

## Finding your way in The Village of Mantua

### **Project:**

Wayfinding Signage System in The Village of Mantua to highlight Cuyahoga River, Headwaters Hike & Bike Trail, recreational areas, historic assets, and amenities.

### **Need:**

State Route 44 runs through the heart of downtown Mantua with heavy traffic from I-80 to the south and Rt. 422 to the north. According to the ODOT 2010 Traffic Survey Report, 8,000 vehicles pass through in an average 24-hour period.

Most of these drivers are unaware of natural resources and recreational opportunities available right in Mantua...even residents of the greater-Mantua area are uninformed (of the Headwaters Trail in particular)...causing these Portage County assets to be underutilized and hindering economic development in The Village of Mantua.

### **Outcomes:**

Greater awareness and more use of Headwaters Trail, Cuyahoga River, and Village of Mantua parks, historic properties, and businesses will enhance support of publicly funded assets and improve economic viability of the area.

Wayfinding signage will serve approximately 14,500 residents of Crestwood Local School District (census.gov), plus travellers and area visitors.

Impact of the signage will be determined by a community survey to assess awareness and use of the sites featured on signs compared to earlier community surveys (conducted for The Village of Mantua Comprehensive Plan and Downtown Mantua Revitalization Corporation streetscape planning).

### **Timeframe:**

Installation of signs on State Route 44 in late-June/early-July will have the most impact, as the St. Joseph's Ox Roast Fair (the largest, 3-day fair in Northern Portage County) attracts an attendance of approximately 20,000 each year.

Installation of signs on side streets by mid-September will ensure visitors to the Mantua Potato Festival (many from outside the community) can learn of more reasons to visit the area.

### **Cost:**

Range of \$6,300 to \$8,500 depending on signs selected and installation cost.

Request \$4,000 from The Portage Foundation (\$2,500 in July + \$1,500 in August) with the remainder to be covered locally.

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## Background:

In early 2006, The Village of Mantua began work on a 20-year Comprehensive Plan with the help of Portage County Regional Planning. During a series of visioning sessions, residents and key stakeholders identified assets and critical issues, then suggested improvements for the downtown area.

Participants of these meetings formed a steering committee to collaborate with Mantua Village Planning Commission through the visioning process. At the recommendation of Portage County Planning and consultants they brought in, this group formalized as Downtown Mantua Revitalization Corporation (DMRC).

DMRC became the private-sector arm of a partnership with the Village of Mantua in making the vision reality. They first collaborated on, and were awarded, a \$15,000 Comprehensive Development Block Grant for revitalization planning.

The commercial-corridor streetscape plan is complete and funding is being secured for infrastructure upgrades for the first phase of that project. In the meantime, the community needs to see evidence of progress and multiple community concerns can be addressed by installing wayfinding signage (see sidebar).

Wayfinding refers to a coordinated system of informational signage that direct people to key community destinations. These signs not only help visitors find important sites, but also emphasize downtown assets.

*March 2006*

Community Input Meeting led by Portage County Regional Planning (PCRP)

### ASSETS

1. Small town environment and lifestyle (26 comments)
2. Location of the community (23 comments)
3. Feeling of being safe and secure (19)
4. **Recreational opportunities** (17):
  - **Hike and Bike Trail.** (10)
  - **Public Parks, ex. “pocket or mini park”** (6)
  - **Three nature preserves.** (1)

The River takes on many forms in the eyes of the community. It is a natural amenity providing scenic beauty as it winds through the Village. The River also provides numerous recreational opportunities. **The River was listed seven times as an asset, thus indicating its significance to the community.**

### CRITICAL ISSUES

1. Physical appearance of the downtown businesses & surrounding neighborhoods needs revitalized (42 comments)
2. Mantua needs to develop a plan/vision to **promote development of community** in a sustainable manner (24)
3. **Additional parking** spaces to support downtown businesses (24)

*September 2007*

Community Input Meeting led by E. G. & G. Inc., consultant recommended by PCRP

### “If I could improve the Mantua Downtown Area, I would ...”

- Focus attention and efforts on trail and river.
- Coordinate all the signage, i.e., gateway, street identification, and directional signage.
- Make the river more visible from Route 44.
- Make gateways more attractive.
- Focus efforts and resources on river and trail.

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## Details:

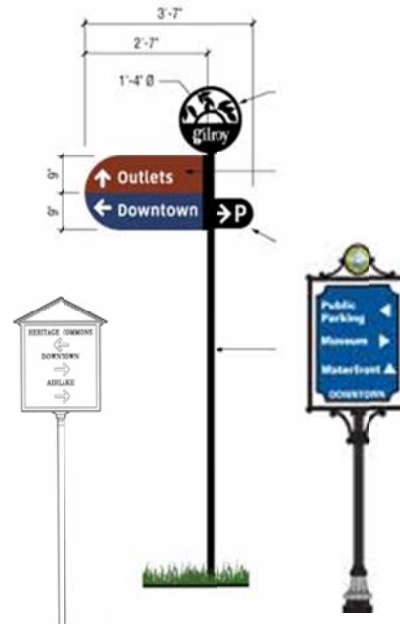
The signage will be semi-permanent, to be removed during streetscape construction and reinstalled at its completion. Three types of signs will be considered, listed in order of priority:

1. Primary Directional - Large signs that direct vehicular traffic at speeds up to 35 mph along State Route 44.
2. Secondary Directional - Smaller signs with directional arrows, placed on side streets to follow-up on directions provided by Primary Directional signs.
3. Secondary Destination - Small signs to identify or name a specific point.

### Primary Directional Sign Examples:



### Secondary Directional Sign Examples:



## Sign Location Map:



See Location Matrix, next page

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### Sign Location Matrix:

Sign Type	Map Symbol	Location	Southbound	Northbound	Cost Est.
Primary Directional	<b>1</b>	Southwest corner of Main and High Streets (in front of Village Administration building)	Historic Commercial District Village Park Headwaters Trailhead Cuyahoga River Village Administration	Village Park Headwaters Trailhead Cuyahoga River Village Administration	\$1,500 to \$2,000
Primary Directional	<b>2</b>	Northwest corner of Main and Prospect Streets (near existing pocket park)	Headwaters Trailhead Cuyahoga River Parking Hillside Cemetery	Headwaters Trailhead Cuyahoga River Parking Hillside Cemetery	\$1,500 to \$2,000
Priority	Map Symbol	Location	Eastbound	Westbound	Cost Est.
Secondary Directional	<b>3</b>	Southeast corner of Prospect and High Streets	Headwaters Trailhead Cuyahoga River Historic Commercial District	Headwaters Trailhead Cuyahoga River Historic Commercial District	\$1,000 to \$1,200
Secondary Destination	<b>4</b>	Northeast corner of Prospect and First Streets	Parking	Parking	\$300 - \$400
Priority	Map Symbol	Location	Facing East	Facing West	Cost Est.
Secondary Directional	<b>5</b>	At Village Park on High Street	Village Park Headwaters Trailhead Cuyahoga River Village Administration Historic Commercial District	Village Park	\$1,000 to \$1,200
Secondary Directional	<b>6</b>	At Headwaters Trailhead on Prospect Street	Headwaters Trailhead Cuyahoga River Village Park Historic Commercial District	Headwaters Trailhead Cuyahoga River Village Park	\$1,000 to \$1,200