The Kent State University East Liverpool university district has several gateways including two from the US 30 highway corridor and three from the East Liverpool downtown district. Gateways from the US 30 highway corridor are located at the intersections of (1) Broadway and East 2nd Street and (2) Washington and East 3rd Street. Gateways from the downtown district are located at the intersections of (3) Washington and East 4th Street, (4) Washington and East 5th Street, and (5) Broadway and East 5th Street. The confluence of all of these gateways is the intersection of (6) Broadway and East 4th Street, the location and landmark that many describe as the “heart” of the campus. As the campus landmark, the East 4th Street and Broadway intersection is of particular importance and deserving of special treatment.

The image and appeal of the Kent State University East Liverpool university district is being weakened by the worn-out and unattractive condition of streetscape elements and the lack of adequate campus identification and directional signage in these gateway and landmark areas. Improvements and enhancements are needed at university district gateway locations and landmark areas to create a campus environment that is attractive and welcoming and that directs visitors to their destinations.