closed on September 10, 2020.

## WHO RESPONDED TO THE SURVEY:



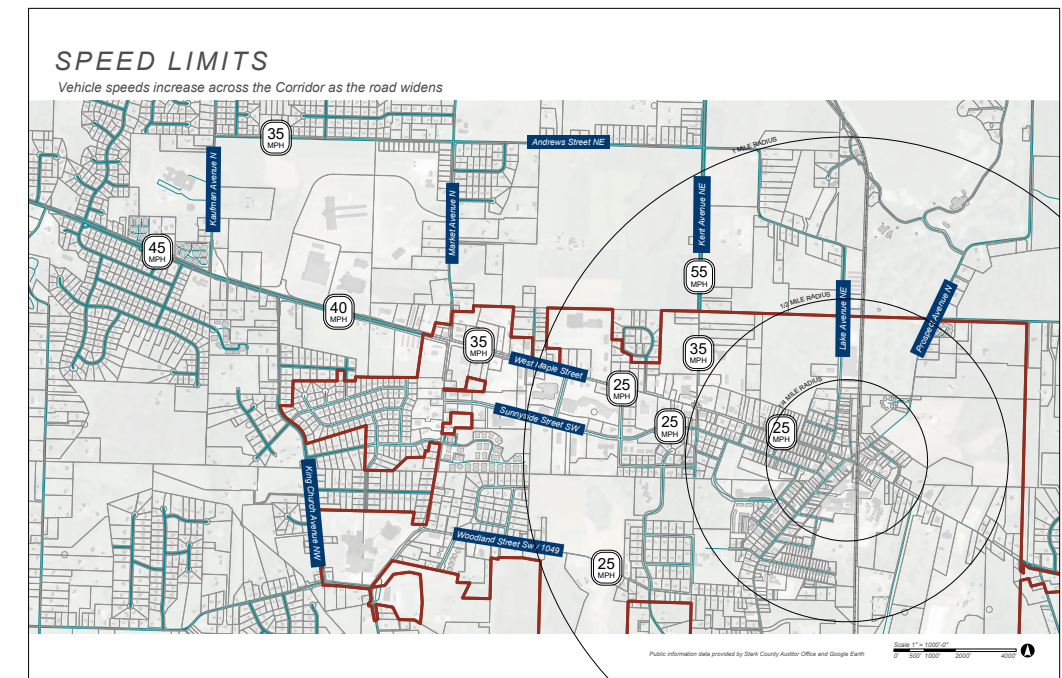
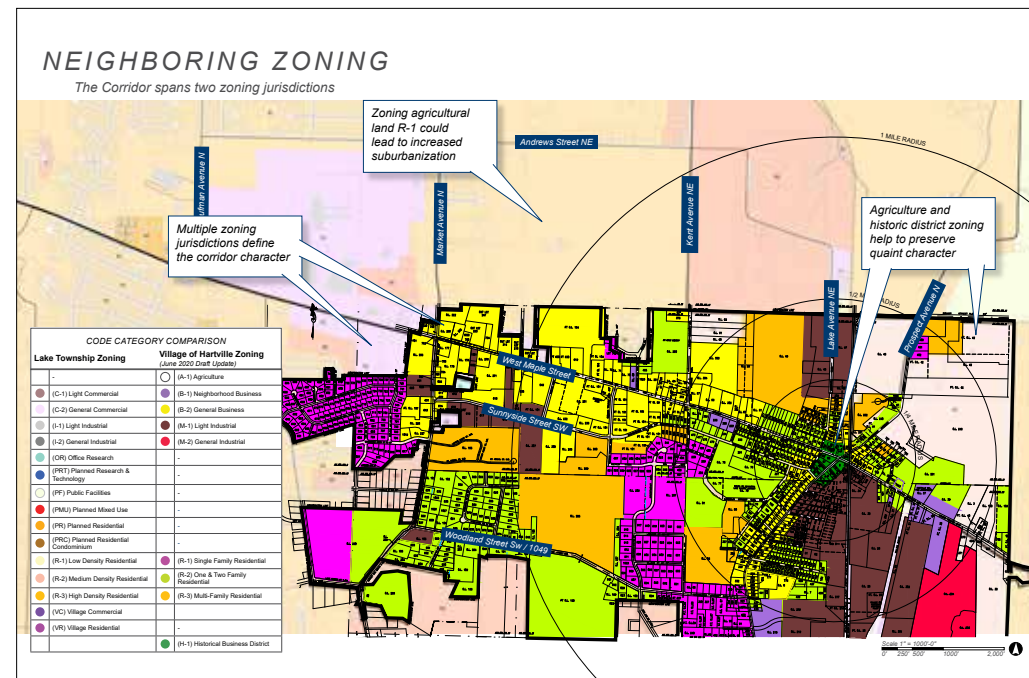
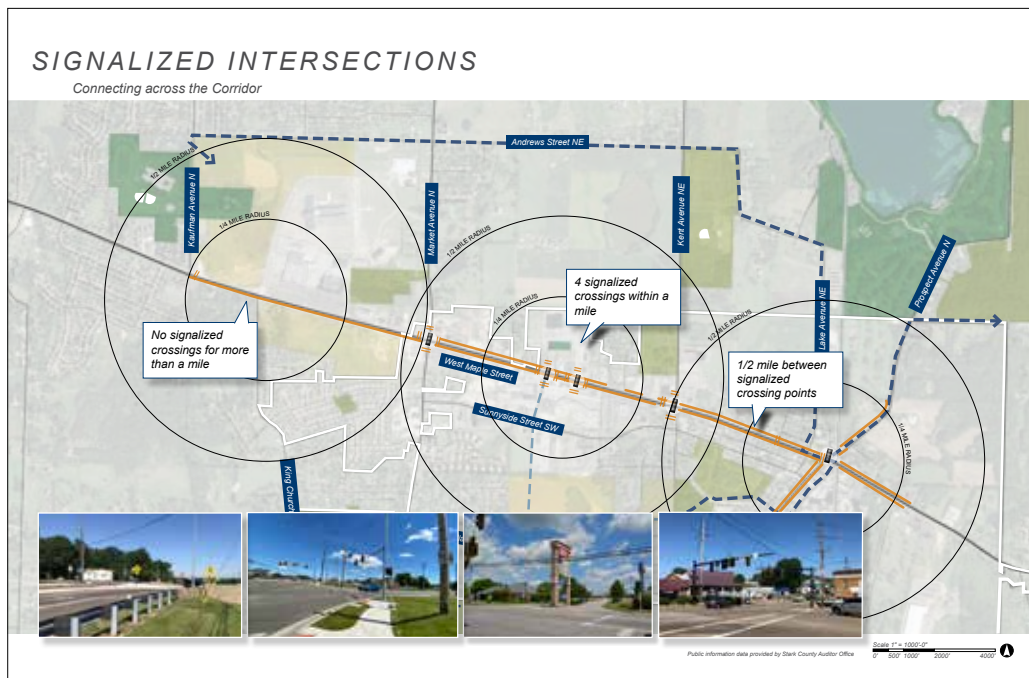
## TOP THREE YOU'D LIKE TO SEE:



# CORRIDOR CHALLENGES

Feedback from the Community Survey

cohesive identity connection  
consensus aesthetics zoning  
vehicle focused  
community gathering place property maintenance traffic  
walkability bike safety



# CORRIDOR OPPORTUNITIES

Feedback from the Steering Committee and Stakeholders

connect attract  
opportunity undiscovered relationships  
tourism small town collaboration  
character historic

### CHARACTER CONTEXT

Defining and Preserving the Character of the West Maple Corridor to help guide growth

The West Maple Corridor is at the junction of Suburban, Rural, Village, and Industrial character.

- Industrial = HERITAGE**
- Developed Urban = QUIANT VILLAGE**
- Developing Suburban = FRIENDLY COMMUNITY**
- Rural/Agricultural = CHARMING FARMLANDS**

From Stark County Comprehensive Plan 2040 (Adopted July 11, 2007)

Future Land Use (2040)

- Residential
- Commercial
- Industrial
- Community
- Open Space
- Water
- Transportation

### ASSETS ALONG THE CORRIDOR

- COMMUNITY ASSETS**
- COMMERCIAL**
  - 1 Hartville Market
  - 2 Hartville Hardware
  - 3 Hartville Kitchen
  - 4 Edison Park Center
  - 5 Giant Eagle
  - 6 Downtown Hartville Shops
- NEIGHBORHOOD INSTITUTIONS**
  - 1 Lake Christian School
  - 2 Lake High School
  - 3 Lake Elementary School
  - 4 YMCA / Library
  - 5 Gendebrook
- RECREATION / OPEN SPACE**
  - 1 Fichtner Park
  - 2 Memorial Park
  - 3 Congress Lake Club
  - 4 Quail Hollow Park
  - 5 Lake Local Fields
  - 6 Hartville Village Green
  - 7 Brian's Park

White Outline Indicates Gathering Place

### PARK AND RECREATIONAL ASSETS

Open space and potential trail connections

- Trail connection crosses the corridor in Downtown Hartville**
- North of the corridor connections are "On Road"**
- South of the corridor connections are mostly "Off-Road"**
- Trails end at key destinations. Can it make a loop?**

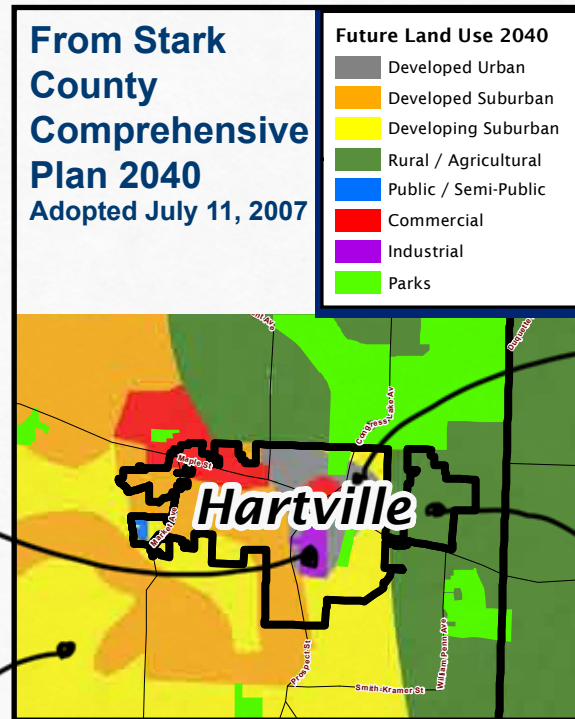
Legend:

- Public Open Space
- Private Open Space
- Privately Owned, Future Development Opportunity
- Proposed Trail
- Proposed Trail Extension

# CHARACTER CONTEXT

Defining and Preserving the Character of the West Maple Corridor to help guide growth

The West Maple Corridor is at the junction of suburban, rural, village, and industrial land use districts.



These land uses are regulated and preserved through local zoning ordinances.

Industrial = **HERITAGE**



Developed Urban = **QUAINT VILLAGE**



Developing Suburban = **FRIENDLY COMMUNITY**



Rural / Agricultural = **CHARMING FARMLANDS**



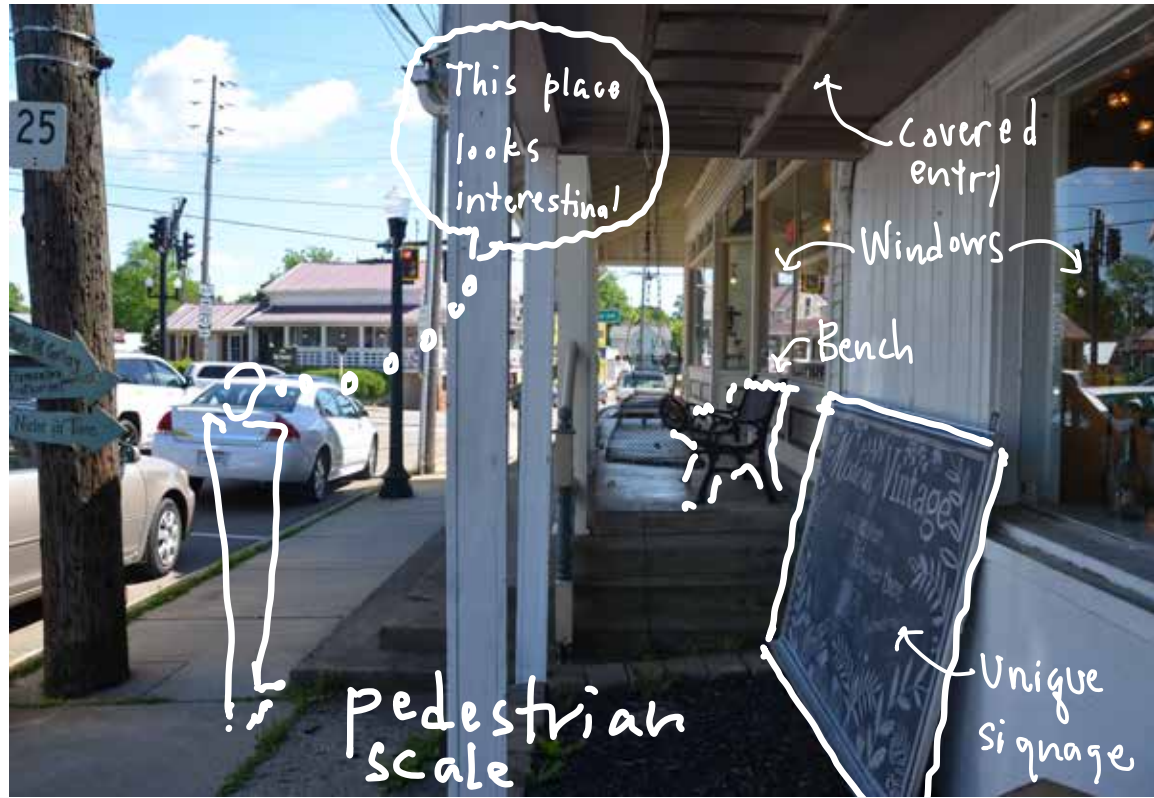


# QUAINT CHARACTER

How pedestrian scaled streetscape creates character

"Extend the character of Downtown Hartville to the rest of the corridor"

- stakeholder feedback



# HONORING HARTVILLE HISTORY

A timeline of the West Maple Corridor



1816  
Lake Township becomes stand alone township



1829 The Pantry  
<http://www.laketownshiphistoricalsociety.org/>

State Route 43 and 619/  
West Maple Corridor built

1910  
Telephone service arrives in Hartville

1951/1961  
Hartville is incorporated

1938  
passenger rail service terminated

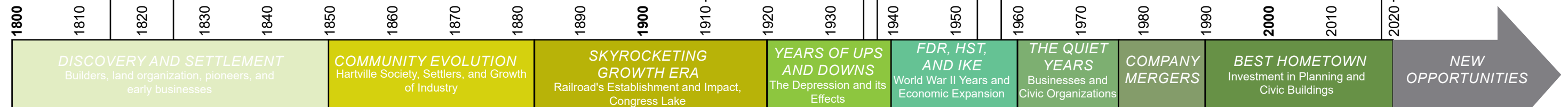


<https://www.discoverhartville.com/downtown/>

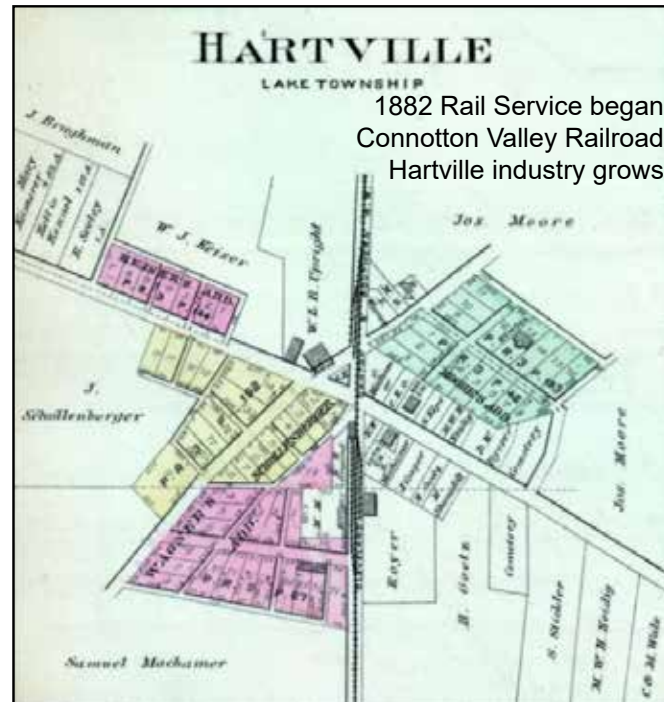
1957  
Lake School District established

2018  
New Lake Elementary School opens

*You are here!*  
2020  
West Maple Corridor and Revitalization Project



A History of Hartville, Ohio: A Project of the Heritage 76 Committee of the Hartville Bicentennial Committee January 1, 1976 by James W McPherson



1896 Hartville Map  
<http://www.historicmapworks.com/Map/US/20798/Hartville++Marlboro++New+B erlin++Greentown++Union+Town/Stark+County+1896/Ohio/>

1882 Rail Service began  
Connotton Valley Railroad  
Hartville industry grows



<https://www.congresslakeclub.com/membership/history>

1893 Congress Lake Club opens

1927  
High School built on site where Lake Elementary is currently located

1939  
Outdoor Flea Market begins

1950  
Hartville Memorial Park is dedicated

1947  
Lake Center Christian School opens



[https://en.wikipedia.org/wiki/File:Harry\\_Bartlett\\_Stewart\\_Property.jpg](https://en.wikipedia.org/wiki/File:Harry_Bartlett_Stewart_Property.jpg)

1975  
Quail Hollow opens as a National State Park

Listed on the National Register for Historic Places  
Originally Harry Bartlett Stewart Estate  
Built 1925

2000  
Lake Twp Comprehensive Plan

2003 High School, Library, YMCA, and Mercy Medical Complex Built

2012  
New Hartville Hardware Building Becomes largest independent Home Center in country

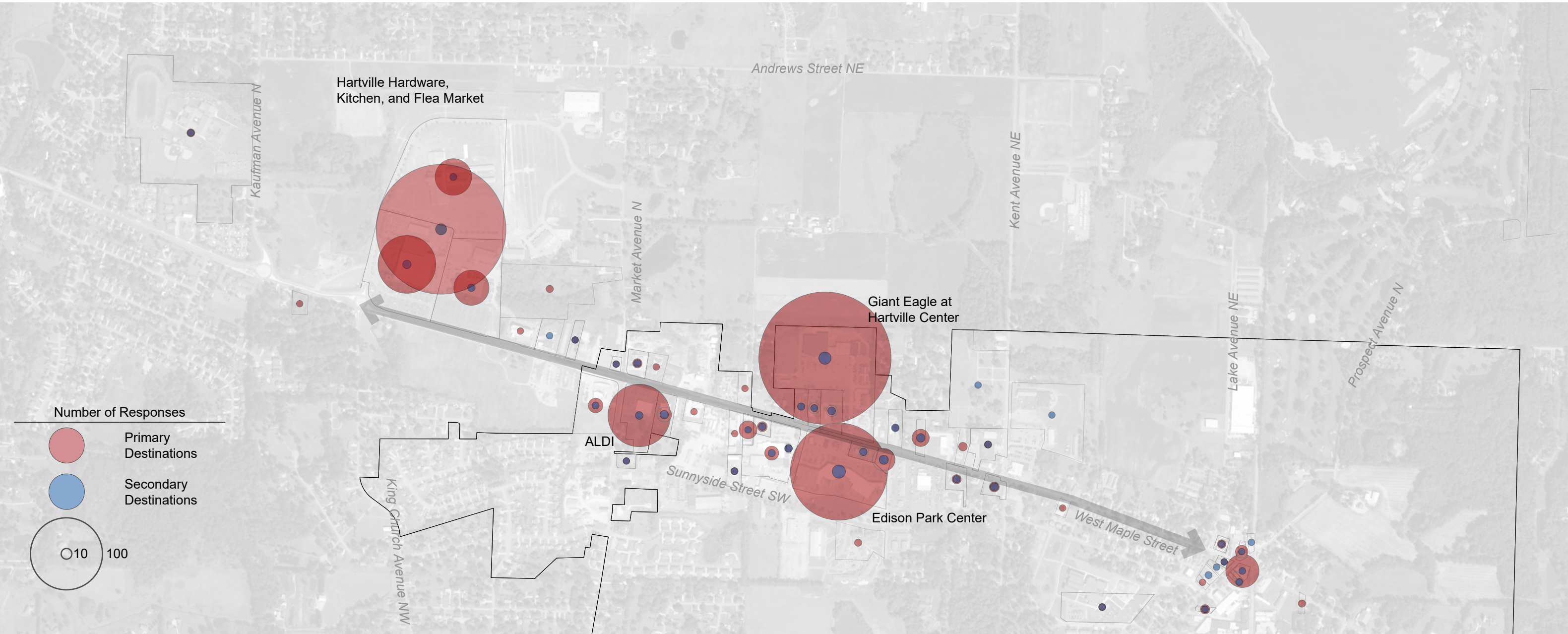
2015  
Comfort Suites Hotel built

2019  
Hartville honored as Best Hometown

2017  
Rt 619 construction begins  
Completion expected Fall 2020

# CORRIDOR DESTINATIONS

Feedback from the Digital Community Survey



Hartville Hardware, Kitchen, and Flea Market



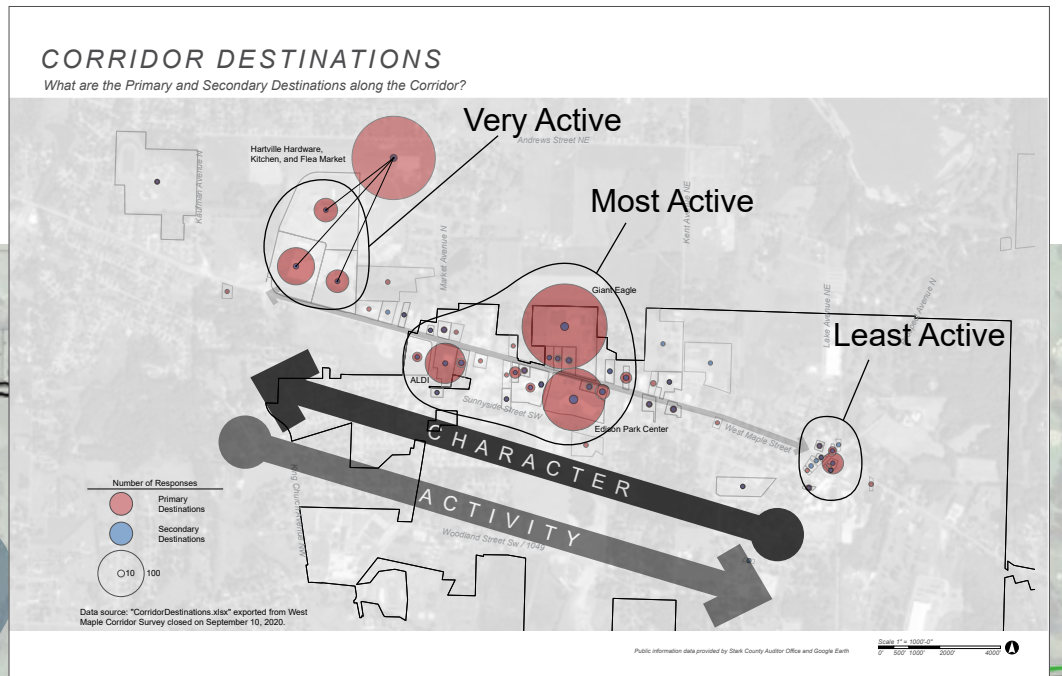
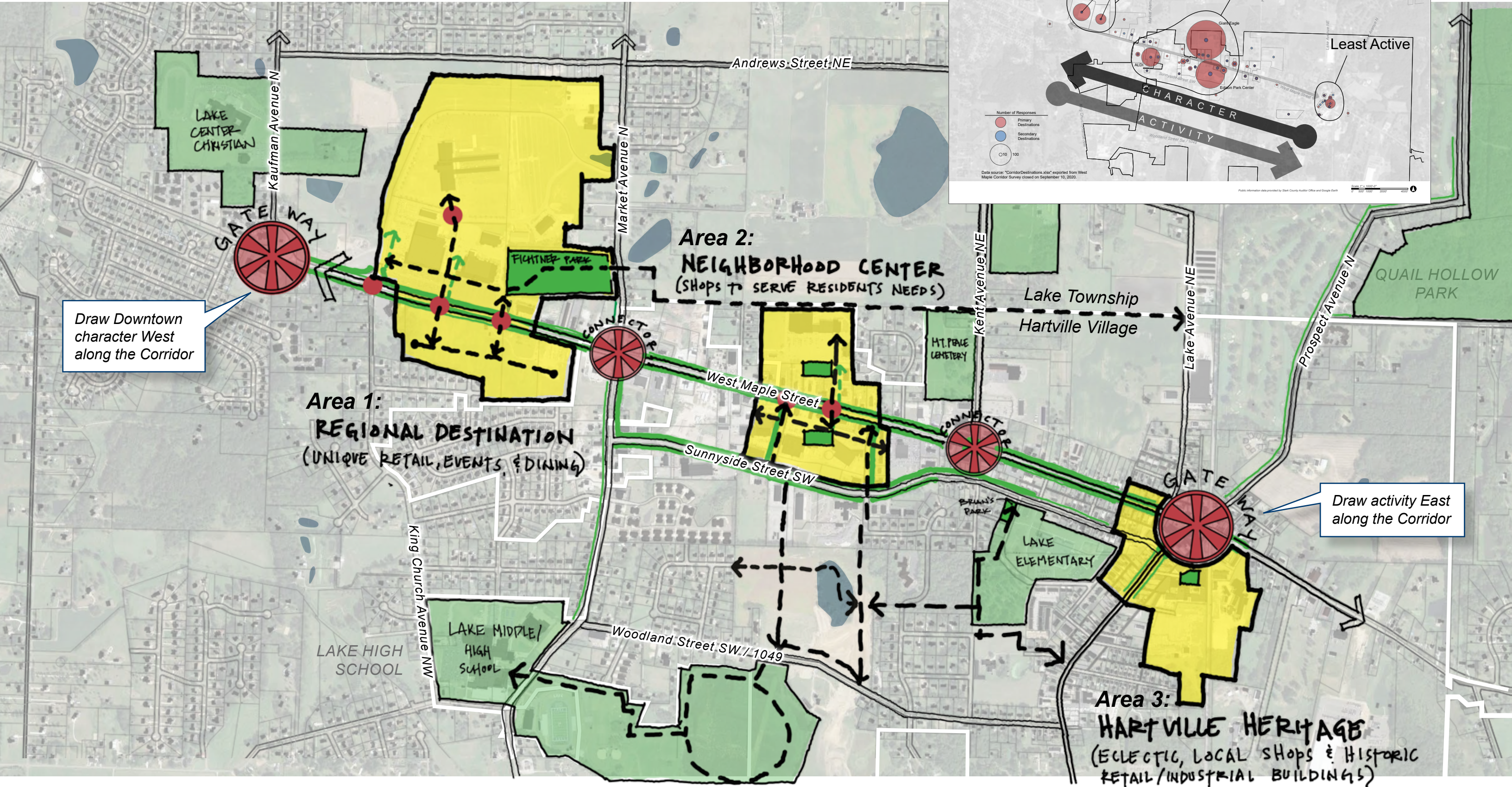
Edison Park Center and Hartville Center Shopping



Villiage of Hartville Historical District

# CORRIDOR CONCEPT DIAGRAM

Elevating and connecting three activity areas along the corridor



# MAKE A MEANINGFUL GATEWAY

Tell the story of the West Maple Corridor by connecting to the past and looking toward the future



## GATEWAY ELEMENTS

- Landscaping
- Monument / sculpture
- Location identification signage
- Specialty pavement
- Lighting

In compliance with ODOT guidelines for design and maintenance.



The Western Gateway near Area 1



The Eastern Gateway at Area 3

## Gateway Precedents



South Bend, Indiana Gateway. Sculpture by Rev. Austin Collins. Photo by Matt Cashore/University of Notre Dame.



Martin Luther King, Jr. Boulevard Gateway by 2ink Studio



Downtown Franklin Tennessee Main Street by Alisa Kessler



Old Town Westchester by Robert Harris Photography

# MAKING CONNECTIONS

Creating a network of paths through and around the Corridor

## COMMUNITY ASSETS

### COMMERCIAL

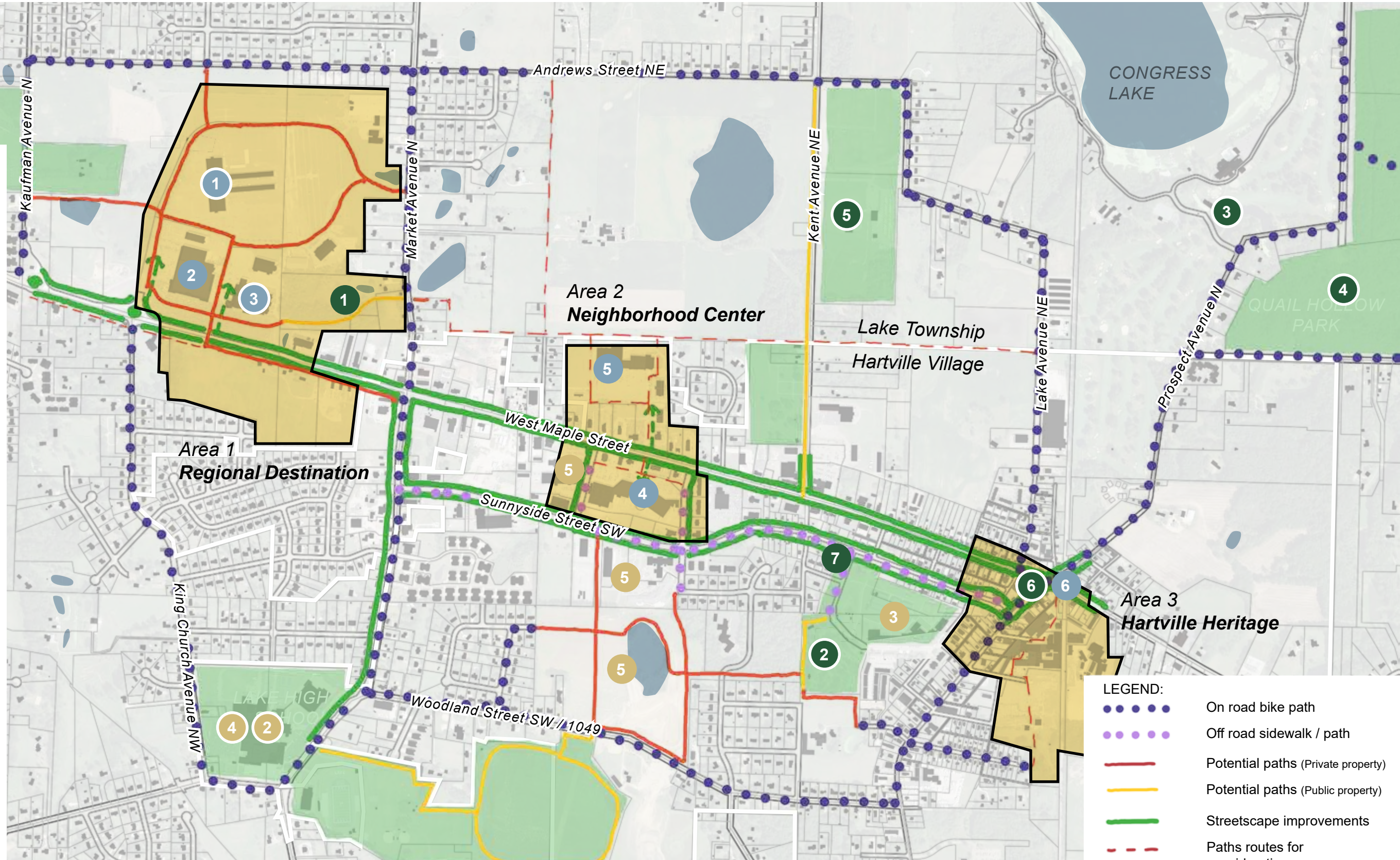
- 1 Hartville Market
- 2 Hartville Hardware
- 3 Hartville Kitchen
- 4 Edison Park Center
- 5 Giant Eagle
- 6 Downtown Hartville Shops

### NEIGHBORHOOD INSTITUTIONS

- 1 Lake Center Christian School
- 2 Lake High School
- 3 Lake Elementary School
- 4 YMCA / Library
- 5 Gentlebrook

### RECREATION / OPEN SPACE

- 1 Fichtner Park
- 2 Memorial Park
- 3 Congress Lake Club
- 4 Quail Hollow Park
- 5 Lake Local Fields
- 6 Hartville Village Green
- 7 Brian's Park



**LEGEND:**

- On road bike path
- Off road sidewalk / path
- Potential paths (Private property)
- Potential paths (Public property)
- Streetscape improvements
- - - Paths routes for consideration (Private property)

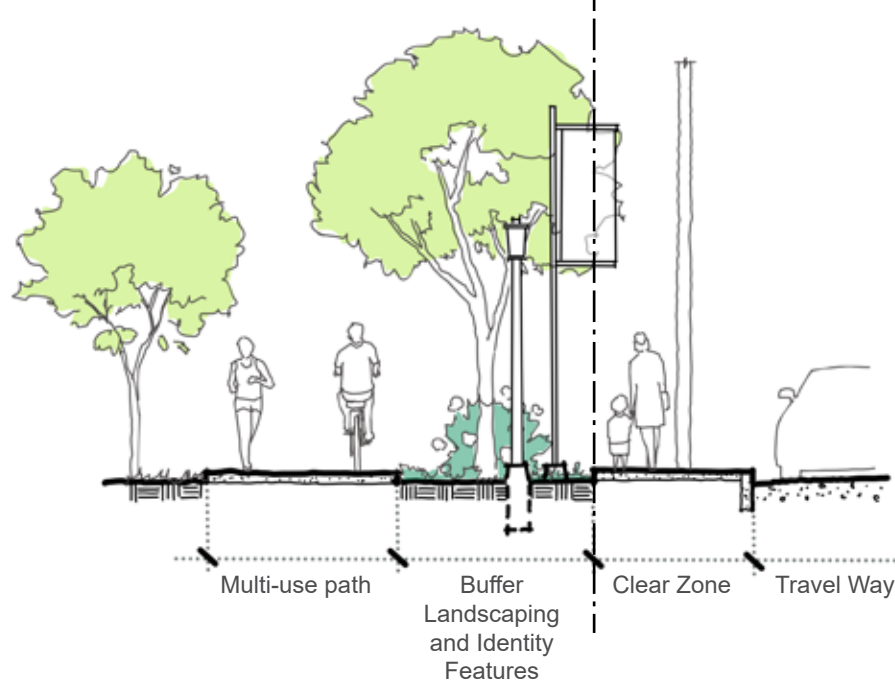
# CORRIDOR CONTINUITY

Construct the Missing Links and Enhance the Pedestrian Experience

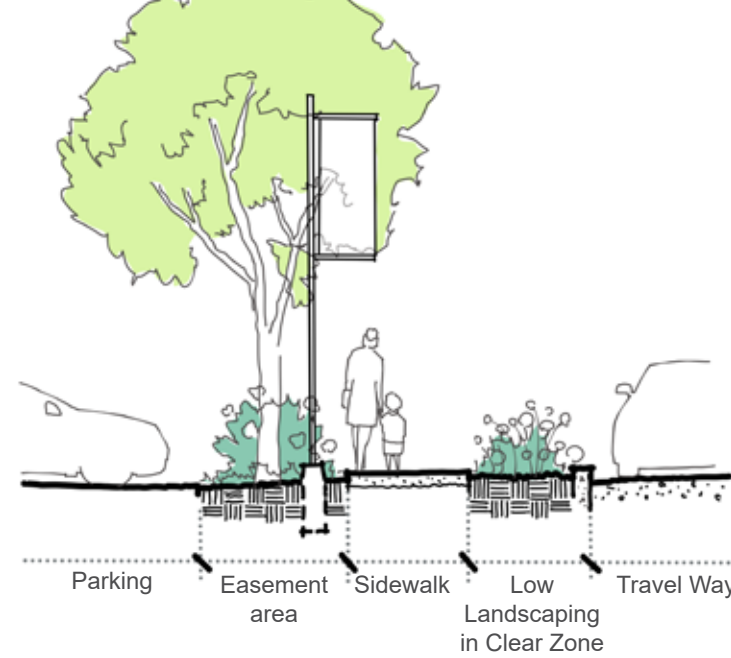
## STREETSCAPE ELEMENTS

- Pedestrian scaled lighting
- Banners that tell a story
- Benches
- Pedestrian scaled signage
- Mailboxes
- Canopy trees
- Understory trees
- Pedestrian scaled planting
- Rain garden
- Garbage Cans
- Public art
- Specialty pavement
- Sidewalks
- Paths
- 

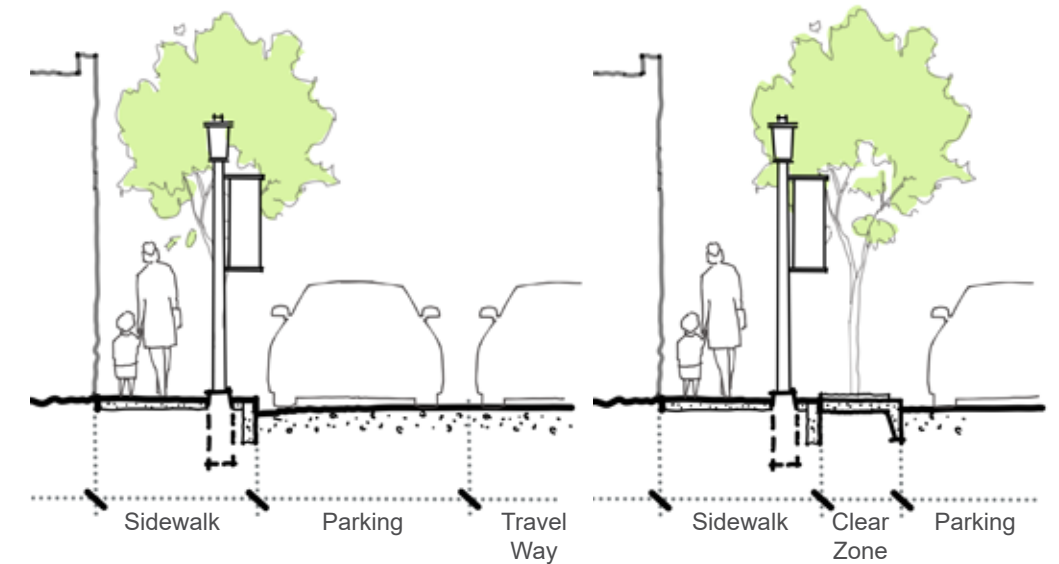
**Area 01** Create a multi-use path and buffer landscape through partnership with landowners



**Area 02** Enhance streetscape with sidewalk, landscaping, and identity elements



**Area 03** Enhance streetscape with sidewalk, landscaping, and identity elements. Consider extending sidewalk where feasible



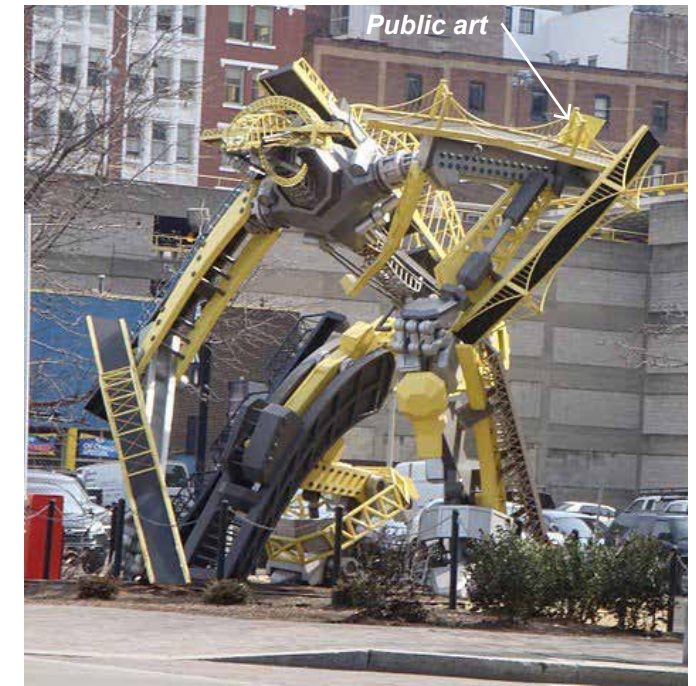
Dublin, OH  
photo by GPD Group



Bedford, PA  
photo by GPD Group



photo by GPD Group

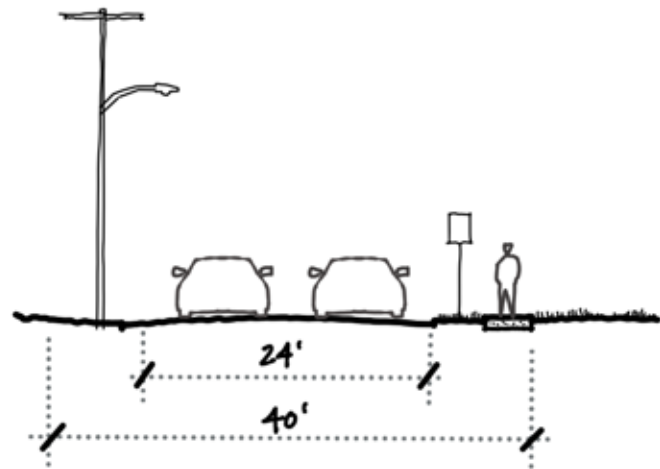


Pittsburgh, PA

# ON THE SUNNYSIDE

Make Sunnyside Street welcoming to pedestrians and cyclists

## Section 1:

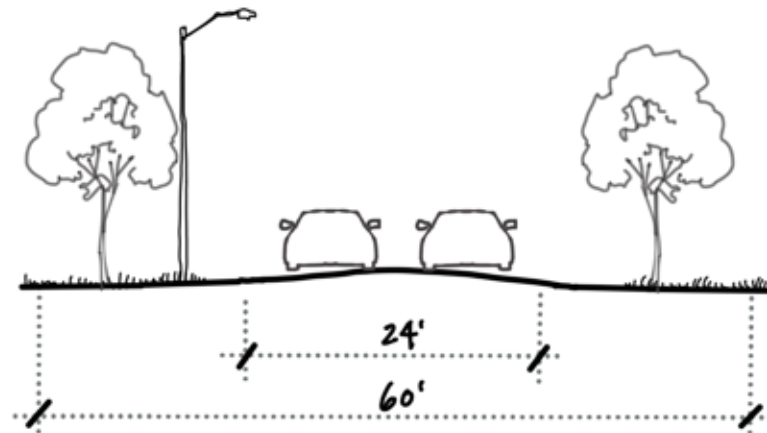


Existing 40' right-of-way

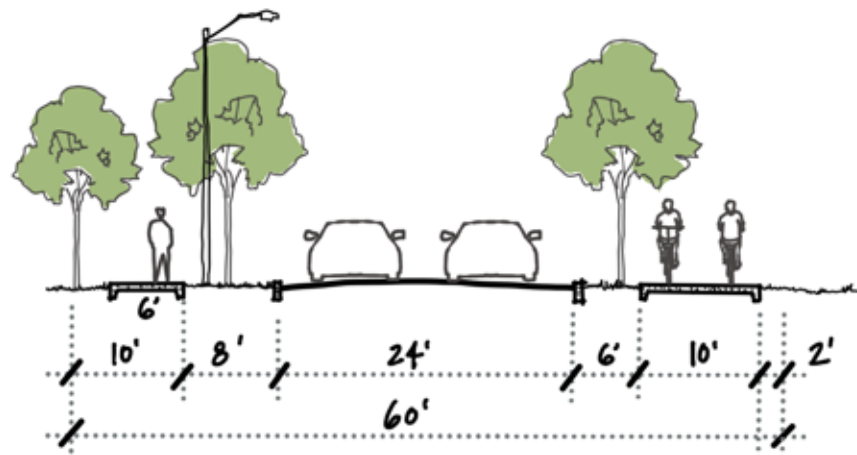


Potential 40' right-of-way

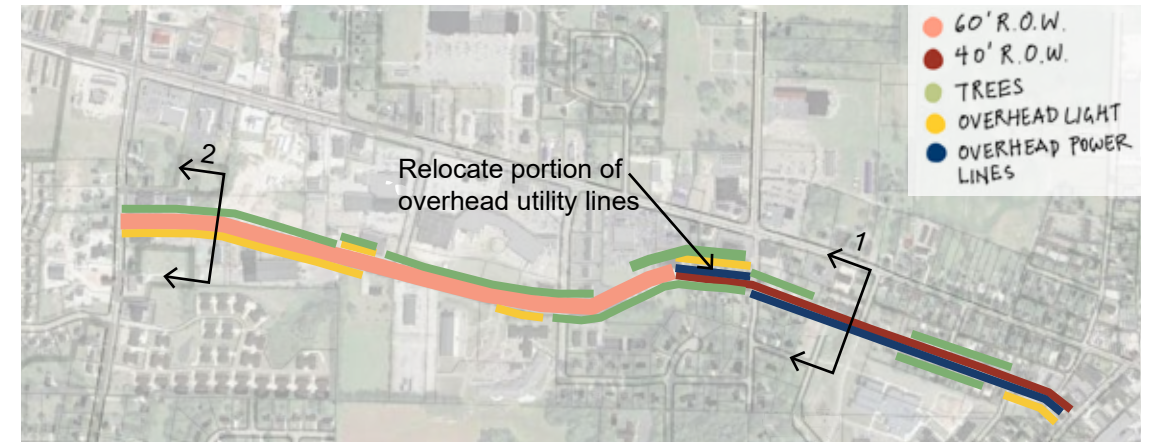
## Section 2:



Existing 60' right-of-way



Potential 60' right-of-way



Sunnyside Street Existing Infrastructure Diagram



Street View at Section 1: 40' Right of Way

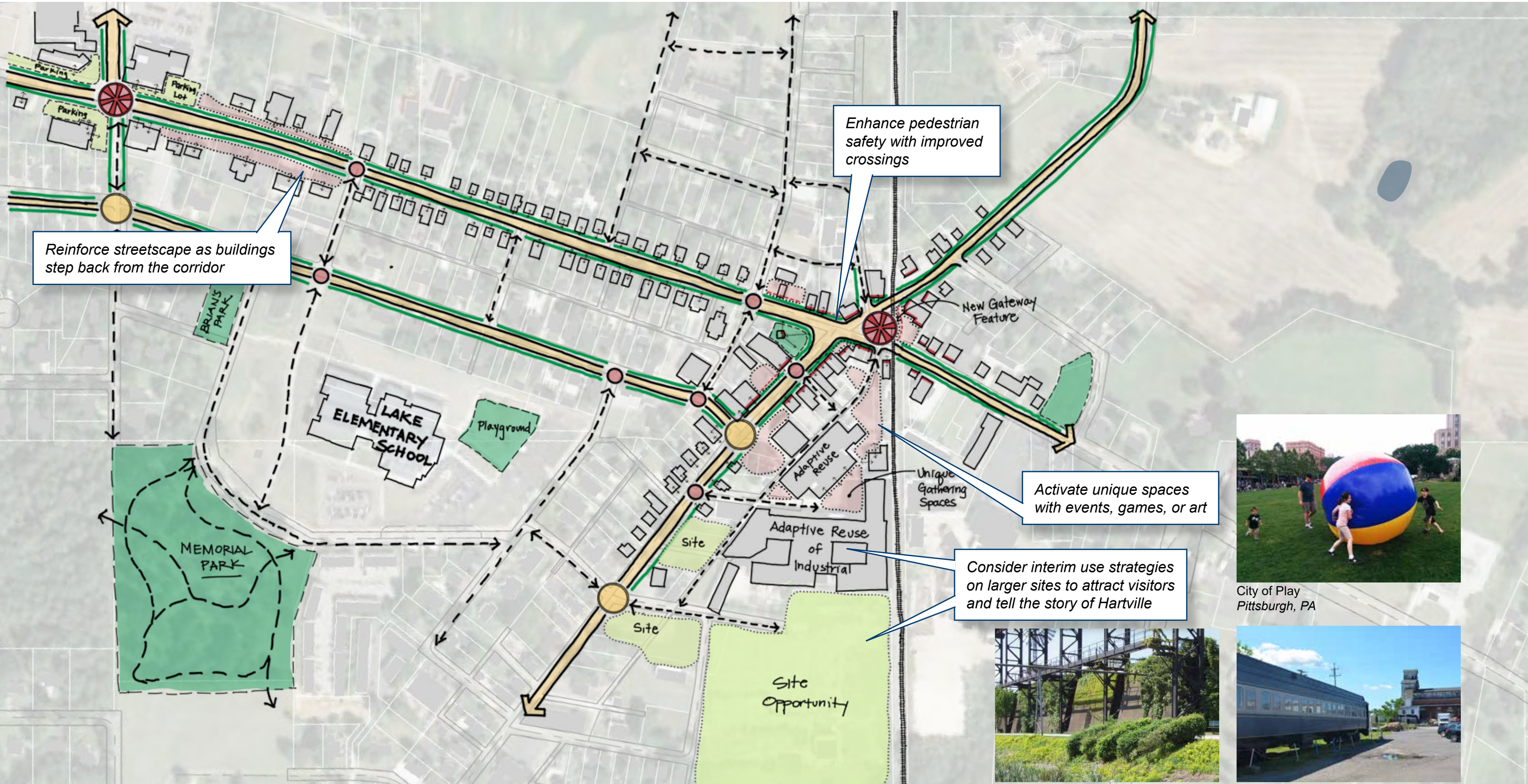


Street View at Section 2: 60' Right of Way



# AREA 3..... Hartville Heritage

Build upon historic assets and activate the district with open space and programming



City of Play  
Pittsburgh, PA



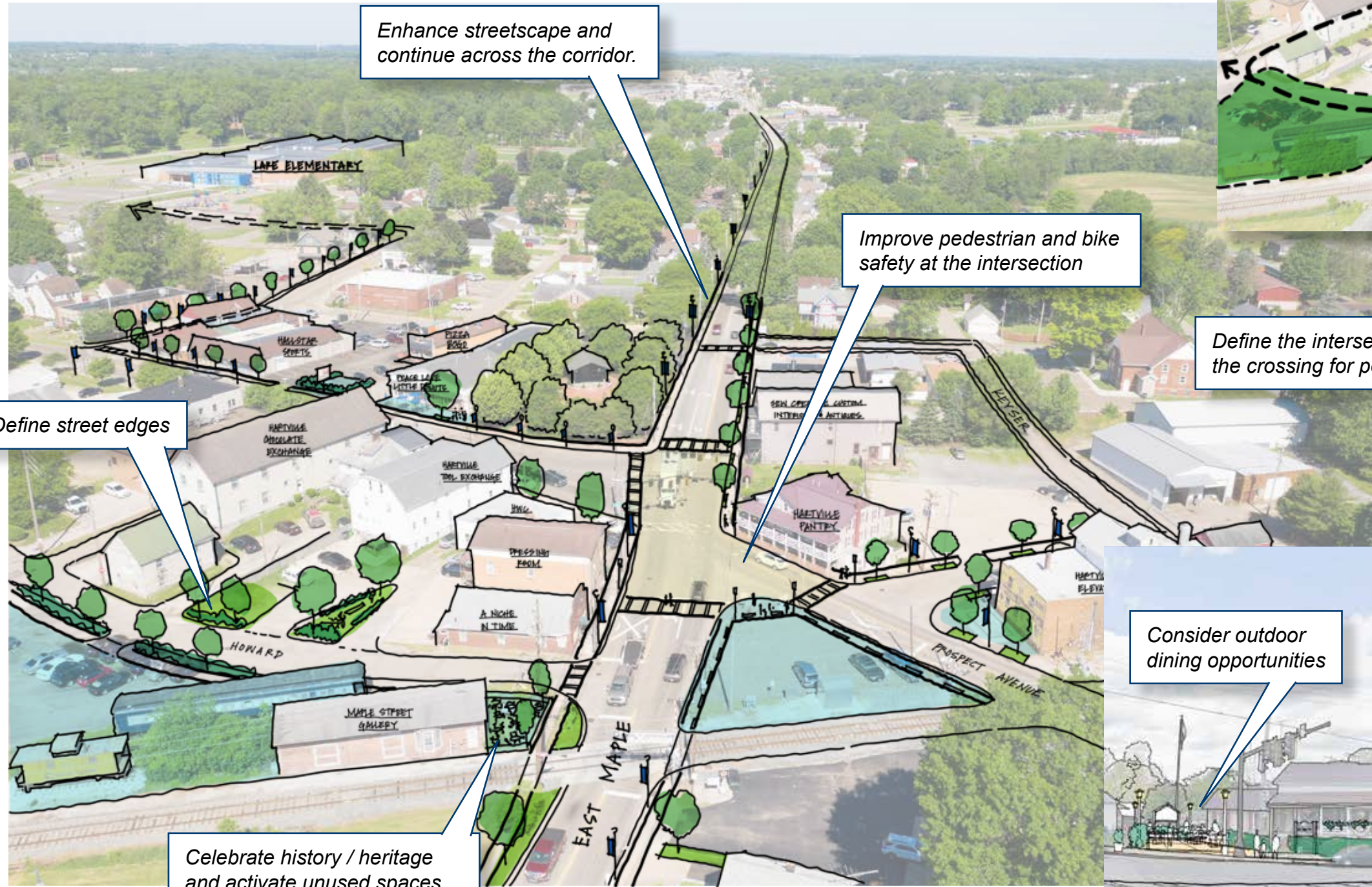
Green Infrastructure  
Ruhr Valley, Germany



Hartville Train Station

# ACTIVATE THE GATEWAY

Streetscape improvements and events in outdoor spaces to draw visitors

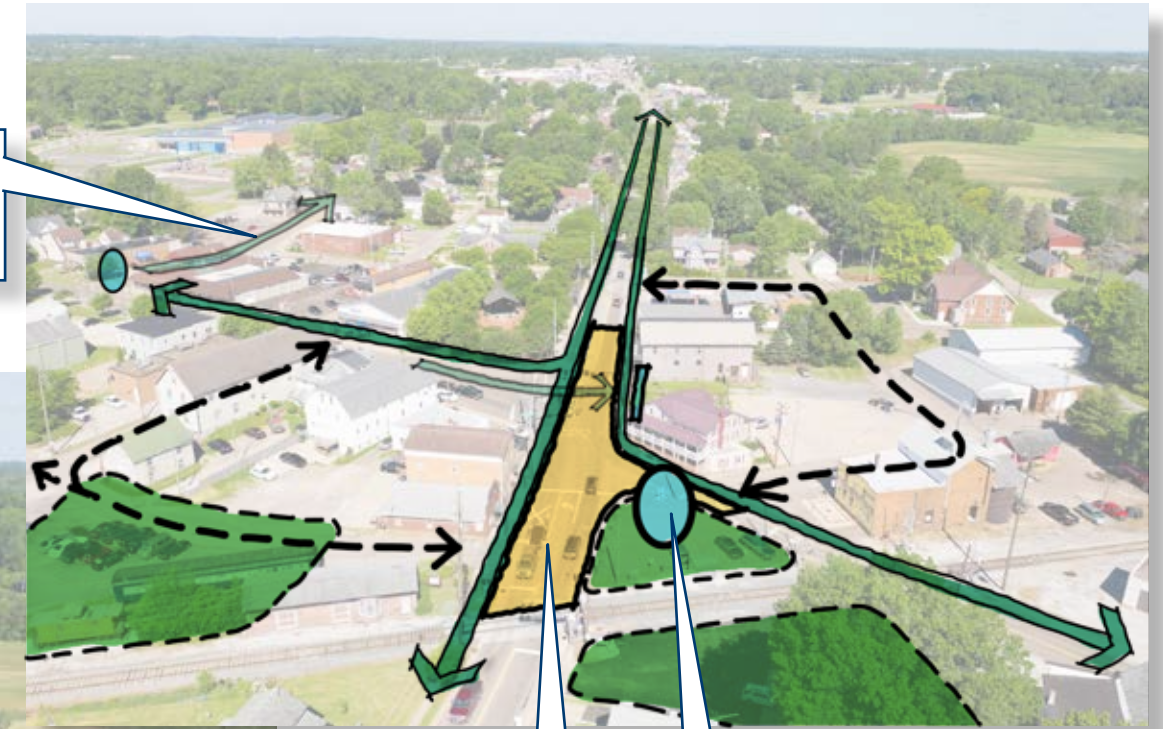


Define street edges

Enhance streetscape and continue across the corridor.

Improve pedestrian and bike safety at the intersection

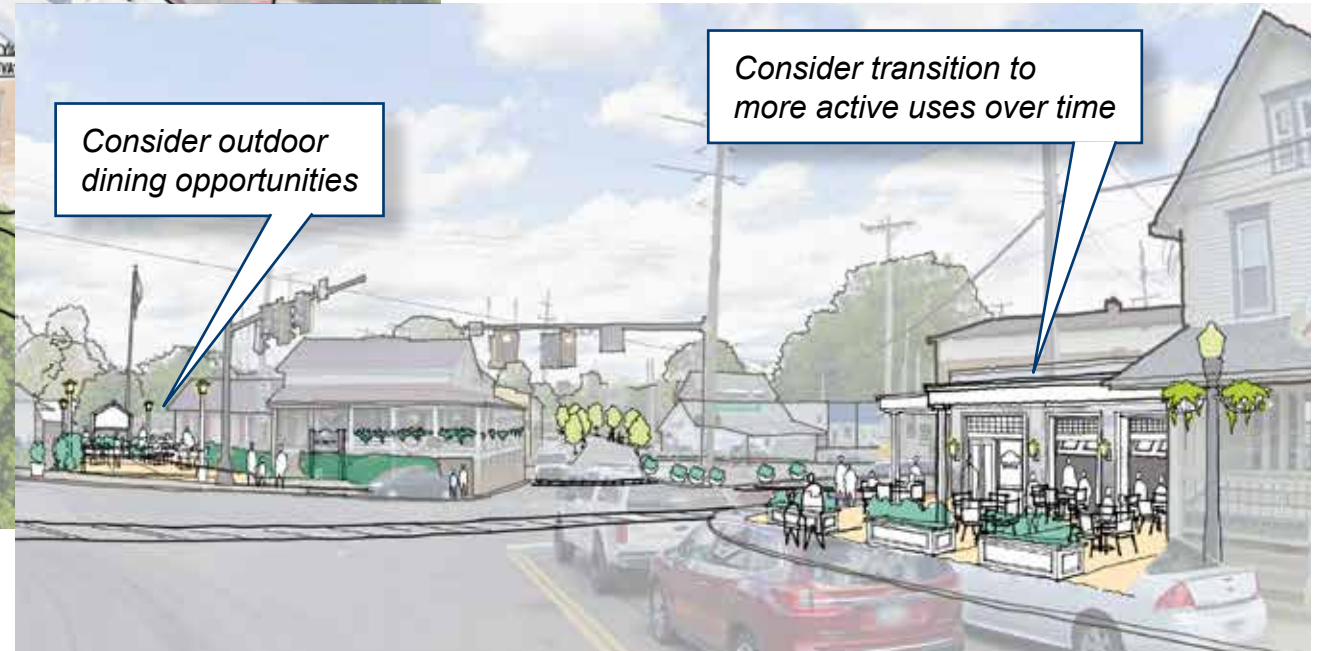
Celebrate history / heritage and activate unused spaces.



Establish Sunnyside as a pedestrian and bike connector.

Potential gateway element

Define the intersection and improve the crossing for pedestrians and bikes.



Consider outdoor dining opportunities

Consider transition to more active uses over time

# ACTIVATE OPEN SPACES

*With programming and recreational uses to strengthen community and build the market for new development*



Hartville Hardware, Kitchen, and Flea Market



Edison Park Center and Hartville Center Shopping



Village of Hartville Historical District

## Area 01

**Destination recreation uses and events that activate the site throughout the week and take advantage of the large open spaces and easy access**

### POTENTIAL AMENITIES

- Sports fields / tournaments (baseball, volleyball, soccer)
- Cycle track / multi-purpose track
- Walking trails connecting to the park and community
- Outdoor event or wedding venue
- Drive-in movies
- Seasonal activities (outdoor ice-rink)
- Exercise park / equipment
- Snow shoeing on trails and sledding hill

## Area 02

**Activities that attract shoppers, compliment existing businesses, and promote walkability**

### POTENTIAL AMENITIES

- Outdoor plaza amenity with focal point
- Farmer's market / food vendors
- Food trucks
- Kid's outdoor activities (weekend bouncy house)
- Connected sidewalks
- Indoor/outdoor dining
- Craft stations
- Outdoor rooms

## Area 03:

**Recreation uses that enhance liveability and attract residents daily to strengthen existing and attract new businesses**

### POTENTIAL AMENITIES

- Dog Park
- Holiday lighting and celebrations
- Connected walking routes / sidewalks
- Street festivals and themed events
- Playgrounds and family activities
- Sidewalk sales for local businesses
- Park concerts
- Outdoor games (cornhole, checkers, Jenga)



Splash Pad / Ice Rink  
Frog Pond, Boston, MA  
photo: Mark Hunt



Senior Exercise Park  
Carbide Park, LaMarque, TX  
photo: NRPA



Raised Cycle Track  
Vancouver, BC  
photo: Carl Sundstrom



Screen on the Green  
Hudson, Ohio  
photo by Screen on the Green



Farmers Market  
Blacksburg, VA  
photo: blacksburgfarmersmarket.com



Street Festival  
Open Streets Pittsburgh, 2017  
photo: Open Streets PGH



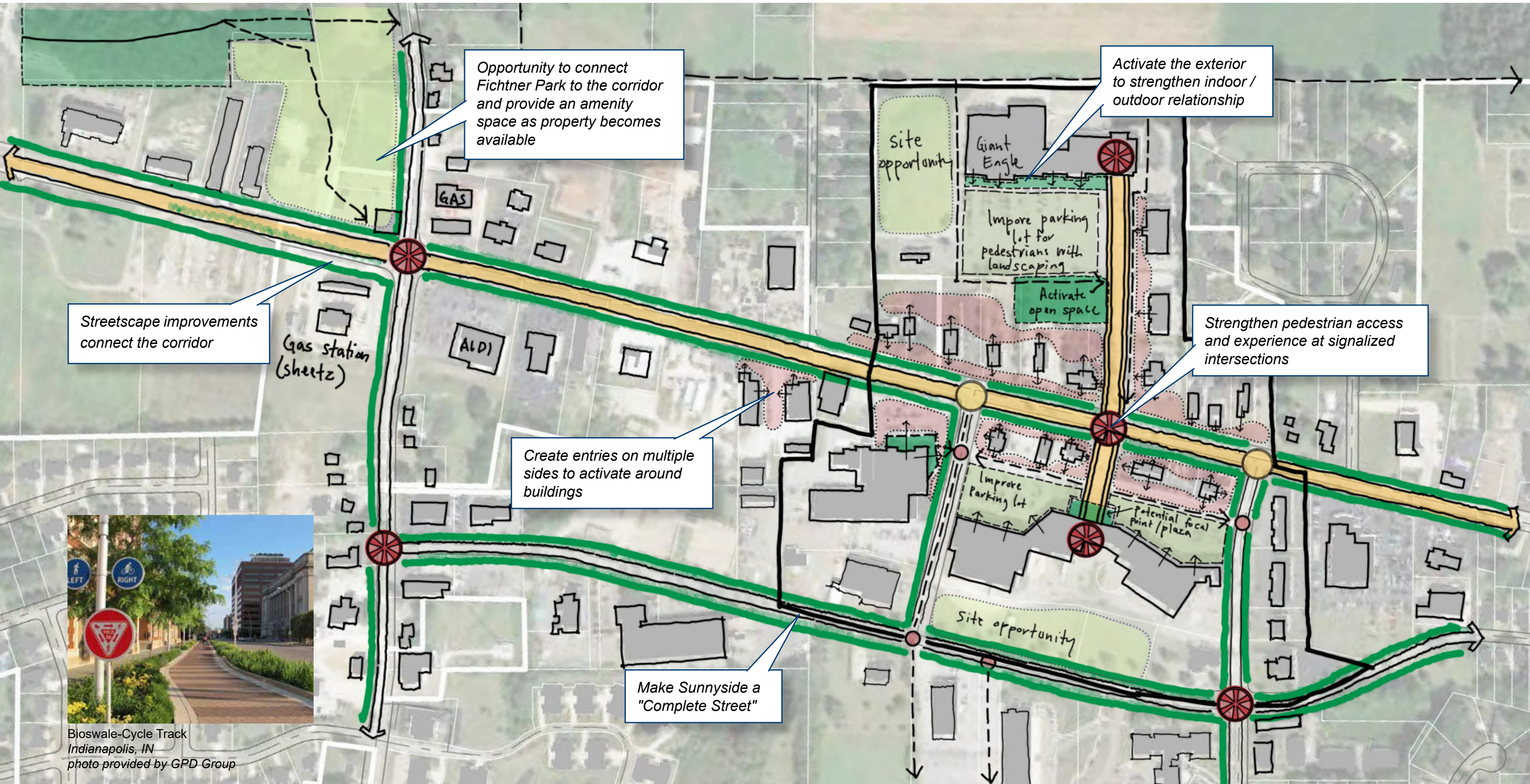
Laurie Crawford Dog Park  
Manatee County, FL  
photo: mymanatee.org



Holiday Lights  
Boston, MA  
photo: treakearth.com

# AREA 2.....Neighborhood Center

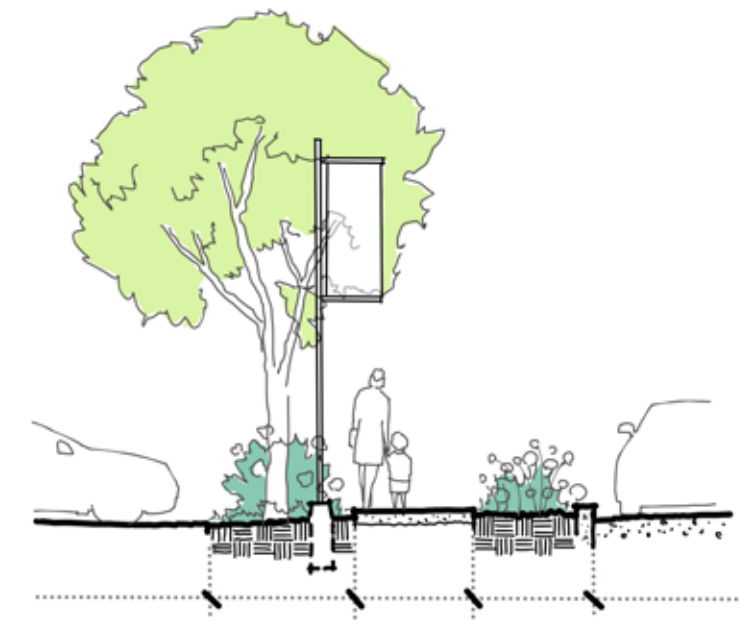
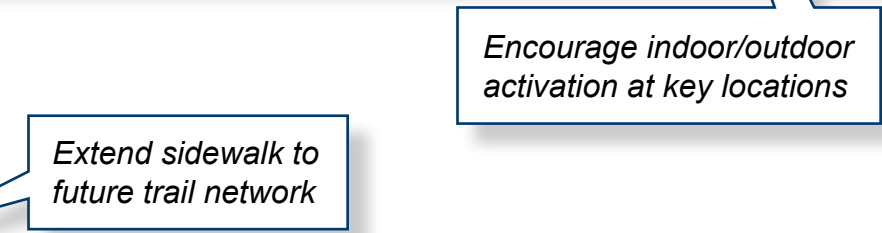
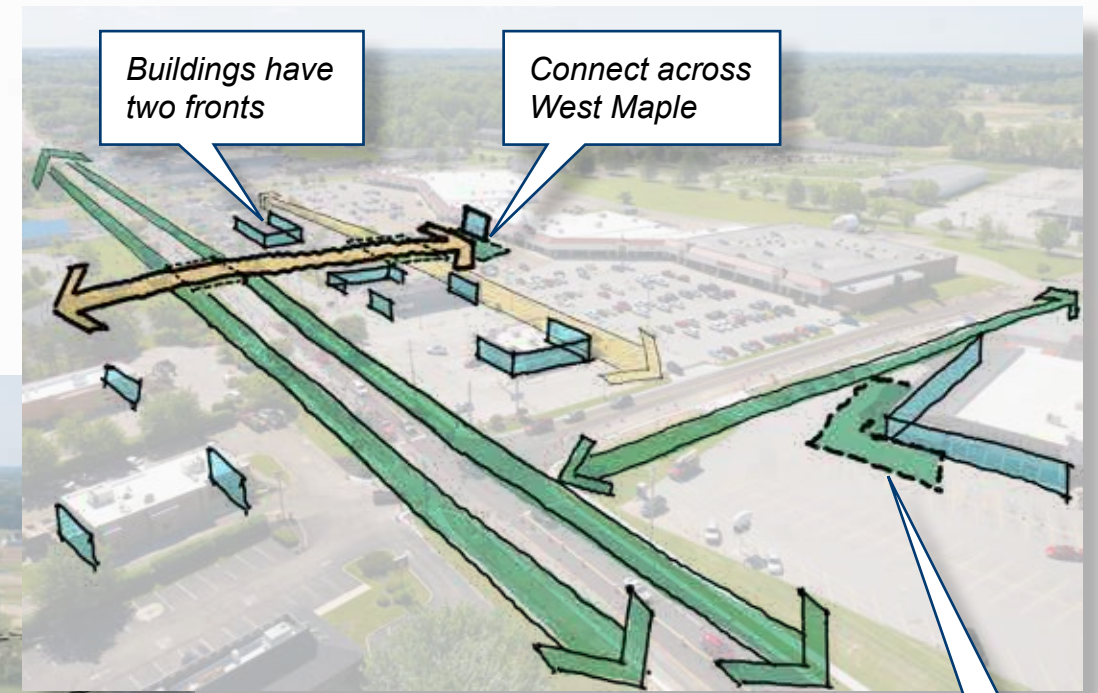
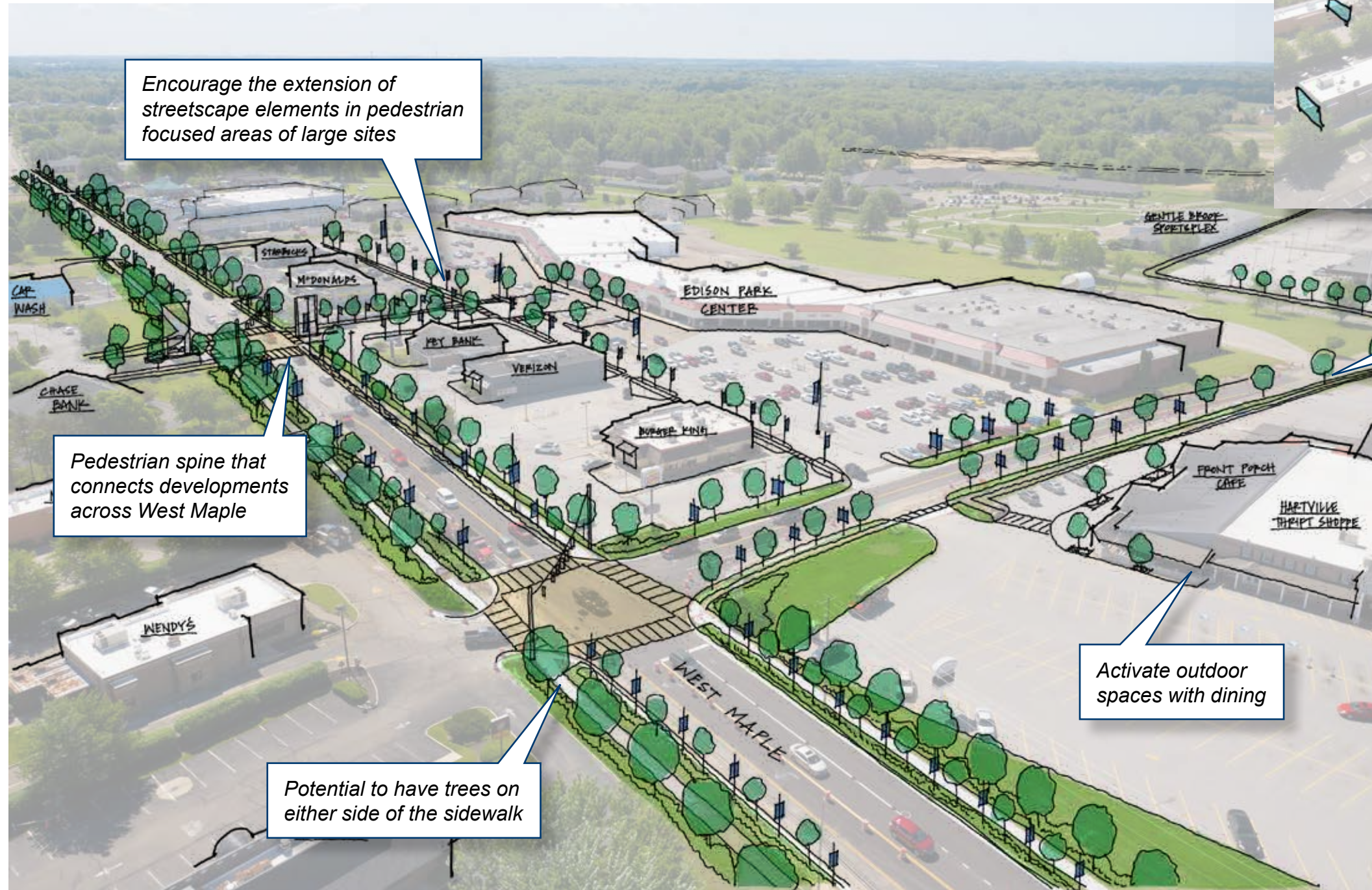
Connecting shopping and community amenities to strengthen collaboration and build upon core activity



Bioswale-Cycle Track  
Indianapolis, IN  
photo provided by GPD Group

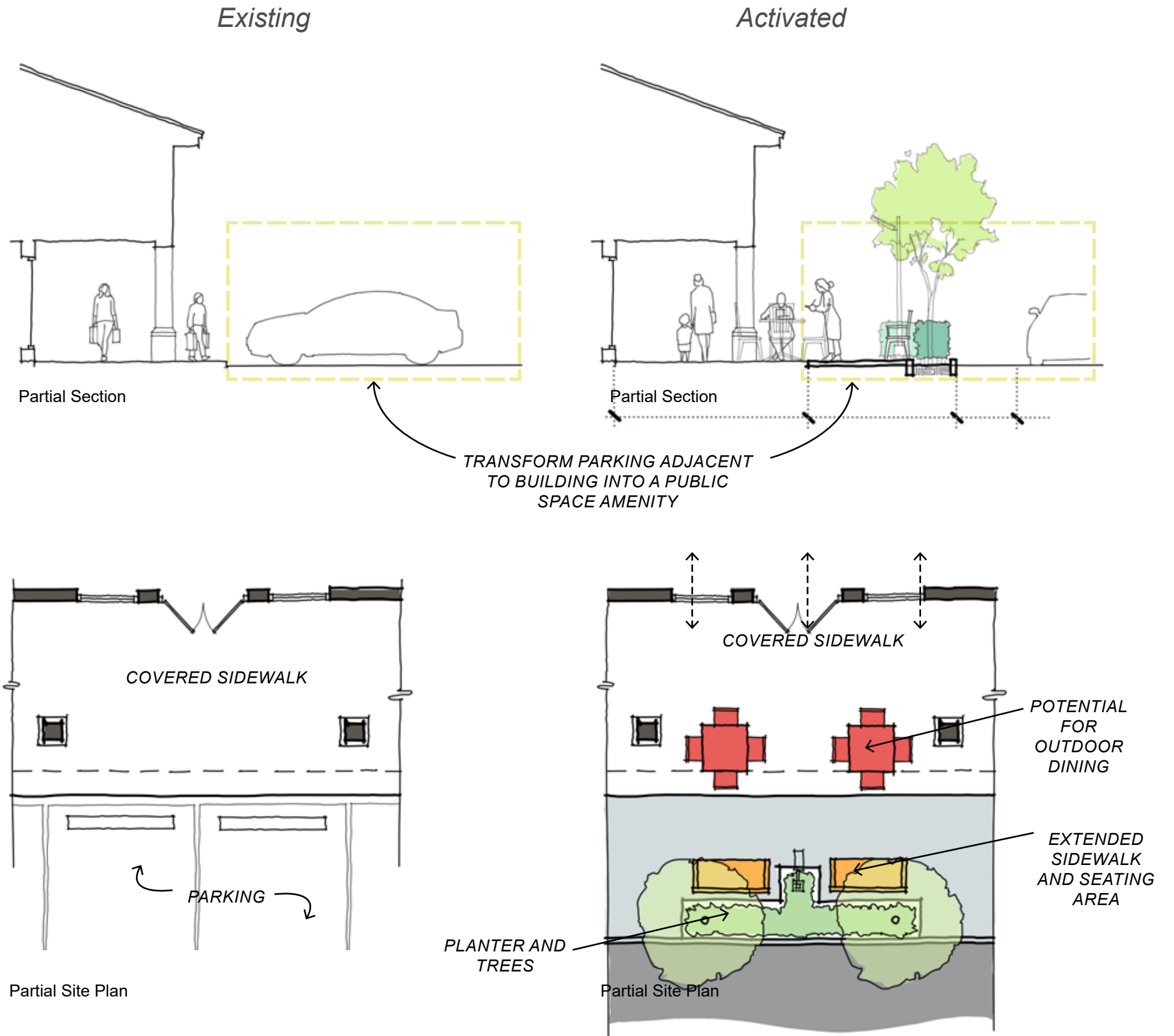
# A WALKABLE CENTER

Enhance the Pedestrian Environment with a Layered Landscape



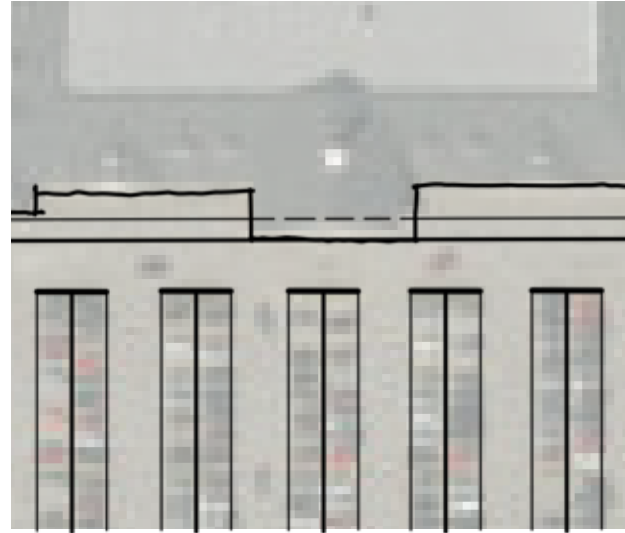
# PROMOTE INDOOR-OUTDOOR ACTIVITY

By extending sidewalk and landscaping in front of buildings and shops

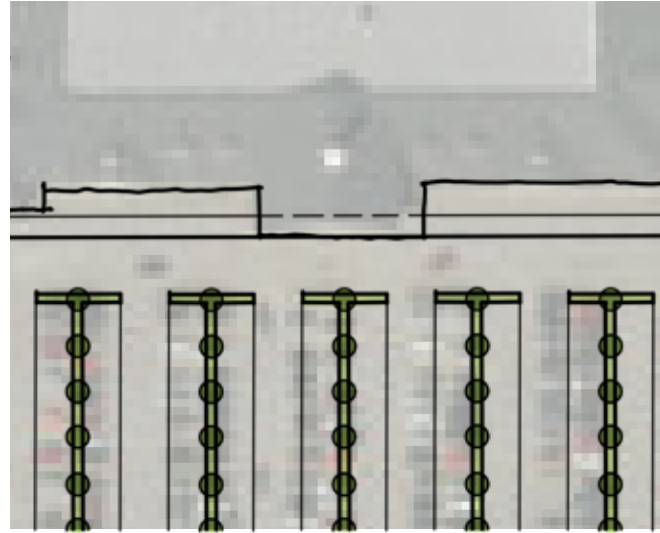
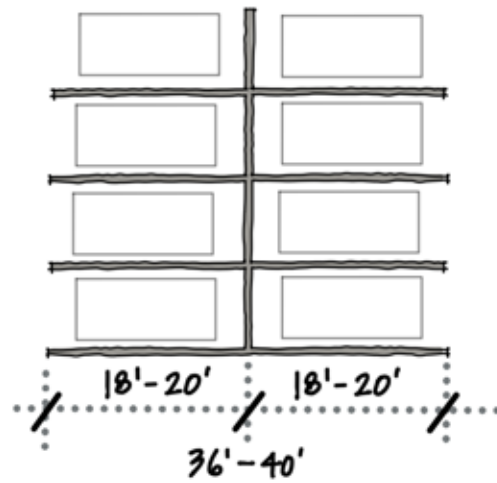


# LANDSCAPED LOTS

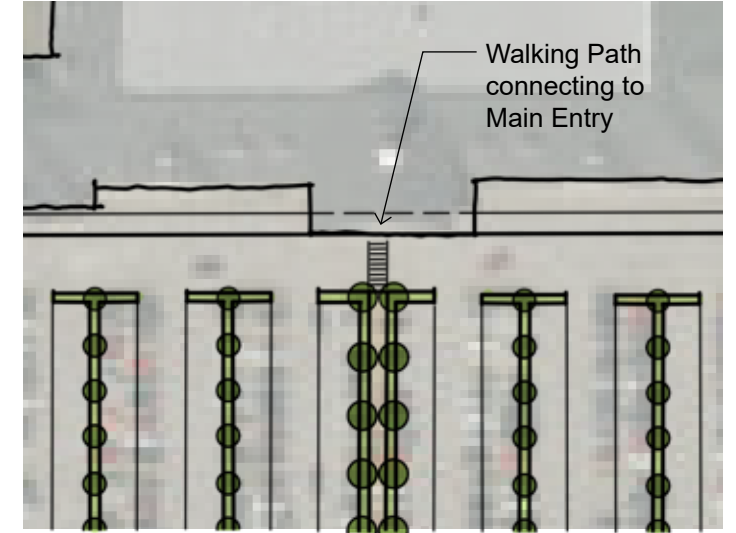
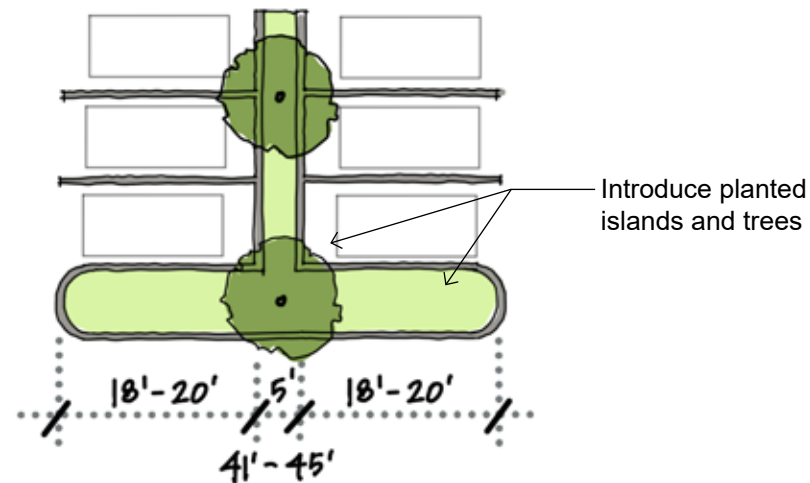
Opportunities to "green" existing parking lots



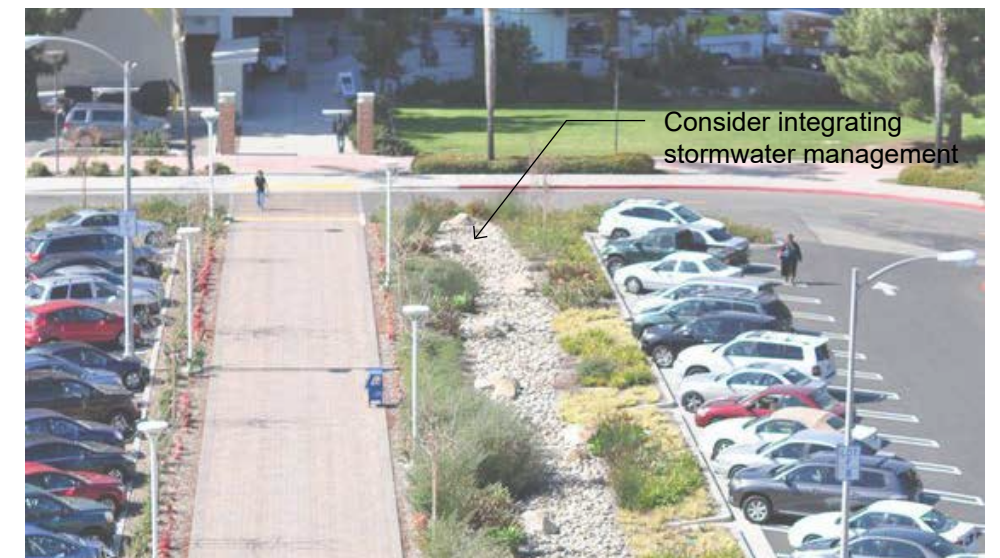
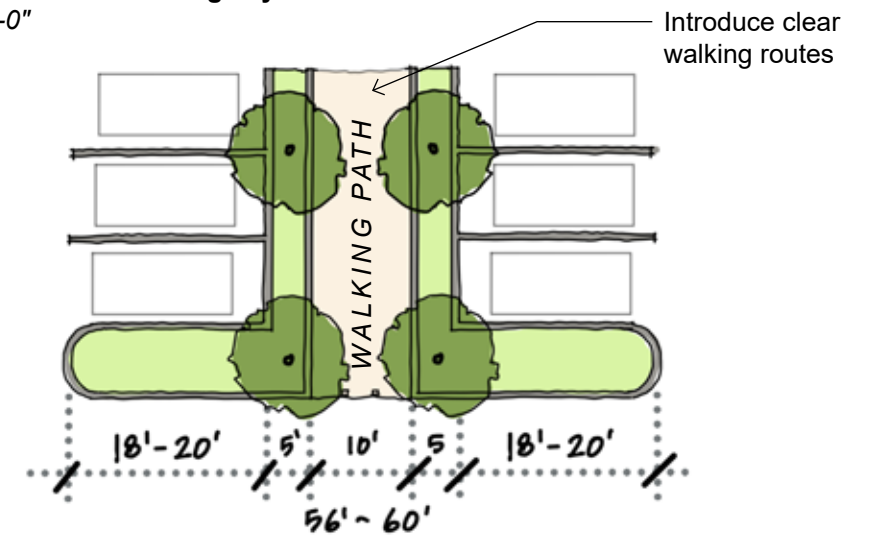
Typical Parking Layout  
1" = 100'-0"



Green Parking Layout  
1" = 100'-0"

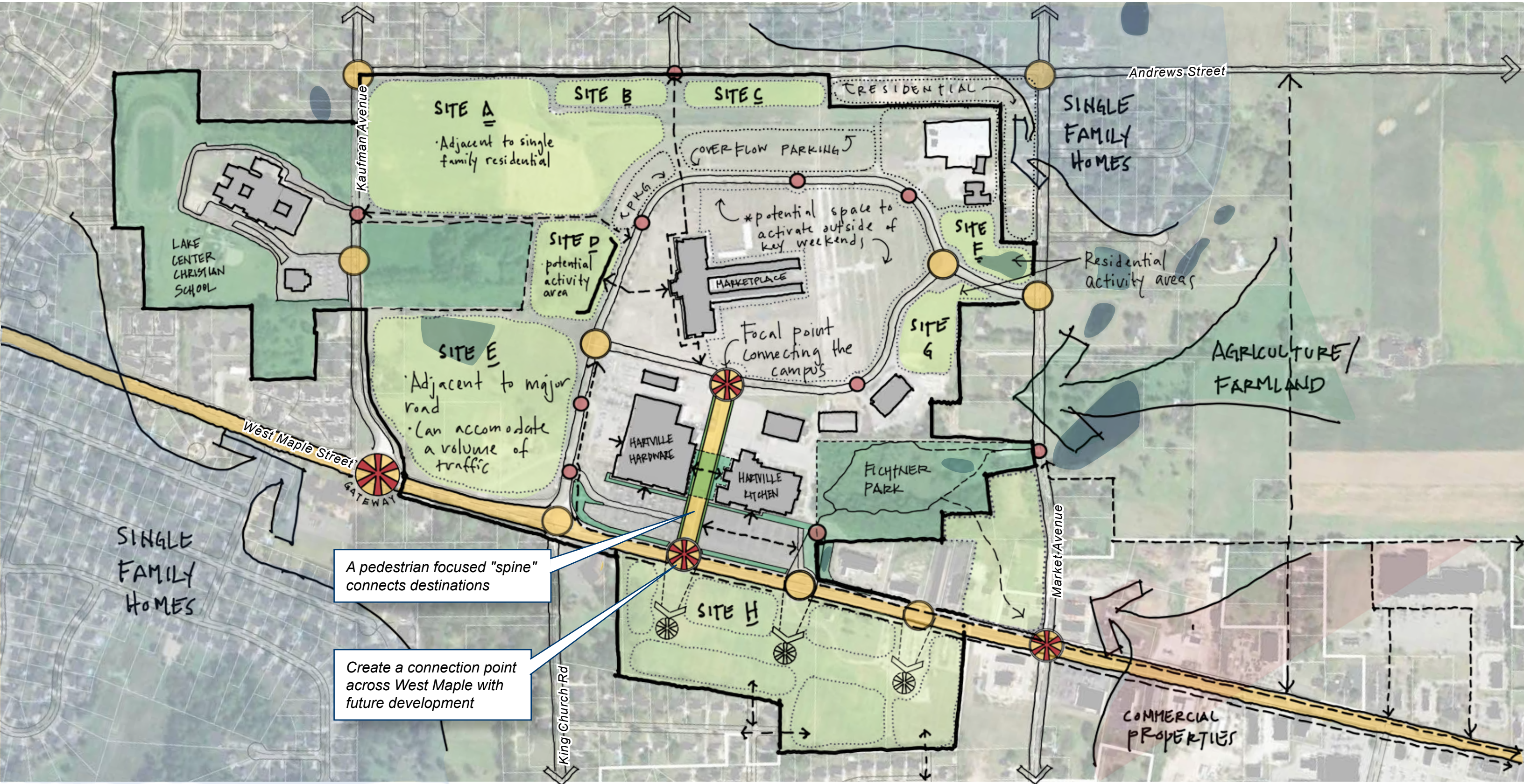


Walkable & Green Parking Layout  
1" = 100'-0"



# AREA 1.... Regional Destination

Connecting key destinations and activating additional areas of the site with new programming



A pedestrian focused "spine" connects destinations

Create a connection point across West Maple with future development



# CENTRAL CONNECTOR

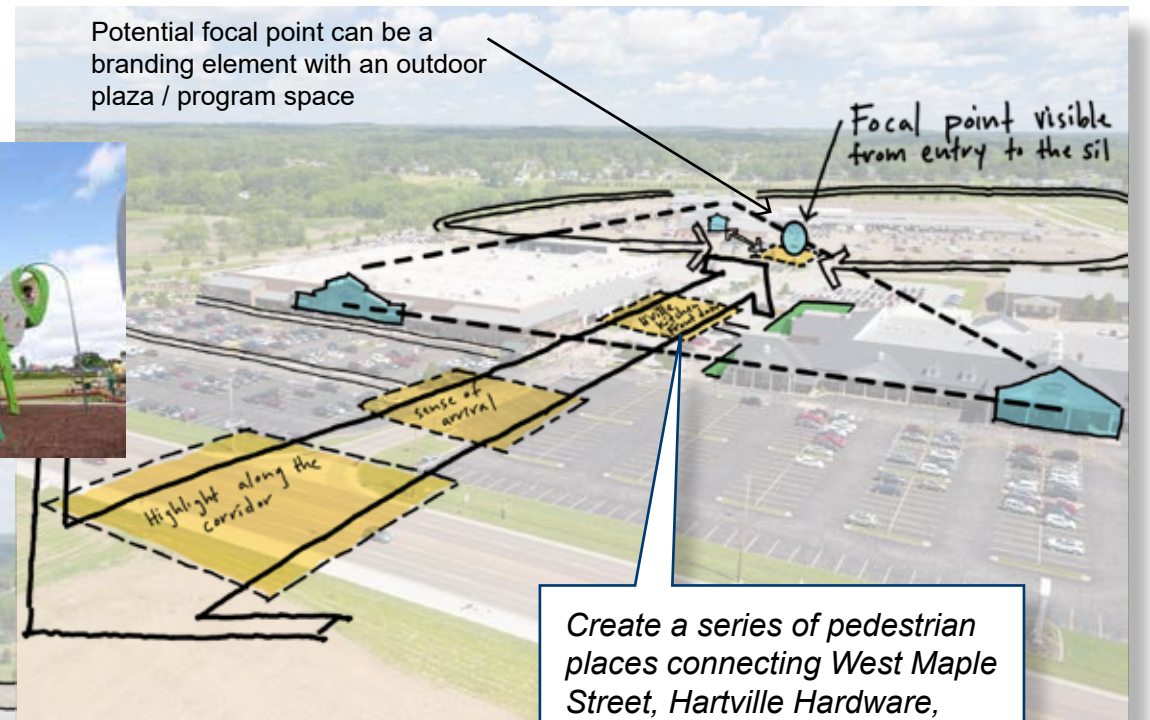
Connecting destinations on the HRM campus by bringing district streetscape elements into the site



Hudson, OH  
photo by GPD Group

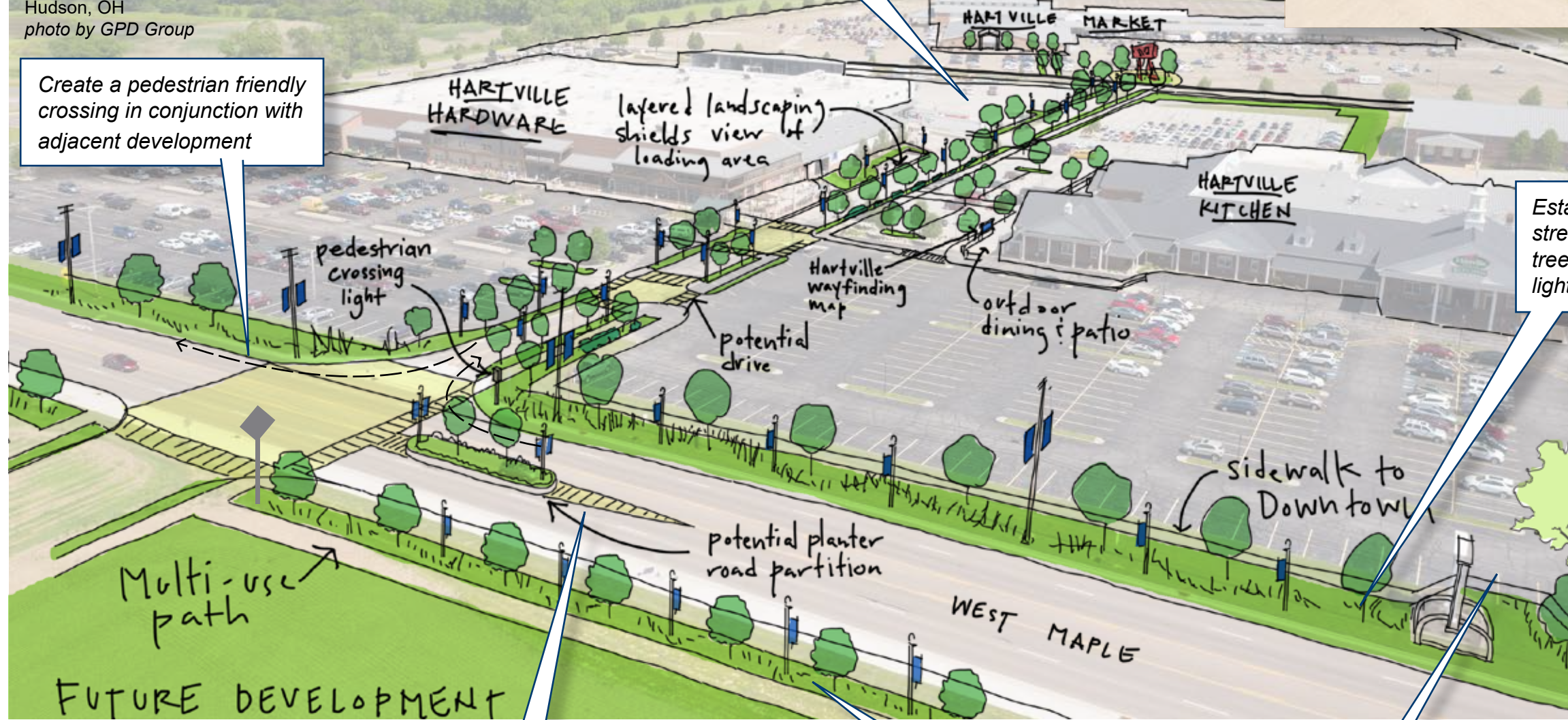


Espergarde Monstrum  
photo by GPD Group



Encourage continuity of pedestrian scaled streetscape elements on larger properties

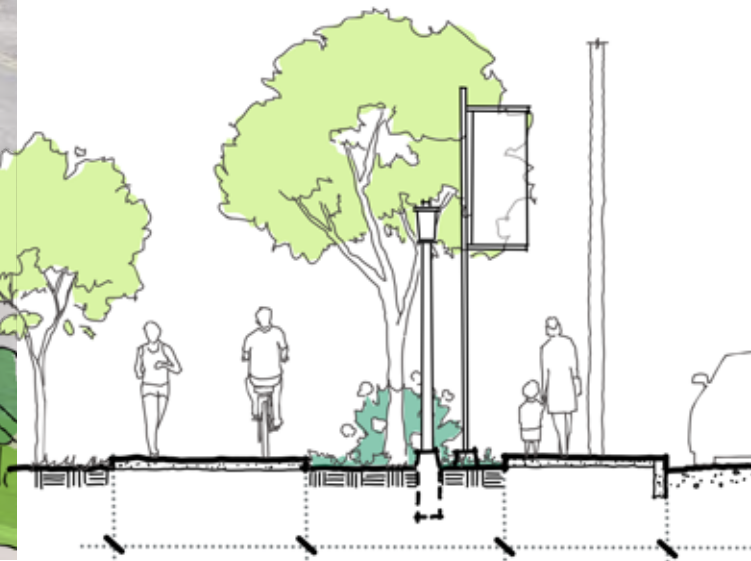
Create a pedestrian friendly crossing in conjunction with adjacent development



Establish a rhythm with streetscape elements including trees, lower level planting, lighting, and banners

Consider a landscaped median to facilitate a pedestrian crossing

Explore partnerships for paths and sidewalks near the right-of-way



Streetscape Section

# DEVELOPING GUIDELINES

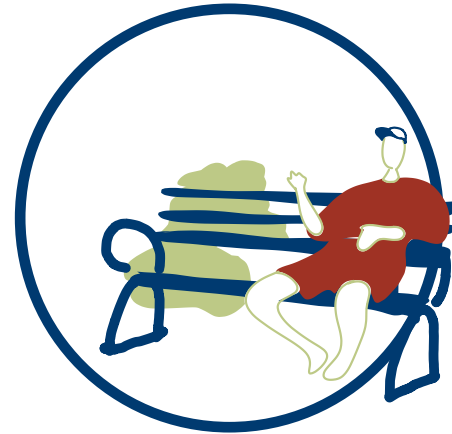
A Community Vision poised for Implementation through Collaboration



Streetscape & Landscape Improvements add **CHARACTER**



**CONNECTED** Trails and Paths Improve Access



Activated Spaces **ATTRACT** the Community



**COLLABORATIVE** Tools and Structures to Implement

### CORRIDOR CONTINUITY

Connect the Missing Links and Enhance the Pedestrian Experience

- Street lighting
- Benches
- Planters
- Street trees
- Art
- Water features
- Public art
- Wayfinding
- Landscaping
- Street furniture
- Signage
- Art
- Water features
- Public art
- Wayfinding
- Landscaping
- Street furniture
- Signage

### MAKING CONNECTIONS

Creating a network of paths through and around the Corridor

**COMMUNITY ASSETS**

- Public Parks
- Libraries
- Schools
- Community Centers
- Healthcare
- Government Buildings
- Historic Buildings
- Industrial Buildings
- Commercial Buildings
- Residential Buildings
- Open Space
- Water Features
- Art
- Wayfinding
- Landscaping
- Street Furniture
- Signage

### PROMOTE INDOOR-OUTDOOR ACTIVITY

By extending sidewalk and landscaping to front of buildings and shops

### NEIGHBORING ZONING

The Corridor spans two zoning jurisdictions

Lake Township Zoning	Village of Hartville Zoning
RT-1 (Residential Single-Family)	RS-1 (Residential Single-Family)
RT-2 (Residential Single-Family)	RS-2 (Residential Single-Family)
RT-3 (Residential Single-Family)	RS-3 (Residential Single-Family)
RT-4 (Residential Single-Family)	RS-4 (Residential Single-Family)
RT-5 (Residential Single-Family)	RS-5 (Residential Single-Family)
RT-6 (Residential Single-Family)	RS-6 (Residential Single-Family)
RT-7 (Residential Single-Family)	RS-7 (Residential Single-Family)
RT-8 (Residential Single-Family)	RS-8 (Residential Single-Family)
RT-9 (Residential Single-Family)	RS-9 (Residential Single-Family)
RT-10 (Residential Single-Family)	RS-10 (Residential Single-Family)
RT-11 (Residential Single-Family)	RS-11 (Residential Single-Family)
RT-12 (Residential Single-Family)	RS-12 (Residential Single-Family)
RT-13 (Residential Single-Family)	RS-13 (Residential Single-Family)
RT-14 (Residential Single-Family)	RS-14 (Residential Single-Family)
RT-15 (Residential Single-Family)	RS-15 (Residential Single-Family)
RT-16 (Residential Single-Family)	RS-16 (Residential Single-Family)
RT-17 (Residential Single-Family)	RS-17 (Residential Single-Family)
RT-18 (Residential Single-Family)	RS-18 (Residential Single-Family)
RT-19 (Residential Single-Family)	RS-19 (Residential Single-Family)
RT-20 (Residential Single-Family)	RS-20 (Residential Single-Family)

### MAKE A MEANINGFUL GATEWAY

Tell the story of the West Maple Corridor by connecting to the past and looking toward the future

### ON THE SUNNYSIDE

Make Sunnyside Street welcoming to pedestrians and cyclists

### LANDSCAPED LOTS

Opportunities to "green" existing parking lots

### ACTIVATE OPEN SPACES

With programming and recreational uses to strengthen community and build the market for new development

# BREAK-OUT GROUPS STRATEGY

A Guide for Smaller Group Discussions and Feedback

WE WILL GATHER AROUND A VIRTUAL PIN-UP BOARD (via Miro):

Please grab a sticky note and leave a comment!

This is challenging because...    This is an exciting idea because...    You should consider...

KT Kate

How do you like the idea?

**CONCEPT PLAN... Regional Destination**  
CONCEPT PLAN... Regional Destination

**WHAT MAKES A MEANINGFUL PLACE?**  
WHAT MAKES A MEANINGFUL PLACE?

**CENTRAL CONNECTOR**  
CENTRAL CONNECTOR

**CHARACTER CONTEXT**  
CHARACTER CONTEXT

FIRST, MOVE TO SMALL GROUPS:

## Walk to Break-out Group Tables

(in cafeteria/library for in-person mtg)

OR

## follow prompts to Break Out Rooms

(automatically via Zoom for Virtual mtg)

FOR DISCUSSION:

- Ask questions to learn more
- Help us evaluate the ideas shared

This is challenging because...

This is an exciting idea because...

You should consider...


- What are we missing?
- Any other ideas?

# ESTABLISH COMMUNITY PRIORITIES

Which priority do you think would have the biggest impact on the Corridor?




Streetscape & Landscape Improvements  
add **CHARACTER**




**CONNECTED**  
Trails and Paths  
Improve Access




Activated Spaces  
**ATTRACT**  
the Community



**CORRIDOR CONTINUITY**




**MAKING CONNECTIONS**




**PROMOTE INDOOR-OUTDOOR ACTIVITY**



**MAKE A MEANINGFUL GATEWAY**



**ON THE SUNWAYS**



**LANDSCAPED LOTS**

ADD A DOT TO ESTABLISH PRIORITIES:

- Which area needs the most attention and/or which should be focused on first?
- Which recommendation do you think would have the biggest impact on the Corridor?

***Table /  
Breakout Room #1***

Located in Library Rm #1  
Begin Focus on Area #1

***Table /  
Breakout Room #2***

Located in the Library Rm #2  
Begin with Focus Area on #2

***Table /  
Breakout Room #3***

Located in the Cafeteria  
Begin with Focus Area on #3

***Breakout  
Room #4***

Virtual  
Begin with Overall Corridor

*Welcome back from your  
breakout rooms.*

*We will begin shortly.*

CONGRESS LAKE

QUAIL HOLLOW  
PARK

Hartville

43

**West Maple Corridor and Hartville Revitalization Study**  
Community Vision Workshop | October 24, 2020

HARTVILLE/LAKE  
*Community Development*

Rothschild  
COLLABORATIVE  
Doyno  
ARCHITECTURE AND URBAN DESIGN

  
GPD GROUP  
ARCHITECTS • ENGINEERS • PLANNERS

# NEXT STEPS



- 1 Capture What We Heard Today
- 2 Finalize Concept Plans
- 3 Prepare Financing Plan
- 4 Issue Design Guidelines