



## Laytonville's Five New Wayside Signs

**Town Hall** – Why this community decided to incorporate back in 1892 and the services provided by the town in modern times.

**Water Tank** – How the disastrous town fire of 1926 changed the town, and what citizens did to protect against fires after that.

**Miller Park** – How the Laytonville area evolved as a center of agriculture and business.

**Rolling Ridge trail** – How the Civil War affected Laytonville in September 1862.

**Laytonville Preserve trail** – How this town got its two names: Cracklin Town and Laytonville.

**Jane Evans**, a longtime member and treasurer of the Laytonville Historical Center, took on the task of chairing the committee, hosting bi-monthly meetings at her home, and managing the financial aspects of the project.

**Sue Mick** of MPC Design was the graphic artist for the five signs as well as for *Laytonville From Crossroads to Community*, our local history book.

**Anne Wolf** prepared the proposal for use of ARPA funding and submitted it to Mayor Jim Ruspi and the Town Council in 2022. **Shirley Dorsey, Charles Hendricks, Cody Hidayat, Kathleen Hurley, Amanda Becker Mosko, and Richard Rutherford** designed three of the signs.

Members of the Laytonville Parks and Trails Committee and staff members at Town Hall provided recommendations for site locations.

## Sign Committee Members

Jane Evans  
 Shirley Riggs Dorsey  
 Charles Hendricks  
 Cody Hidayat  
 Kathleen Hurley  
 Amanda Becker Mosko  
 Richard Rutherford  
 Anne Wolf



## Why Undertake This Sign Project?

Once the Covid-19 pandemic began in early 2020, the Laytonsville Historical Center room at Town Hall was closed to the public. We were unable to meet there for the next few years, and we could not welcome any visitors. As a result, we felt we could not collect dues. The retail stores and offices where we had placed our town's historical posters were also closed.

The wayside sign project allowed us to share historical information with residents and visitors once again, but this time in a healthy, outdoor way as part of Laytonsville's walkable community.

An effective wayside exhibit provides a direct and meaningful connection between visitors and the landscape. The wayside visitor is outdoors, getting to experience a park, a trail, or a location first-hand. Each sign offers that visitor extra information in accordance with a 3 - 30 -3 guideline (See the third column).

## Who Manufactured Our Signs?

Pannier Graphics  
345 Oak Road  
Gibsonia, PA 15044  
Panniergraphics.com  
(724) 265-4900

## What is ARPA?

The American Rescue Plan Act was signed into law by President Biden on March 11, 2021, providing funding for programs or services in response to those impacted by the negative health and economic impacts of the pandemic, including the general public.

The Town of Laytonsville approved our 2022 proposal and provided \$12,000.00 in ARPA funds for the design, construction, and installation of these five signs. All additional expenses were paid by the Laytonsville Historical Center.



## Who Installed the Wayside Signs?

Kevin Bohrer  
Goshen Enterprises  
21201 Zion Road  
Brookeville, MD 20833  
Goshenenterprises.com  
(301) 869-8544

## What Does “3 - 30 - 3” Mean?

As they walk along a pathway or through a historic area, visitors are willing to spend varying amounts of time reading or viewing an interpretive panel.

Research suggests that the average length of time viewing an interpretive panel is just 45 seconds, and often much less.

The task of a sign committee is to provide something interesting for visitors who are willing to spend 3 seconds, 30 seconds, or 3 minutes of their time looking at a sign.

In only 3 seconds, an effective title and central photo or drawing can communicate enough to allow a visitor to make a decision.

Maybe “*The Civil War? Wow, I’d like to take a look at that.*”

Or maybe “*The Civil War? Yuck!*”

Subtitles and sidebars can provide a visitor with additional information in 30 seconds.

“Then and Now” in agriculture

“Then and Now” from horseshoes to tires

For someone willing to read the whole sign for about 3 minutes, the committee can supply additional interesting details about that topic by using maps, diagrams, more photographs, or newspaper clippings.