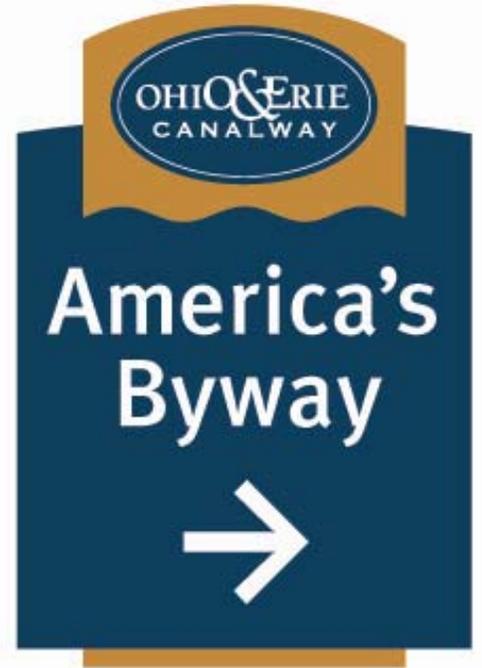


Ohio & Erie Canalway America's Byway Management Plan Update



March 15, 2009

OHIO & ERIE CANALWAY AMERICA'S BYWAY

MANAGEMENT PLAN

PREFACE

There are rare instances in America where two national programs can significantly influence the future development of a region. In Northeast Ohio, a Congressionally-designated National Heritage Area and a FHWA-designated America's Byway are doing just that.

In November of 1996, President Clinton signed into law the Omnibus Parks Bill, designating the Ohio & Erie Canalway a National Heritage Area. The Ohio Department of Transportation had recognized the Ohio & Erie Canal Scenic Byway (now called Ohio & Erie Canalway America's Byway) as its first state byway under reformed criteria adopted from the 1991 ISTEA legislation in June of the same year. Later, In June of 2000, the FHWA also invited the same byway to join the family of National Scenic Byways.

From the outset, local leaders have viewed the relationship between the two programs as symbiotic. In one sense, the Ohio & Erie Canalway America's Byway (America's Byway) plays an instrumental role in redevelopment strategies along the roadway itself. In another role, it serves as the principal roadway to deliver visitors to those historic, cultural, natural and recreational destinations that define the Ohio & Erie Canalway visitor experience.

In an effort to minimize confusion and recognize the affiliations between the America's Byway program and those associated with the Ohio & Erie National Heritage Canalway, local leaders involved with both have agreed on a number of strategic decisions. First, the adoption of the marketing name and wordmark – Ohio & Erie Canalway for both the America's Byway and the National Heritage Area. What this decision offers that others before it omitted was a consensus-building process that invited a wider spectrum of interests to weigh in. It also included independent objective surveys of individuals who were familiar with the project and those who knew nothing. Ohio & Erie Canalway will serve as the title for the America's Byway and the Ohio & Erie National Heritage Canalway.

Since both programs require management plans, we will title this document the Ohio & Erie Canalway America's Byway Management Plan (Byway Management Plan – BMP). The management plan required by the National Park Service and included with this submission will be referred to as the Corridor Management Plan - CMP.

Upon recommendation from Ohio State Scenic Byway Coordinator, Paul Staley, we have undertaken this update to the original Byway Management Plan produced in 1996 and updated in 2000 for the nomination as a National Scenic Byway. We include additional information to cover all 14 elements required in the original Scenic Byway corridor management plan and provide comparisons over time.

TABLE OF CONTENTS

Page 4 - Introduction

Page 8 - Mapping the Byway Route

Page 10 - Intrinsic Qualities

Page 28 - A Strategy for Maintaining and Enhancing the Intrinsic Qualities

Page 32 - A Strategy to Enhance Existing Development and Accommodate New Development While Preserving the Intrinsic Qualities of the Byway

Page 39 - A Review of the Road's Safety Record to Locate Hazards and Poor Design, and Identifying Possible Corrections

Page 41 - A Plan to Accommodate Commercial Traffic While Ensuring Safety of All Sightseers

Page 44 - Proposal for Modifying the Roadway, Including Discussion of Design Standards

Page 46 - A Discussion of Efforts to Minimize Anomalous Intrusions on the Visitors' Experience of the Byway

Page 54 - A Plan for Highway Signs to not be Intrusive but to Help Tourist Find Their Way

Page 58 - Documentation of Compliance with Outdoor Advertising Laws

Page 59 - Plans for Explaining and Interpreting the Canalway Significant Resources to Visitors

Page 64 - Plans of How the Byway Will be Marketed and Publicized

Page 67 - The Team to Carry Out the Plan

Page 71 - A Plan for On-Going Public Participation

Page 73 - Appendix Maps

The Ohio & Erie Canalway America's Byway forms the spine of the principal journey paths of a larger heritage effort, which has been underway for several decades. These efforts culminated in the designation by Congress of the 110-mile long Ohio & Erie Canal National Heritage Corridor (now called Ohio & Erie National Heritage Canalway) in 1996 under an Omnibus Parks Bill. At the time, that action made the Ohio & Erie Canalway one of eighteen Congressionally designated heritage areas. The intent of the designation is to help local entities to protect and use historic, cultural, and recreational resources for community benefit, while raising regional and national awareness of their unique importance and contribution to the development of America.

The Department of Interior further recognized the newly created Ohio & Erie Canalway Association as the official management entity (June 1997) for the heritage area and required this group to oversee the development of a Corridor Management Plan (CMP). The CMP provides a wealth of background information about the history and resources associated with the Ohio & Erie Canalway. It provides an excellent context to understand and evaluate the resources of the Ohio & Erie Canalway America's Byway. Additionally, it introduced a set of interpretive themes for the area and recommended a visitor experience centered on active journeys using a variety of transportation options, including the Scenic Byway, the railroad, the canal itself, a Towpath Trail system, and water transport where possible.



The corridor concept was met with unprecedented public support and enthusiasm as evidenced by an increasing local investment and usage. Annually, more than 2 million users were reported on the Cuyahoga Valley National Park's Towpath Trail; ongoing volunteer archaeological investigations and clean-up events track growing participation; educational seminars, planning workshops, festivals and special events have been developed and are well attended; membership in associated Canalway groups is strong and growing; media coverage is excellent; and private economic development is following.



The Ohio & Erie Canalway America's Byway (America's Byway) includes lands in northern Tuscarawas County, Stark, Summit and Cuyahoga Counties. In the initial application, the America's Byway originated in Dover and ran north parallel to the historic canal route past the historic village of Zoar, along the Tuscarawas and Cuyahoga Rivers to the place where the canal originally poured into the Cuyahoga River. Its path is rich in diversity and heritage as it travels from Dover and Zoar through the canal towns of Bolivar and Navarre; past a progression of rural farmlands south of Massillon and through its town center, marked by interesting architecture intersecting with the Lincoln Highway. The America's Byway continues north past more rural landscapes through the canal towns of Canal Fulton

and Clinton, along the Tuscarawas River to Barberton, and on through downtown Akron and the unique staircase locks at Cascade Locks Park. The America's Byway passes through the pastoral natural areas of the Cuyahoga Valley National Park and then travels through the powerful landscape of the industrial core within the south boundary of Cleveland. Alternatively visitors can explore east and west branches of the America's Byway through immigrant neighborhoods and original downtown Main Streets of Cleveland and Ohio City. All three northern routes converge to access Cleveland's Flats district at the point where the original Ohio & Erie Canal poured into the Cuyahoga River.



A significant level of planning to guide and enrich the visitor's experience of the Ohio & Erie America's Byway has been undertaken. In 1996, the Summit County Engineer, on behalf of the Scenic Byway Task Force, received \$300,000 in funding for two important projects: a system of scenic byway route marker

signs and development of a map to guide the visitor's journey along the byway. At the same time, the Ohio & Erie Canalway Association invested in a website that included the information from the map/guide. These projects are described in more detail later in this Byway Management Plan (BMP).



The original Canalway Corridor Management Plan (CMP) outlined an ambitious \$150 million program of public investment to achieve the vision of the canal corridor. Since its publication, substantial public/private investment has supported the America's Byway's development as an integral part of the corridor's journey paths. The Ohio & Erie Canalway Association has received \$9 million in federal funds with more than \$5 million allocated into a competitive grant program to fund new trails, parks, historic preservation projects, and interpretive programs along the path of the America's Byway.

The Ohio & Erie Canalway Association (OECA) recently sought and received an extension of funding from \$10 million to \$15 million. Besides these funds, the OECA has tracked more than \$270 million in private/public investment in the Ohio & Erie Canalway since its designation as a Scenic Byway (1996 – 2002) in a *Report to the Community* published in 2004.



In 2002, the OECA commissioned a holistic planning effort that would address four inter-related issues: Interpretation, Identity, Signage and Marketing. The *Canalway Communications Plan* engaged the four-county region over a period of three years and developed an Interpretive Framework – an outline of relevant themes which will guide individual sites in their development of interpretive programs that align with and compliment the larger regional effort. The issue of Identity was tackled with the goal of defining a marketable name and identifiable logo/wordmark that would serve both the designated national heritage area and the national scenic byway. The importance of Signage to support a new and emerging Identity was recognized and a conceptual plan was proffered. It was followed with a second planning study that has now designed a “family of sign products” that will create a seamless visitor experience between the America's Byway and other transportation options and Canalway destinations. Finally, a Marketing Strategy was presented that integrates the America's Byway with the National Heritage Area.

The goal of the *Canalway Communications Plan* was to integrate the four aspects into one programmatic strategy. So, for example, Interpretation would inform decisions on name/logo as well as Sign Design and Marketing. All decisions strove to achieve such integration.



This planning effort, like all other plans undertaken on behalf of the Ohio & Erie Canalway Association (OECA), involved an aggressive outreach component that engaged local governments, state and federal agencies, affiliated non-profits and civic organizations, affiliated attractions and destinations, and the general public. It purposely recruited experts from the region onto dedicated steering committees for each of the topics, yet ensured that the OECA as the client would have representatives at each and every committee to ensure consistency.

The *Canalway Signage Plan* followed the recommendations from the *Canalway Communications Plan* and was developed over a two year period (2004-5). A Steering Committee was assembled, composed of representatives from the four county Engineer's Office and regional park districts, cities of Akron and Cleveland, village of Bolivar, Ohio Department of Transportation, two leading non-profits: Ohio Canal Corridor and Ohio & Erie Canalway Coalition, and Cuyahoga Valley National Park. The planning exercise produced a family of signs that will provide information, orientation and interpretation to visitors of the Ohio & Erie Canalway. The planning process included extensive outreach to the many governmental agencies, non-profit organizations, Canalway attractions, and the general public.



Two Scenic Byway Grants were subsequently submitted and approved to begin implementation of this signage plan. The first grant will install Byway Route Markers along the revised America's Byway route, introducing the new name/wordmark that now affiliates both the America's Byway with the National Heritage Area. The second grant will install a Beta Test Site of Wayfinding Signage along a portion (20 miles) of the America's Byway, while beginning the installation of Canalway Information Kiosks that provide both interpretive messages and information. In addition, the Kiosk will include marketing messages adopted from the marketing strategy developed by the America's Byways program by including a cross-pollination of similar sites based on their predominant resources – example: at a site noted for its historic values, the Kiosk would remind people to visit the other Canalway sites where they can “Discover America's History” and provide a listing of such sites.

With substantial public support and an ambitious agenda of public/private investment projects, the Ohio & Erie Canalway America's Byway is an ideal means to draw visitors through the historic landscapes associated with the Ohio & Erie Canalway; it is the vehicle to reconnect the people of this region to the history of their Canal and its legacy. Most importantly, it is properly positioned to ensure that public and private investments follow plans that reflect regional thinking, national best practices and extensive public input and buy-in.

Discover America's History

Mapping the Byway Route



The initial exercise that defined the America's Byway route necessitated that the byway would be a product of a mix of existing roadways. It would be a "route of existing roads." There were three key principles or factors that guided the decisions for inclusion of roads as an America's Byway: (1) identifying roads that parallel and/or provide visual access to the historic Ohio & Erie Canal, (2) identify roadways that deliver visitors to the affiliated package of Canalway destinations, and (3) identify roadways which provide a quality visitor experience based on an analysis of its intrinsic qualities.

A key component to this revised Ohio & Erie Canalway America's Byway Management Plan is to assess the original route for the America's Byway to ensure that it serves the goals established for it.

The original application for the establishment of the scenic byway described the America's Byway as a "route of existing roads" that where feasible followed the original route of the Ohio & Erie Canal. The Vision Statement described the Byway in the Ohio & Erie Canal Scenic Byway Management Plan (1998) "The Ohio & Erie Canal Scenic Byway is a coordinated local initiative to make related improvements which preserve, protect and promote the resources of the Ohio & Erie Canal Heritage Corridor (now called Ohio & Erie Canalway) for public education and enjoyment. It is intended to provide local residents and visitors with a well defined and desirable route for vehicular access to all points of interest along the Heritage Corridor. "



For the most part, the original route chosen for the America's Byway did fulfill those stated purposes. However, upon examination, certain shortfalls were identified. In Cleveland, two bridges have closed, disrupting traffic flows and cutting off access for the America's Byway eastern and central routes. In Stark County, the America's Byway omitted needed access to affiliated attractions in Canton. In Tuscarawas, the Byway route skirted Zoar Village, a major destination, and ended prematurely in Dover at I-77. To rectify each of these situations, local government agencies were engaged to find appropriate solutions.

For Cleveland, it was recognized that the two bridges (Rockefeller Avenue and Eagle Viaduct) were not likely to be repaired or replaced in the foreseeable future (10 – 20 years). Therefore, any detour strategy was dismissed as ineffective; a permanent route change would be needed. Working through the City of Cleveland Planning Commission, a new route was established and accepted by a unanimous vote of their Planning Commission. The new route integrates downtown Cleveland in a more meaningful manner as it passes through Cleveland's Public Square, provides a direct link with the Coastal Ohio National Scenic Byway and intersects with the Historic Warehouse District, Cleveland's business district during the canal era. The route will again conclude at the proposed Canal Basin Park, a new park that will celebrate the point at which the Ohio & Erie Canal entered the Cuyahoga River.



In Stark and Tuscarawas County, the Byway did not serve the purpose or goal of providing “a well defined and desirable route for vehicular access to all points of interest along the Heritage Corridor” as stated in the original Vision Statement. The original planning for the byway did not successfully anticipate the final boundary for the Ohio & Erie National Heritage Canalway that was established in 1999, three years after the submission of the original Byway application (1996).

The final boundary for the Ohio & Erie Canalway included a leg that followed the historic route of the Cleveland Terminal & Valley Railroad through the city of Canton with connections to Massillon along a corridor that included the Lincoln Highway and Sippo Lake region. It also stretched the southern boundary past Zoar to the historic community of New Philadelphia, Ohio.

These omissions became painfully evident as planners worked towards a Vehicular Wayfinding System for the America's Byway. The original route stayed along the route of the Ohio & Erie Canal, but failed to extend a leg to connect to the historic, natural and cultural resources to the east and Canton. This problem was identified through a series of public outreach meetings held during the design of the Canalway Signage Plan. Two options were offered and duly considered: (1) using the Lincoln Highway and (2) using a parallel route along 12th Street. After holding meetings with the regional park district, county engineer, local canal organization, representatives of all the local governments including the cities of Massillon and Canton, the 12th Street corridor was chosen and approved by all. This addition will fulfill the America's Byway's original purpose and ultimately aid visitor experience as signage is added.



Another “bridge” issue complicated the Massillon Byway. The original route used the Tremont Avenue Bridge over Route 21 and the Tuscarawas River. This bridge has now been taken out of service for more than three years and has experienced a number of setbacks in the efforts to re-open it. As we evaluated the route and this extended detour situation, we asked local leaders to consider an alternative that would realign the route without compromising any of the stated Mission and Purpose for the Byway.

The alternative routing solution would add no more turns to the Byway, and would actually allow travelers to interface directly with a notable historic mural depicting the canal and use an historic bridge structure over Route 21 and the Tuscarawas River/ levy.

Travelling south, the new route will provide a right turn onto Lincoln Way (Lincoln Highway) and travel over the historic Four Chaplain's Bridge to 17th Street, where drivers turn south to resume travel along the original roads.

The timing between designations of the Scenic Byway and the National Heritage Area led to a misconnection in the southern reach of Ohio & Erie Canalway. The original routing of the Scenic Byway in 1996 concluded in Dover, Ohio, while the boundary established for the National Heritage Area extended from Zoar Village into New Philadelphia, using the interpreted historic site of Schoenbrunn Village as its anchor.



As such, the situation in Tuscarawas County was similar to that described in Stark County. The original route failed in its ability to provide important vehicular connections to the additional historic, cultural and natural resources because the boundary was not yet established.

To rectify this situation, a number of routing solutions were explored. The stated goal of the exercise was to identify a route extension that would connect identified resources and attractions, while following the original route of the Ohio & Erie Canal. The revised route provides a direct connection to the Reeves Museum, Tuscora Park, New Philadelphia's historic Main Street, a proposed new park site that reincorporates an historic lock, and concludes at Schoenbrunn Village, the anchor for both the National Heritage Area and America's Byway.

Revised maps for the Ohio & Erie Canalway America's Byway are included in Appendix.

INTRINSIC QUALITIES

INTRINSIC QUALITY ASSESSMENT:

REGIONAL AND NATIONAL SIGNIFICANCE FOR HISTORIC INTRINSIC QUALITIES

The Ohio & Erie Canalway America's Byway allows visitors and residents to trace the historical development of the Ohio & Erie Canal and its impact on the life ways and economy of this region of eastern Ohio and the nation. The Ohio & Erie Canalway acts as an outdoor classroom to understand the history of this area within a contemporary greenway and recreation corridor. The areas accessed by the Ohio & Erie Canalway America's Byway are as important to the region today as the Ohio & Erie Canal was in the past. The byway weaves through a rich tapestry of qualities and heritage including historic sites and districts, scenic landscapes, natural areas, parks, rural communities, major metropolitan centers, industrial areas, immigrant neighborhoods and a National Park. The America's Byway is significant regionally and nationally for its ability to deliver a unique visitor experience through interactive programming and interpretation of historic sites, buildings and districts. Additionally, high quality recreational opportunities and cultural, natural, and scenic intrinsic qualities support this

experience. Congress affirmed the regional and national level of significance of the Ohio & Erie Canal accessed by the Ohio & Erie Canalway with its 1996 designation of the Ohio & Erie National Heritage Canalway. The FHWA affirmed that same recognition when it awarded National Scenic Byway status in 2000.

Two projects currently underway will provide excellent tools to aid visitors to the Ohio & Erie Canalway America's Byway. New Canalway Route Markers are being implemented along a revised and updated route. Soon, Canalway Kiosks and Vehicular Wayfinding Signs will be installed along a segment of the America's Byway.



HISTORIC INTRINSIC QUALITIES

The America's Byway allows the traveler to experience the landscapes that reflect the historic settlement and development patterns of northeast Ohio, featuring the Ohio & Erie Canal which played a major role in the development of America by providing a trans-continental waterway between the Eastern Seaboard and New York City (via Hudson River and the Erie Canal) through the Great Lakes (Lake Erie) and the Gulf of Mexico by way of the Ohio River and the Mississippi River. This waterway system spurred western migration and enabled America to concentrate industrial production in the Northeast and farming in the Midwest – establishing internal trade that led to growth.

Besides the impact on America's economy and settlement, the Ohio & Erie Canal played a critical role in the Underground Railroad as runaway slaves followed the canal route to freedom in northeast Ohio and sometimes Canada.



Starting in the south at Schoenbrunn Village, visitors find a reconstructed village setting of a Moravian mission that interacted with the Delaware Indians. Like many such settlements, the city of New Philadelphia prospered, leaving behind a vibrant mix of classic architecture along its Main Street; happily, the buildings retain their historic character through a proactive Main

Street program. The Byway route passes by the JE Reeves Home, a 19th century mansion that housed the industrialist who established the steel industry that anchored the city's economy.



Head north from the Tuscarawas River Valley city of New Philadelphia through Dover, a countryside landscape of wooded ravines and hillsides separated by tilled croplands and isolated farmsteads recall the early settlement patterns created by the Pennsylvania Germans and Moravians. The Zoar Historic Village represents the life ways of one group who settled this former western frontier of the United States, as viewed in the Star Garden.

The Ohio & Erie Canal opened these settlement farms into a regional agricultural economy, helping America take the early steps of forging a national economy. Along the byway, towns such as Zoar, Bolivar, Navarre, Canal Fulton, and Clinton recall the canal heyday with their early 19th century architecture, original canal-oriented street patterns, lock and spillway structures, and towpath trail along the historic canal route. Nearby, the downtown “Main Street” of New Philadelphia carefully preserves its historic character, while the adjoining sister-city of Dover maintains remnants of industry and commerce visible from the America’s Byway and the adjoining Towpath Trail system.



Historic settlements of Zoar and Schoenbrunn Villages provide unique outdoor/indoor museum settings as does Fort Laurens, Ohio’s only preserved Revolutionary War site. The Mathew’s Museum in Navarre provides the byway traveler with the opportunity to experience this local story of heritage.

The America’s Byway passes directly through the heart of downtown Massillon, which also features a well-preserved downtown “Main Street.”

Besides the Massillon Museum and Ohio Society of Military History, visitors will enjoy an easy walk through the stately homes on the nearby Fourth Street Historic District.

A new America’s Byway leg takes visitors onwards to Canton, the central city in Stark County. The route provides ready access to a number of natural, cultural and historic attractions. Spring Hill Historic Home (1820s) was a stop on the Underground Railroad in Ohio and contains original furnishings. Sippo Lake features a natural setting where a new Canalway Center provides interpretive displays on the Ohio & Erie Canalway and the primary regional storyline that connects to it. Canton offers an array of historic and cultural attractions, including the William McKinley Presidential Library, Museum and Memorial, Canton Classic Car Museum, First Ladies Library and the Pro Football Hall of Fame.



The main America’s Byway route continues from Massillon north through Canal Fulton, Clinton, Barberton and Akron. Here, the traveler begins to experience the landscape of the canal’s legacy. Canal Fulton is a preserved canal era town which has preserved its historic charm and architecture. It now offers a Canalway Visitor Center that provides information, orientation and interpretation products and programs, anchored by tours on the St. Helena III Canal Boat in Canal Fulton, which give visitors a first-hand experience of canal life.

Travelers continuing north encounter another small canal era village, largely intact as they proceed towards Barberton - a single industry town sited to make the most of the links between the canal and railroads. Trains took advantage of the canal’s established transportation route and brought industry which used the canal’s waters. O.C. Barber left Akron to establish an industry based on the production of wooden match





sticks – Diamond Match Company. He also experimented with industrial agriculture, leaving in his wake an array of formidable dairy barns termed the Anna Dean Farms.

Continuing north, drivers soon encounter the waters of the Summit Lakes area, the watershed divide, which provided the cooling system needed for the industrial rubber

manufacturing boom that created the Akron of the 1920s. The city of Akron has teamed up with Metro Parks, Serving Summit County to plan a substantial reserve which will add new protection to this important watershed area. In addition, they will reinstate the Towpath Trail as a “floating boardwalk” across Summit Lake. An historic structure, Young’s Restaurant, which sits at the intersection of Summit Lake, the Continental Divide, and the Towpath Trail has been purchased by the city of Akron for restoration and reuse.

The scenic byway continues down Akron's Main Street. Adjacent to the Towpath along the Canal route, visitors can find excellent restaurants, lodging, and the Akron Aeros baseball Canal Park stadium. It is a prime example where the goals of the National Heritage Area and America’s Byway mirror those of the local urban city, which prioritizes a mixed use development and an expanding University of Akron that builds from its history and heritage.



Akron’s Main Street hosts a variety of associated visitor destinations including the Akron Art Museum, Inventor’s Hall of Fame and Public Library.



The city of Akron has partnered with the Ohio & Erie Canalway Coalition to save the historic home of Richard Howe, the chief engineer for the Ohio & Erie Canal, which has now been relocated to a site adjacent to the canal near Akron Aeros Stadium. A second focal point for interpretation in central Akron is the Lock 1 vicinity, where to the south the canal is navigable and passes major industrial buildings that are strongly associated with the city’s growth.

Other historic sites lie just off the Byway route. The John Hower House contains a collection of antiques from around the world, while the Perkins Mansion and John Brown House offer collections of regional history.



Just beyond the downtown business district, the America’s Byway passes through Northside, a revitalized three block area of Akron with new residential, restaurants and art galleries. The setting includes a major boarding station for the Cuyahoga Valley Scenic Railroad which hosts trips south to Canton and north to and through the Cuyahoga Valley National Park to Cleveland. The Mustill House and Store, a Canal era store and home, has been restored by the National Park

Service to serve as an interpretive center within the Cascade Locks Park for the Canal era in Akron.

Illustrating the life ways of the industrial era in Akron, a landscape of 4-5 story brick factories capped by tall clock towers and rimmed by rail lines was surrounded by neighborhoods of catalogue houses for industry workers. These modest homes are distinct and provide contrast to the large Tudor Revival Mansions created by the wealth of the industrial boom economy of the 1920s to be found along the Merriman Road portion of the America's Byway. Nearby is the National Historic Landmark Stan Hywet Hall, home of F. A. Seiberling, founder of the Goodyear Rubber Company. Visitors will enjoy viewing the superb landscape setting of this house designed by Warren Manning as well as tours of the house itself.



Entering the Cuyahoga Valley the traveler enters a National Park and experiences a protected natural environment along the winding Cuyahoga River, replete with wetlands, beaver marshes, stone outcroppings, farms and canal towns that recall the canal era. It is here that visitors can easily explore the Canalway using the three intermodal transportation options: America's Byway, Scenic Railroad and Towpath Trail. All three run parallel through the 20-mile segment of the Byway. Out of the way places like Indigo Lake can be accessed by all three systems; here, visitors can enjoy fishing in a serene setting. A number of train stations allow for visitors to take advantage of the *Bike Aboard* program during the summer season – flagging down the train and hopping aboard with your bike for a bargain \$2 price.



The Cuyahoga Valley National Park (CVNP) has pursued an aggressive proactive program of rehabilitation of its historic homes and farms, including the institution and reestablishment of traditional farming practices on lands they manage. One outcome of this program has been the development of Farmer's Markets on weekends where Cuyahoga Valley farmers sell their wares under a common brand – the Cuyahoga Valley.



Peninsula is a small town located in the heart of the CVNP, where travelers will find a mix of food/beverage, a local museum and art/antiques in its quaint setting. It is a major depot for the Scenic Railroad and is intersected by the Towpath Trail.

Interpretive programs tell additional stories of the agricultural economy and Canal era, like the Canal Visitor Center which is housed in an 1852 Canal tavern; the 1826 Frazee House, a vernacular federal style building which houses a museum about early settlement; Boston Store which relates the canal boat building enterprise that once flourished there; and Hunt Farm Visitor's Center located next to an active private Szalay's Farm market. Just outside the National Park's boundaries, the historic Boston Township Hall has been developed for visitors as a Canal Museum and event

rental facility in a former high school building constructed in 1887. Hale Farm is conveniently located near all three and offers living history of the canal era farming experience.



As motorists leave the National Park, they experience a sharp contrast in the landscape. Although the canal and towpath trail are still very evident, the landscape is one of complex systems that reflect the heritage of a working valley. Overhead train trestles, interstate pipelines, fields of oil tanks, and aluminum and steel works tell the story of industrial might created by the marriage of Great Lakes iron ore and Appalachian coal - brought together by the transportation links first created



by the Ohio & Erie Canal.

As visitors approach Cleveland they have three options/ three routes.

They can travel the **central route** through the heart of a working steel mill - the ArcelorMittal Steel Mill, which was ranked in 2007 as the most productive steel mill in the world. Along the way, they will pass through the Ohio & Erie Canal Reservation, a 300-acre park created by Cleveland Metroparks in 1994 to compliment the extension of the Towpath Trail. It houses the Leonard Krieger Canalway Center, where interpretive exhibits tell the story of the Cuyahoga Valley in Cleveland through three lenses: Nature at Work, People at Work, and Systems at Work.



Further north, visitors follow a trail connection to nearby Washington Park Reservation, home to a new

par three golf learning center, before entering the industrial section of the Cuyahoga Valley occupied by the massive steel mill infrastructure and remnants of the historic Rockefeller Standard Oil Refineries. Visitors will pass the historic site of Cleveland's infamous Cuyahoga River Fire which in 1969 sparked a national environmental movement that created not only the Clean Water Act but also the Environmental Protection Agency (EPA). A unique opportunity has been identified by Ohio Canal Corridor to establish an overlook that will interpret the steel-making operation to be located at the end of Eggars Road (off Independence Road).



Alternatively, visitors can travel the east or west branches of the America's Byway to experience the neighborhoods that sprang up to house immigrant workers that fed Cleveland's industrial growth. The Krieger Canalway Center includes interpretive displays, as does the Mill Creek Falls History Center.

The **eastern branch** leaves the Cuyahoga Valley and follows a Cleveland "Main Street" – Broadway Avenue heading north through downtown. The neighborhood architecture reflects



the culture and traditions of those who originally settled there – Eastern Europeans. It also passes by Cleveland’s only waterfall, Mill Creek Falls, which provided water power for Cleveland’s early industrial milling operations. This branch also brings

travelers through the portion of downtown Cleveland that existed during the canal era: Public Square and the Warehouse District, which was Cleveland’s 19th century central business district.

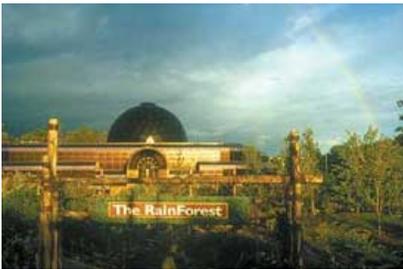


A number of distinct interpretive

storylines can be explored along this route in nodes along the Broadway/ Warner Road areas. Ohio Canal Corridor has created a History Hike program that provides stories of historic settlement and



development. They are working with Downtown Cleveland’s Historic Warehouse District to design a series of public tours for visitors.



The **western branch** also leaves the Cuyahoga Valley to follow the beach ridge Schaaf Road, as well as Broadview, Pearl, and West 25th Street. Travelers pass through an historic greenhouse district, the Cleveland Metroparks Zoo & Rainforest, West Side Market and

four National Register Historic Districts: Brooklyn Centre, South Brooklyn, Ohio City, and Tremont. There has been significant investment along this urban corridor.

The central, east and western branches of the byway converge in Cleveland’s Flats at the location where the Ohio & Erie Canal entered the Cuyahoga River. In this location, the Corridor Management Plan calls for a new gateway park, Canal Basin Park, to serve as the northern anchor for the Ohio & Erie Canalway – both the America’s Byway and the National Heritage Area.



The America’s Byway accesses the best preserved and most exemplary remnants of the Ohio & Erie Canal, the nation’s first inland waterway link between the Great Lakes and the Gulf of Mexico. This Byway corridor preserves not only the canal itself, but chronicles the evolution of transportation systems in this region of America and many of the industries which developed in conjunction with these systems.

The Ohio Historic Preservation Office, through the Ohio Historical Inventory (OHI) and Ohio Archeological Inventory (OAI), has surveyed the historic resources along the Ohio & Erie Canalway. The OHI lists over 3,061 historical resources associated with the Canalway.

The Ohio & Erie Canalway contains 385 buildings that are included on the National Register of Historic Places (NRHP). It includes 45 National Register Historic Districts. The National Register listings for this area also include 19 canal Locks, 13 bridges, and 6 aqueducts, dams,

and viaducts. Many more properties are considered to be potentially eligible for the NRHP. The Historic American Building Survey has documented 68 structures and the Historic American Engineering Record has documented 41. In addition, Stan Hywet Hall in Akron, the William McKinley Tomb, and a four-mile watered section of the Ohio & Erie Canal in Cuyahoga Valley National Park have received National Historic Landmark designation because of their national significance. The First Ladies Library in Canton is a National Historic Site.

The Ohio & Erie Canalway also contains a rich stock of downtown urban settings that either belong to the National Register or are eligible for inclusion. Cleveland boasts the most with ten such neighborhoods in its downtown business district: Historic Warehouse District, East 4th Street, Upper Prospect Avenue, Playhouse Square, Euclid Avenue, Lower Prospect/Huron Avenue, Old River Road, Superior Avenue, Public Square, and Mall Plan Historic Districts. These designations have captured huge reinvestment dollars (estimated \$800 million) through the creative use of IRS Historic Tax Credits and Conservation Easements. Other cities which can boast of largely preserved downtown cores include: Akron, Canton, Massillon, Barberton, Brecksville, Independence, and New Philadelphia. The historic resources along the Ohio & Erie Canalway are numerous and diverse. This cultural landscape has changed over time, while retaining historic resources numerous enough to interpret its history. It is a living landscape that integrates protection of intrinsic qualities with changes necessary for viable communities.



There are ample visitor museums (indoor/outdoor settings) where the history of the area is interpreted through programs, including:

Great Lakes Science Center	Cleveland
Western Reserve Historical Society	Cleveland
Dunham Tavern	Cleveland
Leonard Krieger Canalway Center	Cleveland
Mill Creek Falls History Center	Cleveland
Canal Visitor Center - NPS	Valley View
Boston Store - NPS	Boston Township
Hunt Farm - NPS	Cuyahoga Falls
Hale Farm & Village	Bath
Perkins Mansion/ John Brown Museums	Akron
Mustill Store	Akron

Massillon Museum

Massillon

Schoenbrunn Village

New Philadelphia

Fort Laurens

Bolivar

Mathews House

Navarre

Zoar Village

Zoar



Visitors to the Ohio & Erie Canalway can also take advantage of a number of historic tours that celebrate the architecture and history of various districts, including:

Ohio City Home Tour	Ohio City	Cleveland
Walk & Dine	Historic Warehouse District	Cleveland
Walk & Dine	Historic Gateway District	Cleveland
Cleveland Metroparks	Cleveland Neighborhoods	Cleveland
Tremont Trek	Cleveland/ Tremont	Cleveland
Metro Parks	Summit Metroparks	Summit County
Stark Parks	Stark Parks	Stark County
Take A Hike	Cleveland Neighborhoods	Cleveland
Various	Cascade Locks Park	Akron
Cleveland Metroparks	Cleveland Neighborhoods	Cleveland
Zoar Ghost Tours		Zoar
CVNP	Cuyahoga Valley National Park	Cuyahoga/Summit
Underground Railroad	Cuyahoga Valley National Park	Cuyahoga/Summit

RECREATIONAL QUALITIES



There are numerous recreational opportunities available to the five million people living within a fifty-mile radius of the Ohio & Erie Canalway. Federal, State and local governments with a wide variety of private and non-profit interests provide these opportunities. The Byway links and encourages the expansion of existing recreational facilities and opportunities along a route that is rich in interpretive and educational resources and constitutes an outdoor classroom within easy reach of millions.

The Towpath Trail which reuses the original towpath along the historic Ohio & Erie Canal has become the spine of a multi-faceted trail network in the four counties which it passes through. It is the most popular trail in Ohio as evidenced by the reported 1.5 million annual users within the Cuyahoga Valley National Park alone.



In 1996, when the Ohio & Erie Canalway first sought state recognition as a Scenic Byway, there was approximately 25 miles of available Towpath Trail for users. By 2007, the Towpath Trail had grown to 78 miles of usable trail as it works towards a goal of 101 miles. Those trail miles have been incorporated into a greenway setting. More importantly, the remaining 23 miles are being addressed through plans and projects. In addition, more than 15 connector trails are also underway.

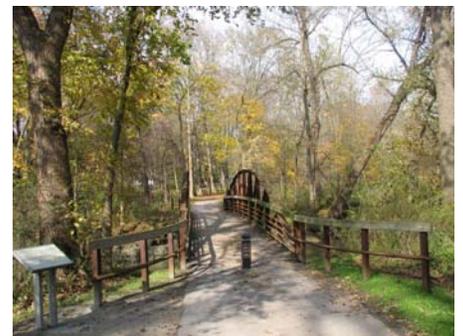


This development of trails has spurred on new and enhanced park units. In Cleveland, those include Mill Creek Falls, West Creek Preserve, Washington Reservation, Treadway Creek Preserve, and Morgana Run Trail. In Summit County, it includes Big Bend, Cascade Locks Parks, and Clinton. In Stark County, the Sippo Lake addition joins John Glenn, and Craig Pittman Parks in Navarre.

Many more park and trail plans have been executed since 1996, setting the stage for additional future park additions and enhancements. Each of the four affected counties has developed county-based *Trail and Greenway Plans*, using the Towpath Trail as the spine trail in the conceptual systems. Cities like Akron, Independence, Brooklyn Heights, Canton and Cleveland have prioritized trail development within their urban planning. In fact, the Steelyard Commons shopping complex in Cleveland not only honored an existing 50-foot easement for the Towpath Trail, but constructed one mile of the Towpath (value of \$1.7 million) through his development while allowing a Tax Increment Financing District (value of \$10.5 million) to capture and contain the increased property valuation as a dedicated local match for the completion of the Towpath Trail in Cleveland.



In Cleveland, those planned trails connect to the Towpath Trail to provide a dedicated network that will one day allow visitors to access the package of destinations and attractions defined as the Ohio & Erie Canalway. In essence, this completes the option



for alternative transportation modes, complemented by the America's Byway and the Cuyahoga Valley Scenic Railroad. The trail projects planned to date include: West Creek Trail, Mill Creek Trail, Big Creek Trail, Morgana Run extension, and Canal Basin District Plan which provides a conceptual framework of pedestrian and cycling facilities that connect to the Towpath Trail or Canal Basin Park.



Additional recreational amenities include special event sites, skiing, sledding hills, golf courses, several municipal sports complexes, and facilities for a wide variety of additional recreational activities such as baseball, soccer, football, picnicking, hiking, fishing and boating.

In addition to multi-purpose trails that accommodate cyclists, hikers, runners, and sometime even rollerbladers, horseback riders and skis, there is a growing movement to build dedicated mountain bike trails.

Both the Ohio & Erie Canal and the two rivers, Cuyahoga and Tuscarawas, are used by canoeists and kayakers. Pleasure boaters populate Lake Erie on a seasonal basis; there are even surfers when the waves are right.

Finally, one key missing ingredient in a recreational package is facilities for overnight camping. To rectify this, the four regional park districts are exploring areas that could accommodate hikers and cyclists.

The two founding non-profit groups, Ohio Canal Corridor and Ohio & Erie Canalway Coalition, offer recreational programs annually to engage the public: Cycle events on and along the Towpath Trail; hikes – some on trails, others through historic districts; and organized races such as the Towpath Marathon and Canalway 5K run.



There are a set of diverse recreational opportunities awaiting visitors within the Ohio & Erie Canalway, including:

Sailing
Lake Erie

Cleveland

Surfing
Edgewater Park/Lake Erie

Cleveland

Bird Watching
Dike 14/ Gordon State Park
Cuyahoga Valley National Park
Irishtown Bend
Ohio & Erie Canal Reservation

Cleveland
Cuyahoga/Summit
Cleveland
Cuyahoga Heights

Golfing
Washington Park Golf Learning Center
Sleepy Hollow
Firestone
Turkeyfoot

Cleveland
Brecksville
Akron
Akron



Canoe Liveries

**Canal Fulton
Bolivar**

Rowing

Cuyahoga River

Cleveland

Hiking & Biking

Towpath Trail – 74 miles

Hike & Bike Trail - 18 miles

Lakefront Trail – 13 miles

Morgana Run – 2.1 miles

Treadway Trail – 1 mile

West Creek Trail – 1 mile

Mill Creek Trail – 2.5 miles

**4 counties
Summit County
Cleveland
Cleveland
Cleveland
Parma
Cleveland**

Volleyball

Wendy Park



Cleveland

Kite Flying

Edgewater Park

Cleveland

Professional Baseball

Progressive Field – Cleveland Indians

Canal Park – Akron Aeros

**Cleveland
Akron
Canton**

Professional Football

Browns Stadium

Hall of Fame

**Cleveland
Canton**

Professional Basketball

Quicken Loans Arena

Cleveland

Professional Hockey

Quicken Loans Arena

Cleveland

Flag Football

Clark Fields

Cleveland

CULTURAL QUALITIES

There are a wide range of qualities that reflect the traditions, customs, beliefs, and folk lives of a variety of cultures to be explored in the Ohio & Erie Canalway.



There are several opportunities to document and celebrate the contributions of Native Americans. The Portage Path is the travel route which Indians used to carry their canoes from the Tuscarawas River to the Cuyahoga – breaching the Continental Divide. Akron has installed a system of markers and bronze statues to commemorate this route from the Merriman Valley to Nesmith Lake. Schoenbrunn was founded by the Moravian church in 1772 as a mission to the Delaware Indians. Today, the site includes reconstructed buildings, the original cemetery, and an interpretive center.

The earlier period of agrarian settlement is represented by many farmsteads along the southern end of the Byway that date from the mid-19th century, such as the Village of Zoar. Founded in 1817 by a German religious sect, the village and surrounding fields still reflect the communal agricultural practices of the Zoarites. Burfield Farm near Bolivar is another notable agrarian example. Canal period settlement and development are represented throughout the byway corridor. Villages and towns that retain much of their canal-era flavor include Clinton, Canal Fulton, Boston, Everett, and Peninsula.



In cities, the settlement pattern was determined by proximity to jobs, many of which were industrial. The immigrant residential neighborhoods that grew up around factories reflect the origins of the foreign immigrants who settled there. Usually, each immigrant group built its own church and had a separate social hall in their resident district. Cleveland neighborhoods linked by the byway such as Brooklyn Centre, Broadway Avenue, Tremont, Ohio City, and Warszawa are National Register districts that retain much of their historic appearance. In Akron, there is the Firestone neighborhood, planned and built for the workers of the rubber company by the rubber company.



These cultural traditions are evident in the neighborhood community events that reflect distinct ethnic groups. It is commonplace to find festivals celebrating these cultural and local traditions every weekend from Memorial Day through Labor Day. Below is a representative sampling:

Greek Festival	Tremont/ Cleveland
Polish Festival	Tremont/ Cleveland
Shish-Ka-Bob Festival	Tremont/ Cleveland
Polish Day Parade	Slavic Village/ Cleveland
Harvest Festival	Slavic Village/ Cleveland
Mum Festival	Barberton
Canal Days	Canal Fulton
Harvest Festival	Zoar



Arts in August

Tremont/ Cleveland

St. Rocco's

Clark-Metro/ Cleveland

The life styles of the wealthy industrialists are also represented along the America's Byway by sites such as the Stan Hywet Estate (Goodyear founder Frank A. Seiberling's home) and the Anna Dean Farm (Diamond Match founder O. C. Barber's estate). John D. Rockefeller's summer homestead is commonly known as Forest Hills Park.



Three museums are national venues for indigenous American cultural phenomenon – the Pro Football Hall of Fame, chronicling the history of American football, the Rock and Roll Hall of Fame, exploring the development of Rock and Roll music as art; and the First Ladies Library, archiving the contributions of America's Presidential First Ladies.

Besides these cultural traditions, there are numerous traditional cultural offerings found in the metropolitan areas of Akron, Canton and Cleveland. Art Museums, symphonies, art galleries, fine dining, live theater, modern theater and dance, along with modern music venues feed the appetite of culture-hungry visitors.

Venues include the following:

Art Museums and Districts

Akron Art Museum

Cleveland Museum of Art

Canton Museum of Art

Akron's Northside District

Downtown Cleveland's Arcade District

Tremont

Theaters / Districts / Venues

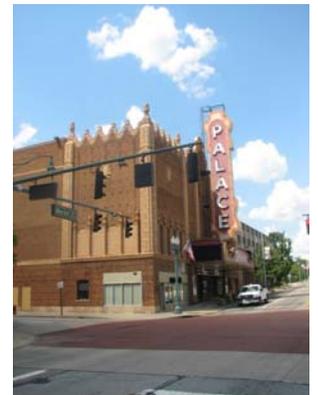
Cleveland's Playhouse Square

Cleveland Playhouse

Cleveland's Gordon Square

Cleveland's Severance Hall

Cleveland Public Hall/ Music Hall



Akron Civic Theatre

Akron's E. J. Thomas Hall

Canton's Palace Theatre

Canton's Players Guild Theatre

New Philadelphia's *Trumpet in the Land*

Urban centers within the Canalway have introduced festivals and events to celebrate various aspects of American culture, including:

Parade the Circle	University Circle	Cleveland
Pro Football Hall of Fame		Canton
Tremont Arts & Culture	Tremont	Cleveland
Ohio City Home Tour	Ohio City	Cleveland
Downtown Street Fair	Warehouse District	Cleveland
Open Air in Market Square	Ohio City	Cleveland
Ingenuity Festival	Downtown	Cleveland
First Night	Downtown	Akron
Taste of Tremont	Tremont	Cleveland
July 4th Freedom Festival	Voinovich Park	Cleveland
Cleveland Orchestra Concert	Public Square	Cleveland
Yankee Peddler Festival Fulton	Clay's Park Resort	Canal



NATURAL QUALITIES

The Ohio & Erie Canalway spans a biological crossroads in the transition zone between the Appalachian Plateau to the east and the Central Lowlands to the west. The Portage Escarpment forms the boundary between these two provinces. The 110 - mile Byway transects

three regions: Lake Plains, Glaciated Plateau and Unglaciated Plateau, resulting in a great diversity in plants and animals and textbook examples of forest communities and habitats.



The primary forest communities associated with the Glaciated Plateau are beech-maple, oak-hickory, and hemlock-beech. The rich beech-maple forest is most common. Ice Age relic hemlock-beech forests are found in ravines, while oak-hickory communities are found atop ridges and in drier areas. The Tinkers Creek Gorge National Natural Landmark contains a rare pre-settlement hemlock-beech forest on the moist valley floor.

Both rolling hills and steep valleys characterize the Unglaciated Plateau, Ohio's oldest landscape, along the southern end of the byway. Oak-hickory forest is the most common community in the Canalway.

Within this region, there are major waterways including Lake Erie as its northern shore and the Cuyahoga and Tuscarawas watersheds, which include many small and large tributaries. A welcomed outcome of the development of the Ohio & Erie Canalway is the recognition of these natural systems within these watersheds and the opportunity to reclaim the rivers, creeks and streams as public lands. Such actions allow for ecological restoration projects like streambank protection, extraction/removal of invasive plant species, and reintroduction of native plant species.

On the other hand, the Canalway project is also bringing new attention to river and stream valleys that have been victims of abuse, such as landfills. The opportunity here is for reuse of such closed landfills into passive open spaces that can incorporate access with trails. The West Creek Preserve, Big Creek, Treadway Ravine and Mill Creek in Cuyahoga County pose such problems and opportunities.



West Creek Preservation Committee, for example, has identified an opportunity to reinstate the original confluence area where West Creek enters the Cuyahoga River at the Byway intersection of Granger Road and Schaaf Road in Independence. This project will provide a wider area for the Creek to absorb the elevated flooding conditions now predominant during heavy rainfalls. In the future, the adjoining area will also host a trail that connects with the Towpath.

To date, public lands are being preserved through the efforts of public park agencies including Cuyahoga Valley National Park; Metroparks, Serving Summit County; Cleveland Metroparks; Stark County Parks; Tuscarawas County Parks Department; Northeast Ohio Regional Sewer District; and the Ohio Department of Natural Resources.



Other agencies that could participate include, Ohio EPA, federal EPA, and private land conservancies such as the Western Reserve Land Conservancy.

There are numerous visitor destinations within the Ohio & Erie Canalway where one can experience the beauty and power of nature. The following include both outdoor natural areas and visitor attractions whose major themes are nature-related:

Edgewater Park	Cleveland
Gordon Park	Cleveland
Rockefeller Park	Cleveland
Cleveland Botanical Garden	Cleveland
Cleveland Museum of Natural History Museum	Cleveland
Lakeview Cemetery	Cleveland
Irishtown Bend	Cleveland
Voinovich Park	Cleveland
Wendy Park	Cleveland
Cleveland Metroparks	
Zoo & Rainforest	Cleveland
Ohio & Erie Canal Reservation	Cuyahoga Heights
Mill Creek Falls	Cleveland
Garfield Park	Cleveland
Bedford Reservation	Bedford
(includes Tinkers Creek Gorge National Natural Landmark)	
Brecksville Reservation	Brecksville
Cuyahoga Valley National Park	Cuyahoga/Summit
F. A. Seiberling Naturealm	Akron
Metro Parks, Serving Summit County	
O'Neill Woods	Bath
Hampton Hills	Cuyahoga Falls/Akron
Sand Run	Akron
Cascade Valley	Akron
Summit Lake	Akron
Confluence Park	Akron
Akron Zoological Park	Akron
Lake Anna	Barberton
Zoar Woods	Zoar
Sippo Lake Park	Stark County



To bring awareness to these issues, the two non-profits have established dedicated public cleanups that target natural areas, streams and rivers where future trails, parks and nature preserves will be built. RiverSweep (established in 1988) in Cuyahoga County boasts of annual participation of 1,000+ individuals from a mix of high schools, businesses, industries, non-profits civic organizations and neighborhood residents.

SCENIC QUALITIES

The America's Byway as a driving experience includes varied landscapes that showcase the rich tapestry of diversity and contrast that defines the Ohio & Erie Canalway.



From a frame of green representing farm fields, greenways, nature preserves, river corridors and open space to imagery of gritty black-and-white where a complex matrix of pipes and bridges, smokestacks, and fire red brick buildings dominate, driving the length of the America's Byway will stimulate the visual senses as it offers a storybook of images.

The visual environment along this route provides opportunities to view such diverse qualities as the heavy industry of the Cleveland Flats and the resulting immigrant neighborhoods that grew up around them to the rolling hills and agricultural landscapes found along the southern end of the byway. The fact that 20 miles of its route drives directly through the heart of a National Park fulfills the promise of a truly protected natural area. The remnants of the Ohio & Erie Canal and the associated structures, towns and villages, architectural styles spanning nearly 200 years, countless natural environments and the evidence and expressions of many customs and traditions from thousands of years of human settlement are other scenic viewsheds provided along the byway route.



These aforementioned scenic vistas have been recognized through a number of visual artists over the years in film, paintings and sculpture.

Currently, local photographers regularly choose these settings as subjects for their art. Nationally recognized artists have done likewise. Photographer Margaret Bourke White's 1920-era industrial photos stand as icons even to this day. Nature photographer Robert Ketchum has documented the Cuyahoga Valley National Park in his seminal book *Overlooked in America*. When the Cleveland Foundation sponsored a tabletop book of images that defined the region, nationally-renowned photographer Cervin Robinson found his subject matter within the boundaries of the Ohio & Erie Canalway.

Hollywood has found numerous settings within the Ohio & Erie Canalway in feature films ranging from the *Christmas Story* to the *Deer Hunter* and *Major League* to *Lost in Paradise* to the 2007 Spiderman flick – *Spiderman 3*.

During the early to mid-20th century, the canal remnants, river valleys, industrial plants, and neighborhoods were also a favorite subject for artists of the art movement known as the Cleveland School. Captured in paintings, etchings, and woodblocks, these artists created a body of work that is now displayed in major museums and eagerly bought by private collectors.

Along the America's Byway, there are opportunities to create "overlooks parks" where visitors can exit their cars and take advantage of a notable scenic viewsheds. In Cleveland, the Veterans Memorial Bridge and the nearby Superior Viaduct provide wide, safe viewing platforms from which to admire the Cuyahoga River Valley and Cleveland's lakefront. Interpretive exhibits have been installed on the Veterans Memorial Bridge. Two other opportunities exist in Cleveland. The former Riverview public housing estate has demolished the majority of public housing units along a byway section on West 25 Street, leaving a wide public space which



provides dramatic views into the Cuyahoga River Valley and could accommodate the development of an overlook park. Such an idea has been embraced by the Cuyahoga Metropolitan Housing Authority, the property owner. The second site is located off Independence Road, the central route, at Eggers Road, where an “industrial overlook” could be developed along the bluff overlooking an active steel mill that features a working blast furnace, shipping dock, internal railroad, stockyard of steel coils, water cooling plant and the Cuyahoga River near the point of the famous river fire of 1969.

The two founding non-profits, Ohio Canal Corridor and the Ohio & Erie Canalway Coalition have begun discussions to introduce an annual motorcycle/car cruise event that would showcase the America’s Byway route. In the past, they have sponsored an overnight bicycle tour that followed its route and may also reintroduce it in the coming years.

A STRATEGY FOR MAINTAINING AND ENHANCING THE INTRINSIC QUALITIES

The Ohio & Erie Canalway America’s Byway Management Plan recognizes that the level of protection needed along the Ohio & Erie Canalway America’s Byway will vary. The highest levels of protection are directed to those parts of the Byway possessing key, sometimes irreplaceable, intrinsic qualities – historical, cultural, natural, and scenic. Other areas may be primed for new development. The goal is to maintain the America’s Byway with a set of standards that enhance, protect and preserve the highest levels of visual integrity and attractiveness while maintaining traveler safety and comfort.

OWNERSHIP PROVIDES BEST PROTECTION

The optimum protection is public ownership.

The best protection for the America’s Byway’s intrinsic resources is realized when the associated resources are owned by public agencies or non-profit organizations. When possible and practical, public ownership remains a valuable and viable option, especially when such transactions further the goals of expanded recreation and educational opportunities.



The America’s Byway extends from the revitalized urban core of the City of Cleveland through a unique linked system of parks anchored by the 33,000 acre Cuyahoga Valley National Park and managed by a mix of metropolitan and city park agencies in Cuyahoga, Summit, Stark and Tuscarawas counties. In public park areas, public ownership ensures the highest possible level of protection for the intrinsic qualities associated

with the Ohio & Erie Canalway.

Since the original state byway designation in June of 1996, the city of Cleveland has poured a sizeable investment into the Canal Basin Park area (northern terminus of the America’s Byway) of the Cuyahoga River Valley. As a tribute to the city’s Bicentennial, a new waterfront fixed rail transit line was built, connecting what will be Canal Basin Park to Cleveland’s bustling North Coast Harbor.



This included the expansion of a public park bounded by the Byway and the Cuyahoga River –

Settler's Landing. The area also benefitted from a new spectacular lighting design/installation of the five nearby bridges that span the River. This new public park remains in ownership of Cleveland and is well-maintained.

Eight public agencies and non-profit Ohio Canal Corridor have teamed up through a Memorandum of Understanding to extend the Towpath Trail from its current terminus at Harvard Avenue to Canal Basin Park. This public project, estimated at \$47 million, will create more than 100 additional acres of park/open space when completed in 2014.

Along the Eastern/Central route, Cleveland's Public Square has also seen renewed reinvestment since 1996 in the rehabilitation of the four quadrant public spaces. A \$1.5 million restoration of the interior of the late 19th century Soldiers & Sailors Monument will occur in 2008.



Cleveland Metroparks has opened the Ohio & Erie Canal Reservation, extending from the border of the Cuyahoga Valley National Park at Rockside Road to Harvard Avenue in Cleveland. This 300-acre, 5-mile linear greenway park represents a \$6.5 million investment that will provide the highest possible level of protection for the intrinsic qualities along this portion of the America's Byway. Additionally, Cleveland Metroparks further

extended that influence with a parallel trail connection along the central Byway route to Washington Park Reservation, a former city of Cleveland park unit now managed by Cleveland Metroparks. This project was aided by \$300,000 of Scenic Byway funds, and includes the new First Tee of Cleveland's Golf Learning Center.

In this same area, the Village of Valley View has purchased property along the Byway to create additional greenspace with a pocket park that can serve Byway and Towpath Trail users.

The eastern branch of the America's Byway has also experienced additional investment along Warner Road as Cleveland Metroparks is working with Cuyahoga Heights and the city of Cleveland in developing a greenway that parallels the America's Byway and connects Garfield Park Reservation to the Canal Reservation. The Mill Creek Trail will follow the course of Mill Creek from Canal Road to the Mill Creek Falls; this trail project is sponsored by Cleveland Metroparks and has received \$300,000 of Scenic Byway funds. Cleveland, working with its local community development corporation, Slavic Village Development, has purchased an abandoned rail line that parallels the Broadway Avenue/ America's Byway and converted it into Cleveland's first rail-to-trail project. The same duo has purchased approximately 6 acres of derelict commercial/industrial property at the intersection of Miles Avenue and Warner Road for open space use as an expansion of the Mill Creek Falls Park.



The Cuyahoga Valley National Park, extending about 20-miles along the Canal through the deep historic Cuyahoga River Valley in Cuyahoga and Summit Counties, has been transformed into an historic, recreational, scenic, natural and cultural jewel by the National Park Service serving more than 3.5 million visitors annually.



South of the Cuyahoga Valley National Park, Metroparks, Serving Summit County and the City of Akron have developed a new Metropark unit about four miles along the canal into downtown Akron. Here again, public ownership provides the highest possible level of protection of the intrinsic qualities.

The Canal is a key feature in Akron revitalization efforts and programs. Akron, the high point on the canal, has been developing the downtown area and the land along the canal into a recreation core through the City for several years and has secured about \$4 million in public funds to develop recreation facilities along the canal. The city demolished a parking garage that had smothered the presence of the watered canal and created a public park which now hosts weekend events and concerts throughout the summer. It has further prioritized the extension of the Towpath Trail through this downtown core; that project should be completed by 2009.



Continuing south, Akron has also been active in purchasing property not only along the historic Ohio & Erie Canal, but adjoining the lands around Nesmith and Long Lakes at the continental divide for a new park – Confluence Park. An aggressive watershed protection agenda has been set that will ensure enhanced water quality. In this same vicinity, the city has purchased the historic Young’s Restaurant, which sits at the intersection of Nesmith Lake, the Continental Divide, and the Towpath Trail.

From Akron, the America’s Byway continues to Barberton, past the Portage Lakes system that incorporates land owned by the Ohio Department of National Resources. Barberton, a historic planned industrial community, has recently completed a plan to develop the corridor. South of Barberton, Pittsburgh Plate Glass occupies a formidable expanse of property along the Tuscarawas River. Their lime lakes are being remediated into a wildlife area. Metro Parks, Serving Summit County has entered into formal agreements that allow the extension of the Towpath Trail through a carefully planned portion of their property. Metro Parks will assume future maintenance and natural enhancements through this section.



Metro Parks, Serving Summit County controls the land formerly occupied by the Ohio & Erie Canal into the Village of Clinton to the county line. They have made physical improvements to the area on and along the Towpath Trail.

The town of Clinton has focused on the development of a Master Plan that emphasizes future investments on the Towpath Trail, Canal and America’s Byway elements of this historic canal village. They have developed a trail plan that includes interpretive exhibits and are focusing on innovative zoning ordinances that will protect their historic architectural resources and setting.

Stark County Parks District owns the canal lands that include the Towpath Trail and are located adjacent to the America’s Byway from Canal Fulton to Massillon. They have improved the Towpath Trail and purchased additional properties along the Byway, including land



in Navarre between the Towpath and the designated America's Byway.



In Tuscarawas County, the town of Bolivar has been busy planning and implementing plans that will extend public ownership of former canal properties adjacent to the Byway. They purchased a major farmstead for \$1 million that will serve a number of public purposes, including (1) protect their fresh well water source, (2) prevent new truck traffic outlet for expanding mining operation, (3) provide public ownership and therefore public access to the historic Ohio & Erie Canal, and (4) introduce new investment of homes within the 74 acre parcel.

Nearby, in Zoar, there are vast holdings already owned by public agencies, including the Army Corps of Engineers, Muskingum Watershed Conservancy District, and Tuscarawas County. In 2005, the citizens of Tuscarawas completed a County Greenway Plan that has identified future opportunities for an expanded park system within the county. To support the implementation of this plan, the Tuscarawas County Commissioners created a County Parks Department in 2004.



ZONING AND DESIGN REVIEWS PROVIDE PUBLIC PROTECTION

If you can't own it, protect it with regulatory process.

Ohio is a "strong local government state," commonly referred to as "home rule." Municipalities have strong well-established zoning, sub-division and other development regulation powers. The Euclid vs. Ambler Realty case through which the United States Supreme Court established the legality of zoning in the United States came from the Cleveland area. Municipal zoning spread rapidly throughout Northeast Ohio sixty years ago. Townships also have well established zoning powers, and counties have subdivision regulation authority in townships.

Land development controls to protect the intrinsic scenic resources in the Ohio & Erie Canalway are well established. In 1996, a survey of governmental units along the America's Byway identified which had zoning, subdivision regulations and sign regulations (usually included in zoning regulations in Ohio).

In Cuyahoga County, municipalities along the byway routes all have zoning and other regulations that protect the America's Byway intrinsic qualities from degradation. All municipalities and townships in Summit County are protected by zoning and subdivision regulations, which protect the intrinsic qualities along it.



In Stark County, the only areas along the byway in the entire county that are not zoned are a two-mile section of Carmont Avenue between Massillon and Navarre (west side of road only in Tuscarawas Township); and about three miles of the byway south of Navarre on Riverland Avenue, in Bethlehem Township, when the byway is west of the Tuscarawas River.

In Tuscarawas County, the only areas along the byway in the entire county that are not zoned are a two-mile section of State Route 800 south of State Route 212 in Fairfield Township; and about one mile of State Route 259 on the southeast side of New Philadelphia (east side of road only in Goshen Township).

Cleveland has instituted a model process with a number of reviews that ensure that future investments in designated areas will be well-vetted and undergo critical scrutiny prior to implementation. The designated America's Byway routes in Cleveland are within jurisdictional reviews of Landmarks Commission, Local Design Review Boards, and Cleveland City Planning Commission. The areas along the routes have received designation as one of the following: a Local Landmark District, a Business Revitalization District or Downtown Business District. This compels that plans for future investments in properties along the Byway by developers are reviewed and critiqued by a dedicated panel or panels prior to acceptance and permitting. Since Cleveland has very rigid zoning ordinances, there is an equal chance that these plans will also need a variance and therefore undergo scrutiny at another review body: Board of Zoning Appeals.

Other cities within the Canalway also employ planning review committees. Following the lead of Cleveland would ensure value in future private investments along the America's Byway.

A STRATEGY TO ENHANCE EXISTING DEVELOPMENT AND ACCOMMODATE NEW DEVELOPMENT WHILE PRESERVING THE INTRINSIC QUALITIES OF THE BYWAY

The designated America's Byway will only fulfill its goals and meet its promises if all parties treat it as a special roadway within each community – directing public and private investment on and along it that elevate its status.

Since its state designation in 1996, efforts continue to enhance existing development, while ensuring the accommodation and promotion of new development is consistent with intrinsic quality protection strategies. Because the America's Byway is an integral facet of a successful and ongoing effort to develop the National Heritage Area, communities are aware of the importance of their unique set of significant natural, cultural, historic and scenic resources.



This community awareness involves an ongoing campaign led by a combination of local advocates and the founding non-profit organizations: Ohio Canal Corridor and the Ohio & Erie Canalway Coalition.

There are numerous local citizen advocacy organizations working within the Ohio & Erie Canalway who monitor the day-to-day decisions regarding land use and investment along the designated Byway. These grassroots groups typically are concerned with development issues within small 1 to 5 mile lengths along the America's Byway. They generally have political access to elected officials to ensure that issues of concern are identified.

They not only protect important resources but are also proactive in seeking suitable new development to complement and enhance existing fabric. These districts are usually associated with areas of unique character, amenities and concerns; examples include the Ohio City District in Cleveland, Cascade Locks Historic District in Akron and the Tuscarawas County Canal Lands Development Committee in Zoar/Bolivar.

Proactive planning for these districts establishes a community-based forum from which to establish goals for the future of the neighborhoods. Oftentimes, these plans begin with the recognition of the significant resources that define the unique character associated with “place.” Within these planning exercises, there is the opportunity to integrate the goals of the America’s Byway into local priorities. There have been numerous such plans executed since the 1996 State Byway designation. Local plans can help to establish additional protection tools such as design guidelines.

Ohio Canal Corridor and the Ohio & Erie Canalway Coalition act as umbrella organizations to these groups and are very active in their missions and work through these networks to accomplish the following objectives identified in the 1996 Byway Management Plan.



- A. Establish design review boards for proposed developments and improvements to existing structures and property. Members of the review board typically develop guidelines and standards to assure the highest quality of design and to assist individual property owners by using examples of quality architecture, design and site planning.
- B. Encourage local plans along designated America’s Byway routes that set future goals for land use, types of development, and public spaces.
- C. Work with property owners and developers to build new structures compatible with existing buildings and the unique character of the community.
- D. Establish programs such as adopt-a-highway to maintain and beautify sections of the roadway.
- E. Encourage local garden clubs, organizations and youth or school groups to initiate maintenance and beautification projects such as the planting of flower or street trees, painting and repairs for homes of the elderly or disabled residents that will enhance the attractiveness of the traveler's experience.
- F. Establish litter sweeps of the America’s Byway.
- G. Develop partnerships with the state agriculture department and the American Farmland Trust to encourage sustainable farms and the preservation of the rural landscape along the Byway.
- H. Partner with community development groups to implement revitalization plans for downtown areas.
- I. Encourage and promote appropriate site planning efforts.
- J. Encourage the under-grounding of overhead utility lines where economically feasible and physically possible to minimize any negative impact to the scenic view shed.
- K. Promote the rehabilitation, restoration and adaptive reuse of historic structures within the Ohio & Erie Canalway.
- L. Establish “Main Street” initiatives working with Heritage Ohio.
- M. Foster the creation of tax incentives to achieve compatible and appropriate development, and invigorate older and dying retail centers to leverage private investment and property improvements and updating.
- N. Encourage the development of agricultural reserve areas by involving local communities and farm interests.

There is recognition that private investment along the Byway can deliver added value to both the local community and visitors if the development follows a strategy that respects the historic, cultural, natural and scenic qualities of the community. So, for instance, when dealing with historic structures, it is wise for investors to understand the real financial benefits that can accrue from IRS-based Historic Tax Credits, the new Ohio State Rehabilitation Tax Credits and the potential Conservation Easement on the property and building. Too often, developers are unaware of this financial tool or find it difficult to find professional firms who are experienced in this arena.



It is important that local community groups, city planning departments, and other interested parties do have a working knowledge of these tools. The Historic Warehouse District and Gateway Neighborhoods in Cleveland have been leaders in this formula, leveraging upwards of \$1 billion of investments into historic properties in downtown Cleveland since 1990.

When dealing with new construction, it is important to keep a watchful eye on the design of new buildings to ensure that they are compatible with the existing fabric of the “place” in which they will be erected. Communities who treat the America’s Byway roads as special points of pride will succeed in escalating the “quality of place” which will, in turn, fuel a greater “quality of life.”

Following is a list of plans, projects and investments associated with the Ohio & Erie Canalway America’s Byway since the designation in 1996.

Broadway

Bohemian National Home – building addition/ landscaping

East 55/ Broadway - streetscape improvements

St Michael Hospital – demolished for new housing development – now, possible velodrome

Boys & Girls Club – new facility/ open space/ ball diamond

3rd Federal HQ – expansion of facility + streetscape improvements

3rd Federal Shopping Center – landscape improvements

Broadway Streetscape improvements – off TIF from 3rd Federal

Warner/ Miles – land acquisition – selective demo for Mill Creek Falls

New Warner School – public investment

Cleanup of old industrial site – expansion of Mill Creek Falls

Reformation of 2 old landfills – BFI + city of Cleveland along Warner Road





Central Route

Arcelor/Mittal – purchase/ investment of LTV Steel Mill

Landscaping along Independence/ Campbell Rd.

New Washington Park Reservation + First Tee

Canal Reservation - \$10 million investment

New landscaping along East 49 Street – enhance park entryway

Expansion of Bacci Park – new connector trail

New Retail Plaza – streetscaping on Canal Road by private developer = \$ million



Construction of new roadway in Valley View – West Canal Road that parallels Byway as a reliever route that also addresses occasional flooding issues

New design of Canal Road in Valley View – reconfigures lanes to add mid-turn lane and feeder lanes for new retail while maintaining 2 lane street

2 new Metroparks Towpath Trail bridges along Canal Road in Valley View for cycle and pedestrian safety = \$6 million

Creation of new park on site of former Floodwater Café, using Clean Ohio Funds. The Village of Valley View purchased derelict commercial property along this same stretch and converted it into a public park space. In addition, they have initiated streetscape design standards for the new commercial investments nearby.

Thornburg Station – new Retail – mimics canal-era architecture (\$7 million)



Western Route

Tree planting along Schaaf Road in Brooklyn Heights

Purchase of property on Granger Road – confluence of West Creek to create parkland

New Schaaf Road bridge over RR tracks

Private investment in restaurants/bakery on Broadview Road

Rehab of historic Krather Building

Investments in CMP Zoo

Investments in parking/ streetscape by Metro General Hospital

New business – auto wash with streetscape elements and design enhancements

New housing adjacent to MetroHealth

Rehabbed buildings at Clark Avenue – since 1996 – demo of one building

New building – SAAS auto salvage business

Streetscape improvements and private rehab buildings in Ohio City

Demo of public housing –Riverview Estates as new public space with commanding views

Lutheran Hospital – streetscape improvements

Veteran Memorial Bridge improvements – wide sidewalks and interpretation

Stonebridge housing that abuts Byway



CVNP



New bridge over Canal at Hillside Road for access to Canal Visitor Center

New Boston Store museum/ visitor center

New Farmer's Market along Byway in Peninsula

Rehab of historic schoolhouse into museum – Rt 303

Investment into former farmstead – Botzum Farm

Creation of Countryside Conservancy program which is revitalizing former farmlands using natural/organic farming methods

Rehabilitation of aqueduct over Tinker's Creek

Merriman Road

New interpretive statues of American Indian passage for Portage Path



Mustill Store area investment

Northside District investment

New Scenic RR station investment

Main Street – Akron – Aero’s Stadium, new restaurants, Akron U,

etc.

Canal Place investment

Towpath Trail along Canal Place investment

Roadway improvements (Manchester Road) near Young’s Restaurant area

Confluence Park Master Plan investment: interaction of the byway with Portage Lakes, Ohio & Erie Canal, Towpath Trail, and the Indian Portage

Confluence Park Towpath Trailhead and interpretive displays



Barberton



Preservation and restoration of Anna Dean Farm buildings; remodeling of school and commercial buildings to reflect the historic architecture of the Anna Dean Farm.

Replacement of the Tuscarawas Avenue Bridge with the Wooster-Robinson Bridge, a major connection from the byway into the central business district of Barberton - \$18,000,000

Cleanup of industrial properties surrounding the Wooster-

Robinson Bridge

Enhanced landscaping fronting industrial buildings along Robinson Road

PPG investment in Lime Lakes

Clinton

Investment of Metro Parks Serving Summit County Towpath Trailhead and bridge over the Tuscarawas River.

Canal Fulton



Boardwalk along Canal which parallels Byway - \$400,000

Towpath Trail from Clinton to Massillon

New Canalway Visitor Center in Canal Fulton



Massillon

New building in Massillon – corner Lincoln Way

New bridge – Tremont Avenue

Navarre

Building renovation in square

Towpath Trail through Navarre/ Stark County



Bolivar

Purchase farm for Towpath extension and to preserve water quality

New Bridge over I-77 at Fort Laurens

New Philadelphia

Port Authority purchase of steel facility

A REVIEW OF THE ROAD'S SAFETY RECORD TO LOCATE HAZARDS AND POOR DESIGN, AND IDENTIFY POSSIBLE CORRECTIONS

SAFETY

Safety First!

The four county engineers undertook an initial review of the safety record of the America's Byway roads in 1996. The conclusions of that review found that the America's Byway roads provide safe and efficient travel in all but a few instances.

In Cuyahoga County, two roadway sections were problematic:

1. the intersections at Broadway/ Miles/ Warner/Turney Roads;
2. East 93rd Street and Ella Avenue.

These intersections contain awkward traffic patterns with merging traffic lanes and cloverleaf entrance/exit ramps.

In Summit County, a safety problem was discovered on Tuscarawas and West Sixth Streets. In addition, bicyclists expressed concerns about the narrow width and high speeds along Riverview Road.

The roadways in Stark and Tuscarawas Counties cited no safety problems along the designated America's Byway route.

The following recommendations were offered in the original Byway Management Plan:

- Review and improve the design and traffic flow at the intersection of Broadway/Miles/Warner/Turney Road in Cleveland - Cuyahoga County.

This problem was partially addressed through the installation of a pedestrian activated road crossing at Warner/Turney for the new Mill Creek Falls Park (funded in part by a Scenic Byway Grant). Then, in 2003, the city of Cleveland hired Knight & Stolar for \$147,762 to undertake a dedicated planning exercise with the Local Development Corporation (Slavic Village Development Corporation) to analyze the current configuration and roadway width for the Broadway Avenue/ Warner Road/ Miles Road intersection and the traffic pattern/flow west into the intersections of Broadway Avenue (south), Turney Road (south) and Warner Road (west). After compiling traffic counts, it was determined that the wide Broadway Avenue could be narrowed as a traffic calming measure that would greatly aid pedestrians. The roadway traffic pattern of one-ways was studied and options were considered that reinstated two-way traffic through the intersections. In the end, three options were presented for community input; the chosen option provided a compromise that looked to balance issues of pedestrian and cycling safety with costs. The chosen option included a new pedestrian bridge that paralleled the vehicular bridge (Broadway/Warner/Turney Bridge); it provided traffic calming in the overbuilt intersection by narrowing the Broadway roadway surface and striping pedestrian crossings. Currently, Broadway Avenue is scheduled for a re-

build that will allow for traffic calming measures and pedestrian striping, but will not include a separate pedestrian bridge.

- Review and improve traffic patterns at intersections of East 93rd and Ella Avenue in Cleveland - Cuyahoga County.
 - Review the speed limit along Riverview Road to make consistent and improve safety.

Cyclists at a public meeting in 1996 brought this issue to the attention of Byway planners. The speed limit for the roadway reaches 45 miles per hour in Summit County; it is 35 miles per hour in Cuyahoga County and 25 miles per hour through the Village of Peninsula. Summit County Engineer has since improved portions of Riverview Road, adding dedicated bike lanes on the roads. The Engineer also realigned the Boston Mills/ Riverview Road intersection to provide safe pedestrian access to the Cuyahoga Valley Scenic Railroad platform and nearby Boston Mills Ski Resort. Funds have been allocated and design is in progress for a roundabout at the intersection of Riverview Road and Smith Road, site of recent fatalities and numerous crashes, to improve safety for vehicles, cyclists and pedestrians. Long – range plan to provide roundabouts at each major intersection along Riverview Road between Smith Road and Peninsula Village.

- Review and improve traffic patterns on Tuscarawas Avenue and West Sixth Street in Barberton - Summit County.

Downtown Barberton redevelopment has provided street-scaping along Tuscarawas Avenue, improved parking access from Wooster Road which reduced vehicular traffic on Tuscarawas Avenue and improved pedestrian safety. In addition, the new Wooster-Robinson Bridge directs traffic to Wooster Road instead of Tuscarawas Avenue, further reducing vehicular traffic on Tuscarawas Avenue.

In some associated actions, the Village of Valley View in Cuyahoga County realigned Canal Road to accommodate a new major retail center, while relieving congestion and addressing safety. The new roadway alignment turned a 4-lane road into a three lane road with a dedicated middle turning lane, and added landscaping improvements to a portion of Canal Road.

In Summit County, improvements on Manchester Road have widened through lanes and added center turn lanes to improve safety and traffic flow. The Towpath Trail has been constructed under Manchester Road adjacent to the Ohio & Erie Canal, providing complete separation of the trail from vehicular traffic.

In Tuscarawas County improvements since 1996 include a guardrail project on Fort Laurens Road and Towpath Road which brought the roads into conformance with federal design specifications.

NOACA Transportation Improvement Program: In 2010, Granger Road from Canal Road to Schaaf Road will be repaved (Independence and Valley View).

Summit County Engineer's Major Improvement Projects: In 2009, the existing bridge carrying Van Buren Road over the Tuscarawas River will be replaced with a new bridge (Barberton and New Franklin). In addition, Metro Parks Serving Summit County is completing construction of a portion of the Towpath Trail including a bridge parallel to Van Buren Road, separating it from vehicular traffic.

AMATS Transportation Improvement Program: In 2009, Manchester Road from Waterloo Road to Carnegie Avenue will be reconstructed, and the traffic signals will be upgraded (Akron).

SCATS (Stark County) Transportation Improvement Program: In 2009, the Tremont Avenue bridge will be reconstructed (Massillon). Just south of Navarre, the Riverland Road bridge (Rt 212) over the Tuscarawas River is being reconstructed. In Bethlehem Township, the Rt 212 bridge over the Tuscarawas River is being reconstructed.

In addition, the additional leg of the Byway that extends between Massillon and Canton crosses an area prone to flooding. The Stark County Engineer is addressing the problem.

A PLAN TO ACCOMMODATE COMMERCIAL TRAFFIC WHILE ENSURING SAFETY OF ALL SIGHTSEERS

COMMERCE

The Ohio & Erie Canalway America's Byway is the asphalt ribbon that connects the many and varied historic, recreational, educational, and interpretive destinations from Cleveland past Zoar to Dover, Ohio. This collection of historic sites, recreational areas, natural features, museums, shops and entertainment venues are on average no more than 3 miles apart.

Visitors to the Ohio & Erie Canalway will drive along the America's Byway to destinations where they will leave their car for a pedestrian journey, a hike or bike ride along the Towpath Trail or a ride aboard the Cuyahoga Valley Scenic Railroad.



The Corridor Management Plan identifies a series of visitor entry/orientation points along the Byway route which are organized in a hierarchy of visitor conveniences and services. They are:

- Canalway Centers
- Journey Gateways
- Landings and Trailheads

A Canalway Center is defined as a venue, which contains information, orientation and interpretation for the Ohio & Erie Canalway. It contains a staffed visitor center where a canal overview and detailed interpretation connects the site with the overview story of the Canalway. It is located directly off the America's Byway and near the Towpath Trail or a Towpath - connector trail. It has ample parking and public restrooms. The

site is included on the Canalway Wayfinding Signage and hosts a Canalway Kiosk, which contains information, orientation and interpretation.



Journey Gateways are sites along the America's Byway that are important points of departure and orientation for the journeys that are the heart of the visitor experience. Journey Gateways are often places where one or more of the linkages intersect - the Cuyahoga Valley Scenic Railroad, the America's Byway, the Towpath Trail (including connector trails), and/or the Canal or River - and, when located in neighborhoods or areas not on the Towpath, will typically have nearby clusters of visitor services or attractions. Although

there is no expectation of a visitor center or staff, there may be restroom facilities. The site is included on the Canalway Vehicular Wayfinding Signage and hosts a Canalway Kiosk, which contains information, orientation and interpretation.

Landings and trailheads are small sites along the America's Byway where visitors can access the two parallel/alternative transportation options: the Scenic Railroad or the Towpath Trail. These sites are characterized by a low level of support services, not staffed and not located within centers of urban activity. They are not usually included on the Canalway Vehicular Wayfinding Signs nor do they have a Canalway Kiosk. Other Canalway signs identify these sites for visitors by their association with either the Towpath Trail or Scenic Railroad.

The Byway route provides ample opportunities to fulfill a variety of service needs for overnight accommodations like hotels, motels and bed and breakfasts. Travel time between restaurants, public restrooms and gas stations for fuel can be measured in minutes.



ROADWAY INVENTORY

The roads, which comprise the America's Byway, are both rural and urban in nature, but all have been improved to easily accommodate two-wheel drive vehicle traffic. All of the roads are used for routine local traffic and many of the roads meet design criteria as major thoroughfares. Most of the roads are classified as minor or major arterial and some are minor and major collector routes. Several portions of the America's Byway are state and federal routes, including SR 212 and SR 800 in Tuscarawas County, SR 93 (Manchester Road) in the Akron area, and SR 14 (Broadway Avenue), SR 176 (Broadview Road), and US 42 (Pearl Road/West 25th Street) in Cleveland.

CURRENT TRAFFIC

In 1996, traffic records were researched and the most recent available traffic counts compiled for each section of the roadway. Most of the traffic counts were relatively current; a few were five or six years old in areas bearing little activity. The rural roads in Tuscarawas County have the lowest average daily traffic counts (ADT). Dover-Zoar Road had a count of 1211 in 1995 and State Route 212 had a count of 1660 vehicles in 1992. Only one road in Stark County, Hudson Drive had a count above 2000 vehicles per day. In Summit and Cuyahoga County, the byway roads were more moderately traveled with regular traffic counts in the range of 4,000 to 20,000 ADT.



NOACA published a traffic count map in 2004, compiled from data obtained over the previous ten years. Traffic counts for the byway range from about 1,400 to 24,000 ADT. A short stretch of the byway in downtown Cleveland, adjacent to Progressive Field, Quicken Loans Arena, and a highway interchange, averages 40,000 vehicles per day.

AMATS published a traffic count map for Summit County in 2008, compiled from data obtained during 2004 – 2007. Traffic counts for the byway range from about 2,000 to 14,000 ADT. The highest counts occur in Akron, just north of downtown.

The added Byway leg in Stark County uses a roadway that serves as a minor collector road serving large residential districts between the two cities of Massillon and Canton. 12th Street has some flooding issues that are being addressed locally.

There is some heavy truck traffic on the northern section of the America's Byway. The trucks service the manufacturing and construction businesses centered along Cleveland's waterfront and industrial river valley. A Truck Route Study was launched in 1997 to identify dedicated roadways to be used by trucks carrying raw materials from lakeside ports and riverside terminals in Cleveland's Flats. The study has been prolonged due to changing circumstances attributed to (1) failing geological faults along Riverbed Road, (2) the decommissioning of the Eagle Avenue Ramp; and (3) the recommendations on the future location of the Cleveland-Cuyahoga County Port Authority.

A few other roads in Cuyahoga County are extensively used by commercial vehicles. East 49th Street has an ADT of about 6,000 vehicles with about 20% of that total being truck traffic. In this area, trucks are effectively managed by Cuyahoga Heights and Newburgh Heights with strict regulations on speed and limited access. There are similar amounts of truck traffic on Granger and Canal Roads in Valley View. Because of the truck traffic, Cleveland Metroparks built two overhead bridges to ensure safe crossings of Towpath Trail users.



FUTURE TRAFFIC

As the America's Byway gains recognition as a preferred travel route through the Ohio & Erie Canalway, an increase in vehicle use is expected. The nature of the America's Byway, itself, is such that most users will access portions of it from major freeways that parallel the route. I-77 and State Route 21 parallel the route and provide primary access for high-speed traffic. The Canalway Signage Plan is designed to direct visitors from these freeways onto the America's Byway and then to Canalway Visitor Centers, where they can find information and orientation to the various affiliated attractions.

Most byway motorists will not drive end-to-end in a one-day trip. Though some byway streets and roads accommodate significant volumes of traffic, today, there is no congestion due to the nearby highway systems and configuration of the overall road network. During morning and evening rush hours, cars, trucks and busses are not stacked in intersections. Visitors and route users are unlikely to compete with rush hour traffic at 6:00 – 9:00 a.m. The hours when byway drivers will primarily access the roads are weekdays (9:00 a.m. - 8:00 p.m.) and weekends (8:00a.m. - 9:00 p.m.) The conclusion is that byway drivers will most often use the road during non-peak times.



SAFE ACCOMODATION OF SIGHTSEERS IN SMALLER VEHICLES, BICYCLISTS, JOGGERS, AND PEDESTRIAN

Canalway sightseers will benefit in terms of safe travel by the degree of separation of the roadway from visitor activities. There are numerous established venues where visitors will leave the roadway, park their cars and explore areas and buildings. The Ohio & Erie Canalway provides a separate, parallel off-road trail system, anchored by the Towpath Trail which includes connector trails that align with the America's Byway routing. Pedestrians and cyclists can use this trail network to navigate and discover the affiliated Canalway destinations. In addition, portions of the America's Byway accommodate on-road bicyclists.

There are also opportunities to create “overlooks parks” where visitors can exit their cars and take advantage of notable scenic view sheds. In Cleveland, the Veterans Memorial Bridge and the nearby Superior Viaduct provide wide, safe viewing platforms from which to admire the Cuyahoga River Valley and Cleveland's lakefront. Interpretive exhibits have been installed on the Veterans Memorial Bridge. Two other opportunities exist in Cleveland. The former Riverview Cuyahoga Metropolitan Housing Authority (CMHA) housing estate has demolished the majority of public housing units along the byway on West 25 Street, leaving a wide public space which provides dramatic views into the Cuyahoga River Valley and could accommodate the development of an overlook park. Such an idea has been embraced by CMHA, the property owner. The second site is located on the central route on Independence Road at Eggers Road, where an “industrial overlook” could be developed along the bluff overlooking an active steel mill that features a working blast furnace, shipping dock, internal railroad, stockyard of steel coils, water cooling plant and the Cuyahoga River near the point of the famous river fire of 1969.



PROPOSAL FOR MODIFYING THE ROADWAY, INCLUDING DISCUSSION OF DESIGN STANDARDS

Modifications and proposed improvements to the America's Byway roads are the responsibility of the local governmental unit. As previously mentioned, the two non-profit organizations are the responsible agencies who must work proactively with local interests to identify appropriate modifications on the Byway.

There are on-going efforts which are working with local communities for such modifications. In some instances, the driving factor is safety; in others, it deals with commerce – either accommodating new retail/office with expanded traffic or through a narrowing of wide roadways to integrate a walkable/pedestrian environment. In each case, decisions are vetted

through the appropriate review processes, which can include local government, county engineer, regional Metropolitan Planning Organizations (MPO), and/or ODOT.

These examples illustrate these points:

EXAMPLE 1

In 1996 in Cuyahoga County, the Village of Valley View applied for funds to help widen two-lane Canal Road, adding a turning lane to alleviate congestion, to improve safety and to accommodate increased traffic for a new retail center. During the course of their design, a local developer lobbied for the road to be widened from its proposed 3 lanes to six. Ohio Canal Corridor and the Cuyahoga County Planning Commission (CPC) met with the County Engineer's Office and the Village of Valley View to begin a dialogue. Ohio Canal Corridor and CPC argued that the character of the Byway would suffer if the entire course of the road was widened to six lanes and that traffic did not merit such a public investment. The debate that ended with a compromise where the entire roadway was widened to three lanes, but a short stretch (500 feet) along the developer's property included a separate right-turn-only lane to allow for a higher throughput into the new development. The final product also included curbing, new guardrails, drainage, and landscaping. This solution also eliminated the dangerous situation of motorists using dirt shoulders to pass stopped vehicles waiting to make left turns.

EXAMPLE 2

In Summit County, the Summit County Engineer designed and constructed a reconfigured intersection and road alignment for the Riverview Road/ Boston Mills Road intersection that did not impact the historic integrity of the Scenic Railroad. The changes consolidated parking for the Boston Mills Ski Resort and eliminated a dangerous road crossing for ski users. It also brought a separate and safer train platform and an end product wherein landscaping softened the intersection and framed the new parking lot area.

EXAMPLE 3

In Cuyahoga County, Ohio Canal Corridor partnered with the Kent State Urban Design Center and Cleveland's Local Development Corporations to study portions of the western and eastern routes of the Byway. In each study, roadway modifications and streetscape improvements were identified. Along West 25 Street/Pearl Road, there were two road narrowing projects: In Ohio City, between the Veterans Memorial Bridge and Bridge Avenue; in Old Brooklyn, between the Brooklyn-Brighton Bridge and State Road. Today, these ideas continue to be studied and have gained support for implementation. The same type of study was conducted along Broadway Avenue, which resulted in a detailed analysis of the intersection of Broadway Avenue/Warner Road/Turney Road/ Miles Avenue where constriction of the Broadway road width and a more rationalized intersection would bring needed safety measures. This plan was headed by the Local Development Corporations and included the city of Cleveland, Cuyahoga County, and the local MPO.



EXAMPLE 4

In Summit County, at the border of Coventry Township, near the Continental Divide, a partnership of the City of Akron, Metro Parks Serving Summit County, Ohio Department of Natural Resources, Ohio & Erie Canal Coalition, the City of Barberton, Summit County and Coventry Township worked together on the Confluence Park Master Plan investment: interaction of the byway with Portage Lakes, Ohio & Erie Canal, Towpath Trail, and the Indian Portage. Portions of the plan have been

implemented, including portions of the Towpath Trail, a portion of which has been constructed under Manchester Road adjacent to the Ohio & Erie Canal, providing complete separation of the trail from vehicular traffic. Other portions include a Towpath Trailhead and interpretive displays. Safe access to historic, recreational and ecological points of interest is incorporated into the plan.

These types of examples will continue. Two overlapping planning studies focused on West 25 Street in Cleveland. The Clark-Metro Development Corporation conducted a study in 2004-6 for the area between Barber Avenue and I-71. Old Brooklyn Development Corporation is embarking on a similar exercise that will look at that same stretch of America's Byway from Lorain Avenue to State Road. These studies investigated strategies for future land use and investment as they looked to consolidate retail nodes that would benefit from a pedestrian environment.

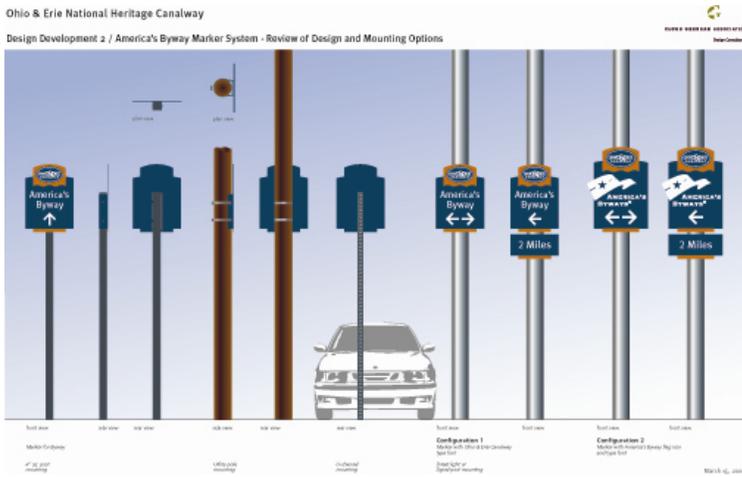
A DISCUSSION OF EFFORTS TO MINIMIZE ANOMALOUS INTRUSIONS ON THE VISITORS' EXPERIENCE OF THE BYWAY

VISITOR EXPERIENCE

The visitor experience was outlined in the Corridor Management Plan (2000), a product of some 75 public meetings, where the general public, associated attractions, local elected officials, government agencies, citizen groups, and other non-profits answered the questions: (1) What is the Ohio & Erie Canalway? and (2) How would people use the Ohio & Erie Canalway?

To the first question, a boundary was established that spanned the region from Cleveland's lakefront to Dover/ New Philadelphia. The boundary was a product of analysis of the important and relevant inventory of natural, cultural, historic, recreational and archeological resources. These resources are often referred to as "intrinsic qualities." It also included those sites and destinations associated with the Canalway interpretive storylines – places defined by their "intrinsic qualities."

When answering the question: 'How would people use it?', the overwhelming response was that people should actively explore this regional destination, using the three transportation options: Towpath Trail system, Cuyahoga Valley Scenic Railroad and the Ohio & Erie Canalway America's Byway. It is practical to expect that the majority of travelers will use the America's Byway as their main option.



To accommodate those visitors, the Canalway Signage Plan provides for a seamless experience by providing directions from the parallel freeways onto the America’s Byway. The America’s Byway is then appropriately signed with Route Markers that provide the necessary visual directional signage to follow the America’s Byway from Cleveland to Dover/ New Philadelphia. Along the America’s Byway, a Vehicular Wayfinding Signage System will provide information about attractions and destinations prior to the final decision point (e.g. - turn left

here) so that drivers can navigate with an assurance that they will find their destination. Once the driver turns into the entryway of a destination, they will encounter a Confidence Marker which sports a “tag line” that is associated with its prime visitor experience –categorized by the compelling resource it offers (e. g. – at an historical museum – “Discover American History”). After parking, they will encounter a two-sided Canalway Kiosk, which provides on one side the overarching storyline and information on the 110-mile Ohio & Erie Canalway, while the second side provides a site specific story that affiliates it with the Canalway and includes the local interpretive storyline. In the future, at sites with connection to the Towpath Trail or a connector trail, visitors will find a Trail Wayfinding/Directional system that guides them to destinations along the trail system.

The Corridor Management Plan began to identify the collection of places within this bounded region where visitors could interact within distinct landscapes as they learned the stories of settlement and development. The initial concept was later magnified in the Canalway Communications Plan (2006), when a broader interpretive framework was introduced.

These places were classified in a hierarchy of visitor services/ expectations as (1) Canalway Centers, (2) Journey Gateways, and (3) Landings.

A Canalway Center is defined as a venue which contains information, orientation and interpretation for the Ohio & Erie Canalway. It contains a staffed visitor center where a canal overview and detailed interpretation connects the site with the overview story of the Canalway. It is located directly off the America’s Byway and near the Towpath Trail or a Towpath - connector trail. It has ample parking and public restrooms. It is included on the Canalway Vehicular Wayfinding Signage and hosts a Canalway Kiosk, which contains information, orientation and interpretation.

Journey Gateways are sites along the America’s Byway that are important points of departure and orientation for the journeys that are the heart of the visitor experience. Journey Gateways are often places where multiple corridor linkages intersect - the Cuyahoga Valley Scenic Railroad, the Scenic Byway, the Towpath Trail, and/or the Canal or River - and, when located in neighborhoods or areas not on the Towpath, will typically have nearby clusters of visitor services or attractions. Although there is no expectation of a visitor center or staff, there may be restroom facilities. It is included on the Canalway Vehicular Wayfinding Signage and hosts a Canalway Kiosk, which contains information, orientation and interpretation.



Landings and trailheads are small sites along the America's Byway where visitors can access the two parallel/alternative transportation options: the Scenic Railroad or the Towpath Trail/ connector trails. These sites are characterized by a low level of support services, not staffed and not located within centers of urban activity. Although they are not included on the Canalway Vehicular Wayfinding Signs nor do they have a Canalway Kiosk, they are signed from the America's Byway where practical.

IDENTIFYING THE ANAMOLOUS INTRUSIONS ON THE VISITOR EXPERIENCE

The initial exercise that defined the America's Byway route necessitated that the byway would be a product of a mix of existing roadways. There were three key principles or factors that guided the decisions for inclusion: (1) identifying roads that parallel and/or provide visual access to the historic Ohio & Erie Canal, (2) identify roadways that deliver visitors to the affiliated package of Canalway destinations, and (3) identify roadways which provide a quality visitor experience based on an analysis of its inherent intrinsic qualities.

The route of the America's Byway offers a variety of landscapes as the visitor travels its 110-mile length. Indeed, it is the diversity of the landscapes, which reflect the initial three interpretive themes related to the development and legacy of the Canal. Upon close inspection of these landscapes found along the America's Byway journey, one discovers significant stretches (71 miles) where drivers will pass farms and forests, canal and rivers, marshes and lakes. Significant stretches (29 miles) of the America's Byway which pass through the urban areas offer exceptional examples of upscale 19th and 20th century homes and buildings, historic canal village settings, traditional Main Street districts in downtowns, and well kept suburban neighborhoods.



That leaves 10 miles of the 110-mile route (23%) where a visitor will encounter some intrusions on their visit. Some sections pass through areas of industrial development, or recent commercial development, as well as adjacent transportation nodes such as freeway intersections.

There were conscious decisions to include historic roads in some urban areas where disinvestment has occurred over the past four decades, leaving some abandoned structures and vacant lots in its wake. The choice is consistent when viewed from an interpretive lens. Strategically, these roads and neighborhoods were considered opportunity corridors that could benefit from an enhanced identity provided by the America's Byway designation.

If we can conclude that "intrusions" are defined as "visual intrusions" and not necessarily land uses or types of business or industry, then remedial strategies can be realized through physical enhancements to property. A listing of identified areas and current status is as follows:

Cuyahoga County

Eastern Route

Canal Basin Park area – Columbus Road (Cleveland): Currently a compilation of asphalt parking lots – identified as Canalway Center primed for future major park investment.

Broadway – between Innerbelt freeway overpass (I-90) and I-490 (Cleveland): This area is dominated by harsh concrete presence of roadway with no greening buffers, street is extended overpass for two major freeways with small industrial presence.

Broadway – site of former St. Michael's Hospital (Cleveland): Complex demolished. This vacant site awaits new investment – possibly housing.

Broadway – south of Fleet Avenue to Miles Avenue (Cleveland): A commercial area in transition with some new investment, other older abandoned buildings, used car lots.

Central Route

Independence Road – south of Rockefeller Avenue – small section of industrial users – could benefit from landscaping for curb appeal

Western Route

West 25 Street – area from GCRTA tracks south of Lorain Avenue to MetroHealth Medical Center (Cleveland): Combination of vacant lots and underutilized buildings broken by pattern of bridge overpasses.

Schaaf Road/Granger Road (Independence): Floodprone area with industrial uses near the confluence of West Creek and Cuyahoga River – 10-acre riparian restoration project underway.

Canal Road – Warner Road to Rockside Road (Valley View): Area of newer commercial and industrial development that also includes large vacant parcels; utility poles spoil vistas

Summit County

Merriman Road at Portage Path (Akron): Area of newer commercial Strip Mall developments which could benefit from landscaping buffer along roadway to mask parking

Cuyahoga Street – Mustill Street to North Howard Street (Akron): Industrial area; revitalization of adjacent Northside District neighborhood of Akron is spreading.

Vicinity of I-77 and SR 59 overpasses (Akron): Byway traverses area with intersecting overhead freeways.

Kenmore Boulevard – Lakeshore Boulevard south to Manchester Road Bypass (SR 93) and Manchester Road Bypass south to W. Wilbeth Road (Akron): Industrial area, outdoor storage yards, and vacant industrial land.

South Van Buren Road – Russell Avenue to Vanderhoof Road (Barberton and Franklin Township): Industrial area, outdoor storage yards, wastewater treatment plant, and vacant industrial land. Shows signs of improvement.



Stark County

Erie Avenue North – north of Canal Fulton (Lawrence Township): Area of industrial development.

12th Street in Canton – between I-77 and - commercial area that shows signs of disinvestment, needs help in curb appeal.

Tuscarawas County

Wooster Avenue – Tuscarawas River to East Iron Boulevard (Dover): Area of newer industrial development.

Boulevard Street – East Iron Boulevard to Carrie Avenue NW (Dover and New Philadelphia): Area of newer commercial development and hospital complex.

INTERVENTION STRATEGY

These identified intrusions represent the few small areas of commercial, industrial, or freeway uses found along the America's Byway that are intrusions on the visitor experience. Ohio Canal Corridor and Ohio & Erie Canalway Coalition encourage local governments and private landowners to find appropriate investments which will enhance the aesthetic quality of these existing facilities through education and community awareness, landscape development, parking lot improvement or relocation, sign management and building facade improvements.

The two non-profits support the efforts of local civic associations and government agencies to explore opportunities to mitigate the presence of overhead utility lines and their insensitivity to the view sheds and resources of the America's Byway by concealing them through such actions as tree plantings in the streetscape or burying the existing utility lines. In addition, the two non-profits work with local communities to develop anti-litter activities like the Byway Blitz established in Cleveland in 2002 and "Adopt-A-Byway" program for stretches of the America's Byway.

PAST / EXISTING EFFORTS

Actions have been and continue to be taken by public and private agencies and organizations both to mitigate the areas where intrusions to the visitor experience exist and to make improvements to enhance the visitor experience. Some examples are described below:

- The Flats near the proposed Canal Basin Park benefitted from a \$70 million public investment that coincided with Cleveland's Bicentennial celebration in 1996 that included evening lighting of six bridges that span the Cuyahoga River, an expanded Settler's Landing park, and a new light rail transit system (Waterfront Line) that was constructed between Cleveland's public transit hub, Tower City through the Flats to North Coast Harbor (\$10 million/ opened in 1998 which hosts the Rock and Roll Hall of Fame (\$65 million/ opened in 1995, Great Lakes Science Center, (\$53 million /opened in 1996); Brown Stadium (\$283 million/ opened in 1999; and the Steamship *William G. Mather* Museum (moored at North Coast in 1990).
- The Flats have been studying the vehicular roadway network that currently serves the Flats area with a goal of defining a truck route from the lakefront to the freeway system since 1998. The current landscape of the Flats is a product of the interaction between Nature and Human Systems, dominated by industrial production. Those studies continue.
- Currently, in 2008, a major new residential, mixed-use project called the East Bank project is underway. The project is valued between \$400 – 500 million, It is slated for completion by 2010 and will add 400 new residential lofts along with retail and a movie cinema.
- In downtown Cleveland, the Historic Warehouse District has led an effort that has seen more than \$700 million in private investment to rehab and reuse more than 60 buildings. These efforts have brought 3,000 new upscale housing units along with 35 restaurants and clubs. The District has benefitted from the public investment of \$2 million in streetscape improvements. The revised Byway route in Cleveland includes portions of the Warehouse District.



- In 1994, Cleveland welcomed two new sports arenas – Progressive Field and Quicken Loans Arena in the Historic Gateway Neighborhood. The two projects valued at \$275 million also spurred redevelopment in the historic buildings around the site. Like the Warehouse District, developers have rehabbed more than 15 buildings, adding 600 new housing units while sparking new restaurants and entertainment venues, including an East Fourth Street District with the House of Blues and Pickwick & Frolic.
- BP has completed a cleanup/ green cap project at the former Standard Oil Refinery #1 site that has transformed area into green open space along Broadway Avenue.
- West 25 Street portion of the America's Byway in Ohio City, near the West Side Market, had \$5 million in improvements to streetscape, parking and the West Side Market in 2002. The West Side Market is undergoing an additional \$2 million in modernizing improvements to vendor display cases (2006-8).
- Additional studies have been conducted for the West 25 Street corridor between Ohio City and Old Brooklyn, depicting new public and private investments in housing, commercial and institutional venues. They include the West 25 Street Byway

Improvement Plan (1998); Clark-Metro Byway Study (2006-7) and the Old Brooklyn Retail Study (2004).

- Since 2000, four billboards were removed from the America's Byway along West 25 Street, including two at key entry points to Ohio City and the Cleveland Metroparks Zoo.
- In 2001, the Village of Brooklyn Heights enhanced the curb appeal of the America's Byway by planting trees along Schaaf Road.
- In 2007, the city of Independence purchased property at the intersection of Granger and Schaaf Roads with the purpose of returning a current large blacktop parking lot into a 10-acre wetland re-establishing the meander of the West Creek as it pours into the Cuyahoga River at a cost of \$3.5 million. The West Creek trail will pass through this area and connect to the Towpath Trail at a later time.
- In 2002- 5, Cleveland Metroparks (CMP) planned and executed a landscape plan along East 49 Street portion of the America's Byway from Fleet Avenue to Granger Road as an extension of the Ohio & Erie Canal Reservation. Working with local governments and businesses, CMP added landscaping to street frontage, provided directional signs, and replaced silver cyclone fencing with black vinyl fence and screening, relocating long stretches away from the roadway.
- In 1999, the Czech Cultural Center of Sokol Greater Cleveland added athletic programming space with an addition to the historic Bohemian National Hall at 4939 Broadway Avenue.
- Third Federal expanded their Headquarters Building on Broadway in 1998 with a \$20 million project. The investment incorporated a Tax Incremental Financing (TIF) District that redirected the enhanced property taxes into a new streetscape for a four-block area along the Broadway portion of the America's Byway.
- A new \$7 million Boys & Girls Club was constructed along the Broadway Byway in 2003.
- In 2006, ArcelorMittal Steel installed new fencing and landscaping along its Independence Road facilities – also on Byway. The project used native species in its planting design.



- In 1997, Canal Park opened in Downtown Akron. This \$31 million public project is situated on the America's Byway and included major streetscape improvements on Akron's Main Street. The Park has stimulated additional private investment in restaurants and housing.
- Akron has invested \$XX in the reconstruction of the Mustill Store and its associated landscape.
- Akron also demolished a parking garage on the America's Byway which had hidden the Ohio &

Erie Canal for eight decades. Following demolition, the city opened the area in 2003 as a public space (Lock 3 Park) that has hosted annual series of summer festivals, concerts, and winter ice skating. The new American Toy Marble Museum has opened nearby. The Corridor Management Plan recommended a new Canalway Center near here.

- To keep the Scenic Byway as close to the canal as possible, part of the route in Akron goes through lower socio-economic residential areas. Akron government not only supported this route, but saw the America's Byway designation as a tool to work with residents to improve their community through development programs that will improve the appearance of housing, storefronts, and streetscapes.

- Starting in early 1990, the city of Akron and private investors have spent considerable time, energy, money and commitment to convert the former BF Goodrich rubber factory into a modern office complex – Canal Place. To date more than \$29 million has been invested in the transformation of the campus which lies between the Ohio & Erie Canal and the America’s Byway.



- The city has realigned the West Bartges/ South Broadway intersection to include a ramp into a parking garage.
- The city of Akron has purchased the historic Richard Howe House, former chief engineer of the Ohio & Erie Canal. They have partnered with the Ohio & Erie Canalway Coalition to raise funds to restore the building and have recently announced that the building will be moved a short distance to a site along the canal, near the America’s Byway. The Howe House would be used as a Visitor Center for the Canalway Center in Akron.

- Akron reconfigured Manchester Road in 2007 to widen through lanes and to provide center turn lanes to improve safety and traffic flow. A portion of the Towpath Trail has been constructed under Manchester Road adjacent to the Ohio & Erie Canal, providing complete separation of the trail from vehicular traffic.



- A new housing development has begun along the Akron’s downtown Byway to serve the University of Akron – it is valued at \$30 million and will provide 150 new housing units.
- The City of Barberton completed a master plan of their canal corridor in 1996. This plan identified

strategies for park-like enhancement of the canal lands on public lands and working with owners to influence and improve visual quality on private lands along the America’s Byway. Since that time, there has been notable improvements along Snyder Road where industries have improved their landscaping.

- Canal Fulton has invested in a boardwalk system that faces the historic Ohio & Erie Canal and serves the commercial district located along the America’s Byway. The project cost was \$ XX.
- Canal Fulton has constructed a dedicated Canalway Visitor Center in their newly renamed St. Helena Park, which hosts the only working canal boat in the Ohio & Erie Canalway. Project was completed in 2007 and cost \$250,000.
- Clinton has several roadway and streetscape improvements and has initiated a storefront improvement program. In addition, they are launching efforts to provide a landscaped Gateway entrance into the village.
- The city of Massillon is rebuilding the Tremont Avenue Bridge and has incorporated pedestrian/cycling facilities as part of the \$3.7 million project which will happen in 2008.
- Stark County has recently completed a Master Plan for the corridor in its area and improvements are underway for several roadway, streetscape, and public use amenities.
- Bolivar has completed a Master Plan that includes integration of the future Towpath Trail, historic Fort Laurens and their downtown district. (\$15,000)
- Tuscarawas County has completed a county-wide Trail and Greenway Plan which outlines a system of on and off-road trail connections, designated driving routes, and new park and open space opportunities.

- The Village of Zoar improved its main parking lot to accommodate visitors in 2004 at a cost of \$50,000.
- The Ohio Historic Society has invested \$350,000 into the historic Zoar Hotel to act as a Visitor Center that may serve the needs of the Ohio & Erie Canalway.

A PLAN FOR HELPING VISITORS FIND THEIR WAY, WITHOUT CREATING INTRUSIVE SIGNAGE



SIGN PLAN

Signage will play a paramount role in establishing the identity of the Ohio & Erie Canalway – a mutual identity shared by the National Heritage Area and the America’s Byway. It will serve visitors by providing a seamless system of directions, information and interpretation.

Canalway Signage will lead travelers from adjoining freeways to the designated America’s Byway; the signage will mark the America’s Byway from Cleveland to Dover/New Philadelphia; Vehicular Wayfinding Signs will point the way to affiliated destinations – natural areas, historic districts, museums, and parks; upon exiting their cars, visitors will find Canalway Kiosks with local information and site interpretation.

The interrelationship between the America’s Byway and the National Heritage Area is best expressed in terms of its functionality: the America’s Byway serves the National Heritage Area by providing auto travelers a “route of existing roads” that deliver visitors to the affiliated sites that celebrate the collection of natural, cultural, historic, scenic and recreational assets within the boundaries of the Ohio & Erie Canalway.

In 2002, the Ohio & Erie Canalway Association (OECA) invested \$340,000 to develop a Canalway Communications Plan, which introduced a new and

shared identity package for the National Heritage Area and the America’s Byway. The shared marketing name would be “Ohio & Erie Canalway;” it included a presentation of the name as a wordmark. The Communications Plan outlined a Canalway Signage Plan and recommended a family of sign products that would serve both the Heritage Area and the America’s Byway.

In 2005, the OECA invested an additional \$175,000 for the Canalway Signage Plan to convert the concept into design/build drawings for a subset of the sign products. Included were (1) Byway Route Markers, (2) Vehicular Wayfinding Signage, (3) Confidence Marker, (4) Informational Kiosk, and (5) Trail Signage. The Canalway Signage Plan followed a prescribed

path from concept through alternative analysis to final design. The process involved a steering committee with representatives of the four county engineers, regional park districts, major cities, attractions, and small townships. Beyond the steering committee, all 58 local jurisdictions and 80 affiliated attractions were engaged throughout the planning exercise as was the general public.

The Canalway Signage Plan provides a seamless experience for visitors by providing directions from the parallel freeways onto the America's Byway. The byway is then appropriately signed with Route Markers that provide the necessary visual directional signage to follow the America's Byway from Cleveland to Dover/ New Philadelphia. Along the byway, a Vehicular Wayfinding Signage System will provide information of attractions and destinations prior to the final decision point (e.g. - turn left here) so that drivers can navigate the Canalway with an assurance that they will find their destination. Once the driver turns into the entryway of a destination, they will encounter a Confidence Marker which sports a "tag line" that is associated with its prime visitor experience –categorized by the compelling resource it offers (e. g. – at an historical museum – "Discover American History"). After parking, visitors will encounter a two-sided Canalway Kiosk, which provides on one side the overarching storyline and information on the 110-mile Ohio & Erie Canalway, while the second side provides a site specific story that affiliates it with the Canalway and includes the local interpretive storyline. In the future, at sites with connection to the Towpath Trail or a connector trail, visitors will find a Trail Wayfinding/Directional system that guides them to destinations along the trail system.

The final sign designs featuring the distinctive Ohio & Erie Canalway wordmark were met with overwhelming approval and commitments to implement. Given the extent of the signage and the associated cost, it was determined that implementation would be phased. Ohio Canal Corridor submitted two Scenic Byway Grants to begin implementation and was awarded both grants totaling \$756,000 in 2006.

The Byway Route Markers will lead the implementation, followed by a Vehicular Wayfinding Beta Test along a 20-mile portion of the America's Byway and the first wave of Informational Canalway Kiosks at Canalway destinations. Additional Vehicular Wayfinding Signage and Kiosks will follow in subsequent phases.

Some of the America's Byway route is already used as a primary route to a number of identified attractions and therefore contain those attraction-based signs. Part of the Vehicular Wayfinding formula is to replace any current directional signage to these attractions with the Canalway Vehicular Wayfinding signage, avoiding duplication.

The initial Scenic Byway Management Plan recognized the role of Canalway-related signage as instrumental in the establishment of a regional identity. It also considered the impact of other signage on the visitor experience and produced solid recommendations which remain pertinent to the future of the Ohio & Erie Canalway.

The two non-profits, Ohio Canal Corridor and the Ohio & Erie Canalway Coalition, encourage communities to adopt guidelines so that individual signs and the coordination of signs are designed to convey a quality message and to enhance the visual appearance of a community. Communities should avoid signs that are haphazard and ill placed, which assault residents and visitors with chaotic and confusing messages that are difficult to comprehend. With a coordinated sign program, signs will not obstruct scenic views and evoke the wrong message but promote a community's historic, recreational and other tourism-related intrinsic resources.

Recognizing the identity of the Ohio & Erie Canalway, a coordinated sign program for the America's Byway will strengthen local character through the establishment of local ordinances, regulations and design guidelines to complement all byway communities generating a regional identity that reflects its history and culture as well as enhancing the visitor's experience.

EXISTING CONDITIONS

The America's Byway offers motorists an opportunity to get off the beaten path and experience the cultural, historic, scenic, natural, archaeological, and recreational resources that made this region what it is today. The traffic along the America's Byway today is for the most part locally generated; therefore, most of the America's Byway retains much of its historic and natural features. However, the America's Byway also reflects the developing characteristics of an urbanized area or rural setting undergoing development pressures. Scattered along the America's Byway are pockets of sign clutter and inappropriate signs.



Most of the signs found along the America's Byway provide information without detracting from the view. Downtown Cleveland, the Flats area in Cleveland, the Cuyahoga Valley National Park, downtown Akron, downtown Massillon, downtown Canton, and the villages of Clinton, Navarre, Peninsula, Barberton and Canal Fulton already have or are working toward quality directional systems or on-premise signs designed in character with that community.

There are other areas of particular concern that include both urban and rural districts. In urban areas, the problem is largely confined to on-site advertising signage in commercial districts. It is common practice for store owners to plaster poster-sized adverts in windows or outside on fencing and sign poles hawking the "deal of the day." While research has shown that such efforts have minimal sales benefits, product reps push owners hard to install such ads. Some communities have restrictions/ regulations on such ads, but fail to enforce them due to lack of necessary manpower. Creative partnerships could solve this dilemma. Local Development Corporations in urban areas could be trained and empowered by municipal governments to police commercial districts for abuses. In the absence of an LDC or Main Street Program, voluntary civic organizations could fill the gap.

In rural areas, sign clutter happens in open fields as business ads or on-site equipment for sale messages. Here again, these jurisdictions may or may not have regulations to deal with this situation. If they do, there is a great chance that they will not have the personnel to handle it. Therefore, like urban areas, the solution relies on voluntary or civic organizations to partner with legal jurisdictions to find a creative solution.

Local zoning and sign regulations have been adopted by 35 of the 40 local communities along the America's Byway. The five townships without zoning are in the rural areas at the southern section of the proposed route.

RECOMMENDATIONS FOR IMPLEMENTATION

- Encourage communities to seek assistance from the two non-profits to develop ways to assure that the future construction of signs do not detract from the byway experience.
- Encourage communities to provide appropriate opportunities for businesses to advertise while maintaining a pedestrian-scale to the size of the advertisement.
- Encourage communities to remove sign pollution and visual blight.
- Encourage communities to enforce their sign ordinances and update as necessary to remain current and relevant.
- Encourage each community to adopt design review and assistance for every business or property owner seeking to install a sign.

GUIDELINES FOR SIGN MANAGEMENT

To maximize the value of an America's Byway designation, it will be important that each community protect existing resources and work to maintain their vital downtowns. The majority of communities along the America's Byway route have initiated efforts to evaluate how they can best enhance their visual environment and complement ongoing regional initiatives in their sign management practices.

To help communities develop sign management, in accordance with the goals of this Byway Management Plan, the following guidelines are offered. First, sign ordinances should be used as a method to guide the type of signs installed in the community. They should:

- State up front an overall vision for the community and America's Byway.
- Describe the purposes for sign regulations that support the vision.
- Specify the kinds of signs that will be permitted or prohibited, their size, height, scale and placement.
- Incorporate language about the process of obtaining a sign permit, maintenance and enforcement, which should reinforce the overall statement of purpose.
- Encourage coordination between communities to maximize effort, create regional recognition and avoid or minimize conflicting efforts.

In general, signs should be sympathetic and in keeping with the overall character, scale and function of the district in which they are erected. They should be designed so they are clearly legible for their intended audience including the pedestrian and motorist. The criteria for legibility vary depending on the location and speed of the viewer. Plans, guidelines or regulations should strike a balance between the function of communication and the goals of a community, and the role of signs as an architectural element. Each community along the America's Byway is encouraged to meet the following principles:

Community Pride - Signs should build a strong community image with an effective sign control program that enhances the visual quality and character of a community, creates a sense of caring and a sense of place and attracts businesses.

Compatibility & Quality - Sign controls should provide an effective way for a community to portray a quality image, to assure that development is compatible with the existing character of the neighborhood, and to strengthen its sense of identity.

Protection & Conservation - Sign control measures should safeguard a community's intrinsic resources to protect the natural environment and to preserve the uniqueness of a community now and in the future. Signs should assure visibility to and complement the historic, cultural, or scenic features of a community.

Safety & Communication - Signs should be no larger than necessary to communicate essential information. Signs should be carefully placed to increase motorist safety, to avoid sign clutter, to reduce visual assault and to enhance the scenic environment.

Partnerships - Sign control programs and measures should be developed through cooperation among public officials, local and state agencies, business and environmental organizations and concerned citizens, among others. Partnerships are critical to creating a cohesive and comprehensive program that will enhance the quality of life for every resident and business.

Healthy Economies - Sign control measures should be effective enough to promote business while improving visual quality and creating livable communities that will attract visitors and encourage economically viable services and businesses.

DOCUMENTATION OF COMPLIANCE WITH OUTDOOR ADVERTISING LAWS

All existing local, state and federal laws governing the control of outdoor advertising are being met. The State of Ohio, Department of Highways and the Federal Highway Administration entered into an agreement on June 26, 1968 whereby the State agreed to control the erection and maintenance of outdoor advertising signs, displays, and services in areas adjacent to the National System of Interstate and Defense Highways in accordance with the provisions of Section 13 of Title 23, United States Code. The Advertising Device Control Section of the Ohio Department of Transportation administers enforcement and compliance.



The State of Ohio originally amended its outdoor advertising laws to reflect the requirements of the federal law regarding billboard control on state designated scenic byways. Then, in 2000, legislators added an amendment that allowed “segmentation” of the Byway designation within areas zoned as Industrial or Commercial. Ohio Canal Corridor provided testimony opposing the segmentation action.

Since that time, there have been two instances in Cleveland where the Clear Channel Communications, Inc. petitioned for “segmentation” to install a new billboard. They were granted approval, but only after a negotiation process that led to the removal of more than 15 billboards along the America’s Byway.

Since the state has allowed for such segmentation, those exceptions should be managed in a fashion that dilutes the current and future amount of billboards affecting the Byway.

PLANS FOR EXPLAINING AND INTERPRETING THE OHIO & ERIE CANALWAY’S SIGNIFICANT RESOURCES TO VISITORS

The establishment of the Ohio & Erie Canalway benefited from a variety of existing interpretive museums and parks, which include:

- Hale Farm and Village, operated by the Western Reserve Historical Society, is a living history museum that interprets rural life in the mid-1800's through exhibits, guides in period costumes, craftspeople practicing the trades of the time and seasonal special events from frontier holiday celebrations to a maple sugaring festival.
- The Great Lakes Science Center operates a year-round museum whose core story involves the Great Lakes.
- The Rock and Roll Hall of Fame tells the history of Rock and Roll, a true product of American culture.
- The Western Reserve Historical Society houses the history of the Western Reserve settlement and a collection of transportation artifacts.
- The Steamship William G. Mather is a former iron ore ship that navigated the Great Lakes for more than 50 years delivering raw product to the Cleveland steel mills.
- Dunham Tavern is Cleveland’s oldest building, a former tavern that acted as a stagecoach stop and houses artifacts from its 1820’s roots.
- The Cleveland Museum of Art is recognized as one of the world’s finest institutions.
- The Cleveland Museum of Natural History presents collections on anthropology, botany, astronomy, geology, paleontology, and ecology.





- The Cuyahoga Valley National Park has several Visitors Centers which interpret the history of Valley communities and rural life in the 19th and early 20th century.

- Cascade Locks Park, adjacent to the route, is dedicated to the interpretation of Akron's industrial heritage. It also includes a canal era store, house

and lock. Current activities of the nonprofit group include educational events, restoration efforts, and an ongoing archaeological investigation with public participation.

- The Heritage House/Old Canal Days Museum operated by the Canal Fulton Heritage Society exhibits a collection of canal and canal-era memorabilia. A 2½ mile round trip tour on the mule-drawn reproduction canal boat St. Helena III provides the opportunity to experience canal travel as it once was. These facilities are the focus of an annual Canal Days Festival.



- The Massillon Museum exhibits an extensive collection of Ohio artwork and objects depicting local history.

- The Navarre/Bethlehem Township Historical Society preserves and interprets the history of Navarre through exhibits and publications in the restored 1836 Mathews House. The non-profit

NAV BETH Canal Development Corp. is developing a visitor center on the south side of the village adjacent to the byway that depicts the history of the area. These two organizations sponsor frequent special events during the year.

- Zoar Village, a unit of the Ohio Historical Society, provides extensive interpretation with costumed docents relating life in the mid-19th century.

- The Reeves Museum in Dover relates the development of the iron and steel industry in the Tuscarawas region.

- Fort Laurens is Ohio's only Revolutionary War site. The role of the frontier outpost in the War of Independence is interpreted.

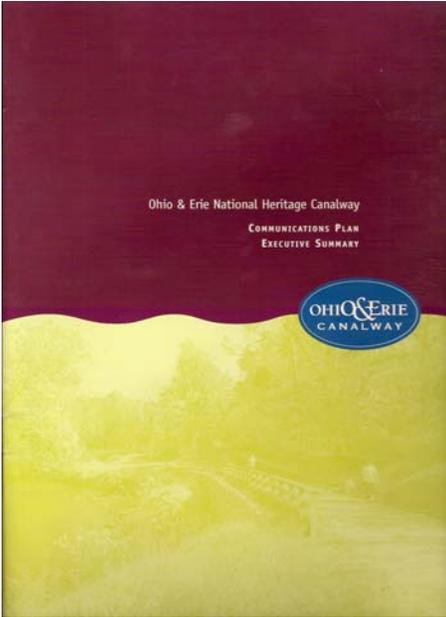
- Hart Crane Park in Cleveland features an art sculpture dedicated to native poet, Hart Crane. The location is also the site of the infamous "Bridge War of 1836."

- The Perkins Stone Mansion and John Brown House, operated by the Summit County Historic Society, interpret the history of Akron.



- The Goodyear World of Rubber Museum tells the story of Akron's rubber industry.

- Spring Hill Historic Home interprets rural life in the 1820's in Massillon.



- Schoenbrunn Village State Memorial, operated by the Ohio Historical Society, where the history of Moravian Missionaries and their native American followers in the Tuscarawas Valley is preserved and interpreted.

In 2000, following Congressional designation, the Ohio & Erie Canal National Heritage Corridor Management Plan introduced a basic approach to presenting the interpretive stories associated with the Ohio & Erie Canalway. The initial interpretation plans outlined three basic lenses through which to organize the interpretive content: (1) Pre-canal development; (2) height of the canal; and (3) legacy of the canal. The three lenses were tied geographically with the “pre-canal” story dominating the southern reaches; the “height of the canal” best expressed in the mid-section, and the “legacy” story told in the north.

Early interpretive projects and programs followed this basic structure and included:

Ohio & Erie Canal Reservation	Cleveland Metroparks	(1997-2002)
Kreiger Canalway Center	Cleveland Metroparks	(2002)
Washington Park Reservation	Cleveland Metroparks	(2005)
Mill Creek Falls/ Trails	Cleveland Metroparks	(2002)
Mill Creek Visitor Center	Slavic Village Development	(2002)
Mustill Store	Cascade Locks Park	(2004)
Zoar Village	Ohio Historic Society	
Peninsula Village Hall		

In 2002 - 05, the OECA commissioned a holistic planning effort to address four inter-related issues: Interpretation, Identity, Signage and Marketing. The *Canalway Communications Plan* engaged the four-county region over a period of three years and developed an Interpretive Framework – an outline of relevant themes to guide individual sites in their development of interpretive programs that align with and compliment the larger regional effort. The end product was comprehensive and suggested several organizing ideas for presenting the stories of the Ohio & Erie Canalway.

The Interpretive Plan provided a foundation for the Canalway Communication Plan by articulating the stories of the Canalway in a manner that informs all other aspects of the

Communications Plan. It recognized the canal itself as the central feature in the Canalway and considered its national significance and the impact it had on the region and in local communities, while examining a broader storyline that encompasses the Canalway's nature, culture, history and recreation. This allows for a dynamic framework with multiple points of entry to the variety of sites within the Ohio & Erie Canalway.

Building upon the Corridor Management Plan, the Interpretive Plan utilizes the recommendations that visitors embark on journeys using the three transportation options (road, trail, or rail) by providing individual yet complimentary storylines at the sites. This adds to the visitor experience by ensuring little repetition; it is akin to discovering chapters of a book – place by place.

The Interpretive Plan offers valuable assistance to a wide range of sites and their levels of management experience. It “calls attention to best practices in interpretation. It offers practical advice on interpretive planning that will benefit any organization. It places value on interpreting the real stories of real people. It strives to link understanding of the past to understanding and envisioning our present and future. It welcomes diversity: diversity of places and people to be interpreted and diversity of perspectives on Canalway stories. However, it recognizes that we do not have all the knowledge needed to achieve diversity and promotes future research; and also acknowledges that sites in the Canalway have different levels of experience in interpretation and strives to offer benefits to all sites and suggestions for partnering.”

The Interpretive Plan contains six sections. Section 1 includes guidelines for partners and suggestions for partnership arrangements. Section 2 considers the visitor experience. Section 4 guides sites on how to use the Plan to develop their own site specific plan. Section 5 offers a toolbox of interpretive products. Section 6 makes recommendations to OECA on the promotion of interpretation in the Canalway.

Section 3 provides the interpretive framework for Canalway sites. It introduces the Core Story for the entire Canalway and a series of interrelated themes. The Core Story captures the national and regional significance of the Ohio & Erie Canal, while defining the current effort to create the Ohio & Erie Canalway. It reads:

By connecting the Ohio frontier with New York and New Orleans, the Ohio & Erie Canal helped people and products flow across America, fueling westward expansion, a national market economy and regional industrial might.

Today, the Ohio & Erie Canalway is a National Heritage Area: a place to experience trails, trains, and scenic byways, canal towns and ethnic neighborhoods, working rivers and great lakes, industrial landscapes and green spaces, as you explore our past, present and future.

Section 3 also includes:

- Take-home Messages -13 messages capture an aspect of the Core Story.

- Topic Diagram – a graphic depiction of the links among diverse Canalway topics and their affiliation to the three transportation options.
- Themes – 5 key compelling storylines of the Interpretive Framework.
 - Coming to Ohio/ A Land of Natural Resources
 - The First Canal in the West/ Life on the Ohio & Erie Canal
 - Made in Ohio/ Produced for America
 - Making a Home/ The Canalway Communities
 - Reclaiming Our Heritage/ Looking Ahead

Within each of the themes, there is a subset of storylines where individual sites can find one or more that can be woven into an interpretive product. The themes are broad enough to allow the existing museums and venues great latitude to affiliate with the Ohio & Erie Canalway. The goal is to convey one of the take-home messages through the site-specific treatment of the storyline.

The Canalway Communications Plan, including the Interpretive Plan, used an extensive public outreach effort to sites within the Canalway. It engaged those museums, parks, historic districts, and other attractions in the development of the Plan itself with involvement in an Advisory Committee or as an attendee at regularly scheduled updates.

Afterwards, the Ohio & Erie Canalway Association enlisted membership in a Canalway-wide partnership committee to aid with implementation. It outsourced staffing to provide on-the-ground assistance to sites within the Canalway and invested funds in a series of pilot projects to jump-start the integration of Canalway content into existing interpretive sites.

The effort to date has continued with a growing list of interpretive products and programs coming on-line. In addition, the OECA included Interpretive Panels and wayside exhibits within its Canalway Signage Plan. Among the successes are:

Cascade Locks Park	Wayside Exhibits (2005-07)
Steelyard Heritage Center	Exhibit design/ installation (2005-08)
Sippo Lake Canalway Center	Exhibit design/installation (2004-08)
Canal Fulton Canalway Center	Exhibit design (2007 - 9)

The development of a comprehensive approach to interpretation under the leadership of the Ohio & Erie Canalway Association provides a means to unify past and current efforts of the diverse interpretive partners within the Ohio & Erie Canalway. This will result in a holistic approach that will benefit both visitors and residents. Interpretation of these themes, the resources, and stories, will generate a better understanding and appreciation of the Canalway. The result will be a constituency of informed and enthusiastic supporters who realize their role as stewards of these resources.

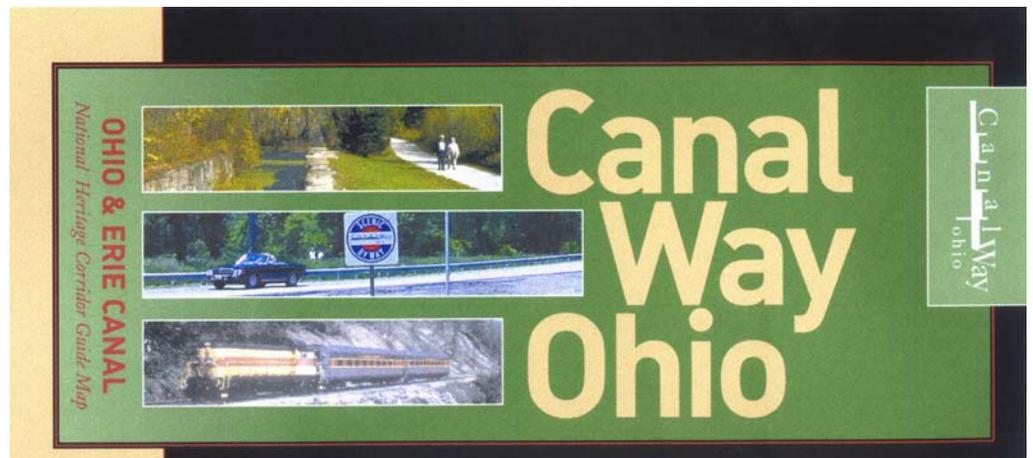
PLANS TO MARKET AND PUBLICIZE OUR AMERICA'S BYWAY

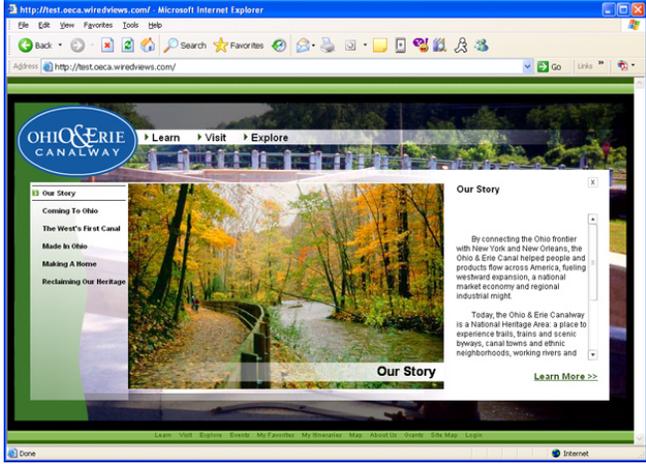
From the beginning, it was clear that the marketing campaign for the America's Byway would by definition be the marketing campaign for the Ohio & Erie Canalway, the National Heritage Area. Segmenting the two would be foolish and confusing to any intended audience. Rather, a successful campaign should market the place, Ohio & Erie Canalway, and showcase the byway as the "red carpet" that leads visitors to those sites where travelers can interact with the array of historic, cultural, natural and scenic resources and experience the stories of settlement and development of the region.

An initial review found:

- The Ohio & Erie Canalway was located within Ohio's biggest visitor region. The resident market is large, about 3.4 million persons. Nearly 71% live in adjacent counties. Fifty-three percent of Ohio's leisure travelers were state residents, indicating there is ample interest for families to explore their home state.
- Ohio ranked sixth among all states as a tourist destination in 1997, receiving 66 million travelers. The Canalway attractions saw 22 million leisure travelers staying here during that year. In 1997, 92% of those persons traveled by automobile. This fact adds to the importance of the byway's role in delivering visitors to the Canalway.
- Current annual visitation to the natural/ recreational, historic and cultural attractions was estimated at 16.5 million visitors.
- As indicated in the Corridor Management Plan, implementation of recommendations will lead to numerous additional opportunities for recreational and tourist activities. The Journey Gateways, Canalway Centers, and other attractions currently under construction or proposed will increase visitation from Cleveland to Dover/ New Philadelphia by 3.3 million or 16.5 per cent.

To begin the marketing outreach, the Ohio & Erie Canalway Association worked with Ohio Canal Corridor and the Ohio & Erie Canalway Coalition to produce a number of visitor publications to promote the Ohio & Erie Canalway.



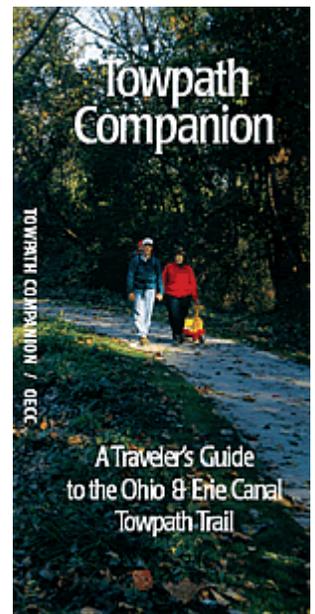


A Visitors Map/ Guide was introduced in 2002 which detailed the 110-mile Ohio & Erie Canalway, indicating the route of the America's Byway, the improved and opened sections of the Towpath Trail and the service lines for the Cuyahoga Valley Scenic Railroad. The map also includes descriptions of 73 destinations – sites and attractions where visitors will experience the natural, cultural, historic, scenic and recreational resources associated with the Canalway. The OECA also

created a visitor web site that included all of the same information provided in the Visitor Map/Guide. This same map/guide was duplicated on a web site.

A second publication, the Towpath Companion was unveiled in 2003. This publication features the route for the Towpath Trail, both built and planned. It also includes visitor destinations located near the route of the Towpath Trail and indicates the America's Byway on the map graphics.

As noted before, the OECA invested in the Canalway Communications Plan in 2004. This effort included the scoping of a marketing strategy for the Ohio & Erie Canalway. Again, like other portions of this study, a dedicated Advisory Committee was recruited from the region. They included representatives from the four county Convention & Visitors Bureaus, the four regional park districts, the Cuyahoga Valley National Park, State of Ohio Department of Development/ Travel & Tourism, Ohio Canal Corridor, Ohio & Erie Canalway Coalition, and some of the major attractions: Stan Hywet Hall, University Circle, and Western Reserve Historical Society. These institutions and agencies were identified as potential implementation partners for any future course of action.



The Canalway Marketing Study recognized the flawed efforts to date. The obstacle inherent in the names for the project – starting with the legislated Ohio & Erie Canal National Heritage Corridor, along with the shortened CanalWay Ohio marketing moniker. While the first was too long to remember and presented a Herculean challenge to market, the second failed to gain the needed buy-in for success. The

Canalway Communications Plan faced the issue of name and identity and worked towards a solution that addressed the weaknesses of earlier attempts. The resulting name and wordmark for Ohio & Erie Canalway was met with overwhelming approval from all quarters, due in large part to the robust outreach effort that tested it with an array of partner institutions and the general public.

The consulting team began with a current assessment of the region's position in a national marketplace. Its findings were revealing. It concluded that while NE Ohio had no one attraction that is well-known to national visitors, the "development of the Ohio & Erie Canalway, as a packaged experience, has the potential to draw from a broad spectrum of interests, including both national and international audiences."

One distinct advantage that the Ohio & Erie Canalway possesses is the ability to leverage its national designations as a National Heritage Area, a National Scenic Byway and an American Heritage River and its evolving tourist-based products into visitor trips.

One way to look at it is that no one attraction has either an inherent drawing power or the financial capacity to mount and sustain a national marketing campaign. Yet, the unique regional package of places and experiences defined under the umbrella of the Ohio & Erie Canalway could pool financing and develop a marketing campaign to compete for national and even international visitation.

This package does contain some nationally-recognized attractions, including the Rock and Roll Hall of Fame, Pro Football Hall of Fame, and Cuyahoga Valley National Park. It includes notable cultural institutions like Stan Hywet Hall, Severance Hall, home of the Cleveland Orchestra and Playhouse Square, the second largest restored theater district in America. It is home to three professional sports teams – Cleveland Indians, Browns and Cavaliers.



When reviewing national trends in visitor expectations, the results continue to show growth in vacationers seeking soft adventures, cultural experiences, ethnic festivals, urban and rural sightseeing and even driving scenic byways.

The Marketing Plan found that this package of places offers a unique array of choices that satisfies the expectations of these modern visitors. “The attractions themselves represent a diversity of landscapes including natural settings, outdoor activities, soft adventures, and cultural and historic museums, coupled with the necessary overnight accommodations, restaurants and shopping. Add to those attractions the many May – October events from professional car racing to soapbox derby, marathons, bicycle tours, ethnic festivals and art related events.”

The Plan defined four target markets, based on geography. It offered a basic approach which begins with the core communities and ripples out to a regional and national audience. They were described as:

- Local Residents – living within 10 miles of the Canalway
- Neighbors – those living within 60 miles of the Canalway
- Regional Residents – those living more than 60 miles but less than 300 miles away
- National/ International Visitors – those living more than 300 miles away

The Plan recommended a shifting emphasis in the Marketing Messages over time, beginning with “nature and outdoors” and shift towards “heritage education.” The recommendation is based on the current availability of outdoor activities and vast open spaces, while the needed

infrastructure for heritage education – interpretation and programming – awaits further implementation.

The Marketing Plan included a detailed outline with recommended goals, materials, programs and support networks to carry the marketing messages forward in each of the identified marketing segments.

The OECA followed the introduction of the Canalway Communications Plan by outsourcing staffing to initiate the production of marketing materials. Members of the Advisory Committee were invited to join a standing committee. Immediately, two products were developed: a new web site – www.ohioanderiecanalway.com and a Visitors Guide which was introduced in 2006 in a statewide publication, Ohio Magazine and reproduced in 2008. In addition, a partnership was struck with a regional Public Radio Station (WKSU) that bartered radio spots for cross-promotion in the magazine and on the web.

The Marketing Plan relies on the successful completion of the Canalway Signage Plan to provide the on-the-ground system of signs, kiosks, and banners to reinforce the marketing messages and to provide the necessary navigational tools for visitors to easily explore the 110-mile Ohio & Erie Canalway.

The OECA closely followed the development of the marketing/branding program for the National Scenic Byway program and amended its internal planning to accommodate the recommendations from that effort. They have readily adopted the new marketing name/brand – America’s Byways and integrating the “tag lines” developed around the visitor experiences based on the intrinsic qualities: Discover America’s History, Appreciate America’s Culture, Enjoy the Great Outdoors, and Explore the Secrets of the Past. The OECA views the National Scenic Byway program as a partner in its drive for promoting the Ohio & Erie Canalway America’s Byway and hopes to prove itself as a model of best practices not only for its signage program, but for its marketing effort.

In the end, the ultimate success of this effort relies on the recognition that the many partner sites and organizations must share the goals associated with the developing Ohio & Erie Canalway as their own. They must acknowledge the benefits associated with the association through signage, interpretive programming and marketing.

THE TEAM TO CARRY OUT THE PLAN

Victory has a thousand fathers but defeat is but an orphan.

The scale and scope of the plans and improvements needed for the successful development of the Ohio & Erie Canalway is beyond the means of any individual agency or entity. Therefore, the realization of these plans must rely on the concept of partnership and cooperative actions across public and private sectors and among and between all levels and types of governmental units and non-profit interests.

In NE Ohio, the team is led by two existing non-profits: Ohio Canal Corridor and Ohio & Erie Canalway Coalition. These two organizations act as facilitators and coordinators of local and regional plans; they are the common points of intersection that ensures consistency and inclusion

in these efforts. Additionally, the Ohio & Erie Canalway Association, the non-profit organization recognized as the Management Entity for the Ohio & Erie National Heritage Canalway, provides assistance to the two non-profits and funds individual plans and projects within the Ohio & Erie Canalway.

The basic strategy to date has been to involve agencies who have authority within a specific topic area. To ask and answer a basic question: Whose job or mission is aligned with a specific project, task, program or issue? For instance, the four county engineers are enlisted for America's Byway road related projects where they have jurisdiction along the right-of-way. The four affected Convention & Visitors Bureaus play a role in marketing for the same reason. The four park districts have been involved with the expansion of a linear greenway system that features the Towpath Trail parallel to the America's Byway.

Given the "home rule" provisions in Ohio, it is necessary to involve local townships or municipalities in local projects. There are 58 local jurisdictions within the Ohio & Erie Canalway. Given this scenario, the two non-profits work with and through local jurisdictions to integrate America's Byway goals and objectives into local plans and projects.

Beyond the basic governmental infrastructure, there are many non-profit organizations playing an important role. Every project, every plan, every issue demands the enlistment of representatives who can add value to the process. These include other governmental agencies, neighborhood-based civic groups, non-profits who represent attractions – museums, natural areas, and historic properties – local landowners and businesses, and residents.

To date, the Ohio & Erie Canalway Association has established ongoing regional committees that address the following topics:

- Marketing

- Interpretation

- Canalway Signage

In addition, the Ohio Canal Corridor and Ohio & Erie Canalway Coalition have established local and county-based committees that address the following:

- Towpath Trail System

- America's Byway Improvements

- Heritage Venue development – Canalway Centers and Journey Gateways

THE OHIO & ERIE CANALWAY ORGANIZATIONS

THE OHIO & ERIE CANAL ASSOCIATION

The Ohio & Erie Canal Association (OECA) is the non-profit entity established for the specific purpose of serving as the management entity for the Ohio & Erie National Heritage Canalway.

The OECA is a 501 (c) 3 non-profit organization that has been given the authority under terms of the Ohio & Erie Canal National Heritage Corridor Act of 1996.

The OECA was established as a partnership between the two existing grassroots organizations, Ohio Canal Corridor and the Ohio & Erie Canalway Coalition, which have been working to establish this heritage greenway for more than twenty years. Both non-profits make appointments to the Board of Trustees of OECA and provide staffing to operate the OECA.

In the 1996 legislation, the OECA was required to develop a Corridor Management Plan, which directs future spending decisions of \$10 million in NPS funds. The National Heritage Corridor Management Plan is complete. It paints a vision wherein the Ohio & Erie Canalway is developed in a manner that protects its important historic, natural, archeological and scenic resources; provides an extensive recreational trail system that allows visitors access to natural areas, historic sites and other attractions throughout this 100+ mile linear greenway; enhances the America's Byway as the preferred auto route to these attractions; develops and installs an interpretive overlay of wayside exhibits along the America's Byway, Towpath Trail and within the designated heritage venues that tells the stories associated with the development of this region and its link to the Ohio & Erie Canal; installs a wayfinding signage system to help visitors easily navigate the Canalway; design educational programs; and creates and executes a marketing program that promotes use and visitation.

The Corridor Management Plan recommends that the area contiguous to the America's Byway be allotted special treatment and review within each community. Furthermore, it identifies a hierarchy of visitor entry points to this park system. These gateways are often, if not always, located along the America's Byway. The Plan calls for intense preservation efforts and reinvestment in these gateways, thereby reinforcing the goals associated with the America's Byway program.

The Corridor Management Plan outlines the role of the OECA to include:

- Advocating and supporting partnership efforts to implement the Plan.
- Providing grants to partner entities to implement specific capital projects.
- Providing grants to support programs and activities related to heritage resources.
- Providing technical assistance in preservation and interpretation of Canalway resources.
- Developing staff capacity and sources of funding support for broader organizational initiatives and programs that require centralized staff support.

The Ohio & Erie Canalway Association can request up to \$10 million of NPS funds to be used for the following purposes:

- To make grants and loans to the state of Ohio, its political subdivisions, non-profit organizations, and other persons.
- To enter into cooperative agreements with, or provide technical assistance to Federal agencies, the state of Ohio, its political subdivisions, non-profit organizations and other persons.
- To hire and compensate staff.
- To use its funds to match other state and federal funding sources.
- To contract for goods and services.

The Ohio & Erie Canal Association has elevated the importance of the America's Byway in its future funding decisions. It coordinates its planning and grants to maximize the leverage of these two complimentary efforts – the National Heritage Area and the America's Byway.

Congress extended the funding cap from \$10 million to \$15 million for the Ohio & Erie Canalway when it passed legislation signed by President Bush in 2008.

OHIO CANAL CORRIDOR

Founded in 1985 as the North Cuyahoga Valley Corridor, Inc., the Ohio Canal Corridor leads the execution of the Corridor Management Plan and its related Canalway development initiatives in Cuyahoga County. Furthermore, it plays a role in the regional planning and implementation for projects related to Interpretation, Marketing and Signage by providing staff support for the Ohio & Erie Canalway Association.

Ohio Canal Corridor plays a role as facilitator and coordinator of projects within Cuyahoga County. This involves the creation of partnership relationships that enable committees to plan, design and implement projects and programs. These projects include a variety of inter-related issues, including:

- Historic Preservation
- Natural Conservation
- Interpretation
- Recreation
- Education
- Economic Development

OHIO & ERIE CANALWAY COALITION

Founded in 1990 as the Ohio & Erie Canal Corridor Coalition, the Ohio & Erie Canalway Coalition leads the execution of the Corridor Management Plan and its related Canalway development initiatives in Summit, Stark and Tuscarawas Counties. Like Ohio Canal Corridor, it plays a role in the regional planning and implementation for projects related to Interpretation, Marketing and Signage by providing staff support for the Ohio & Erie Canalway Association.

Ohio & Erie Canalway Coalition plays a role as facilitator and coordinator of projects within Summit, Stark and Tuscarawas counties. This involves the creation of partnership relationships that enable committees to plan, design and implement projects and programs. These projects include a variety of inter-related issues, including:

- Historic Preservation
- Natural Conservation
- Interpretation
- Recreation
- Education
- Economic Development

A PLAN FOR ON-GOING PUBLIC PARTICIPATION

The process is as important as the product.

The public participation process is greatly aided by an existing and continuing local effort to develop the Ohio & Erie Canalway. This linear heritage greenway follows the route of the historic Ohio & Erie Canal from Cleveland south to Dover/ New Philadelphia - the same course as the America's Byway. An aggressive outreach campaign involving governmental agencies, non-profit organizations, businesses and interested individuals have been underway for more than two decades by the Ohio & Erie Canalway Coalition and Ohio Canal Corridor. Public participation has been and continues to be a priority concern as the cornerstone in the development of the Ohio & Erie Canalway and its America's Byway.

The two non-profit groups, the Ohio Canal Corridor and the Ohio & Erie Canalway Coalition, maintain open lines of communications with all the communities within the Ohio & Erie Canalway. As a result, important commitments and ensuing partnerships have grown around specific issues and projects.



Through a proactive outreach campaign that includes regular speaking engagements, multiple special events, three websites and activities, and quarterly newsletters, the Ohio & Erie Canalway Coalition and Ohio Canal Corridor have cultivated large membership rosters and even larger lists of interested citizens. The groups use the newsletters and regular public meeting forums to share information and provide updates on issues and projects.

During 1996, more than 15 public meetings were held in the four counties along the proposed Scenic Byway to explain the program, present its benefits and urge local commitments to its vision. The meetings invited the Mayors of every city, town and village affected by the America's Byway; councilmembers; township trustees; and neighborhood organizations representing businesses; residents along the route of the proposed byway; other non-profits and government organizations; local development corporations (LDC's); Convention and Visitor Bureaus; and Chambers of Commerce to review our application for state designation as a Scenic Byway. That effort resulted in the first Scenic Byway designation in the state of Ohio. These representatives were subsequently added to the mailing lists of both the Ohio Canal Corridor and the Ohio & Erie Canalway Coalition.

In November of 1996, legislation passed establishing the Ohio & Erie National Heritage Canalway. (Ohio & Erie Canalway) This bill required the development of its own Management Plan, which brought further understanding of the relationship between the America's Byway and the Heritage Area. It included 75 public meetings over a three year period. The final plan depicted the Byway as the "asphalt spine" that worked in tandem with the Towpath Trail system and the Cuyahoga Valley Scenic Railroad.

In 2003, the Ohio & Erie Canalway sponsored an additional planning process (Canalway Communications Plan) that would focus on four areas: Interpretation, Identity, Signage and Marketing. Like all other such plans, advisory committees were enlisted for each of the four sub-planning areas. Representatives from around the region met over a period of two years

and acted as “sounding boards” and then advocates for the results. In addition, twelve public meetings were held at regular intervals – at times of key decisions.

In 2005, the OECA followed the Canalway Communications Plan with a design process focused on creating a family of sign products for the Ohio & Erie Canalway. In this instance, the Advisory Committee formed under the auspices of the Communications Plan continued to serve. Like the Communications Plan, extensive public outreach followed a 3-step process that took concepts into design detail drawings. Some 58 distinct organizations were identified as important partners, who could play a significant role in the implementation of the signs. These partners were given preferential treatment – regularly updated and invited to provide input at each of the decision points. The general public was also invited at four times during the 18 month process.

Since Ohio is a home-rule state where local jurisdictions make the final ruling in matters of investments in design and roadway improvements, the two non-profits have chosen a proactive approach in engaging the various municipal and township leaders. This means scheduling a regular meeting date to provide individual updates and seek input on local matters.

This vision for the Ohio & Erie Canalway America’s Byway can only be realized if every community places priority status on the byway roads. Those decisions are largely political and as such the public - residents, businesses and affected organizations - need to play an active and supporting role in the implementation phases. It is a primary mission of the two non-profit corridor groups to stimulate the community toward informed involvement. Since 1996, this approach has brought a number of positive developments as communities have begun Master Plans, created Design Review Boards, and adopted projects, which benefit the America’s Byway.

Of note, in each of these community plans, there is always a pronounced component for public participation.

FUTURE PLANS

The two non-profit organizations - Ohio Canal Corridor and Ohio & Erie Canalway Coalition - will continue a leadership role in incorporating public participation into the implementation of plans and projects for the Ohio & Erie Canalway, which includes improvements along the America’s Byway. They will continue to host or co-host regular public meetings and incorporate articles into their newsletters, using their quarterly publications as the principal source of information on the byway. Beyond the in-house publications, they will take the lead in disseminating information to local, regional and national media outlets.

APPENDIX

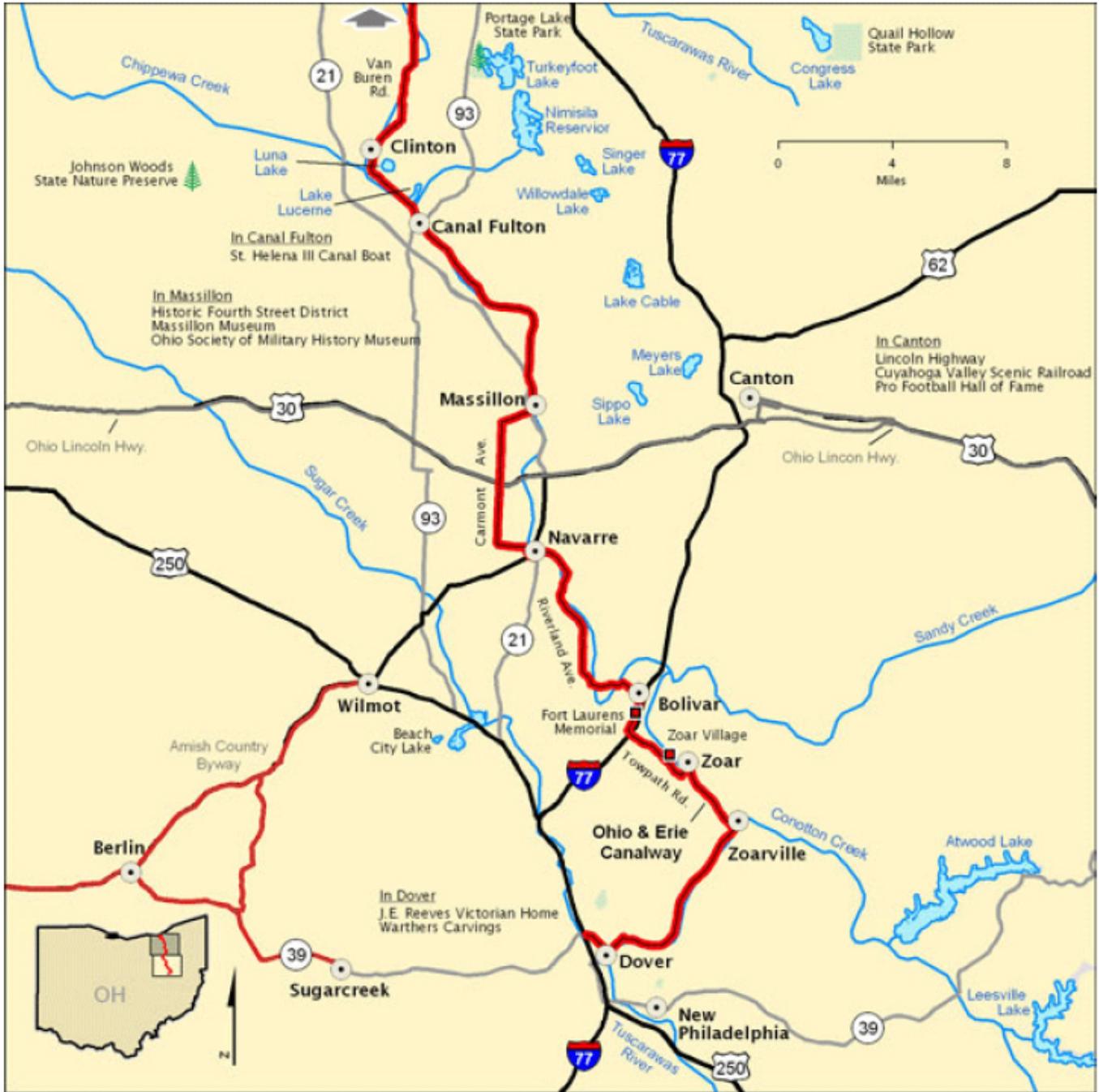
Original Maps

Map and Directions

Standard Map - Northern Section



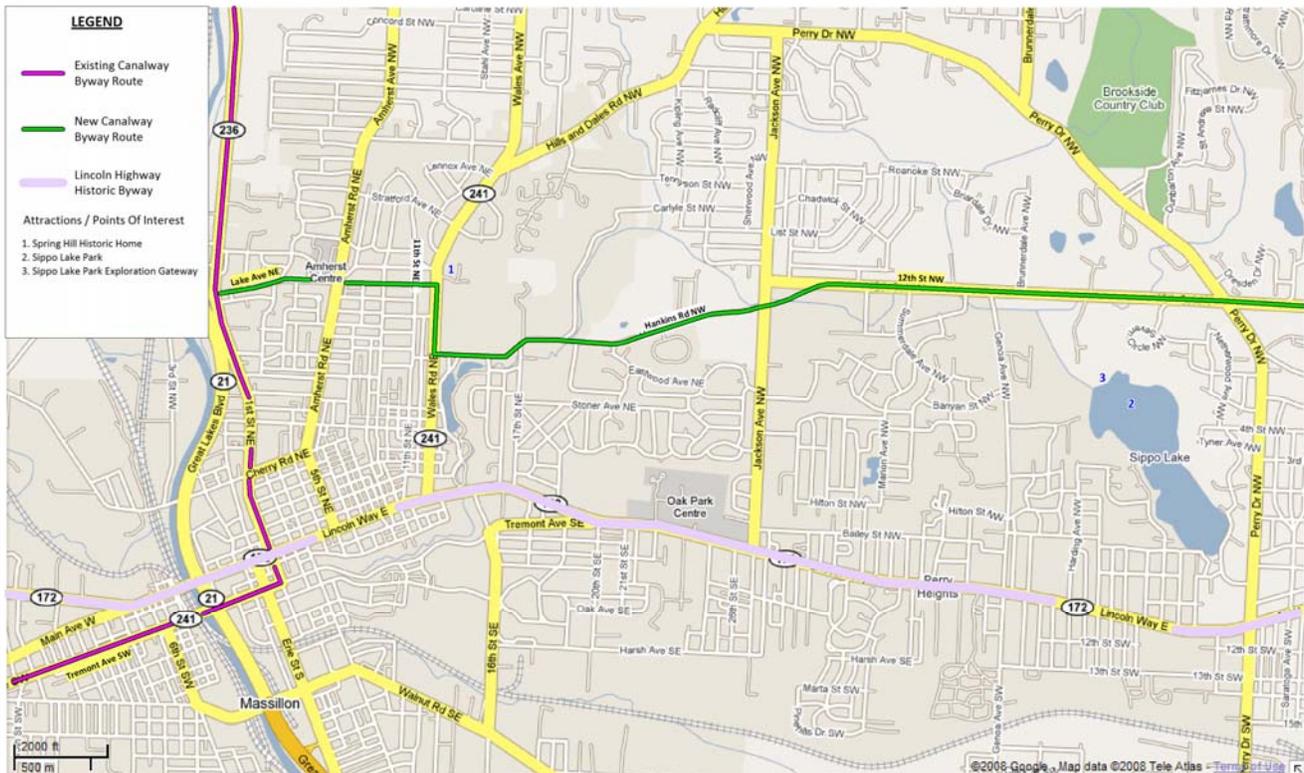
Standard Map - Southern Section

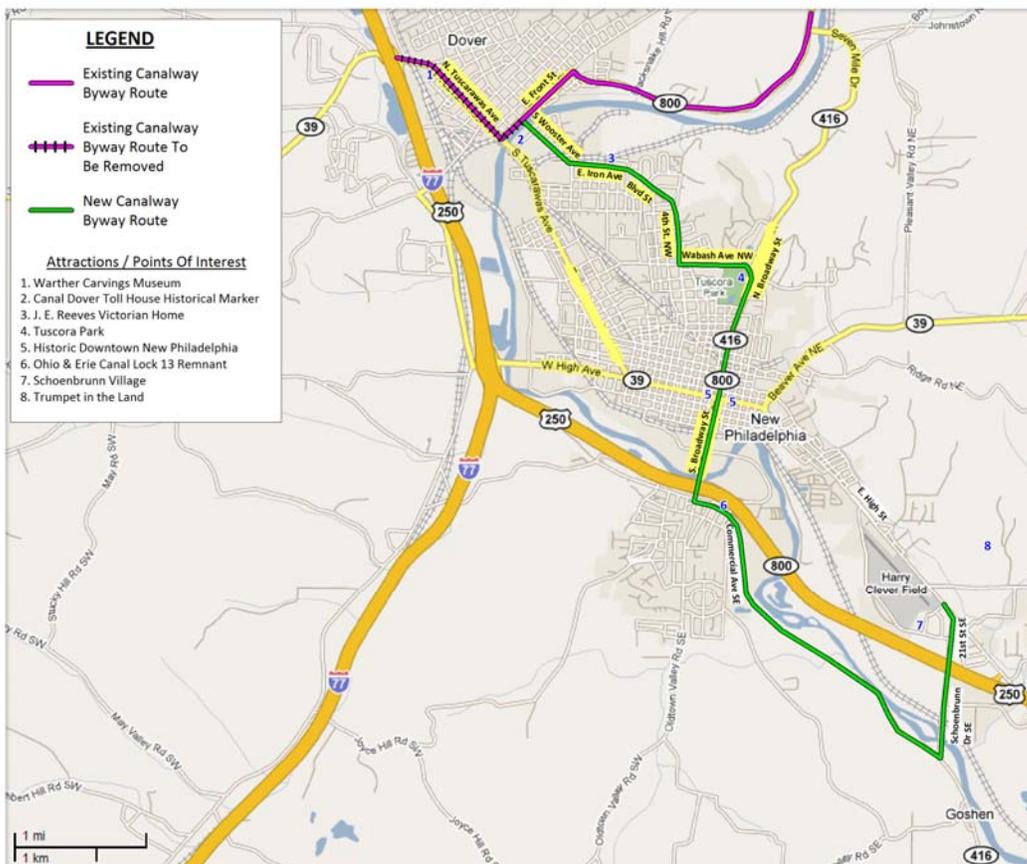
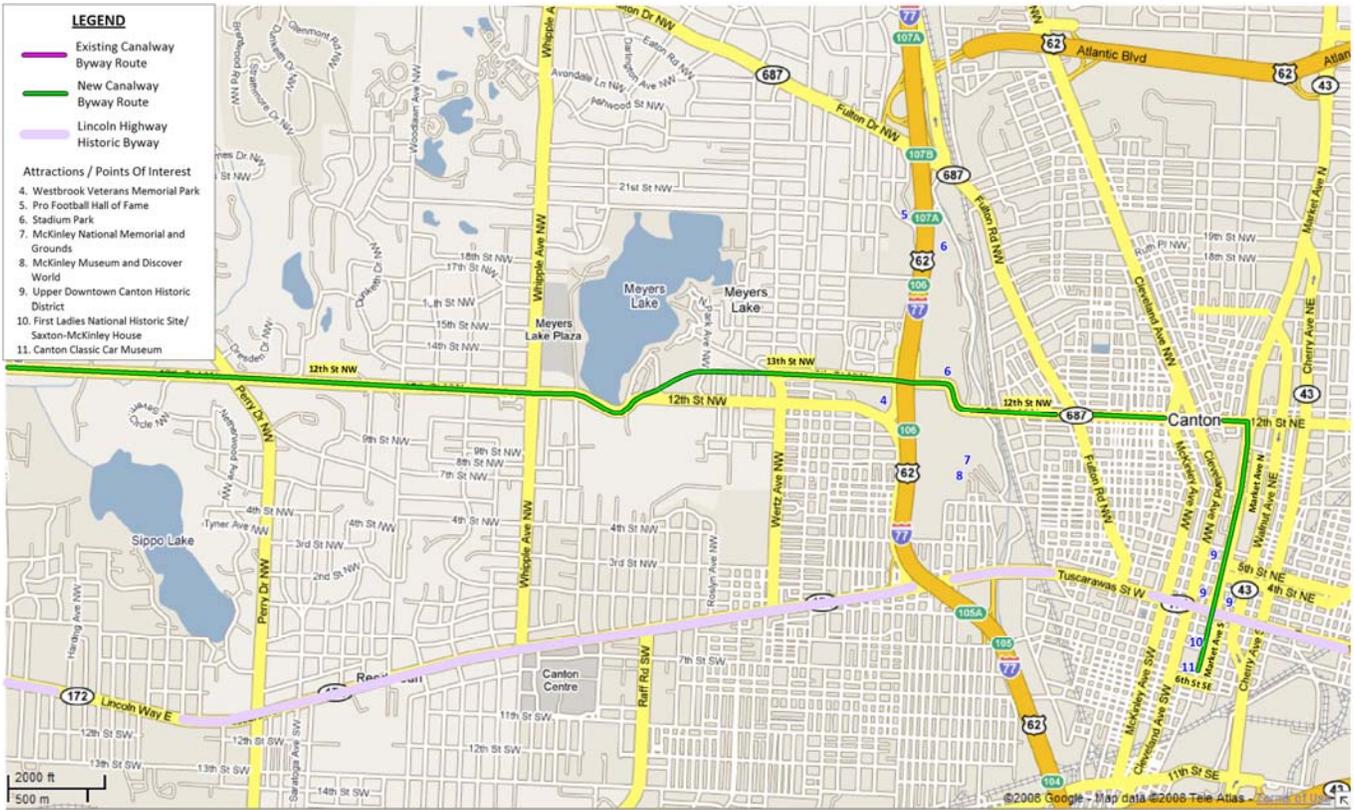


Legend:

■ Point of Interest	▲ Campground	— Featured Byway	🌊 Water	🇺🇸 State Border and Background
🌲 Park	🏕️ Picnic/Rest Area	— America's Byways	🌿 Wildlife Refuge	🏙️ Urban Area
⚔️ Mountain	🛣️ Interstate	— Other Byway	🌳 National Forest and National Park Land	🏠 Tribal Nation
🏙️ City	🛣️ U.S. Highway	— Other Road	🌿 Wilderness Area	🏢 Military Base
★ Capital	🛣️ State Highway	⋯ Trail		

Suggested Route Changes







The Ohio & Erie Canalway America's Byway Management Plan Update is a product of many hands and voices, from non-profit agencies, park districts, and every day people who attended public meetings. It incorporates findings from the original plan submitted in 1993 as well as the successful nomination document submitted in 2000.

Plan Authors: Tim Donovan
Richard Sicha
Design and layout: Tanya Stella