

ACKNOWLEDGEMENTS

The City of Zanesville would like to thank the following members of the Comprehensive Planning Committee for their investment into our community's future. Every week for one year, these individuals took time out of their busy lives to discuss what they wanted the future of Zanesville to be. Without their input, this plan would not be possible.

Steering Committee:

- ❖ Flora Martin
- ❖ Susan Holdren
- ❖ Dan Sylvester
- ❖ Adrian Adornetto
- ❖ Joyce Hill
- ❖ Phillip Arthur
- ❖ Emily Dosch
- ❖ Durb Dunzweiler
- ❖ Stoey Stout
- ❖ Susan Jones
- ❖ Anna Marie Katt
- ❖ Dr. Walter Huber, Ph. D.

This Plan would also not be a success without the many wonderful local and regional partners who volunteered their valuable time to provide the Steering Committee with not only information about the community and services currently provided, but also with wonderful examples of successful programs in other communities.

Community Facilities Element:

- ❖ Anna Marie Katt (Eastside Ministry)
- ❖ Flora Martin (Zanesville Schools)
- ❖ Chip Saunders (City of Zanesville)

Arts and Culture Element:

- ❖ Kelly Ashby (Chamber of Commerce/CVB)
- ❖ Paul Logue (City of Athens)

Parks and Recreation Element:

- ❖ Beth Chapman (Muskingum Rec. Center)
- ❖ Philip Arthur (North Point Fitness Institute)
- ❖ Albert Hendley (Mission Oaks Foundation)
- ❖ Jeff Johnson (City of Zanesville)

Housing Element:

- ❖ Michael Hood (Community Action)
- ❖ David Wilson (Zandex Healthcare)
- ❖ Melissa Best (Helen Purcell Home)
- ❖ Ken Danter (Danter Company LLC)
- ❖ Marsha Zayac (ZMHA)
- ❖ Susan Jones (Pollock Apartments)
- ❖ Durban Dunzweiler (Dunzweiler Realty)

Transportation Element:

- ❖ Jeannette Wierzbicki (Ohio Mid-Eastern Government Assoc.)
- ❖ Howard Stewart (South East Area Transit)
- ❖ Ken Shonkwiler (Ohio Mid-Eastern Government Assoc.)
- ❖ Chip Saunders (City of Zanesville)
- ❖ Sandie Maple (Muskingum County)
- ❖ Matt Russell (Muskingum County)

Downtown / Historic District Element:

- ❖ Jim Geyer (Pioneer Historical Society)
- ❖ Dana Matz (Chamber of Commerce / ZDA)
- ❖ Dan Sylvester (2005 Downtown Master Plan)
- ❖ David Efland (City of Delaware)
- ❖ Roger Koch (City of Delaware)

Economic Development Element:

- ❖ Matt Abbott (Muskingum County Port Authority)
- ❖ Jay Wince (Weasel Boy Brewing Company)
- ❖ Larry Triplett (MCBI)

Land Use Element:

- ❖ Tim Smith (Muskingum County Land Reutilization Corp.)

The city is making strides towards a brighter future, and it is individuals like these that make Zanesville more than a collection of homes and businesses; it makes it a community.

Elected Officials:

Jeff Tilton, Mayor
Dan Vincent, Council President
Ann Gildow, Council-at-Large
Joey P. Osborn, Council-at-Large
David R. Wolfe, Council-at-Large
Mark Barker, 1st Ward City Council
Jan Bradshaw, 2nd Ward City Council
Constance Norman, 3rd Ward City Council
Sandy Gentry, 4th Ward City Council
Steven Foreman, 5th Ward City Council
Andy Roberts, 6th Ward City Council

Rob Sharrer, Council-at-Large (former)
Grant Hutcheson, 2nd Ward City Council (former)
David Tarbert, 5th Ward City Council (former)

Community Development Department:

Jay D. Bennett, Director
Daniel Louwers, Deputy Director
Pat Denbow, Planner / Zoning Administrator
Lisa Davis, Administrative Assistant

Gregory DeLong, Deputy Director (former)
Danielle White, Administrative Assistant (former)
Patrick O'Malia, Redevelopment Administrator (former)
Megan Holly and Mikaela Headley (former interns, Muskingum University)

City Planning Commission:

Rick Bland
Kevin McPeck
Vincent Russo
Jay Bennett, Director of Public Service and Community Development
Jeff Tilton, Mayor

*The Comprehensive Plan was adopted by
Zanesville City Council on ____, ____, 2016 by
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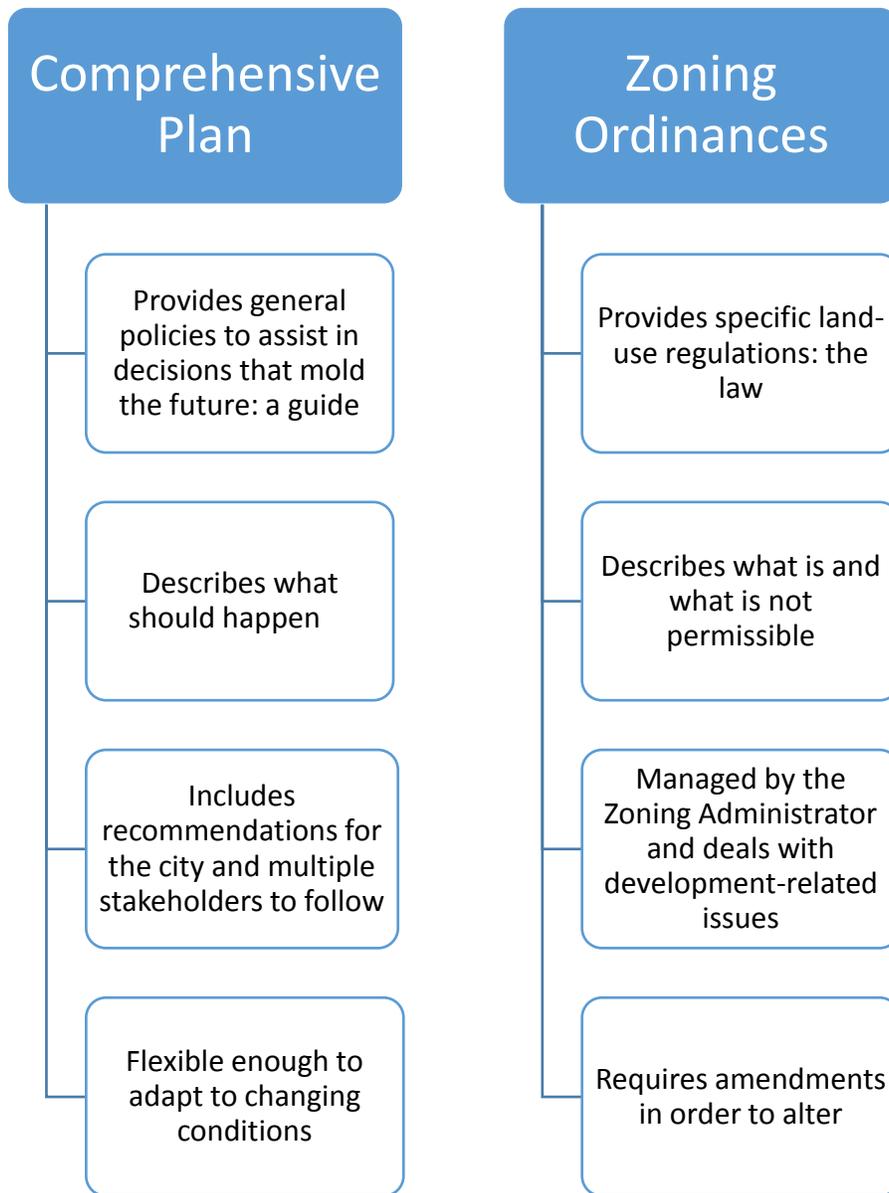
Chapter 1

Introduction to the Comprehensive Plan

WHAT IS THE COMPREHENSIVE PLAN?

The Comprehensive Plan is intended to guide the future growth and development of the City of Zanesville. A sound Comprehensive Plan sets the course for actions, policies, and improvements that will help create a sense of place. A Comprehensive Plan also encourages and strategically explains investments that result in opportunities for our residents and the city as a whole. The plan can be seen as a set of goals,

recommendations, and benchmarks that will assist city leaders in making decisions on future land use, development priorities, and thoughtful actions for long term growth. The Comprehensive Plan is, at its heart, a goal setting document and should not be confused with zoning regulations, as shown in the table below.



THE NEED FOR A COMPREHENSIVE PLAN

As previously stated, this plan is intended to guide the future growth and development of the City of Zanesville. To accomplish this goal, the city created a Comprehensive Plan Committee to assist in the long term visioning for the city. Business, education, and community leaders, along with residents and youth, represented the committee. The committee centered the plan on eight key elements: community facilities, arts and culture, parks and recreation, housing, transportation, economic development, downtown/historic districts, and land use. Guest speakers and representatives of each element provided the committee with information about their roles within the city and the future plans for their organizations. The result is a plan that provides strategic goals and policies for how these elements can advance and help improve Zanesville in the future.

The goals and policies within each element are benchmarks for the city and include implementation deadlines (found at the end of each element). The goals and policies set for each element are framed to help the city work towards uniting under the same banner. Additionally, the goals and policies are geared to provide guidance to businesses and other organizations.

Finally, this plan is intended to fill a vacancy. Zanesville does not currently have an adopted Comprehensive Plan. According to Section 1101.01 of the Codified Ordinances of Zanesville, it states that all objectives should meet the Comprehensive Plan. As there is (until the adoption of this), no plan, the city is not able to comply with its ordinance.

It is intended that this plan will result in a coordinated effort between city staff and community members for future development. The purpose of this plan is to provide recommendations for city officials and residents to follow in a communal effort in the future. The

decisions made on key elements of the plan will help to guide the future of the city.

COMPREHENSIVE PLAN ELEMENTS

In the beginning stages of development, eight elements were identified by city staff and the Comprehensive Plan Committee. These elements were created to address all aspects of the city's organization and were the focus of the committee when discussing the creation of a Comprehensive Plan. The eight elements were labeled as such: community facilities, arts and culture, parks and recreation, housing, transportation, economic development, downtown/historic districts, and land use.

Community Facilities:

Community facilities are important because they provide essential goods and services for the greater benefit of Zanesville. This type of facility allows community members access to numerous resources to assist with daily life. These resources allow the community members to have assistance and opportunities that they would not normally receive on their own. Examples of these facilities include hospitals, care centers, public social entities, safety facilities, public service facilities, and education buildings. Community facilities bring individuals together within the community in order to share ideas and become better educated about what their community offers. These facilities provide public spaces that serve at the will of the citizens. These facilities benefit the community by developing opportunity for citizens and providing assistance when necessary.

Arts and Culture:

Arts and cultural efforts allow every individual in the area an opportunity to be exposed to, and recognize, all the various differences, and to celebrate them as a whole. Examples of arts and cultural efforts are art museums, history museums, theatres, auditoriums, festivals, fairs, markets, and reenactments. Community cultural

efforts develop well-rounded individuals who help form a better community.

Parks and Recreation:

Parks are defined as an area devoted to a specific purpose within the city. These areas range from green spaces to athletic fields. They are important because they provide a safe environment for activities, add beauty to the community, and promote health. The parks within Zanesville are a treasure to many community members and hold a special place in many hearts. Parks allow the freedom to explore nature and bask in the peacefulness that surrounds it. Examples of these facilities include walking trails, soccer fields, softball/baseball diamonds, tennis and basketball courts, skate parks, playground equipment, shelter houses, and green spaces. Parks provide a devoted space for community members to reconnect with nature and provide outdoor space for entertainment. Many parks provide a social outlet within walking distance of neighborhoods.

Recreation is important because it provides social and physical activity while also promoting the overall health of citizens throughout the city. Recreation allows citizens to participate and interact with other community members within a public space. This provides an opportunity for exercise and physical activity. Examples of recreation within the City of Zanesville are ROSA, Muskingum Old Timers Baseball, Bitty League Football, the Muskingum County Recreation Center, and Genesis Fitness Trails. Recreation provides an outlet for physical activity and provides access to team sports that schools may not provide. The benefits of parks and recreation would therefore be to promote social interactions within a public space and promote healthy citizens.

Housing:

Housing is a building or structure that provides shelters, safety, and a sense of pride to the individuals or families residing in it. Examples of housing include single-family dwellings, multi-family dwellings, apartments, condominiums, and senior living facilities. Housing provides an opportunity to build a stronger economy, bring a sense of pride into the community, and help community members succeed.

Transportation:

Transportation is the network of moving individuals and goods from different sections of the community. Examples of transportation include cars, buses, trolleys, trains, bikes, and sidewalks. Transportation provides multiple options for travel throughout the city. It also allows the involvement of ideals and knowledge to circulate through the city.

Economic Development:

Economic development refers to the sustained, concerted actions of the city, its leaders, and policymakers that improve the standard of living and economic health of the city. It is an increase in living conditions and improvement in citizen's self-esteem. From a policy perspective, economic development can be defined as efforts that seek to improve the economic well-being and quality of life for the city by creating and/or retaining jobs and supporting or growing community wealth and the tax base.

Downtown / Historic Districts:

A downtown can be defined as a city's core or central business district, often in a geographical, commercial, or communal sense. Downtown provides business opportunities for its citizens, while also providing a central meeting hub. A historic district can be defined as a group of buildings, properties, or sites that have been designated by one of several entities on different levels as historically or architecturally significant.

Historic districts show the history of the community and history of our nation.

Land Use:

Land use means the scientific, aesthetic, and orderly disposition of land, resources, facilities, and services with a view to securing the physical, economic and social efficiency, health, and wellbeing of the city. Land use provides direction for growth within the city and assists with the success of the elements within this plan.

COMPREHENSIVE PLAN REVIEW

Since the Comprehensive Plan provides the necessary tools to guide future decision making processes for the city, it is imperative that city staff and elected officials monitor its status and make every attempt to complete its goals and policies by the established benchmark dates found within each element of this plan. It is recommended that city staff provide an annual update to the city's elected officials on the plan's progress, and that every (5) five years, the Comprehensive Plan Committee is reconvened to review the plan as it should be adjusted according to needs and market conditions within the city and region.

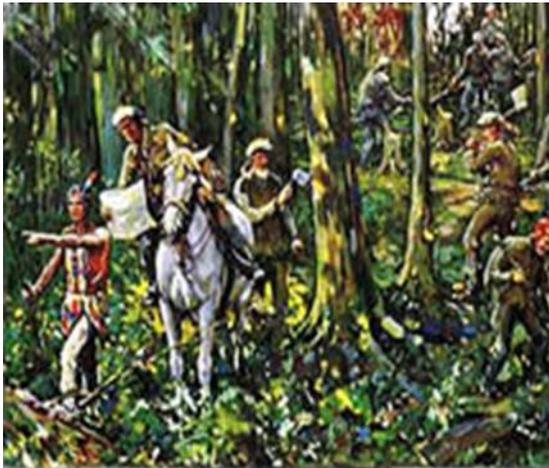
Chapter 2

History & City Profile

HISTORY OF ZANESVILLE

The City of Zanesville is located in Muskingum County in the rolling hills of the Appalachian region of Ohio at the confluence of the Muskingum and Licking Rivers. It is the county seat and home to many historic neighborhoods, nationally known engineering feats, strong businesses, and two universities.

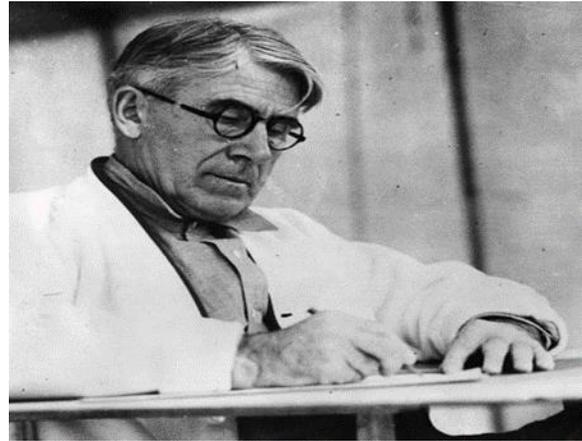
Zanesville is named after Colonel Ebenezer Zane, the pioneer who made the National Road, from Wheeling, West Virginia to Maysville, Kentucky. His son-in-law, John McIntire, stayed behind to plot the town and start a ferry service. McIntire quickly set to work and gained the respect of his neighbors. He played an active role in the writing of Ohio's Constitution as a convention delegate. His influence helped galvanize the community to build a brick and stately stone building so Zanesville could be chosen as the 2nd capital of the State of Ohio (from 1810 – 1812). His name proudly lives on in Zanesville at the John McIntire Library, the John McIntire Elementary School, and as McIntire Avenue.



Colonel Ebenezer Zane lays the National Road
(Source: www.zmcport.com)

Zanesville's population quickly grew from only 1,154 residents in 1810 to over 23,500 in 1900 due to the industrial revolution. In the early part of the 20th century, Zanesville became known as

the pottery capital of the world due to its abundance of clay. Zanesville was also an important stop on the Underground Railroad. Harriet Beecher Stow is said to have written parts of her groundbreaking work, *Uncle Tom's Cabin*, while staying with her Uncle, Pastor Stow, of the Putnam Presbyterian Church in our historic Putnam neighborhood. Famous western novelist, Pearl Zane Grey, a descendent of Colonel Ebenezer Zane, was born in Zanesville and became one of the most popular fiction authors of the early 20th century.



Author: Pearl Zane Grey (1872-1939) (Source: www.biography.com/people/zane-grey)

Zanesville's population peaked in 1950 with over 40,500 residents. Soon after, the city began to experience population decline with the twin threats of suburbanization and deindustrialization. Disinvestment in the downtown was spurred on by the addition of Colony Square Mall in the early 1980's. Most population gains were the result of annexation agreements. The city has experienced sluggish growth over the past few decades, but is beginning to turn a corner and actively seek new investments and ways to redevelop the core areas of the city.

COMMUNITY PROFILE & EXISTING CONDITIONS

With the creation of a Comprehensive Plan, it is important to identify the community's strengths, weakness, opportunities, and challenges to better establish future goals as we define a path to guide us into the future. It is also important to identify potential opportunities and challenges that the city faces. Strengths are seen as benefits that already occur within the city. These includes things that the community members already have access to and are considered to be a positive presence within the city. Weaknesses are seen as things that have not been properly maintained. These include resources that the have been neglected. Opportunities are seen as possibilities to improve the community. These include things that the community believes would be an asset to the city in the future. Challenges are seen as persistent problems that the city deals with on a day-to-day basis. These include things that the city have limited control over, but is trying to resolve.

Strengths:

The location of the city is considered a strength for Zanesville due to it having interstate highway access that allows for major east and west travel. The easy access to US 40 also allows for travel across states. These major roadway systems allow for easy travel and access to potential tourism. Zanesville is conveniently located near Columbus, Ohio, which is a hub for a variety of activities.



Interstate System (Source: Google Maps)

The city houses a regional hospital that can be accessed by all citizens. Genesis is considered a strength because the community has the opportunity to receive immediate healthcare. Surrounding cities also rely on the healthcare provided within Zanesville.



Genesis Hospital Rendering (Source: www.geneshcs.org)

The downtown architecture is considered a strength of the city because it provides a look into the history of Zanesville. The architecture within downtown is considered a traditional landscape that is unique to Zanesville.

The City of Zanesville, as the center of a regional market area, contains many services above that normally associated with a community of similar size. The ability of our citizens to have access to these services is considered a key strength to this community.

The active art community provides an opportunity for citizens to enjoy the downtown area. This is considered a strength because it provides culture and entertainment to the whole city. The art community sponsors monthly activities and social events that provide an outlet for citizens.

Weaknesses:

The traffic of I-70 was deemed a weakness due to the mass amounts of travel between larger cities. I-70 traffic allows for travel specifically on the highway instead of bringing tourists who would help to increase the economy. With all the traffic passing through there is not easy

access to Zanesville through entrance and exit ramps on the interstate. The traffic creates tougher navigation of the city.

Within Zanesville, there is not a consistent focus on the continuing quality of life. This is considered a weakness due to wanting to increase the standard of living within the community at an equal rate. The city does not always strive to meet this focus, which causes a deficiency in quality of life. A 2013 community profile of the city indicates that there is high poverty (29.7%), unemployment (13.3%), and low-income levels (\$26,986).

Zanesville lacks a focus on maintenance in some areas of the city. This includes a lack of up to date infrastructure and housing stock within certain areas. The city lacks in maintenance to keep the infrastructure properly functioning.

Uneven development is considered a weakness within Zanesville due to the lack of coordination and planning on the part of the city. This includes not having long-term goals for development or a general plan to reference in all development projects.

Opportunities:

For the city, the oil boom is a potential opportunity for job creation, resource utilization, and relocating people to Zanesville. This provides the opportunity for a better local economy and has the potential to raise the overall wealth in Zanesville.

The downtown arts community is a developing cultural community that is beginning to hold a strong influence within the city. This is potential for the downtown arts community to grow and help revitalize the downtown.

Developing the waterfront along the Muskingum River is considered a potential opportunity for bringing tourists and large events to the area. The waterfront would have the potential to be

what the community wanted since it is currently undeveloped. This could in turn provide development jobs within the community as well as bring business into downtown.

The traffic created by I-70 provides the opportunity for Zanesville to make itself a destination rather than a place to pass through. The traffic would help to conveniently increase the local economy through the tourist attractions.



City Gateway Sign (Source:www.integrityonerealtors.com)

The opportunity of involvement by the city, citizens, and business provides a potential for positive change within the community. Through the involvement and invested interest of all community members Zanesville could potentially utilize their ideals for development and overall goals of the community.

Every city has the opportunity for the development of culture and Zanesville is no different. The city has the potential to enhance its culture through maintaining the historic districts, downtowns, and art community.

Challenges:

Zanesville faces the challenge of no unified vision as well as a lack of coordination and planning. This is a challenge due to not having one cohesive vision to reach as well as not having a comprehensive master plan. Through this, the development of the city becomes unorganized and creates more problems for the city as a whole. This lack in planning and coordination

poses more challenges rather than having direction and cohesiveness for the future.



Amazon Hill Avenue (Source: www.zillow.com)

Lack of control of adjacent areas of city is a challenge since the city cannot control what occurs outside its borders effectively. If the city was surrounded by unincorporated farmland or forest, it would be relatively simple to control growth for the region. The reality is that Zanesville's municipal neighbors are at (or near) the existing border of the city in many areas.

This requires additional coordination with other governments to ensure regional goals are met. This is by no means a negative, but it does pose an additional challenge that should be kept in mind. Zanesville cannot "go it alone" in most areas since our actions affect communities adjacent to us, and their actions affect Zanesville.

Environmental concerns the city faces are the mass amounts of exhaust that comes from I-70. The travelers along I-70 are not aware of the consequences of traffic on the city. Traffic pollutes the air and waterways within the city,

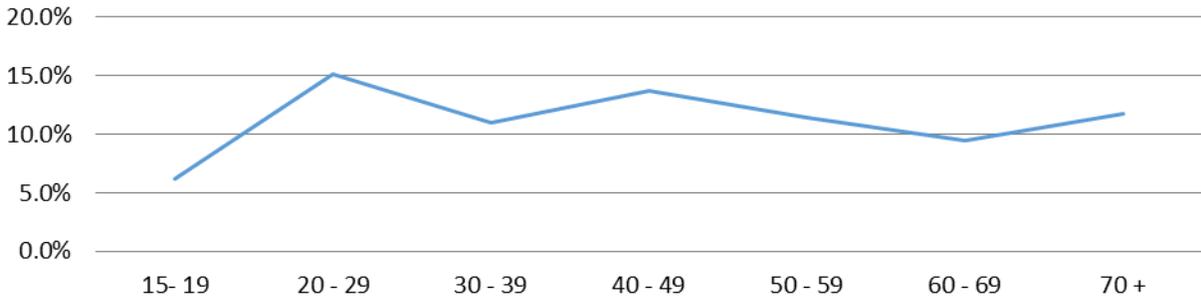
making it a challenge that will have to be dealt with in the future.

I-70 splitting downtown does not allow for equal access of the areas of Zanesville to the citizens as well as travelers. This poses a challenge due to not having equal exposure of the traffic to all areas of the city. Due to Zanesville's limited funds, the city is not able to provide all demands of the citizens. This is a challenge due to not meeting all the wants and needs of the community.

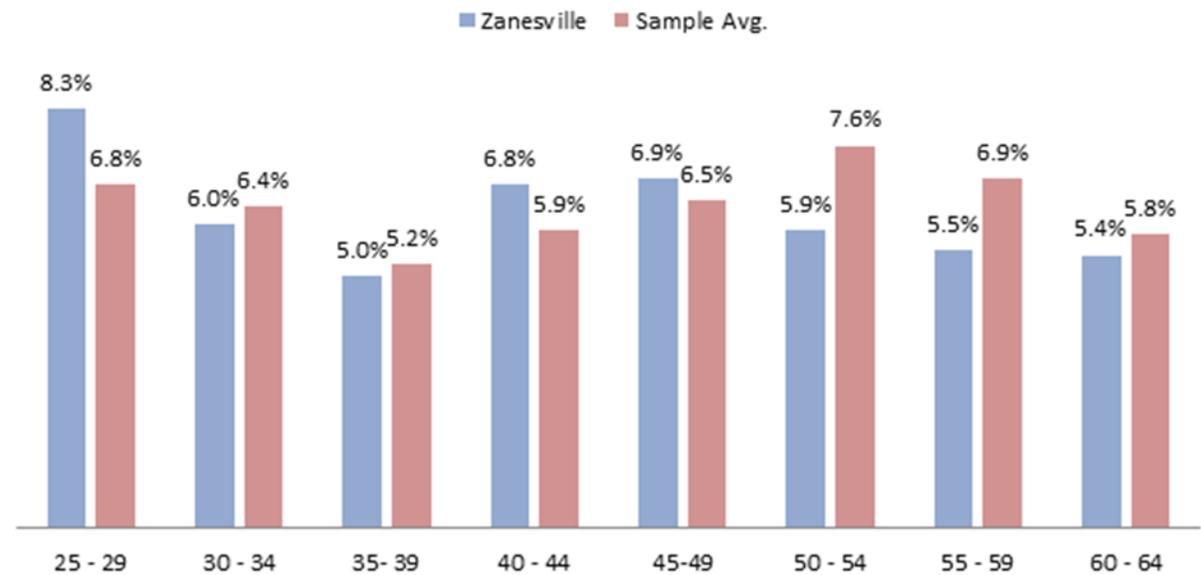
POPULATION

This section, including the graphs on the next page, compares demographic information of the City of Zanesville, the State of Ohio, and a "sample average" of Ohio cities similar to Zanesville in terms of population, poverty, median income, and unemployment rate. Zanesville's largest percentage of adults is within the 20 – 29 age group. In fact, Zanesville has on average a much younger population than its peer cities in the sample average, which tend to be older. Zanesville's population has dropped significantly from its peak population recorded in 1950.

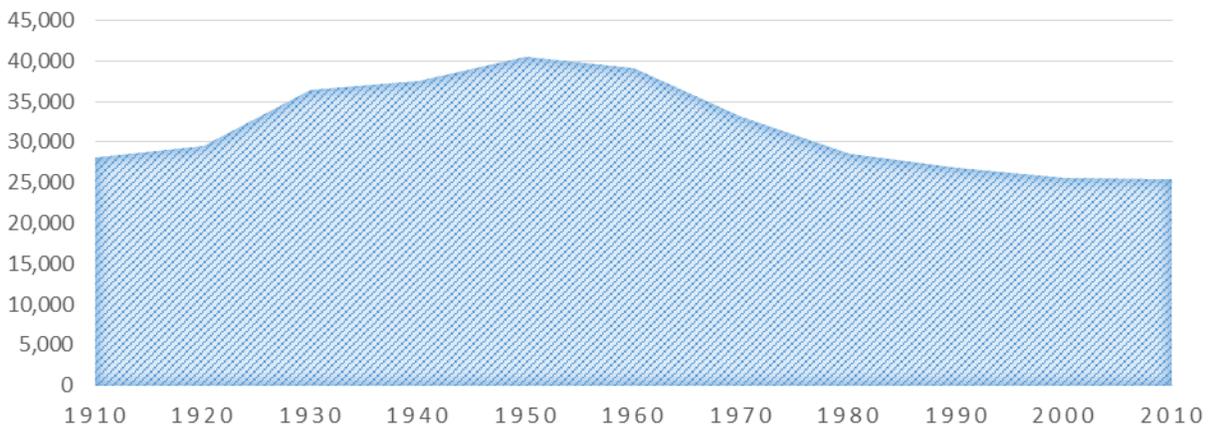
Age Distribution in Zanesville



Percentage of Working Age Ranges Within City



POPULATION OF ZANESVILLE 1910 - 2010



EDUCATIONAL ATTAINMENT

Zanesville high school graduation rate is 79.7%. In Zanesville, 20% of adults over 25 years of age do not have a high school diploma or GED.

There are 3% of adults who are over 25 years old that have less than a 9th grade education and 17.3% of adults who got past the 9th grade but did not matriculate. This is 10.5% higher than the peer group as a whole and 8.8% higher than the state average. The city is on track for individuals with some college or Associates Degrees, but falls behind for Bachelor's or advanced degrees.

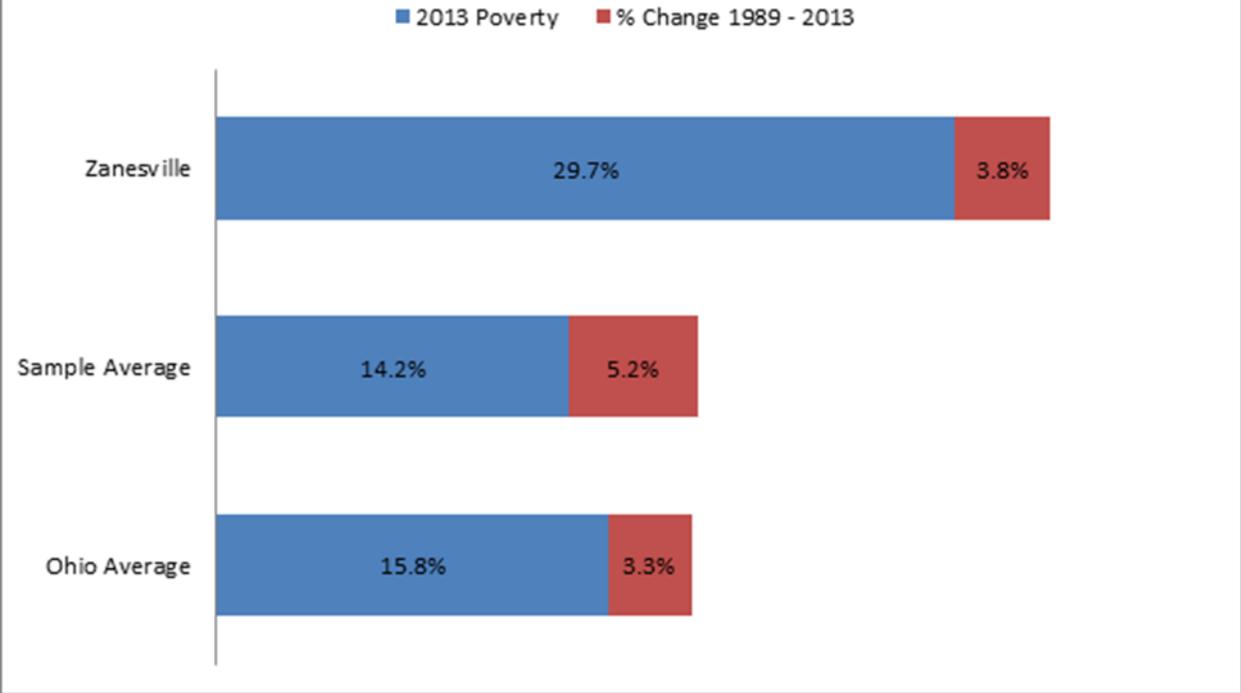
POVERTY

Zanesville has been experiencing high levels of poverty for the last three decades. The level of poverty in Zanesville has remained relatively consistent from 1989 to 2013, hovering between 25.9% and 29.7%. The statewide average was at 15.8% in 2013; roughly, half of what it is in Zanesville. Overall, 13% of people in Appalachian Ohio live below the federal poverty line. Zanesville is on par for poverty increase compared with the state average, and below the increase the sample average has experienced since the recession.

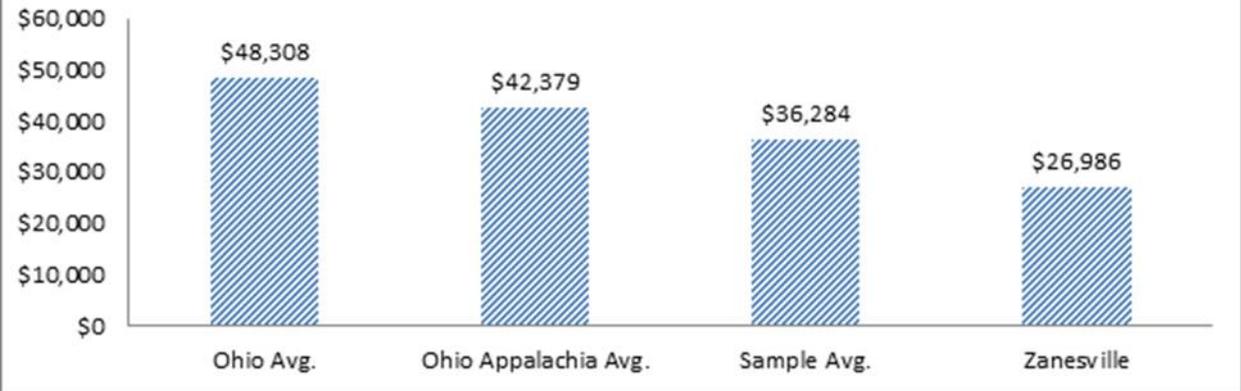
MEDIAN INCOME

Zanesville's 2013 median income was \$26,986. The Ohio average was \$48,308, and the Appalachian Ohio average was \$42,379. The sample average of directly comparable cities was \$36,284.

Poverty Rates and Increases



Median Income



Chapter 3

Elements of the Comprehensive Plan

Section 3.1

Community Facilities Element

COMMUNITY FACILITIES

The Community Facilities Element, a chapter of the City of Zanesville’s Comprehensive Plan, is a statement of official city policy to guide the city and its partners in creating a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city’s existing and future community facilities. Although most of the strategies, objectives, and policies in this element relate specifically to the existing facilities in place and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence and be influenced by the other chapters of the Comprehensive Plan.

A community facility provides essential goods and services that benefit Zanesville. This element focuses on community facilities, policies, and actions that will drive future decisions related to these facilities. Community facilities include a wide range of programs and services including, but not limited to, governmental, educational, and non-profit. The focus within this element will be primarily on those facilities that are operated by the city, along with how the city can provide support to non-city operated organizations.



Zanesville City Hall (Source: [travelphotobase.com](https://www.travelphotobase.com))

Community facilities can be either permanent or temporary in nature and are often open to the general public. Examples include: health

facilities, libraries, public services, social services, and governmental facilities (city hall, water plant, waste water plant, fire station, police station, etc.). Facilities that are not considered community facilities include: private practices, churches, and other private organizations where membership or service fees are required and the services only serve a specific portion of the population.

Zanesville is fortunate to have many wonderful community facilities that serve the greater need of the community and its outlying areas. Even with limited funding, the city continues to provide above level services to its residents and businesses. While the city continues to invest in its services, city buildings and infrastructure are starting to age; therefore, city leaders must plan for how to modify and/or replace such facilities. During the Comprehensive Plan Committee discussions, new and modified facilities were discussed at length and the committee agreed that as the city plans for its future, all facilities should be designed to higher standards than what are currently in place. The committee felt that increased architectural and aesthetic levels, increased landscaping, and opportunities for the facilities to have community rooms open to the public are important contributions the city can make as it invests in the community.

Educational facilities are also an important asset to the city’s residents as they provide the tools necessary for our youth and adults to succeed. Residents are fortunate that they are able to achieve an excellent education from any of our public and private K-12 institutions to earning advanced degrees from any of our colleges and universities. While these community facilities are not under the leadership or direction of the city, the committee felt that the city should continue building upon its strong collaborative relationships with these organizations so future planning efforts from all coincide with each organization’s vision, policies, and plans.



Zanesville High School (Source: Zanesville High School website)

As the city's demographics have changed over the past couple of decades, the request for services has increased within the community's facilities. This unfortunately has placed burdens on the facilities, especially non-profits who typically serve the less fortunate, as many of these facilities rely on patronage, grants, foundations, and donations to support their initiatives. During 2015, statistics from the United Way of Muskingum, Perry, and Morgan Counties showed that more than 60% of intake calls were from residents searching for food assistance. The Salvation Army shelter was also at capacity nightly, which left other groups searching for ways to assist the overflowing need for safe, warm, and dry shelter for the homeless. The Continuum of Care worked tirelessly to collaborate resources to mitigate the homelessness problem within the community.

The changing demographics (increase in the population's age and lower income levels) have also placed increased burdens on city facilities such as police, fire, EMS, courts, and jail. As the demographics continue to evolve, the City should continue to evaluate their facilities so they are designed, located, and capable of continuing to provide the high level of services expected by the public.

Excepting educational institutions, most community facilities within the city are aging; therefore, ongoing cost for maintenance cuts into the funds that can be utilized for programs and services. The committee felt the city should assist these facilities by pursuing grant opportunities for building improvements and/or

for the funding of programs and services. Building envelope surveys should be conducted on these aging facilities to evaluate the feasibility of long term maintenance as opposed to building replacement.

COMMITTEE THEMES:

The Comprehensive Plan Committee recognizes the importance of community facilities and their value to provide important programs and services to the residents of Zanesville. An overarching theme continually brought up during their discussions was establishing and securing funding and planning for the future to support these facilities.



Zanesville Central Fire Station (Source: www.flickr.com)

City Capital Facilities Planning:

The committee felt that the city should develop a budget plan for community facilities that will be reviewed annually during budget reviews. In the budget plan, the city should identify and rank deferred maintenance and needs for improved services so money is being directed to areas of highest need. The committee also felt that the city should establish a fund reserve so money is being set aside for future building replacements. When any new community facility is being constructed, they should be located within neighborhoods where the population they serve is located. Not only will this improve accessibility to the facility, but it will also provide both financial and community pride investments. When new buildings are being designed, they should contain community

rooms, public spaces, shared amenities, and should be designed so they are accessible to all. Such facilities will not only serve the residents within the community, but they can also be utilized as additional meeting/conference spaces for local and regional businesses.

Planning Partnerships:

The committee felt that the city should continue to build strong partnerships with educational institutions and other community facility agencies. With each agency and institution having their own long range plans in place, the partnership will allow for all parties to collaborate and fiscally be prepared in planning for opportunities for growth and expansion in order to better serve all.



Eastside Community Ministry (Source: eastsideministry.org)

Funding for Non-Profits:

The committee felt that while the city does not lead in the operation of non-profits, the city should continue its strong support of these organizations and facilities as their services and programs are vital to the livelihood of many of the residents of Zanesville. The committee encourages the city to work closely with the non-profits who prioritize investments and demonstrate coordination of services. The committee recognizes that the city also operates with limited available funding; therefore, they encourage the city to pursue any grant opportunities where funds can be used in partnership with these organizations.

With coordination, it is intended that funds will be maximized within each organization thus minimizing potential repetitive services throughout the city.

Inform the Public of Available Community Facilities and Services:

The committee felt that the city should collaborate with local agencies to better inform the public of available programs and services within the city and region. Many on the committee stated they did not know what programs and services are available and who provides the services. With improved promotion and communication, targeted populations will better understand where they need to go for any assistance they may need. The committee felt that while social media is a great means to communicate, not all residents within the city have access to it. Therefore, partnering with local agencies to come up with additional ways for outreach will be critical.

GOALS:

CFG 1 – The city shall create a capital facilities plan to evaluate the condition and need for all current and future community facilities to ensure long term investment for all organizations.

Policies:

CFP 1.1 Develop a capital facilities plan to be reviewed annually before budget reviews that identifies and ranks deferred maintenance, current and future needs, and an anticipated building expansion/replacement schedule.

CFP 1.2 Create a building replacement reserve to assure funds are available when new facilities are needed.

CFP 1.3 When the city builds a new building and/or does a substantial modification to an existing building, higher architectural and/or aesthetic standards should be considered beyond what is required by the code.

CFP 1.4 The city shall continue building partnerships with non-city operated community facilities to ensure all long range plans collaborate with a unified vision for land use, transportation, and public infrastructure needs and improvements.

CFG 2 – The city shall continue to support local non-profit organizations in their mission to serve the needs of the residents within the city.

Policies:

CFP 2.1 Prioritize investment with agencies that demonstrate coordination of services with other non-profits.

CFP 2.2 City to continue pursuing grant opportunities to assist non-profits with building maintenance, new construction, and program funding.

CFG 3 – Facilities shall be designed to allow accessibility for all.

Policies:

CFP 3.1 Encourage non-profit organizations to locate in neighborhoods where their clients reside and transportation networks provide easy access to the facilities.

CFP 3.2 Facilities shall be designed so they are anchors within the community and they shall consist of community rooms, be accessible, and contain amenities that encourage full use of the facility.

CFG 4 – The city should support the promotion and education of community facilities and their programs and services.

Policies:

CFP 4.1 The city should assist community facility agencies and organizations by utilizing its media resources to educate and promote programs and services.

IMPLEMENTATION INDEX – COMMUNITY FACILITIES ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	CFG 1 – The city shall create a capital facilities plan to evaluate the condition and need for all current and future community facilities to ensure long term investment for all organizations.	12/31/2018
Policy	<i>CFP 1.1 Develop a capital facilities plan to be reviewed annually before budget reviews that identifies and ranks deferred maintenance, current and future needs and an anticipated building expansion/replacement schedule.</i>	
Policy	<i>CFP 1.2 Create a building replacement reserve to assure dollars are available when new facilities are needed.</i>	
Policy	<i>CFP 1.3 When the city builds a new building and/or does a substantial modification to an existing building, higher architectural and/or aesthetic standards should be considered beyond what is required by the code.</i>	
Policy	<i>CFP 1.4 The city shall continue building partnerships with non-city operated community facilities to ensure all long range plans collaborate with a unified vision for land use, transportation, and public infrastructure needs and improvements.</i>	
GOAL	CFG 2 – The city shall continue to support local non-profit organizations in their mission to serve the needs of the residents within the city.	Ongoing
Policy	<i>CFP 2.1 Prioritize investment with agencies that demonstrate coordination of services with other non-profits.</i>	
Policy	<i>CFP 2.2 City to continue pursuing grant opportunities to assist non-profits with building maintenance, new construction, and program funding.</i>	
GOAL	CFG 3 – Facilities shall be designed to allow accessibility for all.	Ongoing
Policy	<i>CFP 3.1 Encourage non-profit organizations to locate in neighborhoods where their clients reside and transportation networks provide easy access to the facilities.</i>	
Policy	<i>CFP 3.2 Facilities shall be designed so they are anchors within the community and they shall consist of community rooms, accessibility, and amenities that encourage full use of the facility.</i>	
GOAL	CFG 4 – The city should support the promotion and education of community facilities and their programs and services.	Ongoing
Policy	<i>CFP 4.1 The city should assist community facility agencies and organizations by utilizing its media resources to educate and promote programs and services.</i>	

Section 3.2

Arts and Culture Element

ARTS AND CULTURE ELEMENT

The Arts and Culture Element, a chapter of the City of Zanesville's Comprehensive Plan, is a statement of official city policy to guide how arts and culture can continue to play a vital role in the growth and development of the city. The element provides a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city's arts and cultural heritage. Although most of the strategies, objectives, and policies in this plan relate specifically to arts and culture, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence and be influenced by the other chapters of the Comprehensive Plan.



Zanesville Museum of Art (Source: tripadvisor.com)

Zanesville has a rich and storied history, much of it directly related to the arts. At one point, our city was known as the Pottery Capital of the World, churning out hand painted pottery items at famous companies including: Weller Pottery, the J.B. Owens Pottery Company, and Mosaic Tile. Weller Pottery employed more than 500 people at the Zanesville plant that produced more than three boxcars of pottery every day. These items were not just functional; they were works of fine art, and are still collected all over the world for their artisanship and beauty.



Samuel August Weller (1851-1925) (Source: www.geni.com)

Although the city no longer has hundreds of people employed in the molding and shaping of clay, our legacy lives on in places like Ohio Stoneware or has taken new form in the production of different kinds of art. Examples include Weasel Boy Brewery, the Artists' Colony downtown, and in the statues lining South 6th Street to Alan Cottrill's studio. Art is not just part of our past, it is also part of our city's cultural DNA. We are respectful of our history and house it proudly at the Zanesville Museum of Art and the National Road Museum, and celebrate it at the Y-Bridge Arts Festival and the First Friday's events.

We are blessed with a strong local community theater company, the Zane Trace Players, and Secrest Auditorium has begun to host nationally known artists, from the Beach Boys and famed jazz singer Tony Bennett's daughter Antonia Bennett, to modern day acts like the magician Master of Illusion. Within the past decade the city also made important strides to help encourage arts and culture downtown with the adoption of the Art's Overlay District, which has allowed areas of our downtown core, like the Masonic Temple Building, to become a permanent and well known home to local artisans.

DOWNTOWN ART/CULTURE ORGANIZATIONS

Alan Cottrill Sculpture Studio
Valhalla Fiber Arts
Z.A.A.P. Gallery
Bob Grayson Art Studios and Galleries
Heart of Art Gallery
Studio 220
Seiler Studio and Gallery
Tower Studios
The Artist Collective
Zane Trace Players
Yan Sun Art Museum

COMMITTEE THEMES:

Live-Work Units:

A live-work unit was identified by the Comprehensive Plan Committee as a method to fostering arts and culture in our historic downtown. A live-work unit is defined as a building that is both a place of residence and a place of business for the owner. For centuries, many shopkeepers and proprietors lived above their businesses in a loft or apartment and much of Zanesville’s buildings in the downtown area are designed for this specific use. However, with the advent of city planning and building codes, this was no longer permissible for various safety and structural reasons. The State of Ohio Building Department has approved various codes to assist cities with aging structures in their pursuance for reuse; therefore, the city and county building departments should consider adopting these State approved codes to encourage adaptable and desired multi-reuses of the downtown buildings.



Example of a Live-Work Unit (Source: urbantoronto.ca)

The committee is confident that by encouraging live-work units, not only will more artists be attracted to the area, but also they will be pioneers and help lead the charge for rebirth. By gaining a critical population mass downtown, the private sector may be encouraged to invest in vacant storefronts and create an environment with constant activity and energy in our core.



The Y Bridge Arts Festival (Source: Times Recorder Stock Photo)

Education:

Educational institutions of Zanesville can help the city realize its goals around arts and culture. Zanesville is home to Zane State College and Ohio University-Zanesville, as well as some top rated local and private schools. Muskingum University is also nearby, and many of its alumni live and work in Zanesville. By creating a public-private partnership between these educational

facilities, strong marketing material, and marketing plans can be created. Many people immediately associate Zanesville with our schools and universities so the community can tap into this asset in new and creative ways to showcase us as both a hub for arts and culture, while incorporating scholastic elements.

Public Art Projects:

The city can also adopt a formal policy that ensures that when it undertakes a public works project that the arts are taken into consideration. Just because a street or park must be functional does not preclude it from being beautiful and aesthetically pleasing. The committee felt that these public works projects should, through inclusion of art, re-enforce the brand of the community.

The members of the Comprehensive Planning Committee were interested in preserving and promoting the arts in Zanesville. All agreed that the arts were an important part of our history, and recognized that they contributed to our culture, and that a number of people were still employed by this industry. As detailed in Richard Florida's famous economic development work, *The Creative Class*, the arts and culture industry is an important driver in today's economy and provides positive spin-off effects for not only job creation, but also attracting high-income millennials who assist in the rebirth of American cities.

GOALS

ACG 1 - The city will encourage the creation of an Arts Council led by local artist, musician, museum, and theater groups.

Policies:

ACP 1.1 The Arts Council should play a vital role in the overall cultural, societal, and economic development of the community.

ACP 1.2 The Arts Council should strive to develop, support, promote, and coordinate the arts at the local level.

ACP 1.3 The city will pursue and encourage other organizations to pursue, grant and funding opportunities that will sustain and allow for the expansion of the arts.



Secrest Auditorium (Source: Dan Vincent)

ACG 2 - Downtown will be the epicenter of the city's arts and cultural community.

Policies:

ACP 2.1 The city will evaluate the regulations found within the Art's Overlay District to encourage future opportunities that will allow for the expansion of various types of arts and cultures.

ACP 2.2 It is recommended that the city continue to invest in Secrest Auditorium, as it is a focal point and attraction for events and activities related to the arts.

ACP 2.3 The city will evaluate its codes in an effort to encourage the development of live-work units in the downtown area.



Flickr Hivemind (Source: Dan Vincent)

ACG 3 - The city will continue to strengthen and expand cultural opportunities through collaborative partnerships.

Policies:

ACP 3.1 The city will encourage partnerships between local artist groups and educational institutions so opportunities and programs can be developed to increase public awareness and participation in the arts and culture element.

ACP 3.2 The city will also work with cultural organizations to make downtown the location for community, cultural and arts festivals, and events.

ACP 3.3 The city and county should review appropriate codes/policies to see if any modifications can be made to encourage the expansion of artistic and cultural opportunities within the city, with focus in the downtown area.

ACP 3.4 The city should reconsider its regulatory requirements for event parking and fees for police protection during festivities held in the downtown area.

ACG 4 - The city will look to create indicators that brand the city's identity as a destination for arts and culture while recognizing the history of the community.

Policies:

ACP 4.1 The city will partner with local universities, schools, and artist organizations to create an identity that can be implemented into public art.

ACP 4.2 The city will encourage the use of art to reinforce the identity of the city.

ACP 4.3 When designing public improvements (i.e. streets, parks, planning documents, etc.) the city should consider the use of public art into the overall plan.



Chinese Artists Visit the Museum of Art (Source: Chris Cook/Times Recorder)

IMPLEMENTATION INDEX – ARTS AND CULTURE ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	ACG 1 - The city will encourage the creation of an Arts Council led by local artist, musician, museum, and theater groups.	12/31/2018
Policy	<i>ACP 1.1 The Arts Council should play a vital role in the overall cultural, societal, and economic development of the community.</i>	
GOAL	ACG 2 - Downtown will be the epicenter of the city’s arts and cultural community.	12/31/2020
Policy	<i>ACP 2.1 The city will evaluate the regulations found within the Art’s Overlay District to encourage future opportunities that will allow for the expansion of various types of arts and cultures.</i>	
Policy	<i>ACP 2.2 It is recommended that the city continue to invest in Secrest Auditorium, as it is a focal point and attraction for events and activities related to the arts.</i>	
Policy	<i>ACP 2.3 The city will evaluate its codes in an effort to encourage the development of live-work units in the downtown area.</i>	
GOAL	ACG 3 - The city will participate in collaborative partnerships that expand cultural opportunities.	12/31/2019
Policy	<i>ACP 3.1 The city will encourage partnerships between local artist groups and educational institutions so opportunities and programs can be developed to increase public awareness and participation in the arts and culture element.</i>	
Policy	<i>ACP 3.2 The city will also work with cultural organizations to make downtown the location for community, cultural and arts festivals, and events.</i>	
Policy	<i>ACP 3.3 The city and county should review appropriate codes/policies to see if any modifications can be made to encourage the expansion of artistic and cultural opportunities within the city, with focus in the downtown area.</i>	
Policy	<i>ACP 3.4 The city should reconsider its regulatory requirements for event parking and fees for police protection during festivities held in the downtown area.</i>	
GOAL	ACG 4 - The city will examine its future projects for opportunity to brand the city’s identity as a destination for arts and culture while recognizing the community.	Ongoing
Policy	<i>ACP 4.1 The city will partner with local universities, schools and artist organizations to create an identity that can be implemented into public art.</i>	
Policy	<i>ACP 4.2 The city will encourage the use of art to reinforce the identity of the city.</i>	
Policy	<i>ACP 4.3 When designing public improvements (i.e. streets, parks, planning documents, etc.) the city should consider the use of public art into the overall plan.</i>	

Section 3.3

Parks and Recreation Element

PARKS AND RECREATION ELEMENT

The Parks and Recreation Element, a chapter of the City of Zanesville's Comprehensive Plan, is a statement of official city policy to guide parks and recreation development, operations, and maintenance priorities and activities. The element provides a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city's parks and recreation system. Although most of the strategies, objectives, and policies in this plan relate specifically to the park and recreation system, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence and be influenced by the other chapters of the Comprehensive Plan.



City Park (Source: Dan Vincent)

A park is an area that provides primary functions to the city. A primary function is something that the area must have to be identified as a park within the city. A secondary function is something that the area could potentially have, but does not have to have to be considered a park within the city. Primary functions are important because they provide an essential service to all that utilize every park within the city. Secondary functions are important because they provide an essential service within some parks, but not all parks. The city wants primary and secondary functions within their parks system in order to bring a sense of community back through the utilization of various parks around the community. This definition was the foundation

for developing primary and secondary functions, which are listed below.

Primary Functions:

- A picnic area provides space for picnic tables that allow social gatherings to occur within the park.
- Benches within the park allow a place to rest and observe other activities occurring within the park or nature itself.
- Safety provides comfort to all community members who use the park during all hours of access. This includes lighting, which makes areas brighter during the evening.
- Handicap accessibility allows for citizens and guests with disabilities to enjoy the parks.
- Wi-Fi provides citizens with the opportunity to enjoy nature while still being connected to any Internet provider. This can assist the city in marketing our facilities for regional and statewide sporting events.
- Paths and trails provide easy access throughout the park and can connect to neighborhoods.
- Parking provides easy access for all modes of transportation when visiting a park.
- Trash containers help to keep the park clean and maintained.
- Leisure, social, or physical activities within a park help to promote healthy living within the City of Zanesville.



Zane Landing Park (Source: www.waymarking.com)

Secondary Functions:

- Tables provide eating and working areas for all citizens who visit a park.
- Restrooms promote sanitary use when visiting parks.
- Water provides an essential resource to the citizens.
- Citizens should be able to utilize each park on a year round basis, during any season.
- Shelters and pavilions provide protection from the elements, as well as allowing an area for social and community gathering to be held in all seasons.
- Organized sports allows for physical and social outlets for all ages.
- Outside art provide culture within nature.
- Kitchen facilities and/or access to electricity allow for family gatherings and social events to be held in nature.
- Concession stands provide food service, especially during sporting events.
- Playground equipment promotes exploration, health, and satisfies the curiosity of young children.

Permanent Funding:

With the small budget that the City of Zanesville allocates to parks and recreation, it is necessary to establish a way to increase funding. This increase in funding would need to be a permanent funding source due to the essential maintenance of all the parks within the City of Zanesville. An example of a permanent funding source would be to introduce a levy to the citizens of Zanesville. A levy would allow the citizens to make parks and recreation a priority within the City of Zanesville if they so choose.

Park Type:

Residents need a mix of community parks, recreational facilities, schoolyard parks, and small neighborhood parks, each of which serves a different function:

- Neighborhood Parks: Neighborhood parks are generally less than two (2) acres in size and provide a local place for residents to stroll, visit with neighbors, walk the dog, and take children to use the playground. Neighborhood parks have lawns, trees, some form of a playground, and walkways, but typically do not have large recreational facilities like sport fields. Neighborhood parks serve nearby residents who are within a 5-minute walking distance of the park (about a 1/4-mile or 1,300 feet).
- Community Parks / Recreational Facilities: Community parks are generally three (3) acres or more in size, and they have unique recreational facilities that are not found elsewhere in the community (e.g., a swimming pool, a sport course, a "regulation" soccer field, etc.). For most residents, driving would be the most convenient way to reach this type of facility.

The following table organizes the city’s parks into these functional categories.

Neighborhood Parks

Park Name	Acres
Buckingham Terrace	1.00
Cuddy Dixon	0.60
Inter-skate	0.04
Keen Street	0.80
Krammer	0.20
McArthur	0.20
Park Place	0.40
Seton Housing	0.15
Turner Tot Lot	0.70

The table suggests that Zanesville has a significant number of neighborhood parks that are on the smaller size.

Community Parks

Park Name	Acres
AK Steel	10.0 (leased)
Bike Trail	7.0
Chap’s Run	7.0
Gant Park	10.0
Goddard	5.6
Jim Tucker	17.0
Maple Hill	7.0
Merrick	3.4
Pioneer Hill	10.0
Putnam Park	18.0
Putnam Landing	5.0
Riverside	122.0
War Veterans	2.1
Zane’s Landing	6.0

According to the table, there seems to be a need for a larger Community Park in the southwestern portion of the city. In the future, the issue is not so much to ensure that enough neighborhood parks be provided, but that any neighborhood parks that are provided be placed in locations to serve the community, be well-designed, and maintained.

COMMITTEE THEMES:

Programming:

The Comprehensive Plan Committee as a group cited the need to maintain the current facilities and add additional facilities in portions of the city that have no parks. They believe the city should view each park location differently concerning making decisions on Primary and/or Secondary Functions/investments (as previously noted).

During the groups’ discussion on recreation offerings, they decided that while the city should not compete with for-profit businesses dedicated to recreation, the city should offer summer programs again. Some participants cited the need for a city pool.

The Comprehensive Plan Committee participants recommended a reduction in the small-size parks, thus providing for more focused maintenance and improvement to the larger parks.

Currently there are four (4) for-profit entities, and two (2) non-profit entities that have indoor gym facilities that provide space for wintertime sporting activities. Currently, the city formally does not sponsor any indoor programs or lessons provided at local facilities.

The Committee recommends that city staff survey the community relative to priority needs, and use the information to guide decisions on abandoning facilities and/or priority investments for consideration by the City Council.



Riverside Park; Kidzville (Source: Unknown)

Greenways:

The Committee's residents expressed great interest in creating a comprehensive greenway system that would connect the parks, nature areas, and historic sites located throughout the city. Greenways are corridors of protected public or private open space that link together parks and other natural or cultural features for conservation, recreation, or transportation purposes.

A greenway can take the form of a manmade trail on an abandoned railroad line, a bikeway running alongside a scenic road corridor, or a linear strip of open space that increases public access to a river or stream corridor.

Grants:

The city should continue to pursue state and federal grant programs such as the Ohio Department of Natural Resources, Ohio Department of Transportation (ODOT), and the Federal Rails to Trails Conservancy to assist in planning and funding opportunities.

Permanent Funding:

Since 2009, the Parks and Recreation budget has been reduced by \$179,512. With the small budget that the City of Zanesville allocates to parks and recreation, it is necessary to establish a way to increase the funding. This increase in funding would need to be a permanent funding source due to the essential maintenance of all

the parks within the city. One example of a permanent funding source would be to introduce a levy to the citizens of Zanesville. A levy would allow the citizens to make parks and recreation a priority within the city, if they so choose. Another source of funding would be exploring implementation of a park improvement fee, applied to a building or zoning permit application for the new construction of commercial, residential, and industrial structures within the city. This fee could be based on a detailed analysis of the future park and recreation needs of Zanesville. If adopted, this fee should be specifically earmarked for capital improvement projects directly related to expanding, maintaining, and improving Zanesville's existing and future park and recreation facilities.



Riverside Park (Source: Riverside Outdoor Soccer Association)

Goals

PRG 1 - Provide a high quality, diversified parks, recreation, and open space system that provides for all age and interest groups.

Policies:

PRP 1.1 Provide a system of neighborhood and community parks that are within walking distance (1-mile) of residents. Provide parks

with activities for all age groups and abilities, equally distributed throughout the community.

PRP 1.2 Add capacity at existing parks by expanding facilities to accommodate an aging population.

PRP 1.3 Work with developers to identify additional park opportunities in redeveloping areas.

PRP 1.4 The city should update its zoning code to address the establishment of parks or payments in lieu of parks.

PRP 1.5 Cooperate with other public and private agencies, and with private landowners to set aside land and resources necessary to provide high quality, convenient park and recreation facilities before the most suitable sites are lost to development.

PRP 1.6 Acquire additional river shoreline access for trails, fishing, wading, swimming, boating, and other related recreational activities.

PRP 1.7 Develop athletic facilities that meet the highest quality competitive playing standards and requirements for all age groups, skill levels, and recreational interests.

PRP 1.8 Provide a mix of court and field activities like skateboard, basketball, tennis, volleyball, pickleball, soccer, baseball, and softball that provide for the largest number of participants.

PRP 1.9 Develop new or improved multi-use facilities to increase flexibility of use for new activities or other new trends, as there is a demonstrated need in the community.

PRP 1.10 Where appropriate and funding is available, incorporate art into park facility features, such as railings, benches, buildings, and other park amenities.

PRP 1.11 Provide operation and maintenance to ensure safe, serviceable, and functional parks and facilities.

PRG 2 - City government must provide leadership by focusing on the prosperity and the wellness of its residents and businesses.

Policies:

PRP 2.1 The city should create and appoint a community-wide citizens advisory committee to advise the Mayor and Council on the implementation of the comprehensive plan and to develop an annual strategic plan for implementing the various goals and objectives.

PRP 2.2 The city should budget for, develop, staff, train, and support a professional Parks and Recreation Department that effectively serves the community in the realization of the listed goals and policies.

PRP 2.3 City Council should create a measure that cites community wellness as one of its top priorities for the community.

PRP 2.4 The Mayor and Administration should incentivize all City of Zanesville employees to participate in a wellness program that includes a focus on health and exercise programs.



Canal Park (Source: en.wikipedia.org)

PRG 3 - Balance active and passive open spaces.Policies:

PRP 3.1 The city should collaborate with local stakeholders and solicit input from Zanesville residents and businesses on desired park and recreation facilities and amenities/activities.

PRP 3.2 Support the creation of specialized parks and open spaces when the need for each is documented and land area is available.

PRP 3.3 Ensure that active and passive recreation facilities are developed to be fully accessible to all persons.

PRP 3.4 Recognize and coordinate with community volunteers, such as the local neighborhood organizations, to assist in the maintenance, promotions, operations, and education of park and recreational availability/activities.

PRP 3.5 Expand recreational programs to address the needs of a diverse population (age, capacity, and activity-level) through coordination and the sharing of resources among existing recreation program providers, and by sponsoring the creation of new activities and programs.

PRG 4 - Create effective and efficient methods of acquiring, developing, operating, and maintaining facilities and programs that accurately distribute costs and benefits to public and private interests.Policies:

PRP 4.1 Investigate innovative funding mechanisms, such as a Park Improvement Fee, to be applied to building or zoning permits for the new construction of commercial, residential, and industrial structures within the city. Collected funds can be used for the financing, maintenance, and operation needs in

order to reduce costs, retain financial flexibility, match user benefits and interests, and increase facility services.

PRP 4.2 Consider joint ventures with other public and private agencies, such as the Zanesville City MEOJVSD, Muskingum County, regional, state, federal, and other public and private agencies including for-profit concessionaires, where feasible and desirable.

PRP 4.3 Cooperate with local school districts, Muskingum County and other public and private agencies to avoid duplication, improve facility quality and availability, reduce costs, and represent area resident's interests through joint planning and development efforts.

PRP 4.4 Create effective and efficient methods of acquiring, developing, operating, and maintaining park and recreational facilities in manners that accurately distribute costs and benefits to public and private user interests - including the application of impact fees where new developments impact existing level-of-service standards.

PRP 4.5 Develop and operate lifetime recreational programs that serve the broadest needs of the population, recovering program and operating costs with a combination of registration fees, user fees, grants, sponsorships, donations, scholarships, volunteer efforts, and the use of general funding.

PRP 4.6 Where appropriate, provide recreational programs, like boating facilities, for those interested user groups who are willing to finance the cost through donations, registration fees, volunteer efforts, or other means and methods.



Zane Landing Park (Source: Unknown)

PRG 5 - To help guide future City Council investment decisions, city staff shall complete an analysis of the existing networks and needs of public parks, recreation, and trail facilities.

Policies:

PRP 5.1 The examination shall consider every aspect of the city’s current operations, including: finances, programming, use, staffing, service contracts, and land managed.

PRP 5.2 The examination shall consider future needs including: population centers, finances, programming, use, staffing, service contracts, and land management.

PRP 5.3 The examination shall consider having multiple parks and recreation agencies within Muskingum County and provide commentary on possible efficiencies and consistencies that would create a more sustainable and healthy regional parks and recreation system.

PRG 6 - Incorporate technology to expand programming.

Policies:

PRP 6.1 The city should explore investment opportunities to assist in funding technology that will increase enjoyment within its facilities and promote marketing and programming opportunities.

PRP 6.2 The city should use technology in the Parks and Recreation Division for mapping land, and managing the facilities, along with:

- Trail mapping and bike path routing
- Community facilities placement
- Trails and facilities mapping
- Tree inventory
- Asset maintenance and management
- Future park site selection
- Revenue tracking
- Marketing
- Community events
- Scheduling

PRP 6.3 The city should seek and invest funding for the expansion of technology infrastructure into its Parks and Recreation network and facilities.



Zane Landing Park Eternal Flame (Source: Unknown)

PRG 7 - Provide an interconnected system of high quality, accessible multi-use trails, and greenway corridors that offer diverse, healthy outdoor experiences, accessing significant environmental features, public facilities, and developed local neighborhoods and business districts.

Policies:

PRP 7.1 Connect and unify the community with trail and greenway corridors. Connect trails with transit stops, bike routes, and sidewalks to

create a comprehensive network of non-motorized transportation throughout Zanesville and its surrounding jurisdictions.

PRP 7.2 Provide a comprehensive system of multipurpose off-road trails using alignments through public landholdings, as well as, private properties where appropriate.

PRP 7.3 Link residential neighborhoods to community facilities, including: schools, parks, special use areas, the waterfronts, downtown, and other special destinations.

PRP 7.4 Developers shall be required to expand existing trail systems into new or redeveloped neighborhoods.

PRP 7.5 Promote links to neighboring communities. Work with M CPRD, Muskingum County, ODNR, ODOT, private landowners, and other appropriate parties to link and extend trails around Zanesville.

PRP 7.6 Provide adequate funding to maintain existing and new trails.

PRP 7.7 Develop trail improvements to a design and development standard that facilitates durability, easy maintenance, and safety.

- a) Furnish trail systems with appropriate supporting trailhead improvements that include interpretive, directory, and mileage signage, as well as, rules and regulations for trail use.
- b) Provide site furnishings such as benches, bike racks, water stations, dog waste stations, and trash containers.



State of Ohio Multi-Purpose Trail Map (2015)
(Source: Ohio Department of Transportation)

IMPLEMENTATION INDEX – PARKS AND RECREATION

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	PRG 1 - Provide a high quality, diversified parks, recreation, and open space system that provides for all age and interest groups.	12/31/2027
Policy	<i>PRP 1.1 Provide a system of neighborhood and community parks that are within walking distance (1-mile) of residents. Provide parks with activities for all age groups and abilities, equally distributed throughout the community.</i>	
Policy	<i>PRP 1.2 Add capacity at existing parks by expanding facilities to accommodate an aging population.</i>	
Policy	<i>PRP 1.3 Work with developers to identify additional park opportunities in redeveloping areas.</i>	
Policy	<i>PRP 1.4 The city should update its zoning code to address the establishment of parks or payments in lieu of parks.</i>	
Policy	<i>PRP 1.5 Cooperate with other public and private agencies, and with private landowners to set aside land and resources necessary to provide high quality, convenient park and recreation facilities before the most suitable sites are lost to development.</i>	
Policy	<i>PRP 1.6 Acquire additional river shoreline access for trails, fishing, wading, swimming, boating, and other related recreational activities.</i>	
Policy	<i>PRP 1.7 Develop athletic facilities that meet the highest quality competitive playing standards and requirements for all age groups, skill levels, and recreational interests.</i>	
Policy	<i>PRP 1.8 Provide a mix of court and field activities like skateboard, basketball, tennis, volleyball, pickleball, soccer, baseball, and softball that provide for the largest number of participants.</i>	
Policy	<i>PRP 1.9 Develop new or improved multi-use facilities to increase flexibility of use for new activities or other new trends, as there is a demonstrated need in the community.</i>	
Policy	<i>PRP 1.10 Where appropriate, and where funding is available, incorporate art into park facility features, such as railings, benches, buildings, and other park amenities.</i>	
Policy	<i>PRP 1.11 Provide operation and maintenance to ensure safe, serviceable, and functional parks and facilities.</i>	
GOAL	PRG 2 - Provide leadership through investment into broad facilities that improve the health and wellness of its residents and businesses.	12/31/2022
Policy	<i>PRP 2.1 The city should create and appoint a community-wide citizens advisory committee to advise the Mayor and Council on the implementation of this element and to develop an annual strategic plan for implementing the various goals and objectives.</i>	
Policy	<i>PRP 2.2 The city should budget for, develop, staff, train, and support a professional Parks and Recreation Department that effectively serves the community in the realization of the listed goals and policies.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
Policy	<i>PRP 2.3 City Council should create a measure that cites community wellness as one of its top priorities for the community.</i>	
Policy	<i>PRP 2.4 The Mayor and Administration should incentivize all City of Zanesville employees to participate in a wellness program that includes a focus on health and exercise programs.</i>	
GOAL	PRG 3 - Balance active and passive open spaces.	12/31/2022
Policy	<i>PRP 3.1 The city should collaborate with local stakeholders and solicit input from Zanesville residents and businesses on desired park and recreation facilities and amenities/activities.</i>	
Policy	<i>PRP 3.2 Support the creation of specialized parks and open spaces when the need for each is documented, and land area is available.</i>	
Policy	<i>PRP 3.3 Ensure that active and passive recreation facilities are developed to be fully accessible to all persons.</i>	
Policy	<i>PRP 3.4 Recognize and coordinate with community volunteers, such as the local neighborhood organizations, to assist in the maintenance, promotions, operations, and education of park and recreational availability/activities.</i>	
Policy	<i>PRP 3.5 Expand recreational programs to address the needs of a diverse population (age, capacity and activity-level) through coordination and the sharing of resources among existing recreation program providers, and by sponsoring the creation of new activities and programs.</i>	
GOAL	PRG 4 - Create effective and efficient methods of acquiring, developing, operating, and maintaining facilities and programs that accurately distribute costs and benefits to public and private interests.	12/31/2019
Policy	<i>PRP 4.1 Investigate innovative funding mechanisms, such as a Park Improvement Fee, to be applied to building or zoning permits for the new construction of commercial, residential, and industrial structures within the city. Collected funds can be used for the financing, maintenance, and operation needs in order to reduce costs, retain financial flexibility, match user benefits and interests, and increase facility services.</i>	
Policy	<i>PRP 4.2 Consider joint ventures with other public and private agencies such as the Zanesville City MEOJVSD, Muskingum County, regional, state, federal, and other public and private agencies including for-profit concessionaires, where feasible and desirable.</i>	
Policy	<i>PRP 4.3 Cooperate with local school districts, Muskingum County and other public and private agencies to avoid duplication, improve facility quality and availability, reduce costs, and represent area resident's interests through joint planning and development efforts.</i>	
Policy	<i>PRP 4.4 Create effective and efficient methods of acquiring, developing, operating, and maintaining park and recreational facilities in manners that accurately distribute costs and benefits to public and private user interests - including the application of impact fees where new developments impact existing level-of-service standards.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
Policy	<i>PRP 4.5 Develop and operate lifetime recreational programs that serve the broadest needs of the population, recovering program and operating costs with a combination of registration fees, user fees, grants, sponsorships, donations, scholarships, volunteer efforts, and the use of general funding.</i>	
Policy	<i>PRP 4.6 Where appropriate, provide recreational programs, like boating facilities, for those interested user groups who are willing to finance the cost through donations, registration fees, volunteer efforts, or other means and methods.</i>	
Goal	PRG 5 - To help guide future City Council investment decisions, city staff shall complete an analysis of the existing networks and needs of public parks, recreation, and trail facilities.	12/31/2019
Policy	<i>PRP 5.1 The examination shall consider every aspect of the city's current operations, including: finances, programming, use, staffing, service contracts, and land management.</i>	
Policy	<i>PRP 5.2 The examination shall consider future needs including: population centers, finances, programming, use, staffing, service contracts, and land management.</i>	
Policy	<i>PRP 5.3 The examination shall consider having multiple parks and recreation agencies within Muskingum County and provide commentary on possible efficiencies and consistencies that would create a more sustainable and healthy regional parks and recreation system.</i>	
Goal	PRG 6 - Incorporate technology to expand programming.	Ongoing
Policy	<i>PRP 6.1 The city should explore investment opportunities to assist in funding technology that will increase enjoyment within its facilities and promote marketing and programming opportunities.</i>	
Policy	<i>PRP 6.2 The city should use technology in the Parks and Recreation division for mapping land, and managing the facilities, along with:</i> <ul style="list-style-type: none"> • <i>Trail mapping and bike path routing</i> • <i>Community facilities placement</i> • <i>Trails and facilities mapping</i> • <i>Tree inventory</i> • <i>Asset maintenance and management</i> • <i>Future park site selection</i> • <i>Revenue tracking</i> • <i>Marketing</i> • <i>Community events</i> • <i>Scheduling</i> 	
Policy	<i>PRP 6.3 The city should seek and invest funding for the expansion of technology infrastructure into its Parks and Recreation network and facilities.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
Goal	PRG 7 - Provide an interconnected system of high quality, accessible multi-use trails, and greenway corridors that offer diverse, healthy outdoor experiences, accessing significant environmental features, public facilities, and developed local neighborhoods and business districts.	12/31/2027
Policy	<i>PRP 7.1 Connect and unify the community with trail and greenway corridors. Connect trails with transit stops, bike routes, and sidewalks to create a comprehensive network of non-motorized transportation throughout Zanesville and its surrounding jurisdictions.</i>	
Policy	<i>PRP 7.2 Provide a comprehensive system of multipurpose off-road trails using alignments through public landholdings, as well as, private properties where appropriate.</i>	
Policy	<i>PRP 7.3 Link residential neighborhoods to community facilities, including: schools, parks, special use areas, the waterfronts, downtown, and other special destinations.</i>	
Policy	<i>PRP 7.4 Developers shall be required to expand existing trail systems into new or redeveloped neighborhoods.</i>	
Policy	<i>PRP 7.5 Promote links to neighboring communities. Work with MCPRD, Muskingum County, ODNR, ODOT, private landowners, and other appropriate parties to link and extend trails around Zanesville.</i>	
Policy	<i>PRP 7.6 Provide adequate funding to maintain existing and new trails.</i>	
Policy	<i>PRP 7.7 Develop trail improvements to a design and development standard that facilitates durability, easy maintenance, and safety.</i> <ul style="list-style-type: none"> a) <i>Furnish trail systems with appropriate supporting trailhead improvements that include interpretive, directory, and mileage signage, as well as, rules and regulations for trail use.</i> b) <i>Provide site furnishings such as benches, bike racks, water stations, dog waste stations, and trash containers.</i> 	

Section 3.4

Housing Element

HOUSING ELEMENT

The Housing Element, a chapter of the City of Zanesville’s Comprehensive Plan, is a statement of official city policy to guide the city and its partners in creating a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city’s existing and future housing stock. Although most of the strategies, objectives, and policies in this element relate specifically to the existing housing stock, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence, and be influenced by, the other chapters of the Comprehensive Plan.

The city does not develop housing. Private and nonprofit developers and individual property owners create and preserve housing, guided by the city’s policies, regulations, and investments. Having strong partnerships and alignment around desired outcomes, is key to long-term success in responding to our challenges, and ensuring a better and diverse housing stock. While the city has collaborated effectively in the past to achieve desired outcomes, it may need to consider expanding those partnerships and undertake new forms of partnership to achieve community goals for the future. The general intent of this element is that the city should use its land use authorities not only to identify areas where the addition of new housing may be appropriate or desired, but also to drive the creation of specific housing types that support the community’s vision for its future.

Looking to the future, partnerships will continue to be central to the city’s ability to meet community housing goals, with the potential need for new forms of partnership, as well as, potential new funding models. This may include facilitating new neighborhood-level and regional partnerships, and enhanced partnership with large employers to address workforce-housing issues. It will also be important to explore new forms of public-

private partnership to create high quality mixed-income, mixed-use developments that integrate housing for middle-income families, seniors, and others that might not otherwise be served by the market, but who are critical to creating a diverse, inclusive, and sustainable city.

Housing Snapshot

	Zanesville	Ohio
Median Value	\$76,020	\$127,000
Median Rent	\$624/month	\$718/month
Household Size	2.3 people	2.4 people
Family Present	56.8%	65.0%
Unmarried	10.2%	6.8%
Rent Home	45%	68%
Own Home	55%	33%
Median Owner Cost	\$664/month	\$983/month
% of Income - Mortgage	19%	20%
Value < \$50,000	21%	8%
Value \$50 – \$100,000	50%	23%
Value \$100 - \$200,000	22%	45%
Value \$200,000 and greater	6%	24%
Built before 1939	43%	22%
Built 1940-9	10%	7%
Built 1950-9	11%	15%
Built 1960-9	8%	12%
Built 1970-9	9%	14%
Built 1980-9	6%	9%
Built 1990-9	5%	12%
Built 2000-09	8%	10%
Median Year Built	1948	1966
Median # of Rooms	5.1	5.9

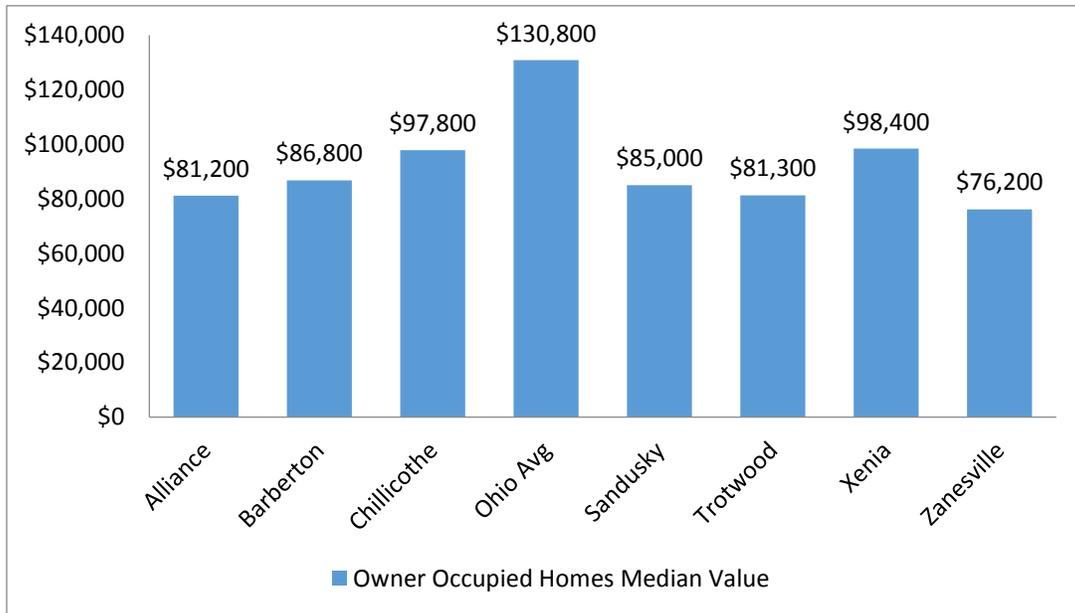
(Source: 2010 American Community Survey/US Census)

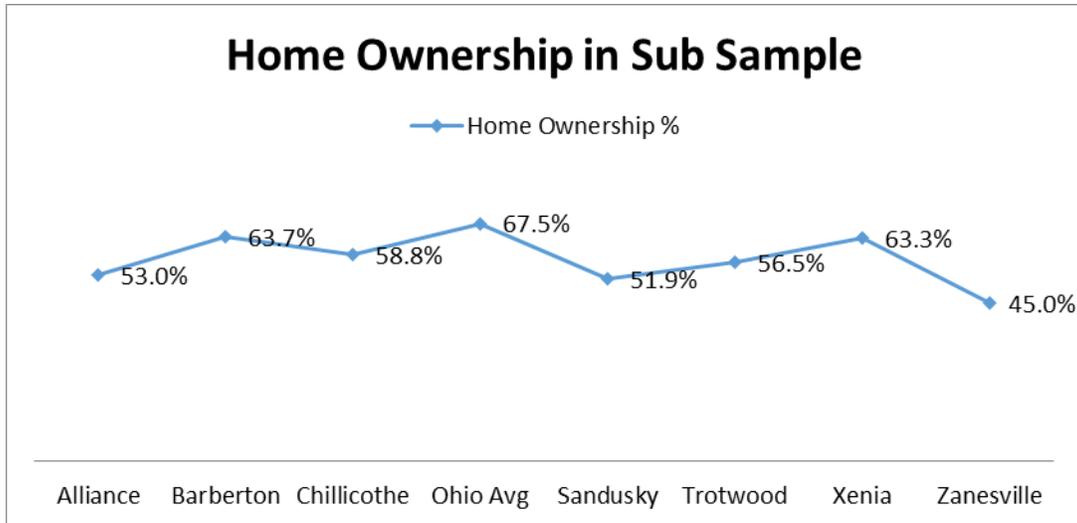
Home Values

The current income level’s across the Zanesville spectrum has an effect on home valuations. Zanesville has the lowest percentage of home ownership in the comparable cities sub sample (45%), and the lowest median value of owner occupied homes.

Facilitate More Diverse Housing Options

The market tends to gravitate towards housing products that provide the best return on investment. At present, this includes: large, expensive single family homes; market-rate rental apartments; rental apartments targeted to middle and upper income professionals; and senior housing. The city should use its regulatory tools and investments to facilitate a richer diversity of housing choices and affordability in new developments and defined redevelopment investment areas of the city.





Convers Avenue (Source: www.realtor.com)

While the tools need to be applied with care (ensuring that there is clear demand and financial feasibility with reasonable rates of return), it is an approach the city can use effectively and apply more broadly, particularly in response to concerns that the market is currently favoring some parts of market demand (e.g., for one- and two-bedroom rental apartments) and neglecting others (e.g., middle income housing for families and seniors). Further development of this as a strategy could consider potential combinations of tailored zoning rules, city investment (land or money), and related incentives or requirements to drive desired housing outcomes, prioritize the inclusion of affordable units “on site” in new market-rate developments, and the recreation of diverse, high quality neighborhoods that help to serve middle income housing needs.

This can also include a review of the city’s existing zoning to ensure it supports the community’s vision. For example, in some medium and high density zone districts, requirements for open space, lot sizes, density, setbacks, and parking can often serve to encourage or even require the delivery of fewer large units rather than more small or modest-sized units, despite stated higher level policy intent. The city’s current exploration of form-based code is a potential opportunity to consider how density is managed, particularly in areas where medium- and high-density is anticipated or desired.

There are two aspects of this theme:

- Identifying areas in the city where the addition of new housing is possible and desirable, taking into account issues such as transit access, utilities, and impacts on existing neighborhoods; and
- In areas where new housing development is anticipated or being planned for, ensuring that the zoning and other regulatory tools, potentially combined with city investment or incentives, will encourage or require the diversity of housing types desired.

Potential Strategies:

- Identify appropriate areas of the city for rezoning amendments.
- Provide bonuses for Higher Affordability and certain housing types in certain areas, such as in areas well served by transit and/or in the downtown area.
- Enable or encourage smaller units (tiny homes, small homes, micro-units, etc.).
- Encourage new affordable senior, mixed-use, and mixed-age housing.
- Utilize city and partner land resources to facilitate desired housing outcomes.
- Examine the current housing stock and create affordable housing funds for people with special needs and other populations not being served by the market.
- Incentivize the Creation of Mixed Income Developments.
- Investigate zoning code amendments to accommodate the plan's strategies.

Partner with Neighborhoods on Housing Solutions

Each part of the city is different. What may work as a strategy to support housing choice and affordability in one area, may not work in another area. The city should support processes that allow neighborhoods to develop appropriate responses to housing concerns and opportunities in a manner that advances and preserves housing affordability, while being sensitive to neighborhood context, and enhancing overall neighborhood quality and livability.

This theme incorporates ideas and concerns related to the utilization of existing housing (through models such as cooperative housing, or increased occupancy limits to allow more people to legally share the cost of renting or buying a home), as well as, the potential for smaller scale “infill” housing in existing neighborhoods (through the addition of accessory units, or “in law” units).

The addition of a rental unit on an already-developed property, or the ability to split housing costs between more occupants, can contribute to affordability. These approaches have appeal in that they use the existing housing stock and land area more efficiently, integrating new housing opportunities, affordability, and diversity into an existing neighborhood without significantly disrupting or changing existing neighborhood character. These housing models replicate an era of the past (primarily constructed during the Great Depression and World War I & II), and they currently exist in the city and throughout the nation.



Lenox Avenue (Source: www.trulia.com)

However, such approaches also raise significant concerns regarding neighborhood impacts, such as traffic, parking, and noise. These concerns are particularly high in neighborhoods located close to the university campus, where issues of over-occupancy and second units already exist.

Developing a more context-specific approach to shared housing and the creation of second units, with opportunities for considering and addressing neighborhood-specific concerns and opportunities, provides a path for testing different approaches to these promising but challenging ideas. Testing alternative approaches at the neighborhood scale could also help inform citywide code changes and improved enforcement strategies. Creating a pilot program that allows interested neighborhoods to work with cooperative housing groups and others to develop and test ideas could be a promising step toward a more

constructive conversation with meaningful outcomes.

Potential Strategies:

- Collaborate with neighborhoods to define area-specific approaches to housing opportunities in existing neighborhoods (such as preservation of existing housing, accessory units, and consideration of changes in occupancy regulations and enforcement).
- Support short-term pilot programs in interested neighborhoods to test alternative approaches.
- Revisit the regulations related to the sharing of housing and creation of second units (based on neighborhood input, consider potential changes on a neighborhood level or citywide related to accessory units, cooperative housing, and occupancy regulations, including improved enforcement).

Improve the relationship between Jobs and Housing

Many factors drive housing demand, and housing prices. Most of these are not under the control of local government; however, one area the city has control over, through its land use and zoning powers, is the amount of land dedicated to “jobs” and to “housing.” While regional growth will continue to affect prices in Zanesville, creating a better balance between jobs and housing within the city can help mitigate this source of housing price pressure.

This theme acknowledges that job growth contributes to housing demand; therefore, it is one of the factors that helps drive housing prices and that regional job growth has/will contribute to housing prices in Zanesville, whether or not those jobs are located within the city limits. Further, it is as much the types of jobs (and salaries) that influence affordability, as it is the overall number of jobs.

There is no magic balance between jobs and housing that will eliminate job growth as a factor in Zanesville’s housing prices. Nor will it eliminate in-commuting and out-commuting; however, improving the balance between potential future job growth and potential future housing growth will help position Zanesville for a more balanced future, and better achieve the community’s vision.



Blue Avenue (Source: www.trulia.com)

Potential Strategies:

- Identify appropriate areas for land use designation and zoning changes (in particular changes from commercial to residential or mixed use).
- Utilize city and partner land resources to facilitate desired housing outcomes.
- Continue to work with key partners to provide reliable, convenient, and regional transportation.

Engage in Regional Planning and Action

Some households will choose to live outside of Zanesville even if their job or school is in Zanesville, and vice versa. While price is a key factor in such decisions, it is not the only one. A comprehensive approach to understanding and responding to our housing challenges and opportunities will require a regional view, regional action, and coordinated planning for housing, jobs, and transportation.

This theme acknowledges that Zanesville exists within a region, and that its housing and job markets extend beyond the city's borders. While the policies adopted and actions taken within the city are important, they cannot fundamentally change regional conditions and trends that will affect Zanesville's housing prices. Many people with high paying jobs in nearby communities may continue to choose to buy or rent in Zanesville, affecting housing prices and rents within the city; just as the current construction of apartment units from Newark to Cambridge will undoubtedly affect the price of apartments in Zanesville over time.

Recognizing this regional context is important in two ways:

- To make informed decisions about adopting appropriate policies and tools, the city must monitor regional conditions and trends that could affect housing demand and market trends within the city.
- To inform appropriate regional advocacy and planning efforts that will support an economically diverse and vital region with appropriate high quality housing choices at a range of price points and convenient, safe, and clean travel options.



Strattford Drive (Source: www.apartments.com)

Zanesville faces the challenge of being viewed as a secondary job center; yet, Zanesville is also a regional job center in its own right, with a commute radius that stretches from Coshocton in the north to McConnelsville and Perry County in the south and southwest. The city will need to partner more effectively with Muskingum

County and adjacent communities to address transportation planning and issues such as homelessness, the ability to consider housing market issues, and land use/transportation planning within this regional sphere.

Potential Strategies:

- Continue to work with SEAT to provide reliable, convenient regional transportation.
- Ensure that housing policy decisions are informed by appropriate analyses and consideration of regional trends.
- Develop relationships and work with local and regional partners to address issues such as homelessness, and to consider regional jobs-housing balance issues (and relationship to transportation planning and investment).

COMMITTEE THEMES:

The Comprehensive Plan Committee developed a focus centered more on the “what” of responding to Zanesville’s housing challenges than on the “how.” They recognized that the city’s ability to affect housing outcomes is limited. While the city helps to establish “the rules” by which housing is both preserved and developed, and is able to invest in the creation of desired housing, it does not build, preserve, or manage housing on its own. The city relies heavily on partnerships for limited grant funds to achieve community-housing goals.

Retain and enhance detached single-family homes:

A 2013 study conducted for the Zanesville/Muskingum County Port Authority cited the need for more multi-family housing construction. Most of the housing constructed in the future will also be multi-family due to locational and economic considerations. The city will generally continue to protect existing single-family neighborhoods from

redevelopment and undue encroachments to maintain a variety of housing types.

Continue to emphasize housing maintenance:

Much of Zanesville’s single-family and multi-family housing is at least 40 years old. Due to the age of the structures, emphasizing ongoing maintenance will be critical to maintaining and enhancing real estate values, and keeping neighborhoods desirable for future home buyers.

The City is developing new initiatives to redevelop areas within the older, central portions of the City. Through these efforts, new housing choices may develop for the community. Redevelopment within some of the hardest hit areas of the city has created exciting new housing opportunities in recent years, and future projects will offer even more choices.

Encourage the development of owner-occupied housing:

Zanesville has a high percentage of rental housing. To maintain overall housing diversity, the city encourages new housing to be owner-occupied where feasible.



Thurman Street (Source: Neohrex)

Create new housing opportunities in “high value” areas of the city:

The city should use its land authority to encourage high density living in the downtown area, and mixed use living along its river corridors.

Continue to strive for a mix of housing that accommodates a balance of all housing needs:

The current supply of housing in Zanesville provides opportunities for people in all stages of the housing life cycle.

Zanesville’s current housing stock also addresses a wide range of income levels. Entry-level opportunities exist in the supply of rental housing, and more affordable units are available for first-time homebuyers. Existing neighborhoods offer opportunities for move-up housing, and the needs of seniors are addressed in a number of subsidized and market-rate housing choices. Support services for seniors, in the form of assisted living and long-term care opportunities, also exist in the community.

GOALS

HG1 - Strengthen our current affordable commitments.

Policies:

HP 1.1 Participate with providers in securing investment/resources, and provide incentives for new and/or redevelopment of housing that serves the very low-, low-, and moderate-income households, including people with disabilities, special needs, and the homeless.

HP 1.2 Maintain a ten percent goal of permanently affordable units in housing development projects in the city.

HP 1.3 Establish clear funding priorities to accomplish the goal.

HP 1.4 Provide affordable utilities that foster safe, decent, and affordable housing.

HG 2 - Facilitate more-diverse housing options.

Policies:

HP 2.1 The city should work with private and non-profit developers to reshape and stabilize targeted neighborhoods, providing a variety of

housing choices for middle-income families and Zanesville’s workforce.

HP 2.2 Use a “rehabilitate first, demolish as a last resort” decision-making criterion in preserving the affordability of existing housing.

HP 2.3 Partner with organizations such as Habitat for Humanity to rehabilitate properties.

HP 2.4 Facilitate the creation of relatively affordable attached townhomes and other higher-density, but family-supportive, housing types through land use and zoning changes.

HP 2.5 Work through partners to create a middle-income, down-payment assistance, or low-interest financing program.

HP 2.6 Utilize land use tools, such as the land bank and CIC, to assemble lots within the City for redevelopment and infill.

HG 3 - Use land use authority to provide for a variety of housing options for every part of the city.

Policies:

HP 3.1 Make it easier and more financially feasible to develop accessory dwelling units and owner accessory units (e.g., mother-in-law and carriage houses).

HP 3.2 Make it possible for groups of unrelated individuals (e.g., seniors) to share housing (above the current occupancy limits).

HP 3.3 Make it possible to create duplex units, small townhome developments, and other appropriately scaled and contextually fitting multi-unit housing in existing single-family neighborhoods.

HP 3.4 Review/create density standards or alternative approaches to managing density to avoid creating new areas that offer only large, high-priced, single-family homes.

HG 4 - Create new housing opportunities in “high value” areas of the city.

Policies:

HP 4.1 The city should use its land authority to encourage high-density mixed-use living in the Zanesville downtown area and along the rivers. These distinctive neighborhoods should include design excellence and high-quality public improvements, open space, and convenience retail.

HP 4.2 Assist new construction and adaptive reuse of existing non-residential buildings with a combination of uses.

HP 4.3 Apply the full range of incentives available to assist in the development of additional housing, including public improvements, land assembly, financial assistance, and the development of structured parking.

HP 4.4 Support changes to existing state and local ordinances in order to encourage downtown residential development.

IMPLEMENTATION INDEX – HOUSING ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	HG1 - Strengthen our current affordable commitments.	12/31/2022
Policy	<i>HP 1.1 Participate with providers in securing investment/resources, and provide incentives for new and/or redevelopment of housing that serves the very low-, low-, and moderate-income households, including people with disabilities, special needs, and the homeless.</i>	
Policy	<i>HP 1.2 Maintain a ten percent goal of permanently affordable units in housing development projects in the city.</i>	
Policy	<i>HP 1.3 Establish clear funding priorities to accomplish the goal.</i>	
Policy	<i>HP 1.4 Provide affordable utilities that foster safe, decent, and affordable housing.</i>	
GOAL	HG 2 - Facilitate more-diverse housing options.	12/31/2022
Policy	<i>HP 2.1 The city should work with private and non-profit developers to reshape and stabilize targeted neighborhoods, providing a variety of housing choices for middle-income families and Zanesville’s workforce.</i>	
Policy	<i>HP 2.2 Use a “rehabilitate first, demolish as a last resort” decision making criterion in preserving the affordability of existing housing.</i>	
Policy	<i>HP 2.3 Partner with organizations such as Habitat for Humanity to rehabilitate properties.</i>	
Policy	<i>HP 2.4 Facilitate the creation of relatively affordable attached townhomes and other higher-density, but family-supportive, housing types through land use and zoning changes.</i>	
Policy	<i>HP 2.5 Work through partners to create a middle-income, down-payment assistance, or low-interest financing program.</i>	
Policy	<i>HP 2.6 Use land assembly for infill development by re-platting narrow contiguous lots that are currently not developable, either directly or in partnership with a developer.</i>	
GOAL	HG 3 - Use land use authority to provide for a variety of housing options for every part of the city.	12/31/2025
Policy	<i>HP 3.1 Make it easier and more financially feasible to develop accessory dwelling units and owner accessory units (e.g., mother-in-law and carriage houses).</i>	
Policy	<i>HP 3.2 Make it possible for groups of unrelated individuals (e.g., seniors) to share housing (above the current occupancy limits).</i>	
Policy	<i>HP 3.3 Make it possible to create duplex units, small townhome developments, and other appropriately scaled and contextually fitting multi-unit housing in existing single-family neighborhoods.</i>	
Policy	<i>HP 3.4 Review/create density standards or alternative approaches to managing density to avoid creating new areas that offer only large, high-priced, single-family homes.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
GOAL	HG 4 - Create new housing opportunities in “high value” areas of the city.	12/31/2027
Policy	<i>HP 4.1 The city should use its land authority to encourage high-density mixed-use living in the Zanesville downtown area and along the rivers. These distinctive neighborhoods should include design excellence and high-quality public improvements, open space, and convenience retail.</i>	
Policy	<i>HP 4.2 Assist new construction and adaptive reuse of existing non-residential buildings with a combination of uses.</i>	
Policy	<i>HP 4.3 Apply the full range of incentives available to assist in the development of additional housing, including public improvements, land assembly, financial assistance, and the development of structured parking.</i>	
Policy	<i>HP 4.4 Support changes to existing state and local ordinances in order to encourage downtown residential development.</i>	

Section 3.5

Transportation Element

TRANSPORTATION ELEMENT

The Transportation Element of the City of Zanesville’s Comprehensive Plan serves as the blueprint for the city’s future transportation system including roads, transit, airport, and bicycle and pedestrian facilities. The element identifies the types of policies and investments needed to ensure future mobility for our residents, support economic vitality, and contribute to a high quality of life throughout the city and into Muskingum County over the next several decades. Although most of the strategies, objectives, and policies in this element relate specifically to transportation, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence, and be influenced by, the other chapters of the Comprehensive Plan.

As a mature, fully built city, Zanesville’s core street network is already in place. There is no room for major new streets. This limitation presents challenges, and opportunities, as the city plans for growth. Building new, large arterial projects is unfeasible and undesirable from a land acquisition and cost standpoint. The city’s focus must be on using the streets and sidewalks we have in the most efficient way possible. Planning also requires smart operations of streets by using new traffic signal timing and other technologies to help move people and goods.

The Transportation Element uses surrounding land uses along transportation corridors in order to develop priorities for transportation investments. Technical standards for improvements and access to these corridors will be governed by guidelines that reflect the surrounding community and levels of activity. These guidelines will be used during plan review, engineering capital improvements, and when designing access for public safety, public

transportation, and alternative transportation modes.

The major transportation issues facing Zanesville include the following:

Physical and geographic barriers that challenge connectivity throughout the city. Physical barriers include topography, active rail lines through major city corridors, the Muskingum/Licking Rivers, and a primarily elevated interstate system that separates the city:

With relatively few “through” streets, many vehicles use the streets that do connect, burdening the adjacent properties and residents. The large volume of vehicles on through-streets not only causes traffic congestion, it also makes it more difficult to walk to destinations such as schools, libraries, and shopping centers.



Train loading materials in downtown Zanesville (Source: akronrrclub.wordpress.com)

Limited funding to satisfy competing priorities:

- Increasing connectivity is costly because of the need to: acquire rights-of-way, conduct engineering studies, design, and pay for construction.
- Grant funding for transportation is often targeted to Zanesville’s downtown or the Manufacturing/Industrial areas because these are the locations where significant employment growth are

planned, and are supported by regional plans.

- There are unmet needs in other areas of the city, including streets that do not meet city standards, and it is unlikely that the roads would be improved by new development in these already developed areas.

Reliance on regional agencies, such as the ODOT to serve local needs:

While ODOT has jurisdiction over a limited number of roadways within the city, ODOT, like the city, has limited resources available to complete all roadway improvements deemed important by the citizens. The city should continue its strong partnership with ODOT to maximize program dollars to make greater positive impacts.

COMMITTEE THEMES:

The Comprehensive Plan Committee recognized that the City has limited resources within the budget which places constraints on funding transportation improvements and programs. The Committee also recognized that other sources of funding, such as from state and federal taxes, have also declined.

- Continue the City’s Traffic Committee meetings for monitoring of data relating to traffic safety and making investment recommendations to remedy any issues.
- Continue to pursue grant-funding options to assist in roadway improvements.
- Create standards to measure residential concerns with the need for implementation of traffic calming measures.
- Implement a “Walk and Roll” non-motorized Transportation Plan.

- Establish and implement “Complete Streets” code and measures.
- Implement the “Safe Routes to School” plan and projects.



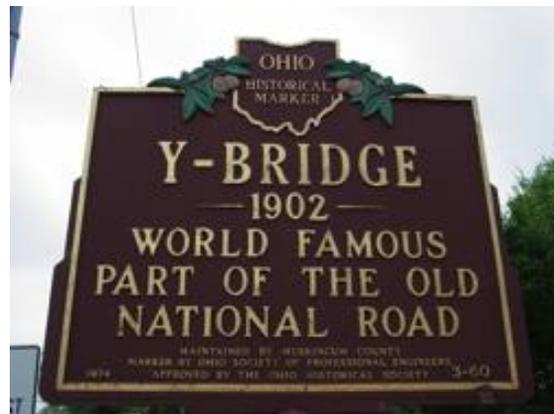
Elementary School children walking to school (Source: www.corbisimages.com)

GOALS

TG1 - The city’s arterial roadway system shall be designed to provide high-volume, multi-lane facilities with access controls, as needed, to preserve the through-traffic carrying capacity of the facilities.

Policies:

TP 1.1 The city will require joint-use access, cross-access easements, and access prohibitions wherever traffic patterns and physical features make it possible in the development approval process.



Y-Bridge Historical Marker (W. Main Street)

TP 1.2 In general, the city shall use varied Level of Service (LOS) standards according to differing levels of development, desired character of streets, and growth objectives.

TP 1.3 Provide capacity improvements so that the LOS standards are not exceeded.

TP 1.4 Prioritize safety in an ongoing monitoring program.

TG 2 - The city shall use planning and permitting to assure the coordination between the transportation system with future land use, ensuring that existing and proposed land uses are consistent with transportation corridors, capacity, modes, and services.

Policies:

TP 2.1 The city shall assure that new and significant redevelopment projects proportionately contribute to the cost of impacted transportation capital facilities.

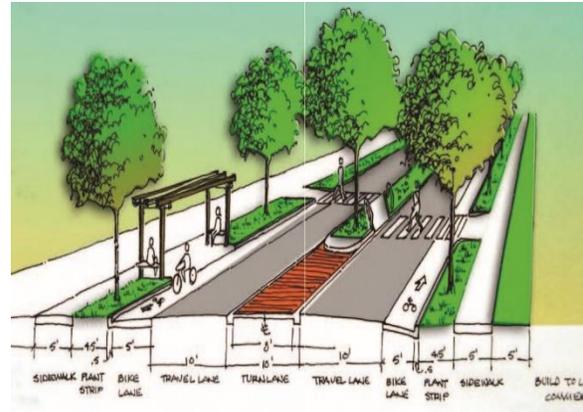
TP 2.2 The city shall pursue grants in order to mitigate development costs.

TP 2.3 The city shall use an impact analysis system that identifies:

- The number of potential vehicular trips during peak hours based on the proposed use(s).

TP 2.4 Pursue funding sources such as Tax Increment Financing (TIFs) to pay for improvements not fully funded by grants, impact fees, and general funds.

TG 3 - All major new or substantially rebuilt roadways shall be designed as complete transportation corridors, incorporating bicycle, accessible pedestrian, and transit features to achieve a true multi-modal system



Example of a "Complete Street" layout (Source: www.ccrpcvt.org)

Policies:

TP 3.1 The city shall require that accessible sidewalks be constructed concurrently with new development, by the developer. Additional sidewalks will be constructed in existing developed areas when grant monies are available or requested, and funded by the abutting property owners.

TP 3.2 The city shall develop a bike path plan establishing one side of every arterial and collector streets with sidewalks established on the opposite side of all arterial streets. The city shall coordinate with ODOT and Muskingum County to expand the current bicycle system.

TP 3.3 The city shall continue to work with Southeast Area Transit, and encourage land uses and site developments that promote public transit within public transportation corridors.

TG 4 - The city staff shall present to city council a policy for its consideration of the dedication of needed rights-of-way from development through subdivision regulations and applicable ordinances.

Policies:

TP 4.1 The city shall review and update, where applicable, its codes and policies related to

right-of-way dedication and required roadway improvements.

TG 5 – Coordinate city transportation planning and investment with the plans and projects of the ODOT, Muskingum County, OMEGA, South East Area Transit Authority, and neighboring jurisdictions.

Policies:

TP 5.1 The city will work with ODOT and neighboring jurisdictions to provide capacity on regional transportation systems and to reduce regional traffic on local streets.

TG 6 - The city will maintain the transportation system to ensure that transportation facilities and services needed to support development and redevelopment are available concurrent with the impacts of such development.

Policies:

TP 6.1 Establish essential maintenance, preservation, and safety improvements of the transportation systems as a high priority.

TP 6.2 Ensure maintenance and preservation of the transportation systems are high priorities in resource allocations. Maintain and preserve the transportation system mindful of life cycle costs associated with delayed maintenance.

TP 6.3 Optimize the performance of the transportation network's efficiency and safety for various travel modes through signal timing coordination, signal retiming on a regular basis, maintenance and capital replacement programs, and other operational improvements of existing and planned transportation facilities.

TG 7 - The city will support goods mobility by all modes, recognizing that Zanesville is part of a regional freight distribution system.



Train Trestle over the Muskingum River (Source: Dan Vincent)

Policies:

TP 7.1 Protect the transportation system (e.g. roadway, rail, transit, and air) against major disruptions by developing maintenance, prevention, and recovery strategies and by coordinating disaster response plans.

TP 7.2 The city shall develop methods to incentivize and encourage coordination between adjacent commercial properties on major arterial routes, including shared driveways and direct vehicular access between parking lots.

TP 7.3 Implement transportation management plans and programs to help promote safe and functional traffic patterns and operations throughout the city.

IMPLEMENTATION INDEX – TRANSPORTATION ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	TG1 - The city’s arterial roadway system shall be designed to provide high-volume, multi-lane facilities with access controls, as needed, to preserve the through-traffic carrying capacity of the facilities.	Ongoing
Policy	<i>TP 1.1 The city will require joint-use access, cross-access easements, and access prohibitions wherever traffic patterns and physical features make it possible in the development approval process.</i>	
Policy	<i>TP 1.2 In general, the city shall use varied Level of Service (LOS) standards according to differing levels of development, desired character of streets, and growth objectives.</i>	
Policy	<i>TP 1.3 Provide capacity improvements so that the LOS standards are not exceeded.</i>	
Policy	<i>TP 1.4 Prioritize safety in an ongoing monitoring program.</i>	
GOAL	TG 2 - The city shall use planning and permitting to assure the coordination between the transportation system with future land use, ensuring that existing and proposed land uses are consistent with transportation corridors, capacity, modes, and services.	Ongoing
Policy	<i>TP 2.1 The city shall assure that new and significant redevelopment projects proportionately contribute to the cost of impacted transportation capital facilities.</i>	
Policy	<i>TP 2.2 The city shall pursue grants in order to mitigate development costs.</i>	
Policy	<i>TP 2.3 The city shall use an impact analysis system that identifies:</i> <ul style="list-style-type: none"> • <i>The number of potential vehicular trips during peak hours based on the proposed use(s).</i> 	
Policy	<i>TP 2.4 Pursue funding sources such as Tax Increment Financing (TIFs) to pay for improvements not fully funded by grants, impact fees, and general funds.</i>	
GOAL	TG 3 - All major new or substantially rebuilt roadways shall be designed as complete transportation corridors, incorporating bicycle, accessible pedestrian, and transit features to achieve a true multi-modal system.	Ongoing
Policy	<i>TP 3.1 The city shall require that accessible sidewalks be constructed concurrently with new development, by the developer. Additional sidewalks will be constructed in existing developed areas when grant monies are available or requested, and funded by the abutting property owners.</i>	
Policy	<i>TP 3.2 The city shall develop a bike path plan establishing one side of every arterial and collector streets with sidewalks established on the opposite side of all arterial streets. The city shall coordinate with ODOT and Muskingum County to expand the current bicycle system.</i>	
Policy	<i>TP 3.3 The city shall continue to work with Southeast Area Transit, and encourage land uses and site developments that promote public transit within public transportation corridors.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
GOAL	TG 4 - The city staff shall present to city council a policy for its consideration of the dedication of needed rights-of-way from development through subdivision regulations and applicable ordinances.	12/31/2018
Policy	TP 4.1 The city shall review and update, where applicable, its codes and policies related to right-of-way dedication and required roadway improvements.	
GOAL	TG 5 – Coordinate city transportation planning and investment with the plans and projects of the ODOT, Muskingum County, OMEGA, South East Area Transit Authority, and neighboring jurisdictions.	12/31/2018
Policy	TP 5.1 The city will work with ODOT and neighboring jurisdictions to provide capacity on regional transportation systems and to reduce regional traffic on local streets.	
GOAL	TG 6 - The city will maintain the transportation system to ensure that transportation facilities and services needed to support development and redevelopment are available concurrent with the impacts of such development.	Ongoing
Policy	TP 6.1 Establish essential maintenance, preservation, and safety improvements of the transportation systems as a high priority.	
Policy	TP 6.2 Ensure maintenance and preservation of the transportation systems are high priorities in resource allocations. Maintain and preserve the transportation system mindful of life cycle costs associated with delayed maintenance.	
Policy	TP 6.3 Optimize the performance of the transportation network’s efficiency and safety for various travel modes through signal timing coordination, signal retiming on a regular basis, maintenance and capital replacement programs, and other operational improvements of existing and planned transportation facilities.	
GOAL	TG 7 - The city will support goods mobility by all modes, recognizing that Zanesville is part of a regional freight distribution system.	Ongoing
Policy	TP 7.1 Protect the transportation system (e.g. roadway, rail, transit, and air) against major disruptions by developing maintenance, prevention, and recovery strategies and by coordinating disaster response plans.	
Policy	TP 7.2 The city shall develop methods to incentivize and encourage coordination between adjacent commercial properties on major arterial routes, including shared driveways and direct vehicular access between parking lots.	
Policy	TP 7.3 Implement transportation management plans and programs to help promote safe and functional traffic patterns and operations throughout the city.	

Section 3.6

Economic Development Element

ECONOMIC DEVELOPMENT ELEMENT

The Economic Development Element, a chapter of the City of Zanesville’s Comprehensive Plan, is a statement of official city policy to guide how economic development can continue to play a vital role in the growth and development of the city. The element provides a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city’s economic vitality. Although most of the strategies, objectives, and policies in this plan relate specifically to economic development, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence, and be influenced by, the other chapters of the Comprehensive Plan.

Economic development is defined by the International Economic Development Council as *“a program, group of policies or set of activities that seeks to improve the economic well-being and quality of life for a community by creating and/or retaining jobs that facilitate growth and provide a stable tax base.”*

For decades, Zanesville was known as the pottery capital of the world. Artisans shaped and molded clay into beautiful, polished ceramics that are still highly prized by collectors across the world. With the abundance of natural resources within the region, the city also became an industrial powerhouse employing thousands of people in the steel, glass, and heavy manufacturing industrial sectors. In recent decades, buying habits have changed and industrial bases, which employed thousands, have competitively searched for new and more modern facilities. In addition, these bases have switched from using human labor, to utilizing technology that is more modern and forcing the need for fewer employees. Inevitably, this has changed the face of Zanesville, leaving once vibrant areas within the city with underutilized land known as brownfields.

The U.S. Environmental Protection Agency (EPA) defines a brownfield as, *‘real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.’* Brownfields need not be former factories, but are also abandoned gas stations with leaking storage tanks, or anything where there is the appearance of potential contamination. Brownfields are unsightly and become a symbol of disinvestment and blight on surrounding properties and neighborhoods. Unfortunately, these properties dot Zanesville’s landscape, but they are part of our industrial legacy.



While the city’s transformation may appear as a negative impact, city leaders and community partners have worked diligently turning the negatives into positives. Many existing businesses and services have remained within the city and continue to invest in their facilities and services, primarily in the areas of health care, education, and retail. New businesses are locating in the city based on logistics and the potential benefits from the shale fields located to the east.

The city’s strength of stable partnerships with neighboring jurisdictions has also been critical to the economic vitality of the city. Partnerships have allowed for the creation of tax sharing agreements, such as Joint Economic Development Districts (JEDDs) in areas outside of the city limits. These partnerships allow for the city, which is land locked, to participate in sharing services and collecting taxes on properties, like Eastpointe Business Park.

Partnerships with our economic development, business creation, and support teams remain

vital for the success of the city. Since the city does not have its own economic development department, these strong collaborative relationships are important. The city will need to continue providing support, incentives, and the necessary tools to these partners so they can continue to provide opportunities for business creation, attraction, and retention.

Small businesses also remain a strong catalyst in Zanesville's local economy. These businesses are found throughout the city and they are typically owned and operated by individuals who live in the city. Small businesses provide additional opportunities for residents to find employment, which, in turn, circulates more money into the local economy.

In 2015, the city, recognizing the opportunities available to redevelop underutilized land (brownfields), began the initial planning process on how to make these properties active again so they can once again contribute to well-being of the city and region. These lands can attract new jobs, recreation, and housing opportunities for existing and new residents.

Committee Themes:

Plans and codes for business recruitment:

The Comprehensive Plan Committee discussed the many challenges that the city faces when it comes to business recruitment. One of the challenges discussed was the city's ability to attract businesses when there is currently a limited amount of available job-ready sites within the city.

The committee members discussed how the city should look at opportunities to utilize current vacant land and/or lands that are underutilized as development or redevelopment opportunities. Once-active industrial sites within the city are appearing worn down and vacant. The committee felt that utilizing current zoning and building codes could either

assist in cleaning up the properties or remove the blighted structures that remain.

Future commercial development in the city should take the form of redevelopment, expansion of existing underutilized commercial areas, and some new infill development. Changes in the retail market are accelerating and are in constant flux. As the city looks to the future, policies regarding commercial development must be flexible to meet the rapidly changing needs of the population and their methods of shopping, given changes in technology and delivery systems.

Support our educational and private sector partners:

The committee discussed how job creation and retention is directly related to enhance economic development opportunities. The combination of preparing the local workforce for the types of jobs the region is creating, and then focusing on developing jobs that pay an adequate wage and have advancement potential, will help the city address the existing disparity between income levels.



Zane State and Ohio University (Source: bookstore.zanestate.edu)

Policies and programs to support small businesses:

The committee discussed how small businesses are a major contributor to a diverse economic base and provide employment opportunities for the residents of Zanesville. Due to the importance of small businesses, the committee felt that the city should continue their support of agencies designed to assist small business owners.

Although the city has many programs aimed at specific economic development goals, business incentive programs need to be established to attract and retain major revenue, job generating, and revitalization projects throughout the city. Public incentives can focus existing demand into specific areas of the city where economic development is desired, such as small business start-ups.

Investment and maintenance of infrastructure:

The committee discussed the importance of the infrastructure to attract and retain businesses. Infrastructure topics discussed included: streets, water and sewer lines, gas, broadband, and the Zanesville Municipal Airport. Investment in these items benefits Zanesville's economic prosperity. While not all infrastructures are controlled by the city, the city must continually work with, and collaborate with, the necessary companies and agencies to ensure that the city's needs are being met. A city's most important investment in support of economic prosperity is its investment in infrastructure, particularly infrastructure that helps sector industries become more productive, leverages private investment, and help direct investment to areas with the greatest needs or potential benefits.

The Zanesville Municipal Airport is a true asset for the city and region. Few cities of our size can boast of a municipally owned airport with two full tarmacs that can support jet traffic. This asset is not only useful for corporate

aviation, but may also provide an additional logistic component in our economy.

Business incentives:

The committee discussed how the city should continue working with its economic development partners and provide the necessary support so these partners can attract and retain businesses in the city.



Ballas Egg (Source: www.ballasegg.com)

The committee discussed how the city should market its assets, such as easy access to two major interstate networks (I-70 & I-77) and a municipally owned general aviation airport. The city currently has an excess capacity in both its water and sewer plants that can be leveraged to attract and retain companies that require high volumes of treated water. By highlighting our assets, and designing tax incentives and other economic development tools around these strengths, we can ensure that the businesses that locate here will stay here for a long period. It also helps us formulate the backbone of a strong economy that will help support other sectors, including small businesses and retail that depend on local spending.

The committee also discussed how the city should work with its economic development partners to create incentive packages that can be offered to businesses. These incentives should be designed so they set the city apart

from other local and regional jurisdictions that may be competing for the same industry and business bases.

Grant opportunities:

The committee discussed how the city should pursue grant opportunities to assist with generating economic development activity within the city. Since the city does not have its own economic development team and relies primarily on its partnership with the Zanesville-Muskingum County Port Authority, the pursuance of grant opportunities should also be completed in a partnership. With the amount of underutilized properties within the city, some of which may need some type of remediation completed prior to redevelopment, the committee felt that the city could take the lead on getting the properties prepared for future reuse through the utilization of state and federal grant programs.

Support economic development efforts in downtown:

The committee discussed how downtown is the “heartbeat” of the city and how strong economic development efforts to build upon its foundation will be key to the long-range success of the city as a whole. During their discussions the committee stated that there needs to be an effort made to change the local perception of the city and downtown, and that the current perception may be hindering development efforts in the downtown area. Many committee members felt that the city is a great place to live, work, and raise a family, but acknowledged that not everyone in our community feels the same way. Several even went so far as to suggest that we are our own worst enemies when it comes to promoting the city, and that some of our friends and neighbors only concentrate on the negatives. The committee felt that it was important to have City Hall engaged in the process of changing the perception of the city.

Redevelop aging neighborhoods:

The committee discussed at length the need for the city to begin redevelopment efforts within some its neighborhoods. Many of the city’s core neighborhoods have transitioned over time due to the loss of businesses and residents, leaving some neighborhoods with high levels of blighted properties. While the city only has limited funds to clear properties, and grant opportunities can somewhat be limited for the removal of structures, the committee felt that the city should utilize the tools it has to try to improve these neighborhoods. Redevelopment is a state-enabled legal process and financial tool that assists in the elimination of blight from designated areas through new development, infrastructure, public spaces and facilities, reconstruction, and rehabilitation. It provides cities and counties with a powerful tool to address deteriorating conditions of slum and blight within older urbanized areas of their jurisdictions.

The city must be mindful that there are potential social costs, as well as benefits, associated with redevelopment. Social costs can include possible displacement of residents and businesses. Social benefits may include new employment opportunities, affordable housing, improved physical appearance, new or renovated public facilities, and increased community pride.

Tourism:

The committee discussed the importance of tourism as an important resource to the local and regional economy. The city must recognize the benefits of its cultural heritage and promote it through tourism. Zanesville’s location, natural amenities, special environments, and emerging arts, culture, and entertainment offerings, will assist in building the city as a desirable destination. These same amenities also contribute to the quality of life for Zanesville residents.

Tourism, as an economic development strategy, creates new businesses, provides job opportunities, increases property values, and encourages private investment. It directly affects our local economy. Tourism aids the physical transformation of the city, while at the same time, preserves historic resources and creates destinations for tourist and local residents.

GOALS

EDG1 - The city will use its land use and regulatory authorities to provide the framework necessary for living wage jobs and the provision of vibrant retail offerings for our residents.

Policies:

EDP 1.1 Encourage the retention and creation of middle-income employment by:

- Preserving land for base sector (export industries) that generate opportunities for middle-income wage earners.
- Investing in infrastructure and supporting educational, skill development, and quality of life assets that support middle-income employment development.
- Encouraging the development of measures that facilitate expansion of high technology business facilities that have the potential to create middle-income jobs likely to be filled by local residents.

EDP 1.2 Support local agencies/programs that increase the standard of living for lower-income residents.

EDP 1.3 Continue to promote job opportunities accessible to residents in low-income neighborhoods.

EDP 1.4 Protect base sector uses that provide quality job opportunities including middle-income jobs; provide for secondary employment and supporting uses; and maintain areas where smaller emerging industrial uses can locate in a multi-tenant setting.



Owens-Illinois Glass (Source: www.toledoblade.com)

EDP 1.5 Consider the re-designation of non-industrial properties to industrial properties where land-use conflicts can be minimized. Evaluate the extent to which the proposed designation and subsequent industrial development would:

- Accommodate the expansion of existing industrial uses to facilitate their retention in the area in which they are located.
- Do not intrude into existing residential neighborhoods or disrupt existing commercial activities and other uses.
- Require mitigation of impacts (traffic, noise, lighting, air pollution, and odor) to adjacent land.

EDP 1.6 Provide for the establishment or retention of sector employment uses to serve base sector industries and community needs, and encourage the development of small businesses. To the extent possible, consider zoning areas for these types of employment uses near housing.

EDP 1.7 Locate compatible employment uses on infill manufacturing sites and establish incentives to support job growth into existing city redevelopment areas.

EDG 2 - The city shall evaluate and adjust, where appropriate, its current land-use regulations and policies related to commercial land-uses so they meet current market trends and provide opportunities for diverse populations.

Policies:

EDP 2.1 The city should consider the re-designation of commercial land to residential or mixed-use, particularly in older, competitively obsolete commercial strips, increasing the market for remaining retail properties, and thereby encouraging reinvestment and improvement in quality.

EDP 2.2 The city should consider design standards along transportation corridors. The provision of traditionally standalone commercial uses within mixed-use development is an important strategy in using the City's land more efficiently.



AK Steel (Source: www.zmchamber.com)

EDP 2.3 The city will encourage redevelopment of underutilized urban sites into distinct shopping areas. Ethnic and racial diversity will also play a role as Zanesville's minority population increases. These areas can also

foster entrepreneurial opportunities and wealth creation for these populations.

EDP 2.4 Increase the vitality of commercial areas, provide goods and services easily accessible to residents, and promote community identity. When developing neighborhood plans or considering Comprehensive Plan amendments, apply the appropriate commercial land-use designations to implement the above policy.

EDP 2.5 Concentrate commercial development in transit corridors.

EDP 2.6 Plan for economically vital neighborhood commercial districts that foster small business enterprises and entrepreneurship. Retain the city's existing neighborhood commercial activities and develop new commercial activities within walking distance of residential areas, unless deemed infeasible.

EDP 2.7 Promote and facilitate shared parking facilities as part of commercial revitalization activities.

EDP 2.8 Consider mixed-use development to revitalize existing community commercial shopping centers.

EDP 2.9 Ensure that regulations encourage commercial uses to cluster or intensify at focal points along major arterial streets, and discourage the creation of new auto-oriented strip developments where parking is located between the street frontage and the buildings.

EDP 2.10 Create distinctive shopping districts through the renovation or redevelopment of existing strip commercial development. Encourage a variety of uses (such as hotel, office, entertainment, recreational, and residential uses) in shopping districts.

EDP 2.11 Evaluate the amount and type of commercial development that is desirable and supportable for a community during the plan update process and in subsequent community plan amendments. Reduce excess commercially designated land by providing for appropriate reuse or alternative use. Consider re-designating commercial land characterized by commercial retail and service uses to residential or mixed-use where some or all of the following factors are present:

- Where the lot size or configuration is inadequate or other site characteristics result in an inability to develop or sustain a viable commercial use;
- Where site driveways could adversely affect traffic flow;
- Where community facilities are accessible for residents;
- Where the existing use is underutilized and there is an adequate supply of community-serving commercial uses;
- Where there is good transit, pedestrian, and bicycle connectivity with employment areas; or
- Where it would not influence the viability for base sector use of any adjacent land identified as industrial land.

EDG 3 - The city will work with its educational and private sector partners to develop the skills of its workforce.

Policies:

EDP 3.1 The city will support efforts to form strong partnerships between the business community and school systems.

EDP 3.2 The city will support community agencies in pursuance of grant dollars to retrain displaced workers and high school dropouts.

EDP 3.3 The city will support programs and services provided by community agencies that will assist residents in obtaining degrees and diplomas.

EDG 4 - The city shall institute policies and programs that support small businesses.

Policies:

EDP 4.1 The city will invest in measures that support small businesses with increased access to capital and coordination with small business assistance organizations that provide technical assistance and other essential services.

EDP 4.2 The city will support and encourage local educational institutions to develop an educational/training program on running small/micro businesses to prepare the city's students for becoming successful entrepreneurs.

EDP 4.3 Prioritize economic development efforts to attract and induce investment in local businesses throughout the city.



Weasel Boy Brewing Company (Source: jarsloth.wordpress.com)

EDP 4.4 Assist existing business owners in accessing programs that can provide financial assistance and business consulting services. Such programs include Small Business

Administration loans, façade renovation, and redevelopment assistance.

EDP 4.5 Support the expansion of small business assistance to include direct or referred technical and financial assistance for small emerging technology firms and firms involved in international trade.

EDP 4.6 Support funding opportunities for local businesses by supporting community-based lending initiatives and equity programs.

EDG 5 - The city shall invest and collaborate with other agencies and departments to improve the infrastructure network throughout the city to attract and retain key industries.

Policies:

EDP 5.1 Invest in the infrastructure network so it can support and leverage private investment in base sector industries that generate jobs with good wages, benefits, and opportunities for employee advancement.

EDP 5.2 Continue strong partnerships with Muskingum County and neighboring jurisdictions to develop a list of priorities and strategies to plan for funding regional capital improvement projects to invest in and correct aging infrastructure, especially transportation, water, and sewer systems.

EDP 5.3 Maintain and enhance the Zanesville Municipal Airport so it can continually serve the regional needs of residents and business communities.

EDP 5.4 Ensure that the city is continually capable of serving potential developments that are planned to develop outside of the city limits with water, sewer, and transportation amenities.

EDP 5.5 The city will pursue state and federal grant and loan opportunities where appropriate

to assist in the improvement and/or installation of new infrastructure.

EDG 6 - The city will implement the development tax incentive portfolio which was based on its strengths to attract and retain businesses that employ our residents and generate wealth.

Policies:

EDP 6.1 The city will assist the Port Authority and the Chamber of Commerce with attraction and retention visits.

EDP 6.2 The city will research, develop, and implement tax incentive options that assist in achieving specific aims, including city beautification, amenity improvements, place-based economics, and helping Zanesville achieve national recognition within a chosen industry that plays to the city's strengths.

EDP 6.3 The city will work with local governments and the Port Authority to develop new business parks and site improvements to existing business park inventories, including support of new spec-buildings.



Fanatics (Source: venturebeat.com)

EDP 6.4 The city will complete a brownfield inventory.

EDP 6.5 The city will work with state and federal agencies to remediate brownfields and environmentally contaminated properties.

EDP 6.6 The city will actively engage stakeholders, especially the citizenry, in developing re-use plans.

EDP 6.7 The city will provide assistance and support the Port Authority on marketing former brownfield sites and vacant properties to potential developers.

EDG 7 - The city will seek to support economic development downtown and marketing activities that support positive changes within the city.

Policies:

EDP 7.1 The city will support its economic development teams in attracting businesses to downtown and specific corridors.

EDP 7.2 The city will participate in the creation of job-ready sites.

EDP 7.3 The city will participate in efforts to change public perception about Zanesville and its potential by creating a positive brand for the city.

EDG 8 - The city must initiate planning through the involvement of the residents for the redevelopment and revitalization of its urban core neighborhoods.

Policies:

EDP 8.1 The city will create area specific Redevelopment Agencies, as allowed by the Ohio Revised Code (ORC), within its urban core. Redevelopment plans define the boundaries of the project area and provide a general description of the projects to be implemented therein. The redevelopment plan adoption process is prescribed by ORC and provides for substantial citizen participation. Redevelopment plans must conform to the Comprehensive Plan and established neighborhood plan(s).



Dutro Expansion Groundbreaking (Source: WHIZ News)

EDP 8.2 Support the use of redevelopment in conjunction with input from the respective neighborhoods, subject to public hearings and approvals by City Council, for those areas meeting the requirements of the ORC.

EDP 8.3 Establish project areas that are large enough to stimulate successful redevelopment activities over the life of the redevelopment plan and achieve long-term community objectives.

EDP 8.4 Use tax increment funds for projects and associated infrastructure improvements that will stimulate future tax-increment growth within the project areas that are consistent with the respective implementation plans.

EDP 8.5 Redevelop assisted affordable housing investment within the same redevelopment project area, or in close proximity to, where the tax increment is generated, only to the degree that such affordable housing is not over-concentrated in particular areas.

EDP 8.6 Ensure the timely provision of affordable housing with all redevelopment assisted residential and mixed-use development projects.

EDP 8.7 Partner with Muskingum County, the school districts, and other public or non-profit agencies, whenever possible, to achieve the goals set forth in redevelopment and neighborhood community plans.

EDP 8.8 Utilize redevelopment to eliminate or minimize land use conflicts that pose a significant hazard to human health and safety.

EDP 8.9 Minimize displacement of existing residents, businesses, and uses in redevelopment projects. Those displaced should have adequate access to institutions, employment, and services. Extend involvement opportunities to existing property owners in the redevelopment process by encouraging the use of owner participation agreements.

EDP 8.10 Extend involvement opportunities to existing property owners in the redevelopment process by encouraging the use of owner participation agreements.

EDP 8.11 Ensure area owner involvement within the creation of a Redevelopment Agency and plan creation.

EDG 9 - Partner with the Visitor’s Bureau to utilize existing resources and past history to increase the tourism industry.

Policies:

EDP 9.1 Work with the Visitor’s Bureau to develop a priority ranking system for Bed Tax projects and programs which: best implements the city’s strategy, provides direct benefits to Zanesville’s residents, benefits the tourism workforce and industries, and focuses on communities with existing needs. Include consideration of the following criteria and others, as needed, in the ranking system:

- The creation of middle-income employment opportunities and programs to assist businesses which offer sustainable wages, and demonstrate the use of training or other programs resulting in career ladders for its employees.

- Visitor-oriented projects and programs, including the arts that provide the most direct benefit to Zanesville residents.
- Programs that will benefit the tourism workforce.

EDP 9.2 Provide business incentive programs for private, tourist-related development projects that offer good employment opportunities with self-sufficient wages, training, and programs that result in career ladders for employees.



Tom’s Ice Cream Bowl (Source www.wqed.org)

EDP 9.3 Support destination attractions in Zanesville that enhance tourism trade in the city, including, but not limited to: natural resource destinations, commercial, recreational attractions, sporting events, convention, and meeting facilities.

EDP 9.4 Collaborate with tourism industry representatives to design projects that enhance Zanesville’s cultural and natural amenities.

EDP 9.5 Support the development of business attractions that are compatible with historic districts and existing building footprints.

EDP 9.6 Encourage compatible adaptive reuse of historical buildings and structures in areas designated for commercial tourism.

EDP 9.7 Promote the development of walking, driving, and bicycling tours of Zanesville’s historic areas and special environments.

IMPLEMENTATION INDEX – ECONOMIC DEVELOPMENT ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	EDG1 - The city will use its land use and regulatory authorities to provide the framework necessary for living wage jobs and the provision of vibrant retail offerings for our residents.	12/31/2022
Policy	<p><i>EDP 1.1 Encourage the retention and creation of middle-income employment by:</i></p> <ul style="list-style-type: none"> • <i>Preserving land for base sector (export industries) that generate opportunities for middle-income wage earners.</i> • <i>Investing in infrastructure and supporting educational, skill development, and quality of life assets that support middle-income employment development.</i> • <i>Encouraging the development of measures that facilitate expansion of high technology business facilities that have the potential to create middle-income jobs likely to be filled by local residents.</i> 	
Policy	<i>EDP 1.2 Support local agencies/programs that increase the standard of living for lower-income residents.</i>	
Policy	<i>EDP 1.3 Continue to promote job opportunities accessible to residents in low-income neighborhoods.</i>	
Policy	<i>EDP 1.4 Protect base sector uses that provide quality job opportunities including middle-income jobs; provide for secondary employment and supporting uses; and maintain areas where smaller emerging industrial uses can locate in a multi-tenant setting.</i>	
Policy	<p><i>EDP 1.5 Consider the re-designation of non-industrial properties to industrial properties where land-use conflicts can be minimized. Evaluate the extent to which the proposed designation and subsequent industrial development would:</i></p> <ul style="list-style-type: none"> • <i>Accommodate the expansion of existing industrial uses to facilitate their retention in the area in which they are located.</i> • <i>Do not intrude into existing residential neighborhoods or disrupt existing commercial activities and other uses.</i> • <i>Require mitigation of impacts (traffic, noise, lighting, air pollution, and odor) to adjacent land.</i> 	
Policy	<i>EDP 1.6 Provide for the establishment or retention of sector employment uses to serve base sector industries and community needs, and encourage the development of small businesses. To the extent possible, consider zoning areas for these types of employment uses near housing.</i>	
Policy	<i>EDP 1.7 Locate compatible employment uses on infill manufacturing sites and establish incentives to support job growth into existing city redevelopment areas.</i>	

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	EDG 2 - The city shall evaluate and adjust where appropriate its current land use regulations and policies related to commercial land uses so they meet current market trends and provide opportunities for diverse populations.	12/31/2020
Policy	<i>EDP 2.1 The city should consider the re-designation of commercial land to residential or mixed-use, particularly in older, competitively obsolete commercial strips, increasing the market for remaining retail properties, and thereby encouraging reinvestment and improvement in quality.</i>	
Policy	<i>EDP 2.2 The city should consider requiring design standards for significant transportation corridors. The provision of traditionally standalone commercial uses within mixed-use development is an important strategy in using the city's land more efficiently.</i>	
Policy	<i>EDP 2.3 The city will encourage redevelopment of underutilized urban sites into distinct shopping areas. Ethnic and racial diversity will also play a role as Zanesville's minority population increases. These areas can also foster entrepreneurial opportunities and wealth creation for these populations.</i>	
Policy	<i>EDP 2.4 Increase the vitality of commercial areas, provide goods and services easily accessible to residents, and promote community identity. When developing neighborhood plans or considering Comprehensive Plan amendments, apply the appropriate commercial land use designations to implement the above policy.</i>	
Policy	<i>EDP 2.5 Concentrate commercial development in transit corridors.</i>	
Policy	<i>EDP 2.6 Plan for economically vital neighborhood commercial districts that foster small business enterprises and entrepreneurship. Retain the city's existing neighborhood commercial activities and develop new commercial activities within walking distance of residential areas, unless deemed infeasible.</i>	
Policy	<i>EDP 2.7 Promote and facilitate shared parking facilities as part of commercial revitalization activities.</i>	
Policy	<i>EDP 2.8 Consider mixed-use development to revitalize existing community commercial shopping centers.</i>	
Policy	<i>EDP 2.9 Ensure that regulations encourage commercial uses to cluster or intensify at focal points along major arterial streets, and discourage the creation of new auto-oriented strip developments where parking is located between the street frontage and the buildings.</i>	
Policy	<i>EDP 2.10 Create distinctive shopping districts through the renovation or redevelopment of existing strip commercial development. Encourage a variety of uses (such as hotel, office, entertainment, recreational, and residential uses) in shopping districts.</i>	

	ACTION PLAN STEPS	TARGET COMPLETION DATE
Policy	<p><i>EDP 2.11 Evaluate the amount and type of commercial development that is desirable and supportable for a community during the plan update process and in subsequent community plan amendments. Reduce excess commercially designated land by providing for appropriate reuse or alternative use. Consider re-designating commercial land characterized by commercial retail and service uses to residential or mixed-use where some or all of the following factors are present;</i></p> <ul style="list-style-type: none"> • <i>Where the lot size or configuration is inadequate or other site characteristics result in an inability to develop or sustain a viable commercial use.</i> • <i>Where site driveways could adversely affect traffic flow;</i> • <i>Where community facilities are accessible for residents;</i> • <i>Where the existing use is underutilized and there is an adequate supply of community-serving commercial uses;</i> • <i>Where there is good transit, pedestrian, and bicycle connectivity with employment areas; or</i> • <i>Where it would not influence the viability for base sector use of any adjacent land identified as industrial land.</i> 	
GOAL	EDG 3 - The city will work with its educational and private sector partners to develop the skills of its workforce.	Ongoing
Policy	<i>EDP 3.1 The city will support efforts to form strong partnerships between the business community and school systems.</i>	
Policy	<i>EDP 3.2 The city will support community agencies in pursuance of grant dollars to retrain displaced workers and high school dropouts.</i>	
Policy	<i>EDP 3.3 The city will support programs and services provided by community agencies that will assist residents in obtaining degrees and diplomas.</i>	
GOAL	EDG 4 - The city shall institute policies and programs that support small businesses.	12/31/2017
Policy	<i>EDP 4.1 The city will invest in measures that support small businesses with increased access to capital and coordination with small business assistance organizations that provide technical assistance and other essential services.</i>	
Policy	<i>EDP 4.2 The city will support and encourage local educational institutions to develop an educational/training program on running small/micro businesses to prepare the city's students for becoming successful entrepreneurs.</i>	
Policy	<i>EDP 4.3 Prioritize economic development efforts to attract and induce investment in local businesses throughout the city.</i>	
Policy	<i>EDP 4.4 Assist existing business owners in accessing programs that can provide financial assistance and business consulting services. Such programs include Small Business Administration loans, façade renovation, and redevelopment assistance.</i>	

	ACTION PLAN STEPS	TARGET COMPLETION DATE
Policy	<i>EDP 4.5 Support the expansion of small business assistance to include direct or referred technical and financial assistance for small emerging technology firms and firms involved in international trade.</i>	
Policy	<i>EDP 4.6 Support funding opportunities for local businesses by supporting community-based lending initiatives and equity programs.</i>	
GOAL	EDG 5 - The city shall invest and collaborate with other agencies and departments to improve the infrastructure network throughout the city to attract and retain key industries.	12/31/2022
Policy	<i>EDP 5.1 Invest in the infrastructure network so it can support and leverage private investment in base sector industries that generate jobs with good wages, benefits, and opportunities for employee advancement.</i>	
Policy	<i>EDP 5.2 Continue strong partnerships with Muskingum County and neighboring jurisdictions to develop a list of priorities and strategies to plan for funding regional capital improvement projects to invest in and correct aging infrastructure, especially transportation, water, and sewer systems.</i>	
Policy	<i>EDP 5.3 Maintain and enhance the Zanesville Municipal Airport so it can continually serve the regional needs of residents and business communities.</i>	
Policy	<i>EDP 5.4 Ensure that the city is continually capable of serving potential developments that are planned to develop outside of the city limits with water, sewer, and transportation amenities.</i>	
Policy	<i>EDP 5.5 The city will pursue state and federal grant and loan opportunities where appropriate to assist in the improvement and/or installation of new infrastructure.</i>	
GOAL	EDG 6 - The city will implement the development tax incentive portfolio which was based on its strengths to attract and retain businesses that employ our residents and generate wealth.	12/31/2018
Policy	<i>EDP 6.1 The city will assist the Port Authority and the Chamber of Commerce with attraction and retention visits.</i>	
Policy	<i>EDP 6.2 The city will research, develop, and implement tax incentive options that assist in achieving specific aims, including city beautification, amenity improvements, place-based economics, and helping Zanesville achieve national recognition within a chosen industry that plays to the city's strengths.</i>	
Policy	<i>EDP 6.3 The city will work with local governments and the Port Authority to develop new business parks and site improvements to existing business park inventories, including support of new spec-buildings.</i>	
Policy	<i>EDP 6.4 The city will complete a brownfield inventory.</i>	
Policy	<i>EDP 6.5 The city will work with state and federal agencies to remediate brownfields and environmentally contaminated properties.</i>	

	ACTION PLAN STEPS	TARGET COMPLETION DATE
Policy	<i>EDP 6.6 The city will actively engage stakeholders, especially the citizenry, in developing re-use plans.</i>	
Policy	<i>EDP 6.7 The city will provide assistance and support the Port Authority on marketing former brownfield sites and vacant properties to potential developers.</i>	
GOAL	EDG 7 - The city will seek to support economic development downtown and marketing activities that support positive changes within the city.	Ongoing
Policy	<i>EDP 7.1 The city will support its economic development teams in attracting businesses to downtown and specific corridors.</i>	
Policy	<i>EDP 7.2 The city will participate in the creation of job-ready sites.</i>	
Policy	<i>EDP 7.3 The city will participate in efforts to change public perception about Zanesville and its potential by creating a positive brand for the city.</i>	
GOAL	EDG 8 - The city must initiate planning through the involvement of the residents for the redevelopment and revitalization of its urban core neighborhoods.	12/31/2019
Policy	<i>EDP 8.1 The city will create area specific Redevelopment Agencies, as allowed by the Ohio Revised Code (ORC), within its urban core. Redevelopment plans define the boundaries of the project area and provide a general description of the projects to be implemented therein. The redevelopment plan adoption process is prescribed by Ohio Revised Code and provides for substantial citizen participation. Redevelopment plans must conform to the Comprehensive Plan and established neighborhood plan(s).</i>	
Policy	<i>EDP 8.2 Support the use of redevelopment in conjunction with input from the respective neighborhoods, subject to public hearings and approvals by City Council, for those areas meeting the requirements of the ORC.</i>	
Policy	<i>EDP 8.3 Establish project areas that are large enough to stimulate successful redevelopment activities over the life of the redevelopment plan and achieve long-term community objectives.</i>	
Policy	<i>EDP 8.4 Use tax increment funds for projects and associated infrastructure improvements that will stimulate future tax-increment growth within the project areas that are consistent with the respective implementation plans.</i>	
Policy	<i>EDP 8.5 Redevelop assisted affordable housing investment within the same redevelopment project area, or in close proximity to, where the tax increment is generated, only to the degree that such affordable housing is not over-concentrated in particular areas.</i>	
Policy	<i>EDP 8.6 Ensure the timely provision of affordable housing with all redevelopment assisted residential and mixed-use development projects.</i>	
Policy	<i>EDP 8.7 Partner with Muskingum County, the school districts, and other public or non-profit agencies, whenever possible, to achieve the goals set forth in redevelopment and neighborhood community plans.</i>	

Section 3.7

Downtown / Historic Districts Element

DOWNTOWN / HISTORIC DISTRICTS ELEMENT

The downtown / Historic Districts Element, a chapter of the City of Zanesville's Comprehensive Plan, is a statement of official city policy to guide how these areas of the city can continue to play a vital role in the growth and development of the city. The element provides a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city's downtown and historic districts heritage. Although most of the strategies, objectives, and policies in this plan relate specifically to downtown and the historic districts, and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence, and be influenced by, the other chapters of the Comprehensive Plan.

Downtown Zanesville has a steep and rich history that began with its establishment in the 1790's at the confluence of the Licking and Muskingum Rivers. Colonel Ebenezer Zane and his son-in-law, John McIntire, were commissioned by the U.S. Congress to build a pathway in the Ohio Valley and establish a ferry crossing at the Muskingum River.



Downtown Zanesville (Source: www.zmchamber.com)
Since its origin, the area now known as downtown Zanesville has grown into the thriving heartbeat and catalyst of the city and the region.

With a strong transportation network, including waterways and roadways, and with the benefit of rich natural resources in the surrounding hillsides such as sand, clay, and iron, the area now known as downtown became a hub for the manufacturing of steel, glass, and pottery. Commercial businesses also established in this area to provide goods and services to residents, industries, and travelers passing through.



Pioneer Historical Society (Source: Pioneer Historical Society)

As the industrial base within the city continued to build strength and stability, personal wealth also grew within the city. Many business and community leaders began constructing large commercial and residential structures not only in the downtown area, but also in the neighborhoods adjacent to downtown, such as Putnam, Brighton-Dryden, and McIntyre Terrace. These new structures consisted of varying and unique architectural styles and designs. Typical architectural styles include Italianate, Gothic Revival, Victorian, Queen Anne, and Colonial Revival.

While these structures were masterpieces of pride within the community, a transition within the community was on the horizon that affected these neighborhoods and structures. The city, like many in the rust belt of America, began facing industry shutdowns and downsizing as consumer needs changed and outsourcing of materials and goods became cheaper. This transition affected all sectors of

society including commercial and housing. What were once grand masterpieces within the community were now aging in place and with the wealth of the community declining, just as the industry base, the cost to maintain the structures became an overwhelming burden for property owners.

Beginning in the mid 1970’s, city leaders recognized these once majestic structures and neighborhoods were beginning to decline, and in an effort to preserve not only these masterful architectural structures, but also the history of the city, the city began placing these neighborhoods on the national register of historic places.

Historic District	Year Established on the National Register
Putnam	1975
McIntyre Terrace	1979
Brighton/Dryden	1982

By doing this, the city not only recognized the importance of these structures, but this placed additional regulations and reviews on the structures in an effort to maintain their historical integrity and heritage.

To date, it appears the city’s efforts have paid off as these neighborhoods, and downtown, have been for the most part stable, with decline slowing down and property owners continuing to make investments toward maintenance of the properties.

COMMITTEE THEMES:

The Comprehensive Plan Committee cited throughout their discussions the importance of downtown and the historic districts, as they are the fabric of the city. Through the Committees discussions, three (3) key themes were vetted as ideas that can continue to support these areas of the city.

Return investment for investors:

The committee felt that the city should consider creating various funding options or incentive packages to not only assist existing property owners, but to also create synergy to attract outside investors to the city. Local financial institutions and private investors can also play a vital role in this by providing financial assistance to projects that may be a potential “risk investment,” and by assisting property owners with building improvements. By generating programs that will improve building and property conditions, developers and property owners will begin having more confidence in investing in preserving historic structures.



Four Turns Baking Co. (Source Unknown)

The committee also felt that the city should improve its strategies to market available state and federal incentive programs, such as tax credits and abatements, as many property owners may not know such programs exist. The Zanesville downtown Association also needs to continue building momentum and partnerships within the downtown area, as they can be an important leader to the success and attraction of businesses, residents, and visitors to downtown.

Work with neighborhood associations:

The committee felt that the city should take a more proactive approach in working with its historic neighborhoods, as these neighborhoods bring a unique physical and historic character to

the community. The committee discussed the idea of creating neighborhood/corridor plans for these neighborhoods so in the future when public improvements are being considered, proper materials, designs, and styles of items such as street lights, signs, street furniture, and landscaping enhance the individual character and identity of the neighborhood. The committee also felt that the city should continue to encourage, promote, and pursue grant programs to assist property owners with home improvements, as many of the homes are aging in place and the cost to rehabilitate them continues to increase based on the size and detail of the structures along with the original materials used.



Farmers Market (Source:www.farmersmarketonline.com)

Promote downtown:

The Comprehensive Plan committee felt that while there has been a lot of success in downtown there is room to improve support for businesses, festivals, and downtown living. The committee felt that the city establishing the Arts and Culture Overlay District was a first big step in transforming downtown into a hub for the arts; however, the committee felt some city policies and regulations may also hinder downtown from becoming the desired destination.

The committee felt that the city should work on improving the promotion of downtown events and review current policies so additional events

can occur downtown. The committee felt that current policies and fees to hold events downtown may be discouraging smaller events from considering downtown as a viable option when it is the desire of the community to have downtown as the focal point of all community events and programs. The committee also felt that the city should encourage businesses to use public spaces, such as sidewalks, for the display of merchandise and as additional locations for outdoor dining. By encouraging outdoor activity on the sidewalks, the committee felt this would generate a sense of energy and place, and it would draw more people to the downtown area to partake in the bustling activity.

GOALS:

DHG 1 - There should be established sources of funding and/or incentives to promote development and investment within the downtown area and Historic Districts.

Policies:

DHP 1.1 Participate with local financial institutions to strengthen the downtown loan program to source capital that will be offered in partnership with local banking institutions for shared risk investing.

DHP 1.2 Secure a funding source to help fill gaps for owners of historic properties when making improvements.

DHP 1.3 The city should offer place-based incentives and amenities to encourage investment in the downtown area.

DHP 1.4 The city should actively promote and educate property owners on the existing incentive programs, such as historic tax credits and Community Reinvestment Areas (CRA's).

DHP 1.5 The city should develop a list that identifies historically relevant investment

properties that may require future re-use and preservation.

DHP 1.6 The city should require Zanesville Downtown Association (ZDA) and/or historic district neighborhood association membership in order to take part in City incentive programs and/or grants.



Dr. Increase Mathews House circa 1805 (Source: Pioneer Historical Society)

DHG 2 - The city shall create opportunities that will promote the downtown and Historic Districts to businesses, residents, and tourists.

Policies:

DHP 2.1 Amend and encourage use of the right-of-way codes that would allow downtown retail businesses the opportunity to extend non-permanent obstructions into the sidewalk areas, such as sidewalk cafes, for the purpose of creating a pedestrian friendly atmosphere and a destination.

DHP 2.2 Continue to support festivals and other events within the downtown and/or Historic neighborhoods.

DHP 2.3 The city should consider expansion of the Arts and Culture Overlay District, including the Putnam area.

DHP 2.4 Invest in infrastructure within the downtown to add to the area’s attractiveness for business and residents by investing in broadband, continuing the streetscape project, continuing to support the organizations that

contribute to the downtown flowers (master gardeners), establishing dedicated linkages of connectivity, enhancing existing parks, and investing in new green-space.

DHP 2.5 The city will work to change regulations to encourage live/work space.

DHP 2.6 Work to enhance key corridors in and out of the downtown area.

DHG 3 - The city shall maintain efficient and effective governmental systems in order to promote a healthy downtown and strong historic neighborhoods.

Policies:

DHP 3.1 Amend the Planning and Zoning Code to develop a formula for streamlining administrative approvals on applications for Design Review that meets the Design Guidelines and code requirements.

DHP 3.2 The city should actively continue to take part in the State of Ohio Certified Local Government (CLG) program and take advantage of the various opportunities that this program offers.

DHP 3.3 The city will seek guidance from the most recent versions of a downtown Master Plan when reviewing applications, making funding decisions, and engaging in planning activities (such as sub area planning).

DHG 4 - The city should develop sub area plans of distinct areas within downtown for preservation, investment, and decision making.

Policies:

DHP 4.1 The city should alter regulatory standards to treat each specific area in distinct ways including parking standards, preservation, and signage.

DHP 4.2 Zoning regulations should be updated to encourage and support redevelopment efforts in the downtown area.

IMPLEMENTATION INDEX – DOWNTOWN / HISTORIC DISTRICT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	DHG 1 - There should be established sources of funding and/or incentives to promote development and investment within the downtown area and Historic Districts.	12/31/2019
Policy	<i>DHP 1.1 Participate with local financial institutions to strengthen the downtown loan program to source capital that will be offered in partnership with local banking institutions for shared risk investing.</i>	
Policy	<i>DHP 1.2 Secure a funding source to help fill gaps for owners of historic properties when making improvements.</i>	
Policy	<i>DHP 1.3 The city should offer place-based incentives and amenities to encourage investment in the downtown Area.</i>	
Policy	<i>DHP 1.4 The city should actively promote and educate property owners on the existing incentive programs, such as historic tax credits and Community Reinvestment Areas (CRA's).</i>	
Policy	<i>DHP 1.5 The city should develop a list that identifies historically relevant investment properties that may require future re-use and preservation.</i>	
Policy	<i>DHP 1.6 The city should require that a recipient of city incentives be a member of the Zanesville Downtown Association (ZDA) and/or historic district neighborhood association membership.</i>	
GOAL	DHG 2 - The city shall create opportunities that will promote the downtown and Historic Districts to businesses, residents, and tourists.	12/31/2019
Policy	<i>DHP 2.1 Amend and encourage use of the Right-of-way Codes that would allow downtown retail businesses the opportunity to extend non-permanent obstructions into the sidewalk areas, such as sidewalk cafes, for the purpose of creating a pedestrian friendly atmosphere and a destination.</i>	
Policy	<i>DHP 2.2 Continue to support festivals and other events within the downtown and/or Historic neighborhoods.</i>	
Policy	<i>DHP 2.3 The city should consider expansion of the Arts and Culture Overlay District, including the Putnam area.</i>	
Policy	<i>DHP 2.4 Invest in infrastructure within the downtown to add to the area's attractiveness for business and residents by investing in broadband, continuing the streetscape project, continuing to support the organizations that contribute to the downtown flowers (master gardeners), establishing dedicated linkages of connectivity, enhancing existing parks, and investing in new green-space.</i>	
Policy	<i>DHP 2.5 The city will work to change regulations to encourage live/work space.</i>	
Policy	<i>DHP 2.6 Work to enhance key corridors in and out of the downtown area.</i>	

IMPLEMENTATION INDEX – DOWNTOWN / HISTORIC DISTRICT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	DHG3 - The city shall review its codes that maintain efficient and effective governmental systems in order to promote a healthy downtown and strong historic neighborhoods.	12/31/2019
Policy	<i>DHP 3.1 Amend the Planning and Zoning Code to develop a formula for streamlining administrative approvals on applications for Design Review that meets the Design Guidelines and code requirements.</i>	
Policy	<i>DHP 3.2 The city should actively continue to take part in the State of Ohio Certified Local Government (CLG) program and take advantage of the various opportunities that this program offers.</i>	
Policy	<i>DHP 3.3 The city will seek guidance from the most recent versions of a downtown Master Plan when reviewing applications, making funding decisions, and engaging in planning activities (such as sub area planning).</i>	
GOAL	DHG 4 - The city should develop sub area plans of distinct areas within downtown for preservation, investment, and decision making.	12/31/2018
Policy	<i>DHH 4.1 The city should alter regulatory standards to treat each specific area in distinct ways including parking standards, preservation, and signage.</i>	
Policy	<i>DHP 4.2 Zoning regulations should be updated to encourage and support redevelopment efforts in the downtown area.</i>	

Section 3.8

Land Use Element

LAND USE ELEMENT

The Land Use Element, a chapter of the City of Zanesville's Comprehensive Plan, is a statement of official city policy to guide future land-use decisions as the city places a new emphasis on redevelopment opportunities. This element provides a comprehensive framework for meeting the needs, challenges, and opportunities confronting the city's land uses. Although most of the strategies, objectives, and policies in this element relate specifically to land uses and assume that the City of Zanesville is the lead entity, the course of action proposed in this chapter may influence and be influenced by the other chapters of the Comprehensive Plan.

The topic of land use is one that typically sparks much passion and debate from residents and businesses within any community, with Zanesville being no different. Many residents and businesses feel that they should be able to do whatever they like on their property since it is their property. While this passion and opinion about how one should use their land is understandable, land use regulations and laws were established to protect properties from activities and intrusions that could:

- Lessen property values
- Diminish community character
- Pose negative health and environmental conditions

Basically, land-use regulations and laws were established to protect the health, safety, and welfare of a community along with driving development in a well-planned and orderly fashion.

At the time of the creation of this Comprehensive Plan, current land use conditions within the city (see current land use map at end of element) replicate what is commonly found in older cities across America

that were founded along major transportation corridors (waterways, rail lines and roadways): commercial and industrial land uses along the transportation modes with residential neighborhoods abutting them. In Zanesville, you find the downtown area still containing a mix of commercial and industrial uses and the corridors along the Muskingum and Licking Rivers still containing industrial uses or vacant land which remains industrially zoned.



Brighton-Dryden Neighborhood (Source: Muskingum County GIS)

The residential neighborhoods, which abutted these commercial and industrial uses, supplied the uses with employees and skilled labor, which would typically walk to work.

As Zanesville steadily grew during the first half of the 20th century, lifestyles changed which influenced where people and businesses desired to be located. Nothing influenced this more than the constructions of the interstate system across America. This transportation system moved people and goods quicker and with more ease than the original highway system.

The downfall of the interstate system being constructed is businesses and industries relocated from neighborhoods, where they were the foundation of neighborhood stability, and they located along the interstate systems for easier access to transport goods and for

patrons to visit. This era transformed many cities including Zanesville.



Downtown Zanesville (Source: Muskingum County GIS)

In Zanesville, the interstate system also dissected the community and its strong and stable neighborhoods. Many neighborhoods, which were the strong catalyst to the success of the city, started to become abandoned by not only the businesses, but also its residents.

The interstate system also transformed the existing land transportation system within the city that continued to contribute to changes in land use patterns within the city.

In today's era, the millennial generation and the baby boomers are looking for opportunities to use land along assets like rivers and historic districts differently, such as housing options which provide them convenience to work, shopping and dining. Recreational amenities including parks and bikeways are also important.

To assist the city in planning for its future, there are two major tools city leaders will utilize in their decision making process with those being the Comprehensive Plans Land Use Map and the Planning and Zoning Code. As stated in Chapter 1 of this document, the Comprehensive Plan will be used as a guide for future decision making of the city, including how land should be utilized to its fullest capacity. The Zoning Code will determine exactly how the land can be used with its stated list of uses and design standards. These two documents working hand-in-hand help create and mold the future of the city.

COMMITTEE THEMES:

The Comprehensive Plan Committee recognizes the city is currently transforming from a strong older industrial city into a city of modern times and the difficulty that follows this transformation. The committee discussed at length various components related to land use and how new approaches and updates to current regulations and philosophies can rebuild the city into a regional leader.

- Create a zoning code that allows for more mixed use development options (residential and commercial)
- Review the current zoning map and consider rezoning of land that is currently being underutilized with its current zoning classification.
- Utilize the river corridors as an asset to the community as they provide beautiful vistas, recreational activities and are prime for future growth.
- Continue to investigate funding options to mitigate existing brownfield properties and establish plans for reuse of the land.
- Examine the expansion of design standards beyond current designated areas.
- Encourage increased code enforcement of all properties, especially commercial and industrial.
- Update the zoning code to allow for urban agricultural type uses in neighborhoods, as it will build a stronger community.

With the adoption of this Comprehensive Plan, the city will now have a vision to adjust its land uses to not only meet the needs of the business community, but also the new needs and desires of residents living in Zanesville or who desire to live within the city.

GOALS:

LUG 1 - The city needs to have more options for development that allow for a mixture of land use types that are both compatible and complimentary in an effort to create more desirable neighborhoods and destinations.

Policies:

LUP 1.1 Develop and implement Zoning Code for mixed-use developments, including different types/intensities of mixed-uses ensuring that incompatible uses will not be included in the same district.

LUP 1.2 Look to expand the Arts and Culture Overlay District that provide additional land use options for properties within it. The Putnam area should be looked at for this expansion.

LUG 2 - The city shall take steps to encourage and enhance the river front areas, which have been identified as major assets to this community.

Policies:

LUP 2.1 Transition the zoning along the city's riverfronts to allow for mixed-use developments with an emphasis on housing options.

LUP 2.2 Create green-space with walking/bike paths along riverfronts through private and public partnerships.

LUP 2.3 Specific attention should be given to and exceptional design is expected in the Putnam, Linden, downtown, Wayne Avenue, and West Main areas.

LUP 2.4 Development shall take into consideration view sheds of the river and the city shall make sure view sheds are protected and maintained.

LUG 3 - Brownfield sites within the city must be changed in order to strengthen the city's neighborhoods.

Policies:

LUP 3.1 Evaluate the existing zoning designations within the city's brownfield sites to determine the current highest and best use.

LUP 3.2 Abandoned properties should be given priority, especially if they affect residential neighborhoods.

LUP 3.3 Proposals involving redevelopment must include engaging neighbors to provide their input, prior to making applications with the city.

LUG 4 - All development within the city should be of a quality that will enhance the appearance and desirability of the community and create a sense of pride. Efforts should be taken to enhance the existing built environment within the city.

Policies:

LUP 4.1 Examine and propose design standards including signage for properties abutting high volume transportation corridors (See map for high volume transportation corridors).

LUP 4.2 Standards shall include landscaping in addition to exterior building facades.

LUP 4.3 Ensure that all areas of the city are walkable and accessible to all abilities and populations.

LUP 4.4 Enhance gateways into key locations of the city and downtown by creating and implementing sub area plans for these key locations such as Putnam Avenue, West Main Street, and the State/Lee/Linden area.

LUP 4.5 Coordinate with the Muskingum County Land Reutilization Corporation and the

Community Improvement Corporation to entice investors to re-develop areas within the city's core.

LUP 4.6 Properties that are adjacent to or in a view shed of key entrance points of the city shall take exceptional measures for enhancement.

LUP 4.7 In order to be permitted, potential impacts on infrastructure, transportation, schools, and parks must be addressed.

LUP 4.8 The city shall consider alternative design standards for items such as parking standards in exchange for higher level of design such as landscaping and/or architectural features.

LUG 5 - Provide access to healthy food resources for all residents through opportunities for urban agricultural activities, such as farmers markets, farm stands, community supported agriculture (CSA) drop-off sites, community gardens, pea patches, school gardens, home gardens, and urban farms.

Policies:

LUP 5.1 Where appropriate, establish development regulations that allow for healthy food resources as a use and provide for on-site sale and delivery of healthy foods on public and private property.

LUG 6 - Encourage and support farmers' market opportunities that are accessible to all residents.

Policies:

LUP 6.1 Establish development regulations that allow for farmers markets as a use on public and private property, where appropriate.

LUP 6.2 Encourage farmers market to accept public benefits such as food stamp electronic

benefit cards, senior farmer market vouchers, and Women, Infant, Children (WIC) benefits.

LUP 6.3 Coordinate with local and regional organizations to promote local farmers markets.



Residential neighborhood (Source:www.zillow.com)

LUG 7 - Promote urban agriculture activities, including income-generating businesses, through existing and new programming and partnerships.

Policies:

LUP 7.1 Encourage and support the use of public lands for urban agricultural activities by establishing criteria for assessing suitable sites.

LUP 7.2 Where appropriate, support joint-use agreements for publicly or privately owned sites for uses such as urban farms and community gardens.

LUP 7.3 Consider development incentives, grants, and other funding sources to support development of urban agriculture sites and programming.

LUG 8 - In areas containing high intensity uses, the city should examine logical methods of buffering from any adjacent areas of less intensity.

Policies:

LUP 8.1 Establish a clear definition of spot zoning establishing logical use patterns for buffering.

LUP 8.2 Buffering may include extraordinary manmade features and topography.

LUG 9 - The city shall create designated investment areas or redevelopment areas for corridors that have seen significant decline.

Policies:

LUP 9.1 Engage neighborhood stakeholders in development investment strategies.

LUP 9.2 Work through Planning Commission and City Council.

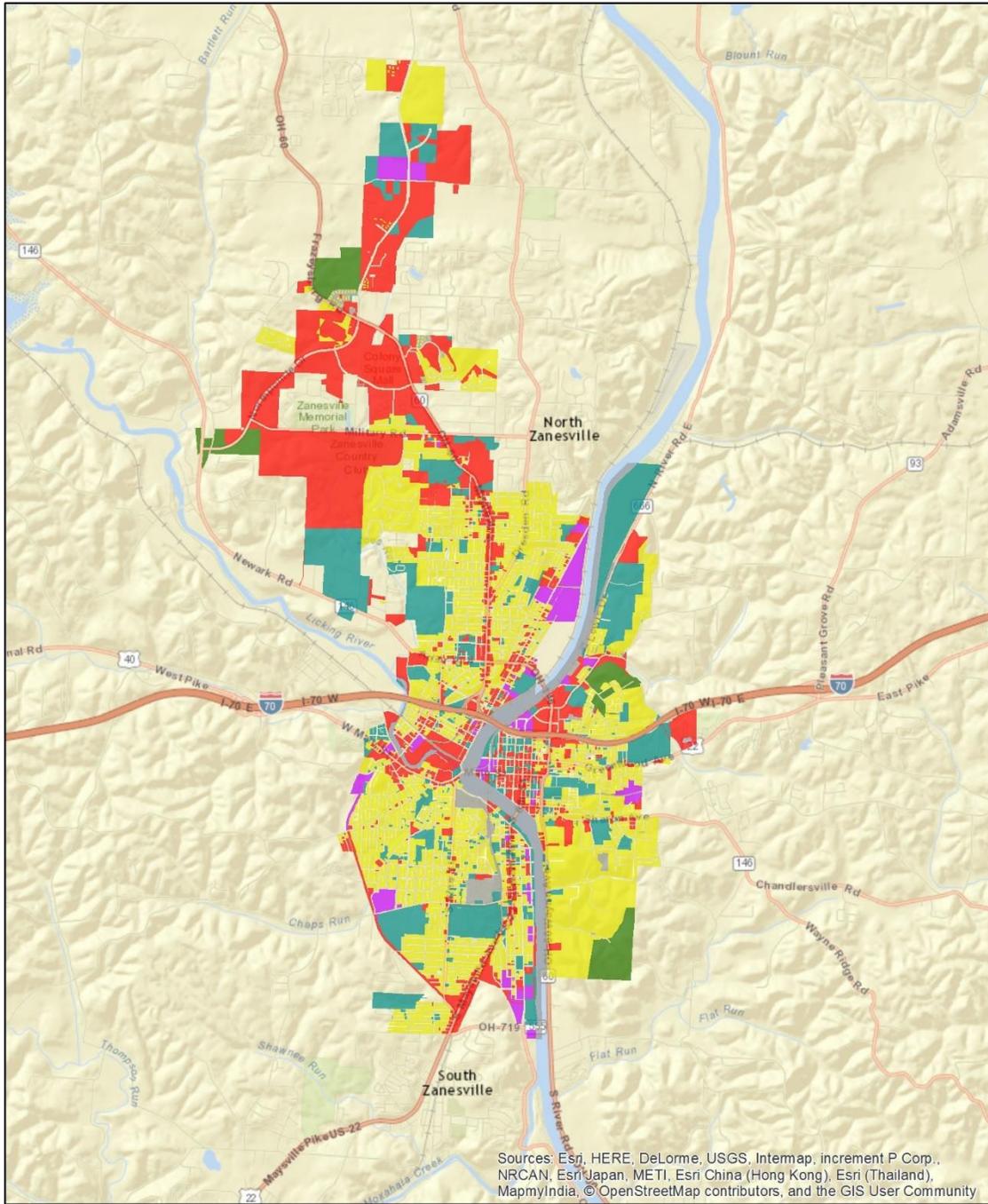
IMPLEMENTATION INDEX – LAND USE ELEMENT

	ACTION PLAN STEPS	TARGET COMPLETION DATE
GOAL	LUG 1 - The city should examine form based codes that allow for a mixture of land use types that are both compatible and complimentary in an effort to create more desirable neighborhoods and destinations.	12/31/2018
Policy	<i>LUP 1.1 Develop and implement Zoning Code for mixed-use developments, including different types/levels of mixed-uses ensuring that incompatible uses will not be included in the same district</i>	
Policy	<i>LUP 1.2 Look to expand the Arts and Culture Overlay District that provide additional land use options for properties within it. The Putnam area should be looked at for this expansion.</i>	
GOAL	LUG 2 - The city shall take steps to encourage and enhance the river front areas, which have been identified as major assets to this community.	12/31/2019
Policy	<i>LUP 2.1 Transition the zoning along the city's riverfronts to allow for mixed-use developments with an emphasis on housing options.</i>	
Policy	<i>LUP 2.2 Create green-space with walking/bike paths along riverfronts through private and public partnerships.</i>	
Policy	<i>LUP 2.3 Specific attention should be given to and exceptional design is expected in the Putnam, Linden, downtown, Wayne Avenue, and West Main areas.</i>	
Policy	<i>LUP 2.4 Development shall take into consideration view sheds of the river and the city shall make sure view sheds are protected and maintained.</i>	
GOAL	LUG 3 - Brownfield sites within the city must be changed in order to strengthen the city's neighborhoods.	12/31/2019
Policy	<i>LUP 3.1 Evaluate the existing zoning designations within the city's brownfield sites to determine the current highest and best use.</i>	
Policy	<i>LUP 3.2 Abandoned properties should be given priority, especially if they impact residential neighborhoods.</i>	
Policy	<i>LUP 3.3 Proposals involving redevelopment must include engaging neighbors to provide their input, prior to making applications with the city.</i>	
GOAL	LUG 4 - All development within the city should be of a quality that will enhance the appearance and desirability of the community and create a sense of pride. Efforts should be taken to enhance the existing built environment within the city.	12/31/2021
Policy	<i>LUP 4.1 Examine and propose design standards including signage for properties abutting high volume transportation corridors.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
Policy	<i>LUP 4.2 Standards shall include landscaping in addition to exterior building facades.</i>	
Policy	<i>LUP 4.3 Ensure that all areas of the city are walkable and accessible to all abilities and populations.</i>	
Policy	<i>LUP 4.4 Enhance gateways into key locations of the city and downtown by creating and implementing sub area plans for these key locations such as Putnam Avenue, West Main Street, and the State/Lee/Linden area.</i>	
Policy	<i>LUP 4.5 Coordinate with the Muskingum County Land Reutilization Corporation and the Community Improvement Corporation to entice investors to re-develop areas within the city's core.</i>	
Policy	<i>LUP 4.6 Properties that are adjacent to or in a view shed of key entrance points of the city shall take exceptional measures for enhancement.</i>	
Policy	<i>LUP 4.7 In order to be permitted, potential impacts on infrastructure, transportation, schools, and parks must be addressed.</i>	
Policy	<i>LUP 4.8 The city shall consider alternative design standards for items such as parking standards in exchange for higher level of design such as landscaping and/or architectural features.</i>	
GOAL	LUG 5 - Provide access to healthy food resources for all residents through opportunities for urban agricultural activities, such as farmers markets, farm stands, community supported agriculture (CSA) drop-off sites, community gardens, pea patches, school gardens, home gardens, and urban farms.	12/31/2018
Policy	<i>LUP 5.1 Where appropriate, establish development regulations that allow for healthy food resources as a use and provide for on-site sale and delivery of healthy foods on public and private property.</i>	
GOAL	LUG 6 - Encourage and support farmers' market opportunities that are accessible to all residents.	12/31/2018
Policy	<i>LUP 6.1 Establish development regulations that allow for farmers markets as a use on public and private property, where appropriate.</i>	
Policy	<i>LUP 6.2 Encourage farmers markets to accept public benefits such as food stamp electronic benefit cards, senior farmer market vouchers, and Women, Infant, Children (WIC) benefits.</i>	
Policy	<i>LUP 6.3 Coordinate with local and regional organizations to promote local farmers markets.</i>	
GOAL	LUG 7 - Promote urban agriculture activities, including income-generating businesses, through existing and new programming and partnerships.	12/31/2018
Policy	<i>LUP 7.1 Encourage and support the use of public lands for urban agricultural activities by establishing criteria for assessing suitable sites.</i>	

	ACTION STEPS	TARGET COMPLETION DATE
Policy	<i>LUP 7.2 Where appropriate, support joint-use agreements for publicly or privately owned sites for uses such as urban farms and community gardens.</i>	
Policy	<i>LUP 7.3 Consider development incentives, grants, and other funding sources to support development of urban agriculture sites and programming.</i>	
GOAL	LUG 8 - In areas containing high intensity uses, the city should examine logical methods of buffering from any adjacent areas of less intensity.	12/31/2019
Policy	<i>LUP 8.1 Establish a clear definition of spot zoning establishing logical use patterns for buffering.</i>	
Policy	<i>LUP 8.2 Buffering may include extraordinary manmade features and topography.</i>	
GOAL	LUG 9 - The city shall create designated investment areas or redevelopment areas for corridors that have seen significant decline.	12/31/2019
Policy	<i>LUP 9.1 Engage neighborhood stakeholders in development investment strategies.</i>	
Policy	<i>LUP 9.2 Work through Planning Commission and City Council.</i>	

Current Land Use In Zanesville, OH



Non-Taxed
 Tax Exempt
 Residential
 Commercial
 Industrial
 Agricultural

0 0.5 1 2 Miles

Reference

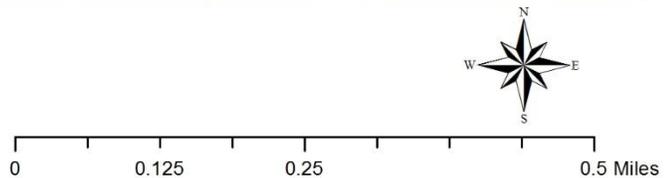
County and Land Use Data From Muskingum County GIS/ Muskingum County Planning Commission
 Projected Coordinate System: NAD 1983 StatePlane Ohio South FIPS 3402ft Map By Michael Wilson, Department of Geography, Ohio University



Future Land Use and Potential River Walkways

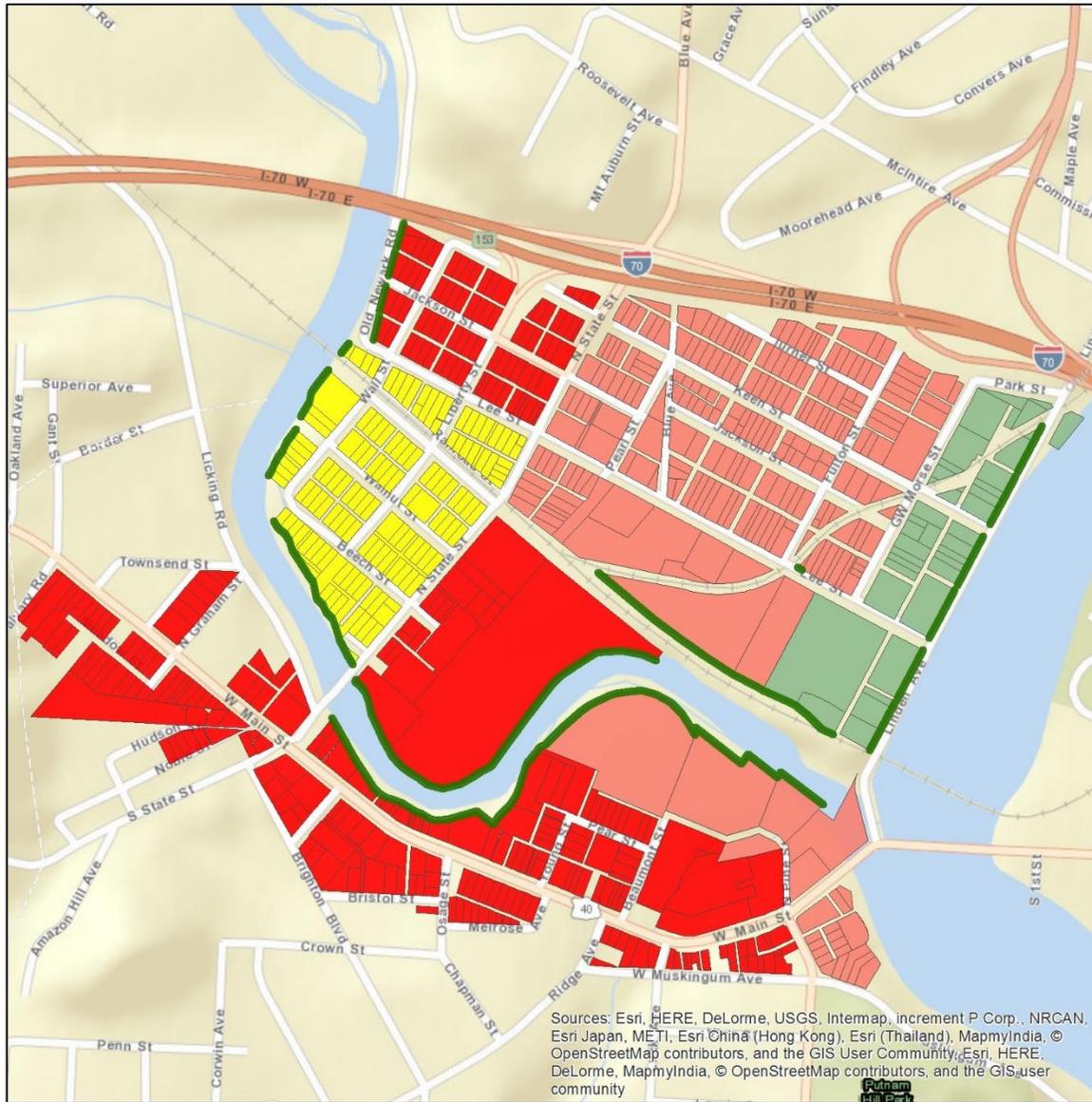


- Potential River Walkways
- Future Residential
- Future Mixed Use
- Future Mixed Use or Greenspace
- Future Commercial



Reference
 County and Land Use Data From Muskingum County GIS/ Musking County Planning Commission
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Future Land Use and Potential River Walkways



0 0.125 0.25 0.5 Miles

- Potential River Walkways
- Future Mixed Use
- Future Residential
- Future Mixed Use or Greenspace
- Future Commercial

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Chapter 4

Conclusion

CONCLUSION

The City of Zanesville is proud to bring to you its first Comprehensive Plan. A city must have a vision for its future, and this plan expresses that clearly. Zanesvillians do not want a different city; they want a city that is everything Zanesville was and could be again, that reclaims our past greatness and finds its place in the 21st century at the same time.

The city must follow basic principles in building its future and this plan shows the way. The principles include sustainability and smart growth, and the advice of “fixing the basics” and “building on existing assets.” The plan was created to provide the entire city with a vision towards a bright and prosperous future.

A plan must also have a clear goal, and this plan does – to reverse the long-term decline in the

city’s population, economy, and physical environment that has unfortunately existed for many decades.

Since the Comprehensive Plan provides the necessary tools to guide future decision making processes for the city, it is imperative that city staff and elected officials monitor its status and make every attempt to complete its goals and policies by the established benchmark dates found within each element of this plan. It is recommended that city staff provide an annual update to the city’s elected officials on the plans progress and that every (5) five years, the Comprehensive Plan Committee is reconvened to review the plan as it should be adjusted according to needs and market conditions within the city and region.

