



Development Opportunities

The development opportunities presented and discussed in this section are the result of input received from numerous discussions with citizens of Zanesville, market research information, and the creative partnership between our team and community stakeholders who participated in the Design Workshop.

It is the intention of the shareholders of this planning initiative that future redevelopment of downtown Zanesville and the river corridors is to be strategically directed. It is further intended to foster the development of better land uses, environmental characteristics, and aesthetic qualities that better compliment the intended visions through the meeting of the stated goals and objectives.

Design Workshop (Charrette)

The planning team conducted a Design Workshop on May 13th, 14th, and 15th with Zanesville stakeholders, business owners, residents, and City staff. During this meeting, the planning team shared the preliminary Market Assessment, Urban Assessment, and opportunities of downtown Zanesville and the river corridor.

The design workshop also provided an opportunity for the planning team to test planning concepts, proposed land uses, solicit feedback, and gain consensus regarding the proposed land use diagrams.

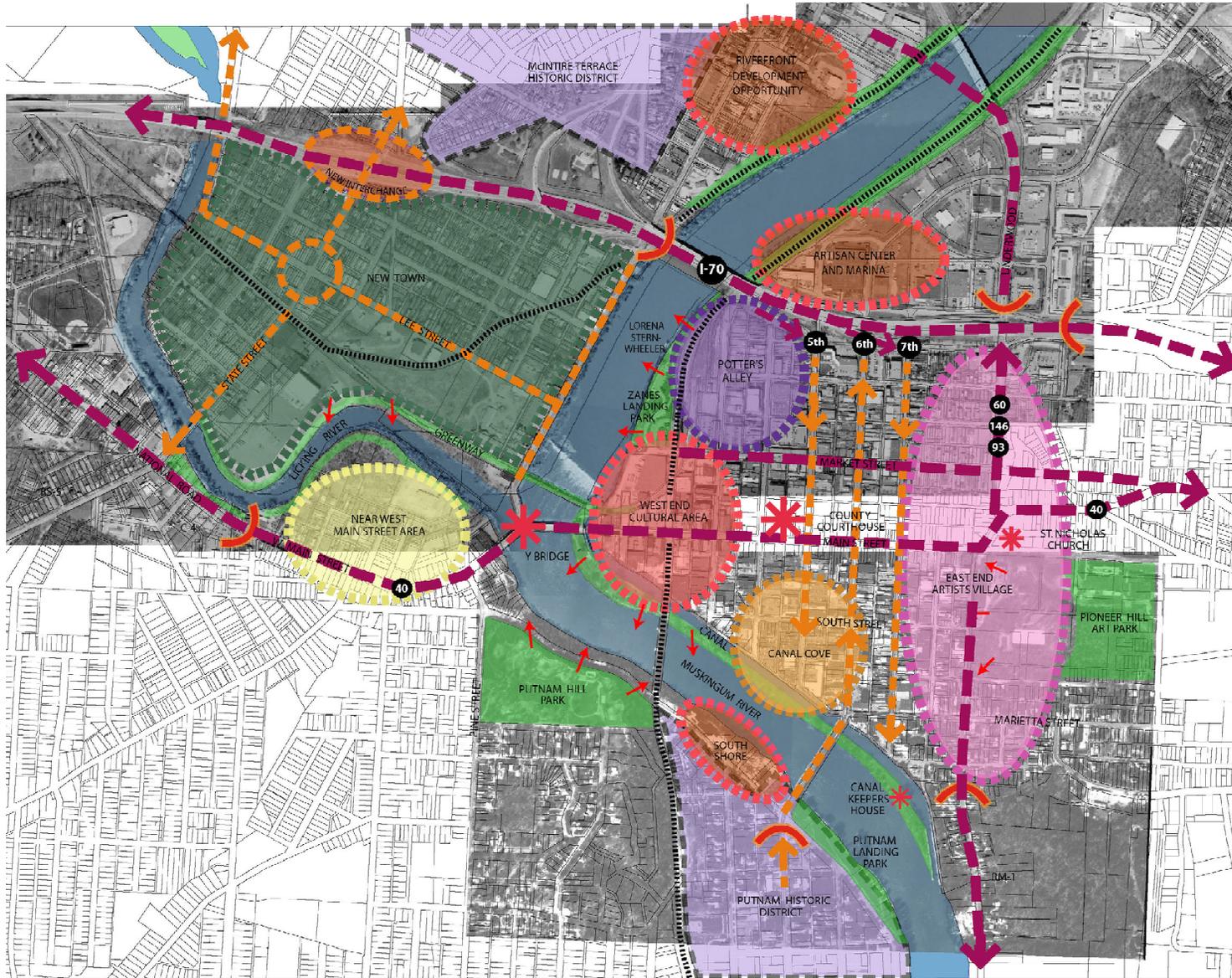
The Downtown and Riverfront Master Plan shows proposed land use configurations for downtown Zanesville and the

Riverfront Corridor and important linkages between the downtown and river corridor development destinations.

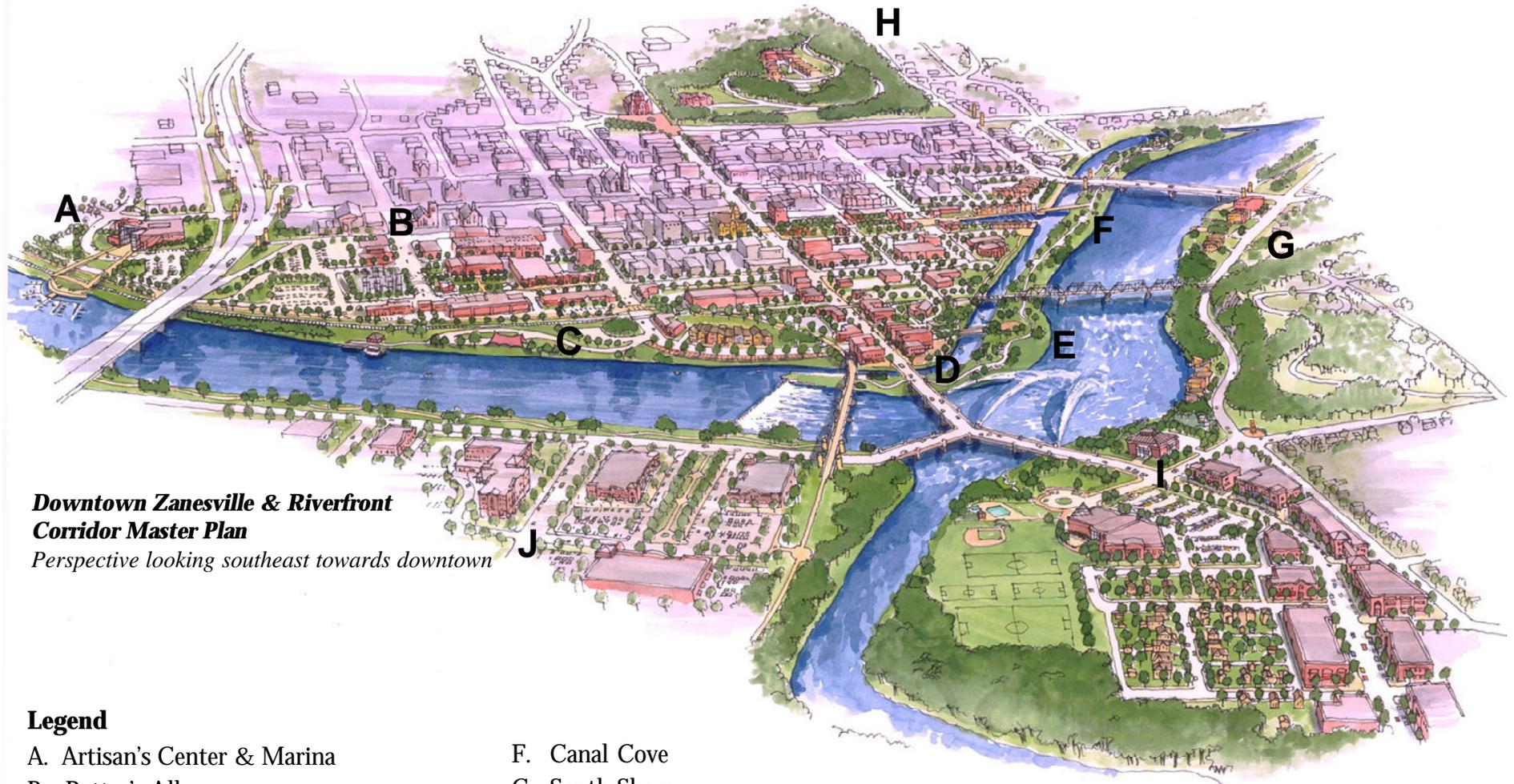
The development destinations are opportunity sites located within a district to promote long term development implementation. [For the *Proposed District Map* refer to the Urban Analysis section.]

The development destinations include: the Artisan Center and Marina, Potter's Alley & Zane's Landing, Canal Cove & Canal Green, East End Artist's Village, South Shore, the Near West Main Street Area, and New Town. These development destinations are designed in detail on the following pages.

DOWNTOWN MASTER PLAN UPDATE & RIVERFRONT DEVELOPMENT



Downtown Zanesville & Riverfront Corridor Master Plan



**Downtown Zanesville & Riverfront
Corridor Master Plan**

Perspective looking southeast towards downtown

Legend

- | | |
|-------------------------------|--------------------------|
| A. Artisan's Center & Marina | F. Canal Cove |
| B. Potter's Alley | G. South Shore |
| C. Zanes Landing | H. Pioneer Hill Art Park |
| D. West End Cultural District | I. Near West Main Street |
| E. Canal Walk | J. New Town Area |



Proposed View of the Artisan's Center and Marina



Tamarac, W.V.

*Kentucky
Artisan's Center*



Artisan's Center and Marina

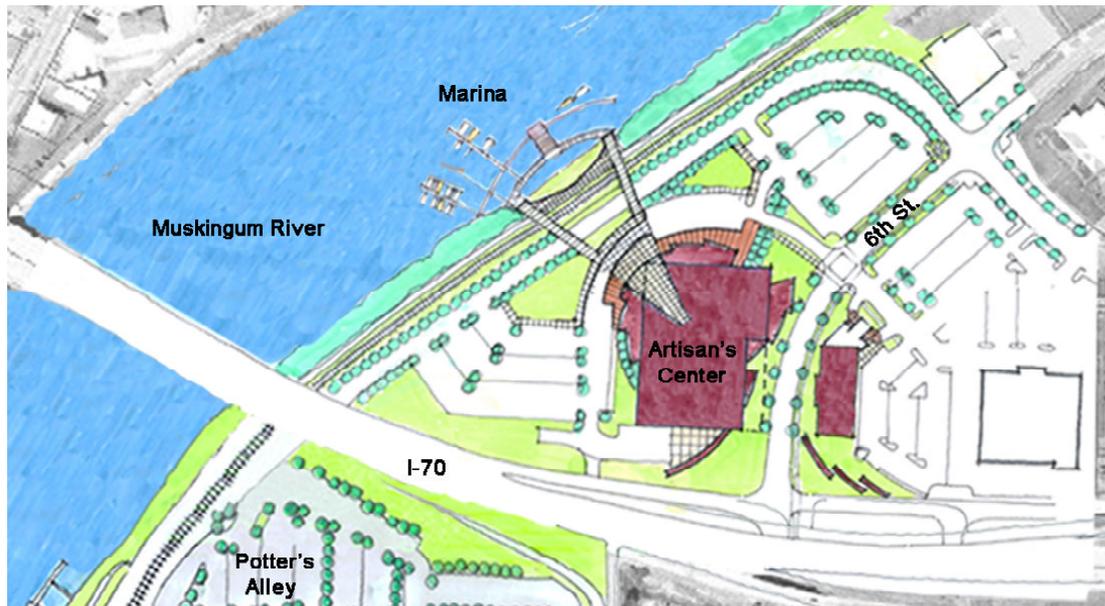
The Artisan's Center is located on the extension of 3rd Street north of I-70 located in the 'Arts & Entertainment District'. This location is selected to take advantage of the regional market draw with the I-70 visibility, access, and proximity to Potter's Alley.

The Artisan's Center would utilize existing warehouse buildings in order to provide a 70,000 to 80,000 square foot Artisan's Center patterned after Tamarac, West Virginia.

The Artisan's Center, would be a state of Ohio development designed to offer hand-made arts, crafts, and cuisine by Ohio artists. The facility will house crafts, working art studios, demonstration studios, live performances, theater, gallery exhibits, dining facilities, wildlife, festival meadows, trails and gardens.

The Artisan's Center would also:

- Provide strong linkages to the riverfront, downtown, and the Arts and throughout the Arts and Entertainment District.
- Provide a marina.
- Celebrate the artisan/pottery history inherent to Zanesville.



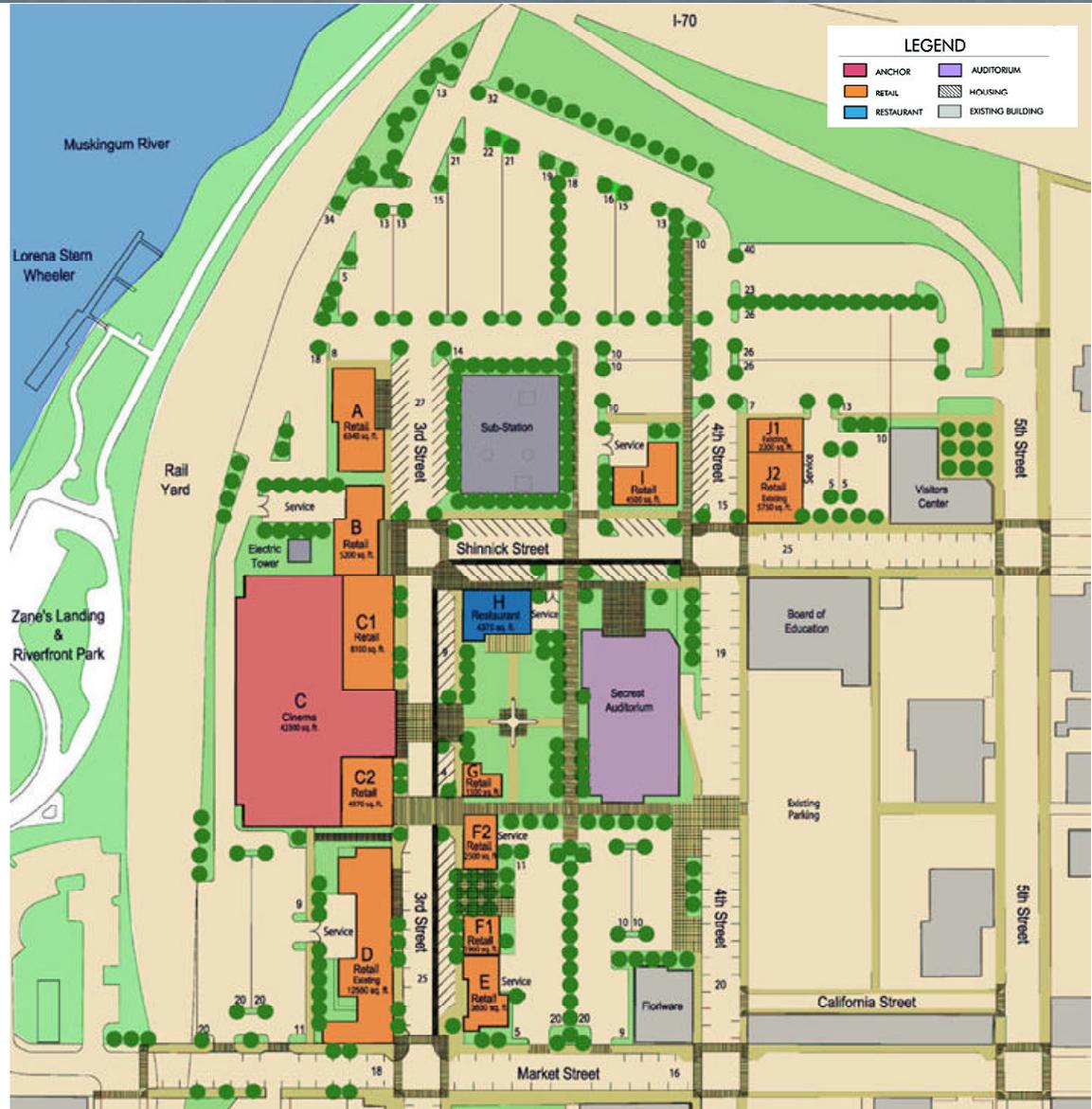
Artisan's Center and Marina

Potter's Alley & Zane's Landing

Potter's Alley is a proposed mixed use development located in the northwest quadrant of downtown Zanesville. The area is identified in the "Arts & Entertainment District" with significant redevelopment potential.

Potter's Alley is driven by the existing arts, entertainment, and cultural attractions located within the area including: Secrest Auditorium, the John McIntire Library, the Chamber of Commerce Visitor's Center, Bloomers Candy, Fioriware Pottery, Zak's Restaurant, Freight Shops, The Olde Market House Inn Restaurant, Zane's Landing Riverfront Park and the collection of unique railroad buildings.

Potter's Alley would be developed to enhance and compliment these existing uses with new entertainment and retail offerings housed within new infill buildings along Shinnick Street and the Third Street Corridor. Potter's Alley would bring the creative character of new in-fill architecture into the existing context of downtown Zanesville.



Potter's Alley & Zanes Landing



Potter's Greene View



Third Street View

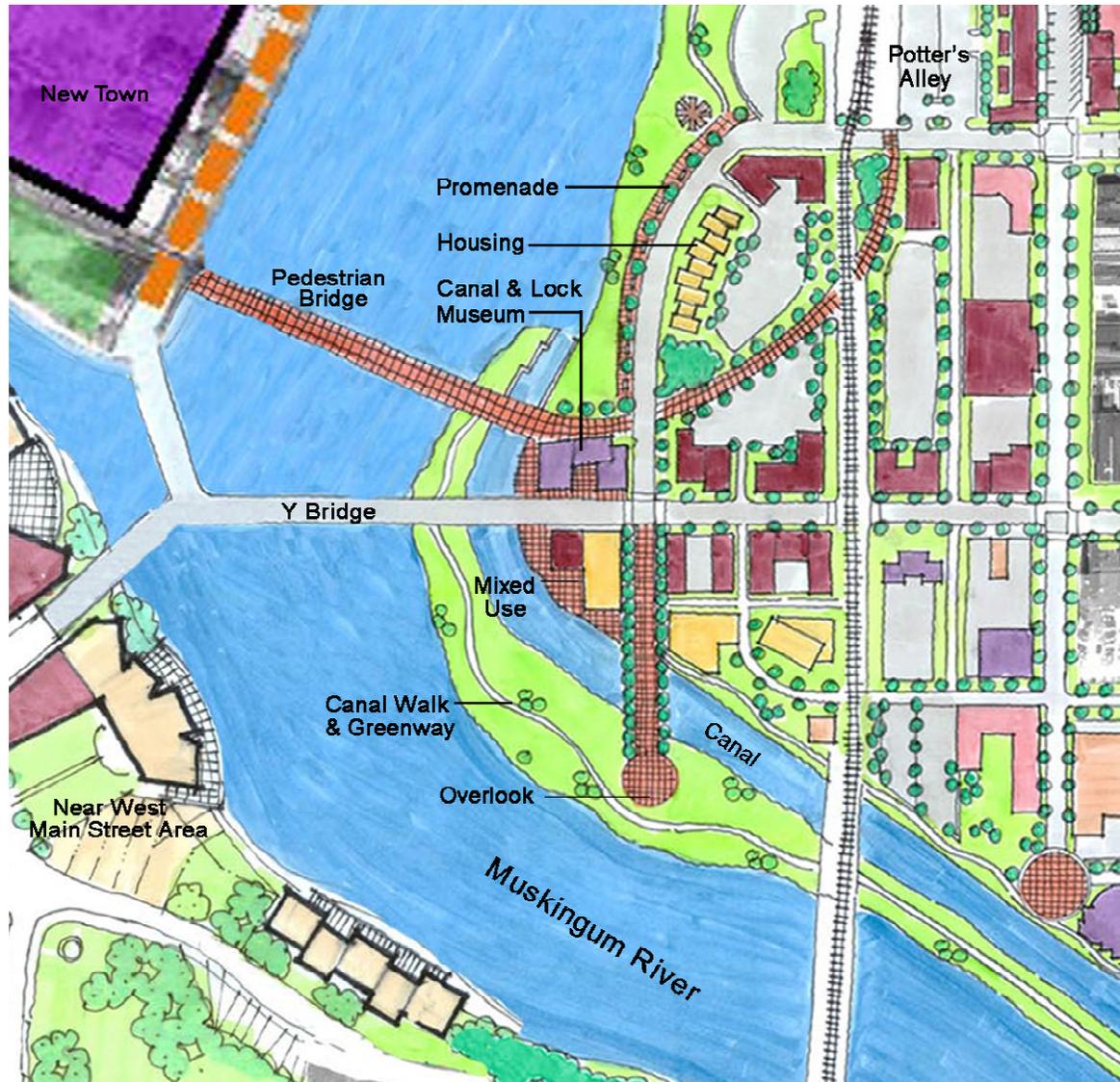
Potter's Alley would also incorporate the following:

- Provide strong pedestrian linkages to the 'City Center District' and to the Riverfront.
- Creates a venue to promote South-eastern Ohio destinations.
- Creates strong economic niche for downtown Zanesville.
- Provides "missing piece" connection between downtown, I-70, and the riverfront.
- Provide a wayfinding system that will direct users throughout Potter's Alley, as well as to other significant destinations within downtown Zanesville.
- Strengthens existing downtown business and destinations.

An important site plan feature, Potter's Greene, is an outdoor gathering place which will serve as a central commons for the project. The Greene is envisioned as a large open space for outdoor events, public art designed to celebrate the pottery heritage of the region, and an interactive water feature.



Potter's Alley Night View



West End Cultural Area

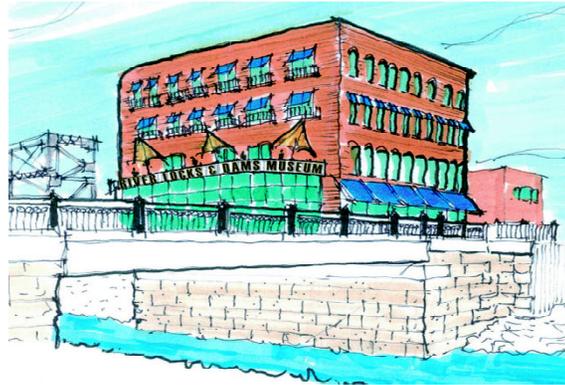
West End Cultural Area

This district provides an excellent location for cultural uses located adjacent to the historic Y-Bridge, river, canal, and the locks. This District could potentially provide museums and heritage tourism while also providing a continuous pedestrian link from the canal greenway to Potter’s Alley, and provide a linkage across the river.

- Museum Opportunities
 - River, Locks & Dams
 - Zane Grey
 - Industrial
 - Transportation
- The West End Cultural District would be an extension of Zane’s Landing to the canal greenway.
- A pedestrian promenade would provide a continuous link between Zane’s Landing and the canal greenway. The pedestrian promenade would provide views and an overlook to the river. The overlook would provide views onto the locks & dams and canal greenway.
- In the future, the existing railroad could be consolidated to allow the railroad bridge spanning east/west to be converted

to a pedestrian bridge providing linkage to both sides of the river.

- Land Use modifications would include providing residential development above commercial with excellent river, canal greenway, and Y-Bridge views.



Proposed conversion of the Benco Warehouse to a Lock & Dam Museum



Historic Rehab (Grand Rapids, Michigan)



Perspective View looking east across the river towards the West End Cultural Area. Provided by HRJL Architects.

Design Precedence for the West End Cultural Area



WaterFire centers on a series of bonfires that blaze just above the surface of the three rivers that pass through the middle of downtown Providence, Rhode Island. The string of fires illuminates nearly two-thirds of a mile of urban public spaces and parks, and residents and visitors gather to stroll along the river. Information and images taken from www.waterfire.com



Cultural Art Plaza



The Works' Newark, Ohio



This image shows a pedestrian promenade that incorporates historic elements of the community's industrial heritage and follows the river throughout downtown.

Gasworks Park Seattle, Washington



Pedestrian trails / greenway are important by providing a continuous pedestrian link between riverfront development areas.

Design Precedence for the West End Cultural Area



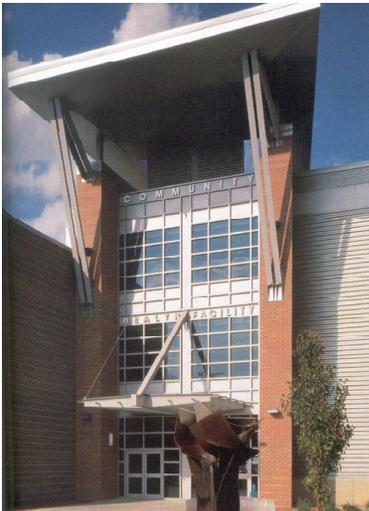
A pedestrian greenway is important in providing a continuous pedestrian link between riverfront development areas.



The West End Cultural Area, with its proximity to the Y-Bridge, river, canal, and locks provides an opportunity for heritage tourism.



The West End Cultural Area, would include residential development above commercial uses providing excellent river, canal greenway, and Y-Bridge views.



The West End Cultural Area provides an excellent location for cultural land uses, including museums. The architecture of these building should provide a contemporary compliment to historic structures.



Near West Main Street Area

This Near West Main Street Area is the west entrance into downtown Zanesville. Modifications would provide green space, residential, commercial and mixed use land use. Design would promote views and access to the riverfront and downtown.

- Provide a modified State Street / Main Street Intersection.
- Provide easy accessibility to the river for water activities.
- Encourages residential development with river views of both the Licking River and the Muskingum River.
- Provide mixed use of commercial, restaurants, and entertainment retail to bring activity to the riverfront and taking advantage of Zanesville’s wonderful transportation assets including the Y-Bridge, both rivers, canal, greenway, and the National Road.
- This major redevelopment focuses on the convergence of the National Road, Licking River, and Muskingum River Parkway.
- The Y -bridge, rivers, and canal all celebrate the importance of this special place in the history of Zanesville and the State of Ohio.



Existing view from the Y-Bridge towards the West Main Street Area



Proposed view from the Y-Bridge towards the West Main Street Area



Near West Main Street Development Opportunity

Any public service facility, including the post office, YMCA, senior citizens center, American Red Cross, Salvation Army and government center, should be located in the central city instead of the city edges.

Recent conversations during the planning initiative have taken place with a variety of community leaders, all of whom expressed interest in finding a central city site location for the Zanesville YMCA.

The YMCA historically has been located in downtown, but was relocated to a temporary facility in the 1980's, which by default became a permanent home. Consequently, the YMCA is one of several public service facilities currently exploring new project development.

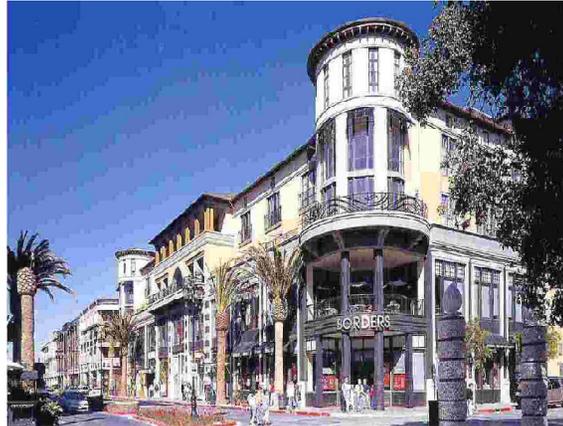
It is the opinion of the planning team that several of the public serving facilities could be brought together to create a central city Town Center, bringing centralized community services together. This would create a convenient location for public service facilities in downtown Zanesville.

Near West Main Development Opportunity

Design Precedence for the Near West Main Street Area

The illustration on the preceding page suggests that the YMCA facility would include athletic fields, access to the Muskingum and Licking Rivers, the Zane Grey Museum, and provide an opportunity to celebrate the National Road. This location along the historic by way incorporates the most significant landmark along the road; the Y-Bridge.

The plan also suggests senior housing adjacent to the YMCA that could also include other public serving facilities.



Residential development above commercial would provide excellent river, canal, greenway, and Y-Bridge views.



The commercial corridor, in the Near West Main Street Area, would bring activity to the riverfront and promote easy vehicular accessibility.

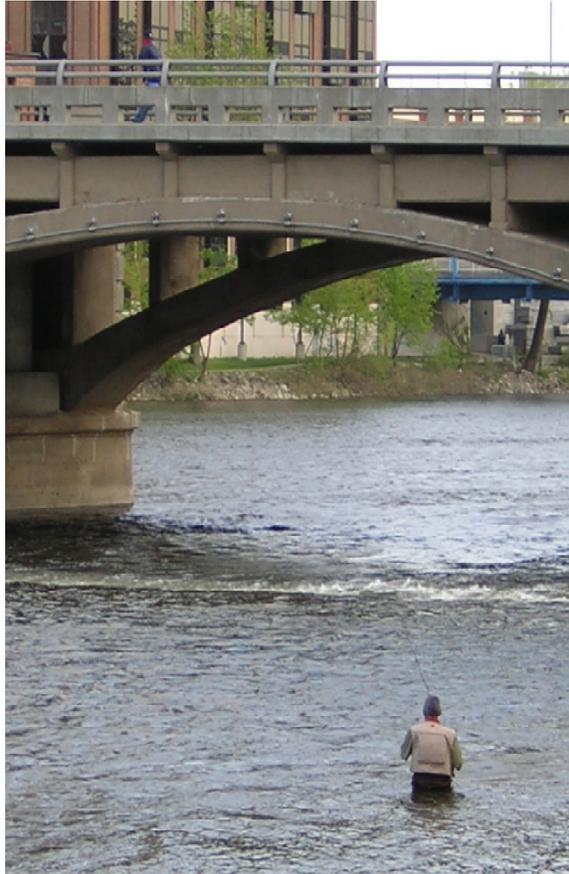


Development along the canal in Indianapolis, Indiana.



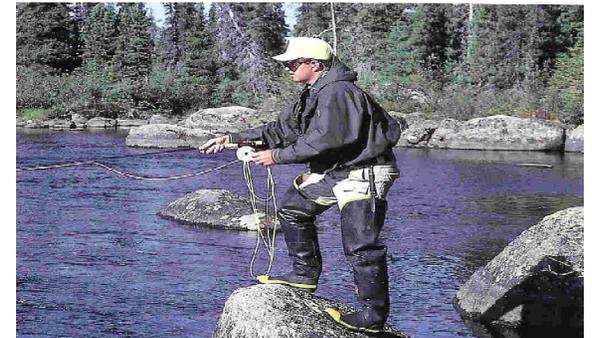
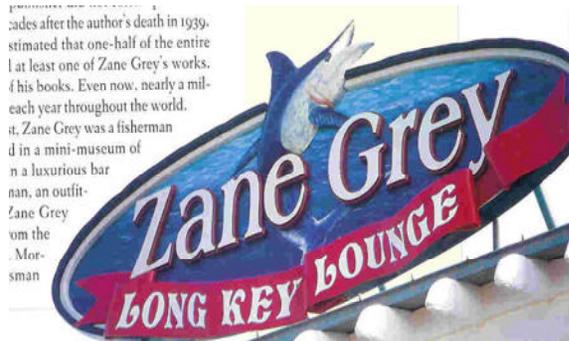
Mixed use development in Victoria, British Columbia.

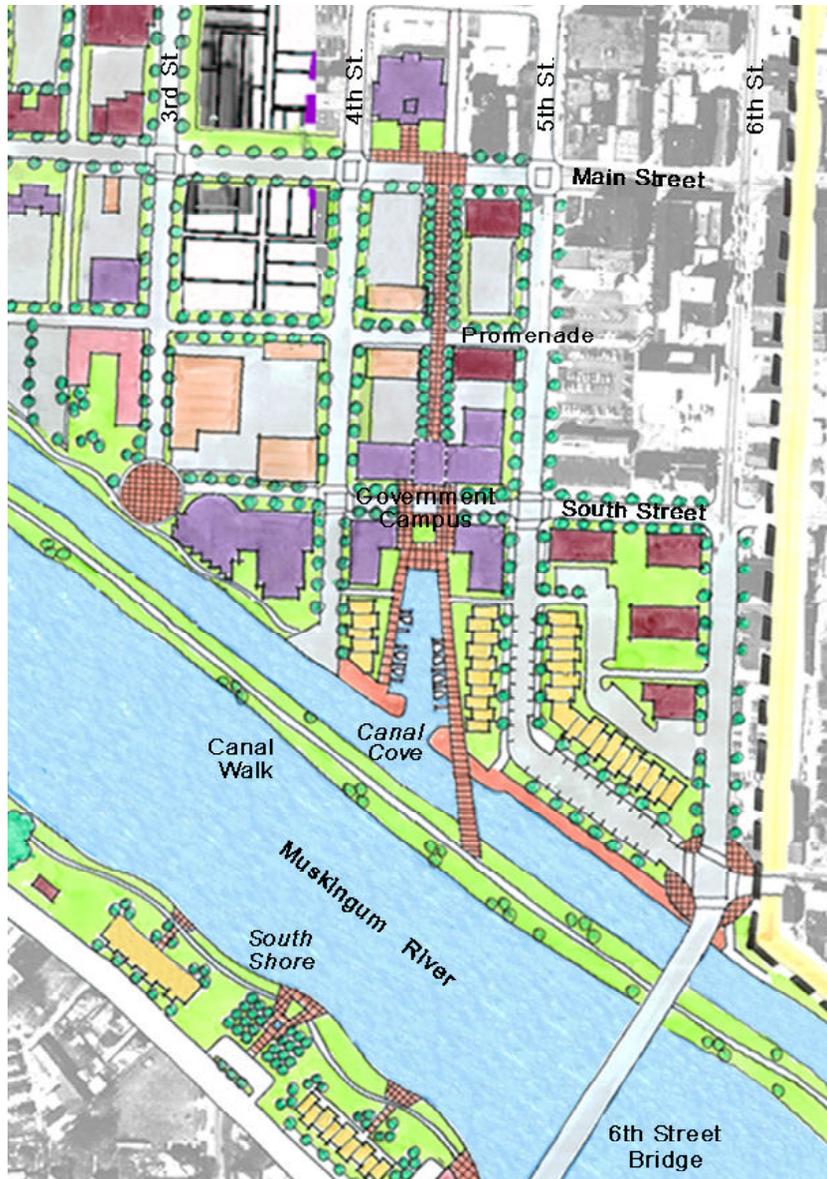
Design Precedence for the Near West Main Street Area



Development opportunities are endless for the area surrounding the confluence of the Licking and Muskingum Rivers.

Design Precedence for the Near West Main Street Area





Canal Cove

Canal Cove

Canal Cove, with a prime location adjacent to the river, would serve downtown best as a civic destination that provides a centralized government campus and creates an integral physical relationship between the Courthouse and the riverfront canal corridor. This government campus should take advantage of views and access to the river by promoting civic gathering spaces, green space, residential, and mixed use commercial development.

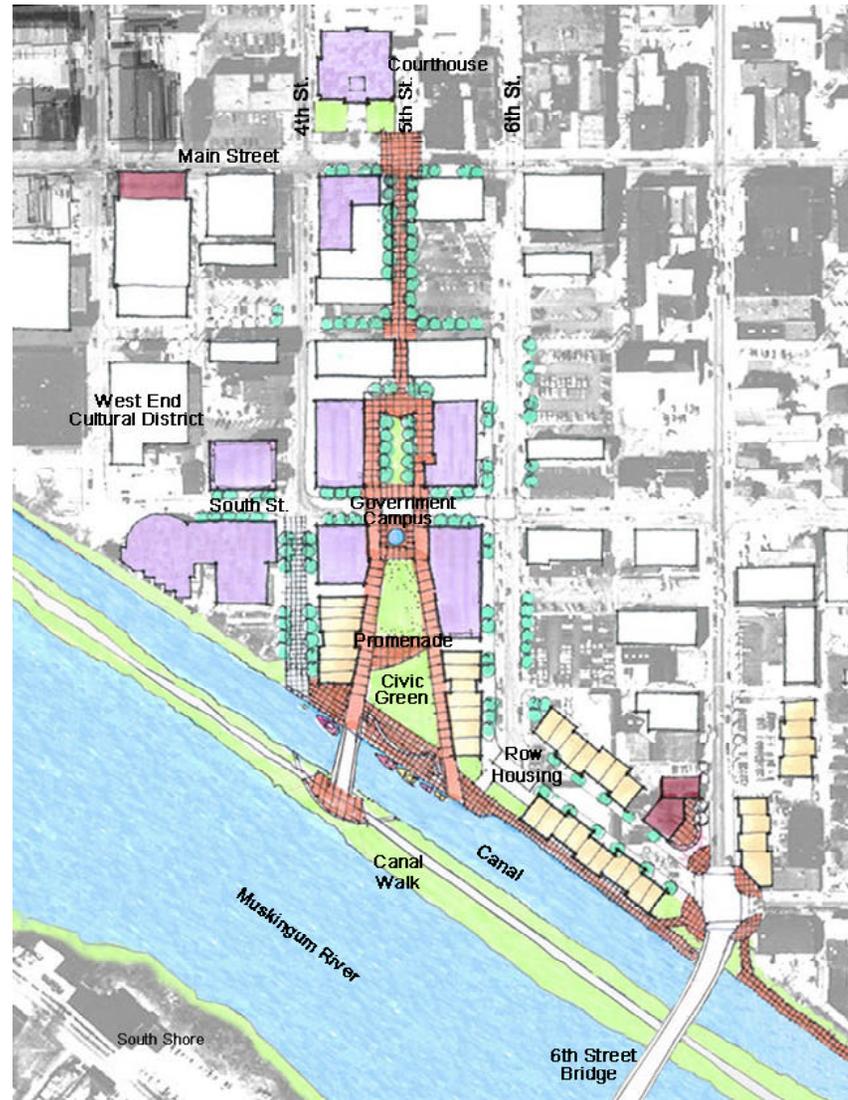
- Canal Cove, located within the Civic District, would create a truly centralized government campus, allowing the City and County government to engage the river, while encouraging renewed interest in downtown development.
- A pedestrian promenade would provide pedestrian linkage from the Courthouse and the Central Business District to the Riverfront and to the canal greenway.
- Residential development would overlook the Canal Cove and provide easy access to the canal, river, and the canal walk.

- The Canal Cove would engage downtown while also providing an economic engine along the river.

Canal Green

The optional layout for the Canal Green provides the same redevelopment opportunities as Canal Cove, however, instead of a canal cove the design incorporates a community gathering space in the civic green.

Watercraft docking along the canal would provide easy access for boaters into downtown through a civic green space.



Canal Green



Veteran's Canal Cove

Veteran's Canal Cove

The design idea of a Cove / Harbour adjacent to the canal is one that could be located at several optional locations. Land acquisition costs and availability will be major factors in implementing the ambitious project.

One of the optional sites discussed by the planning team is the property owned by the American Legion.

The marina could be designed to accommodate watercraft and celebrate the armed forces and those who served their country from Muskingum County.

The imagery on the following pages depict civic gathering spaces that would provide an integral relationship between the government campus and the canal cove with both destinations included within the Civic District.

Design Precedence for the Civic District including the Canal Cove



Carillon Point Kirkland, Washington



Town Center Victoria, British Columbia



Canal District Indianapolis, Indiana



Town Square Oxford, Ohio



Town Square Oxford, Ohio

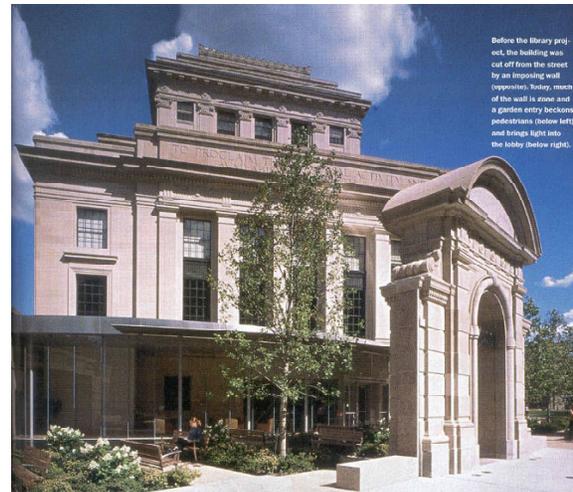


Pedestrian linkage is important to connect the Civic District government campus to the Canal Cove.

Design Precedence for the Civic District including the Government Campus

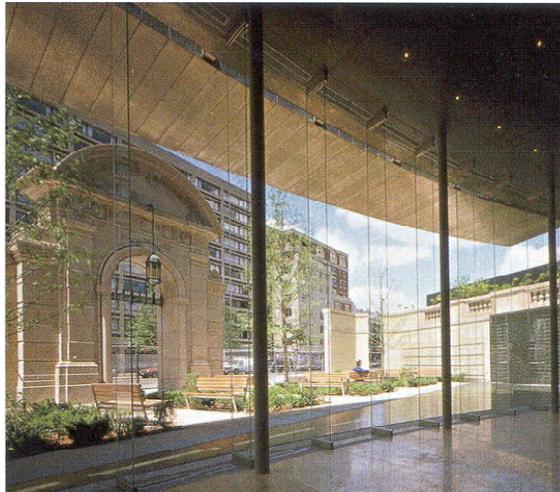


View of proposed renovated Post Office into the City Hall in the Civic District near Canal Cove.

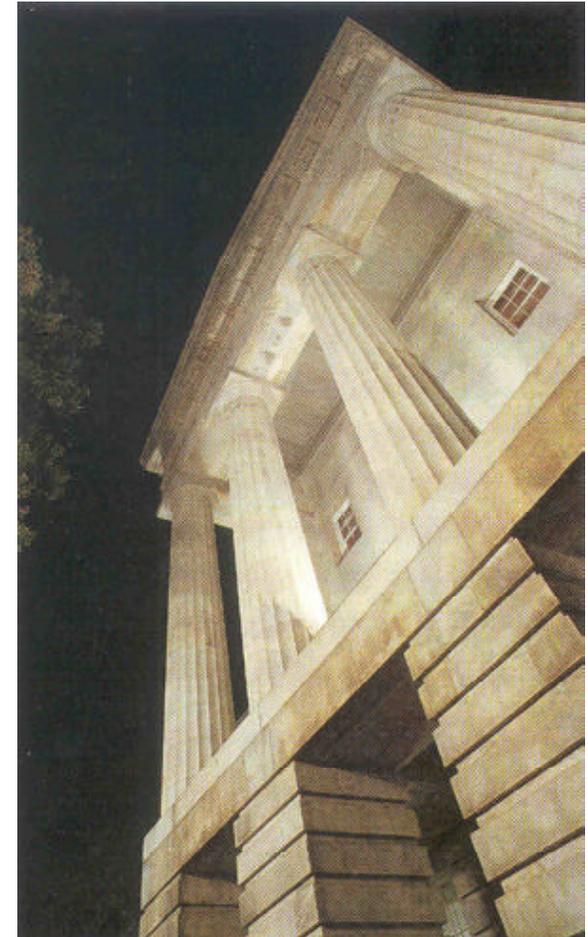


Before the library project, the building was cut off from the street by an imposing wall (opposite). Today, much of the wall is gone and a garden entry beckons pedestrians (below left) and brings light into the lobby (below right).

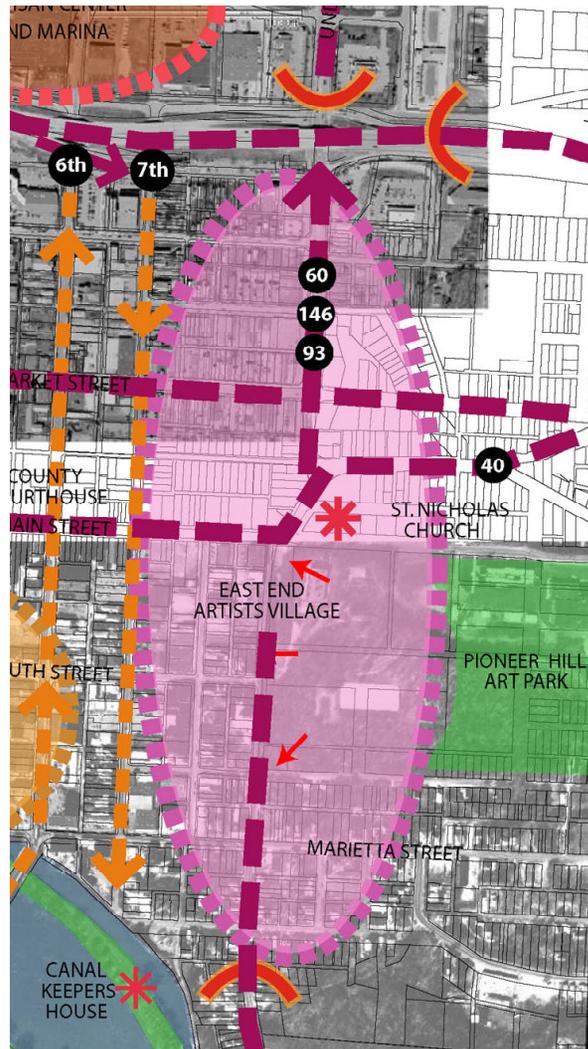
Library located in Boston shows proposed character for the renovated City Hall.



Proposed architectural character for the renovated City Hall.



Government buildings can provide a much needed architectural symbol of the renewed confidence in downtown Zanesville.



East End Artists Village

East End Artists Village

This district would continue to support downtown housing between 7th Street to the west, Underwood Avenue to the east, I-70 to the north, and the Muskingum River to the south, while offering mixed use development opportunities.

This large district would incorporate Pioneer Hill Art Park and promote an artist’s live and work environment in the Pioneer School building.

- Promote housing and live- work environments throughout the entire east end Artists Village.
- Consider introducing significant public art elements into the district.
- Consider unique street signs and lighting throughout the district.
- Create a grand piazza at St. Nicholas Church that celebrates the architecture and organizes the intersection of the National Road (Route 40) and Underwood Avenue (Route 60).
- Serving as a gateway into downtown, St. Nicholas church is a significant land-



East End Artists Village

mark on the National Road. Redeveloping the intersection of Underwood Avenue, Main Street, and Greenwood Avenue would allow for special streetscape treatments, public art and landscaping would greatly enhance this under utilization of public space.

Creating Pioneer Hill Art Park

- A new housing development on the top of Pioneer Hill Art Park would provide housing and a common art park for residents.
- A Pavilion would be located in the park for residents and visitors to enjoy.
- A new water tower would replace the current facility, freeing up ground for development. This water tower could provide signage and be a positive beacon for the City of Zanesville.
- The Pioneer School should be renovated to create an artist's live - work environment.

Design Precedence for the East End Artists Village



Unfortunately, roadway development in front of St. Nicholas Church has diminished the quality of this architecturally significant landmark



Public Open Space designed to accomodate pedestrians and vehicles Union Square, San Francisco



Public Open Space Vancouver, British Columbia



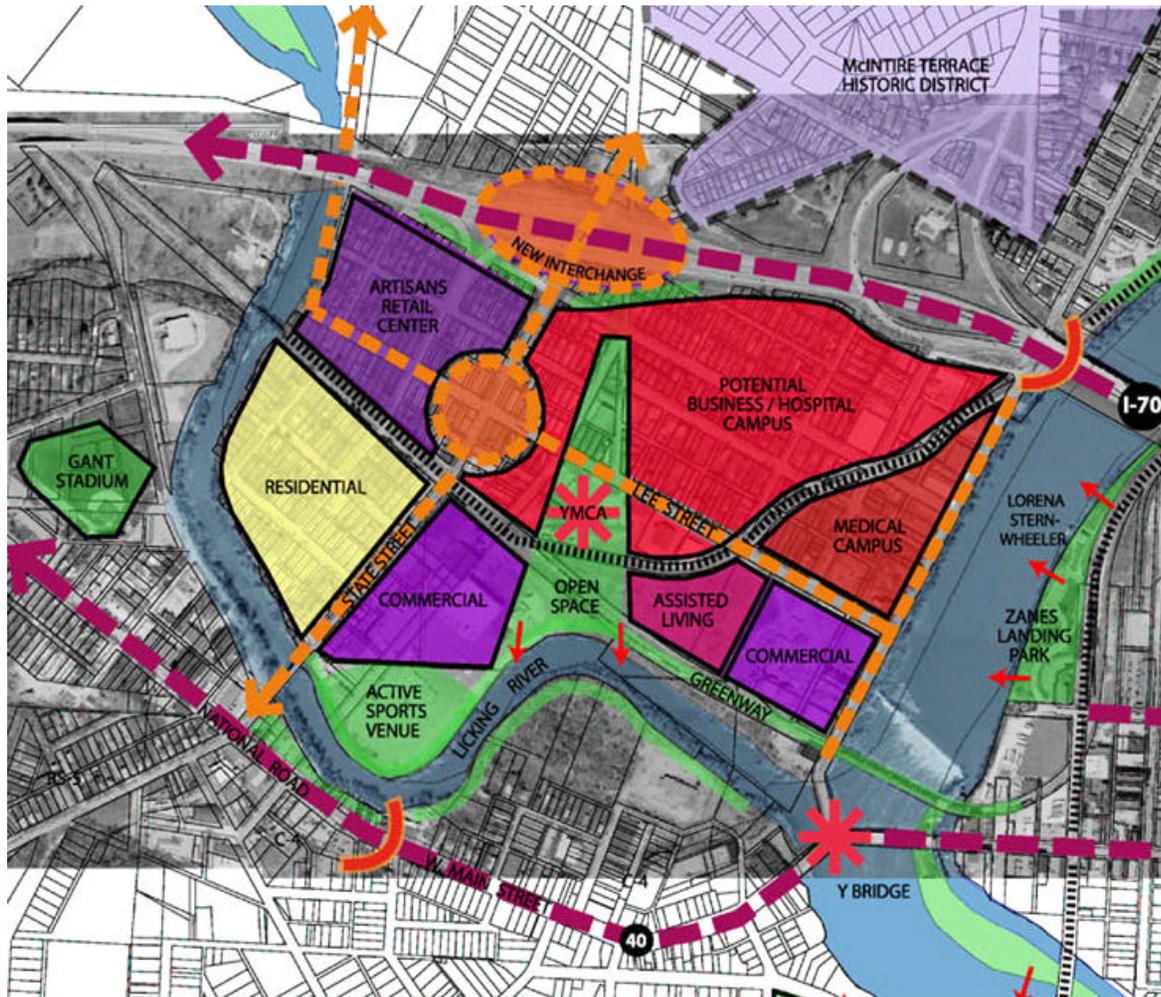
Art Park



Sculpture



Piazza



New Town 'A'

New Town 'A'

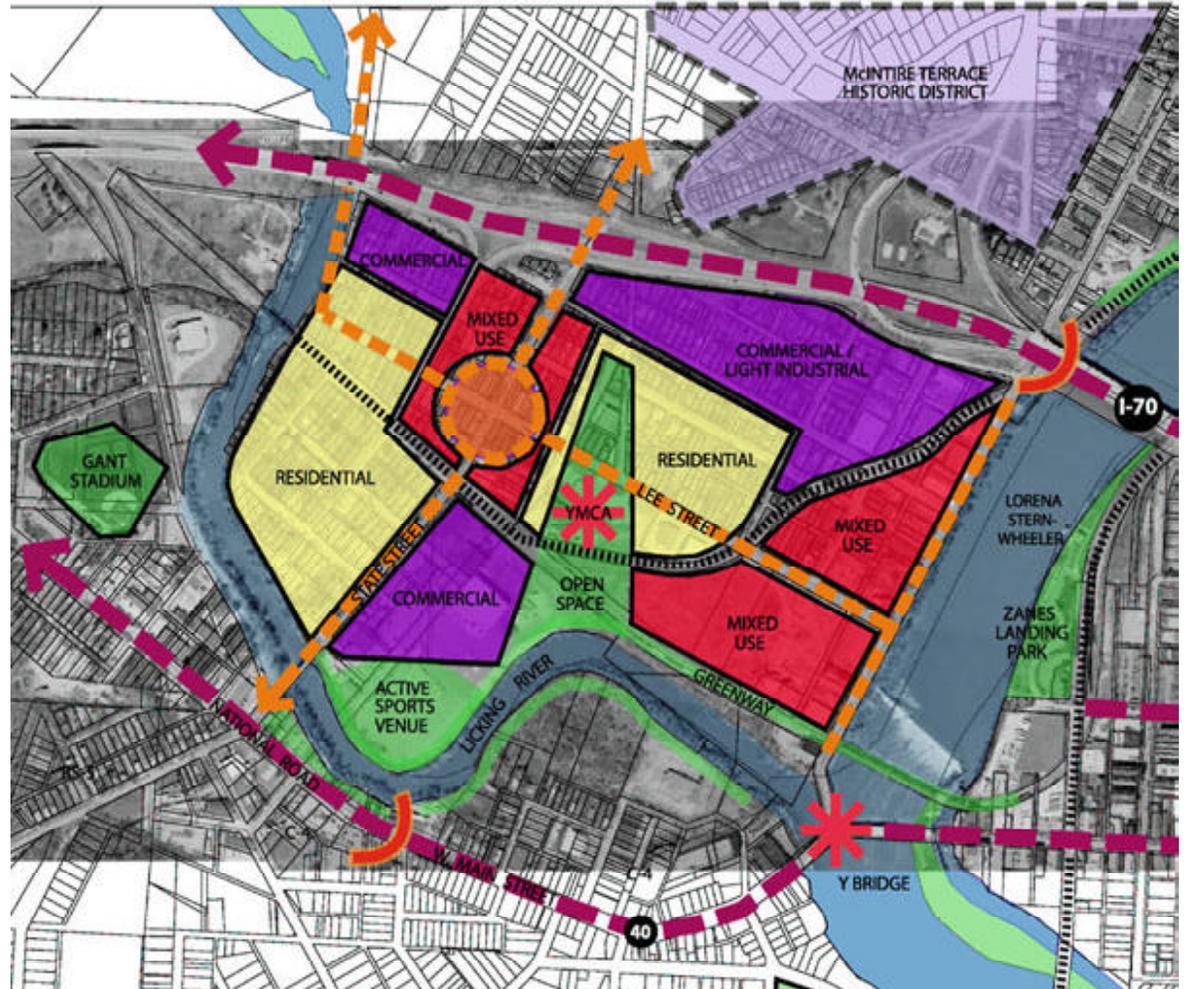
The “New Town” concept provides a unique opportunity for Zanesville to develop a much needed institutional campus, new housing, and central city green space. This development could radically change the perception and livability of central Zanesville forever.

The “New Town” would incorporate a mix of land uses taking advantage of access to I-70 and proximity to downtown, and to the Licking and Muskingum Rivers. Currently, this area is predominantly housing and industrial land use. The ground is also in the flood plain of the Licking River. Any development in the area, would require that floodplain and floodway design standards be met.

New Town Opportunities

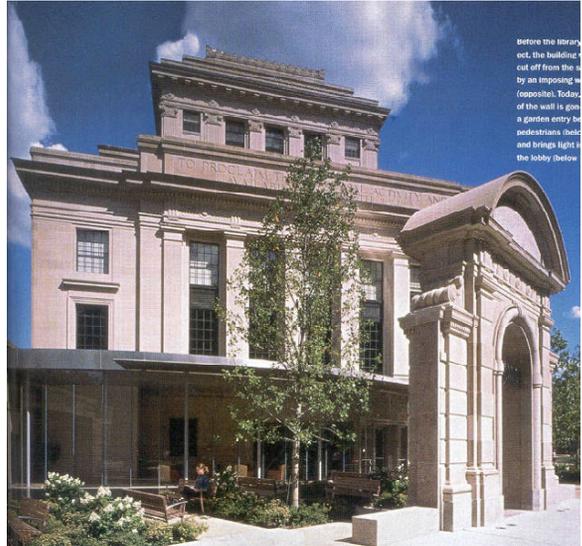
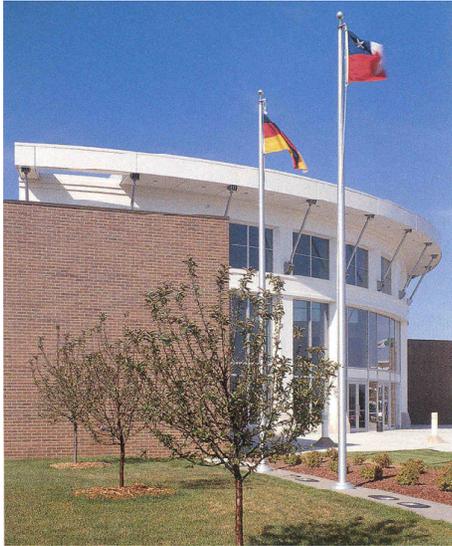
- Provide a new State Street interchange and gateway to promote access to and from I-70 to the New Town area.
- Create intersection enhancements at State Street and Lee Street to provide signage, wayfinding and better access.
- Provide continuous and safe open space linkage along the Licking River.

- In the future, the existing railroad could be abandoned, allowing for the conversion of the railroad bridge into a pedestrian bridge that would link the “New Town” with downtown.
- Promote open space, views, and sports venues along the Licking River.
- This is a good location for any large facilities demanding site development, such as hospitals, YMCA, Red Cross, Salvation Army, office parks, industrial flex space, & schools because of the proximity to a large residential base, open space, downtown, and I-70.
- A potential Business / Hospital and Medical Campus would bring an economic engine into the central city with easy access and visibility from I-70.
- The New Town Concept would incorporate design of the mixed uses to co-exist with open space and important pedestrian linkages among the business campus, commercial, residential, and open space areas.
- With its proximity and visibility from I-70, The New Town is also a viable location for a Retail Center.



New Town 'B'

Design Precedence for the New Town



New Town 'B'

The New Town 'B' concept promotes the overall development direction suggested in Concept 'A' without the Medical Campus component.

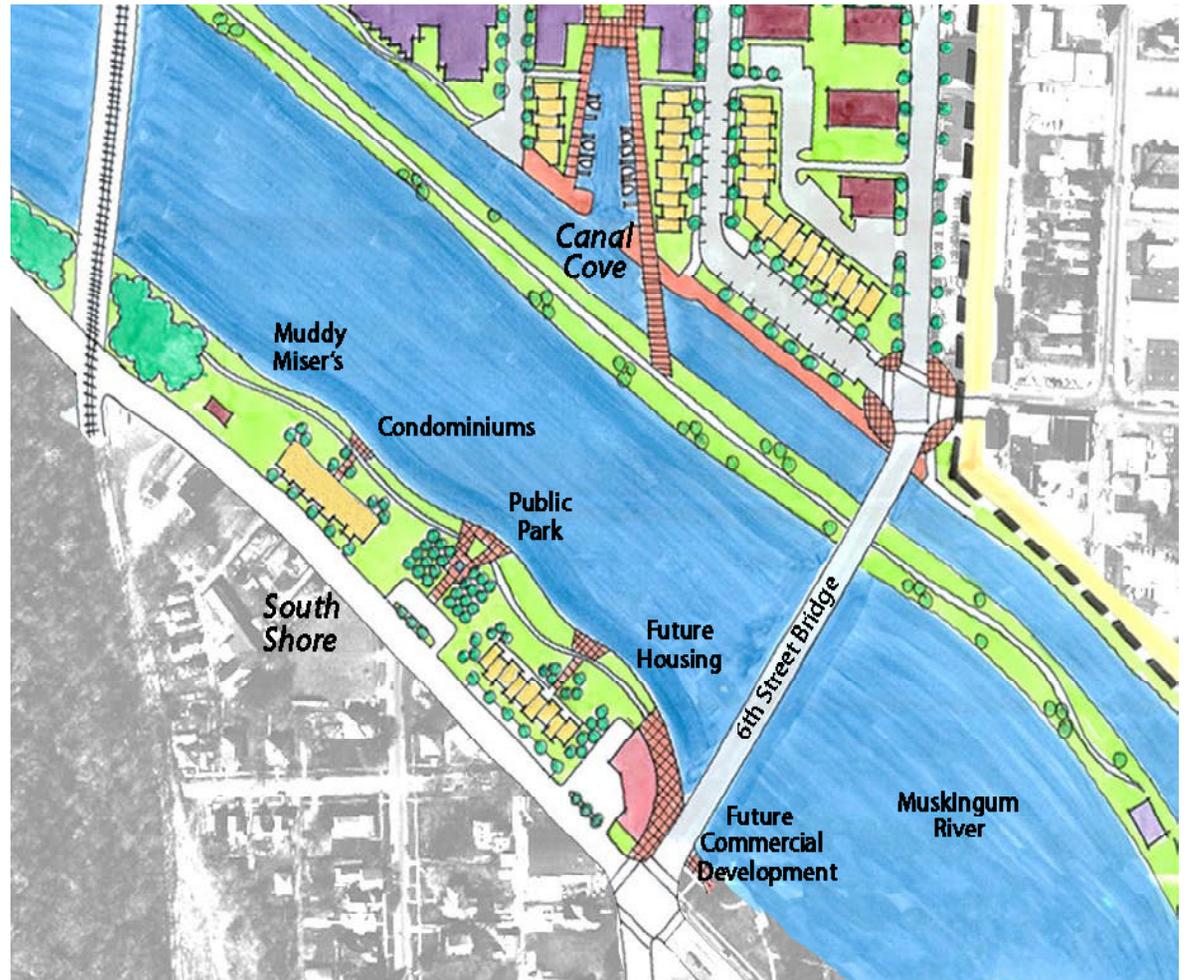
The images on this page represent the design precedence for proposed character for the New Town. Because the image will be driven by institutional and public serving facilities, precautions should be taken to demand high quality materials and overall design standards for the entire area.



South Shore

As evidenced by the recent investment and revitalization efforts along Muskingum Avenue in Historic Putnam, tremendous opportunity awaits real estate developers and property owners along the southern banks of the Muskingum River.

Our team has referred to this special place as South Shore. South Shore has a great potential to blossom into a fabulous riverfront development area.



South Shore



Canal/Locks/Industrial Museum Alternative Location



Museum Alternative Location

The Lock and Dam Museum discussed earlier in the West End Cultural District could be developed at either end of the canal. In both cases it would serve as a gateway into the downtown.

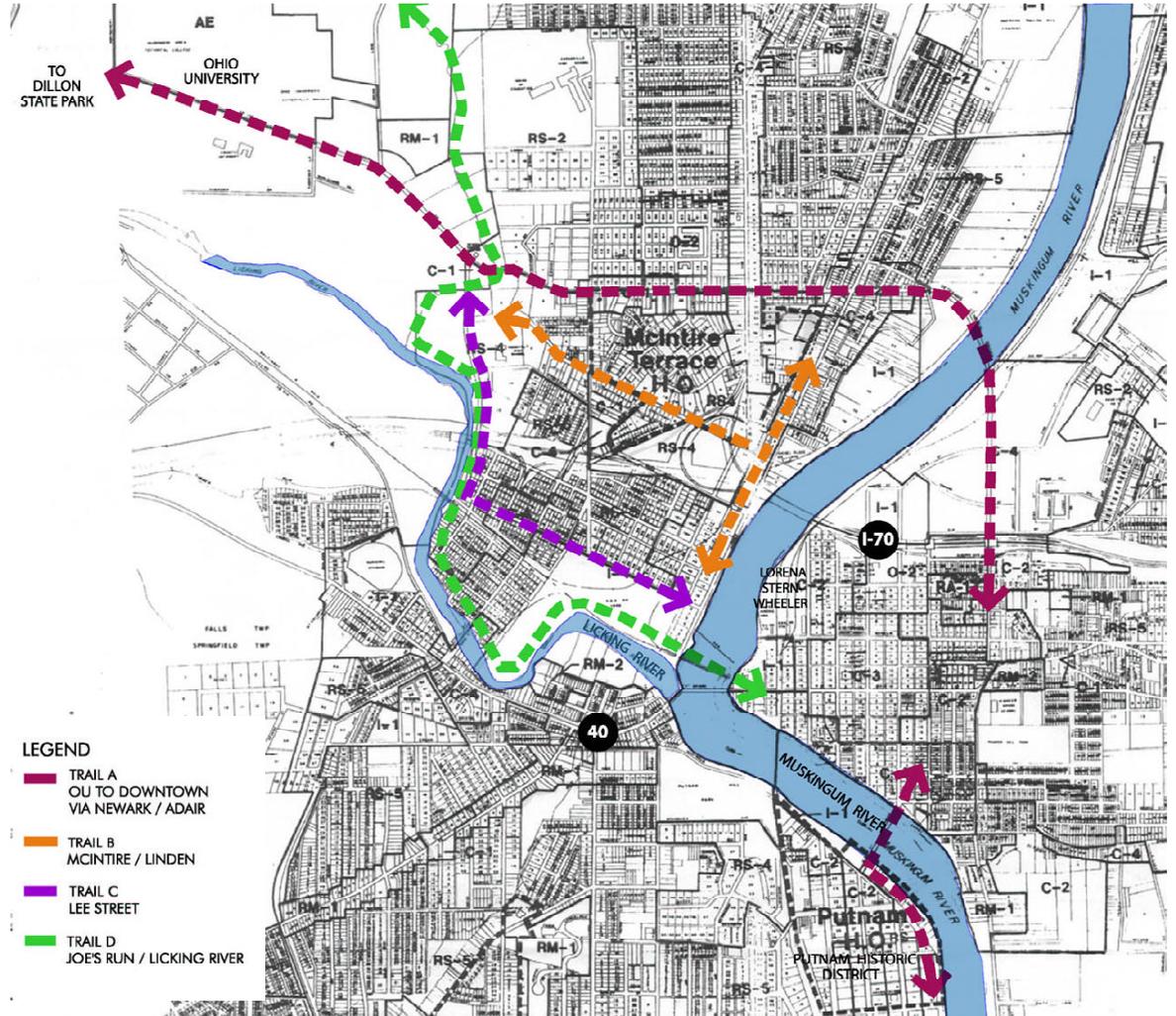
The location illustrated and discussed here is along Route 60 adjacent to Marietta Street and is overlooking the historic canal and locks.

The new museum would serve as a welcome center and landmark cultural campus when entering Zanesville from the south.



Bike Trail System

As plans are being made to weave a bike trail through Zanesville, thought should be given to how downtown and central city are linked into the system. The consulting team has provided several alternatives for consideration. Traffic volumes, biker safety security of routing, and natural resource linkages are a few considerations for route selection.



Bike Trail System



Wayfinding - Identity / Signing

Wayfinding is about getting to one’s destination. Most importantly, it is a visual orientation that provides clues to where one is and to finding a way to somewhere else.

Good wayfinding is about using the fewest signs with the fewest words and is visibly integrated and easily identified within the community’s environment.

The modern highway and state route signs first orient finding Zanesville by noting where to enter into the community.

Upon leaving the highway or various state routes, another aspect of wayfinding is needed to orient one to a destination or direction by delivering a message in simple terminology.

Integrated with the directional signage are information signs that provide identification, further direction or regulations on how to proceed.

In addition to the basic wayfinding system, signage and environmental graphic design features can further define Zanesville’s iden-

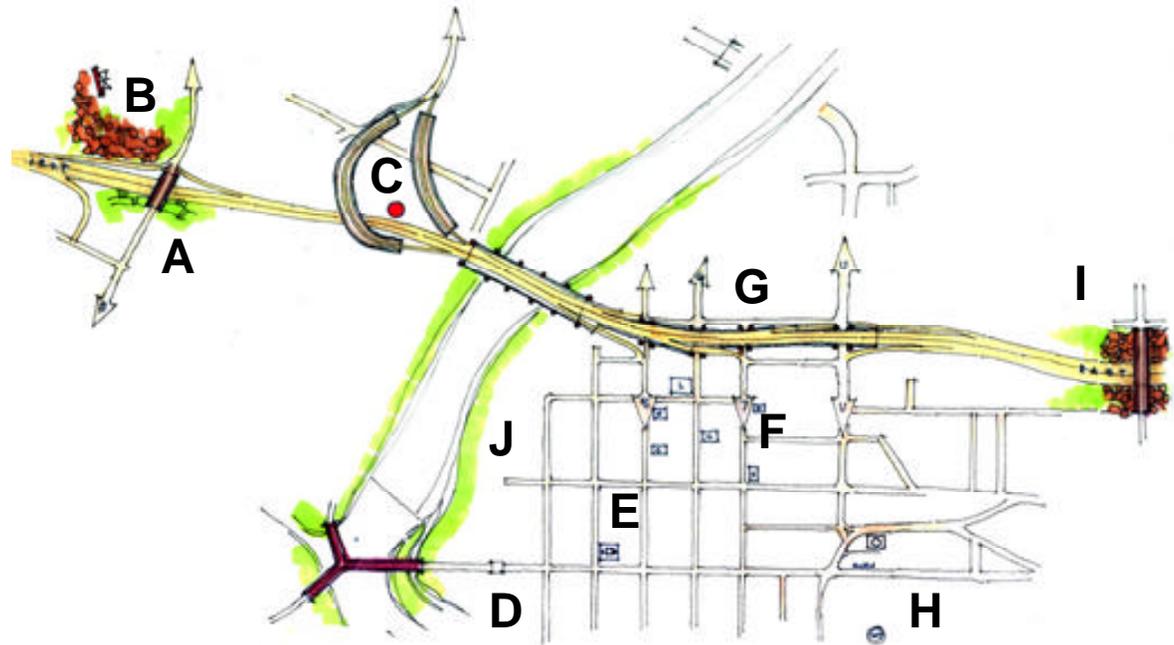
Wayfinding and Signage Plan



Community Wayfinding System, Richmond, Indiana

tity as a special place. These visual elements are meant to attract a first time visitor or trigger one's memory for future reference.

Wayfinding is not always about signage, it could be articulated by landscaping, monuments, artwork, sculptures, water features, gateways, lighting, color, path markers, marquees, unique environmental features or identification of a special place or historical event.



Wayfinding and Signage Plan

A: West Side Welcome Signage at Existing State Street Bridge

- Provide uplighting.

B: Existing Billboard

- Provide welcome signage with seasonal expressions.

C: A Monument for Zanesville

- Provide vertical sculptural monument to be seen from the highway.
- Uplight the sculptural monument.
- Provide a beacon of light from the cap of the sculpture.

D: Y-Bridge

- Provide uplight on the Y-Bridge to celebrate and illuminate the bridge in the evening.
- Provide a water feature.
- Paint the bridge.

E: Courthouse

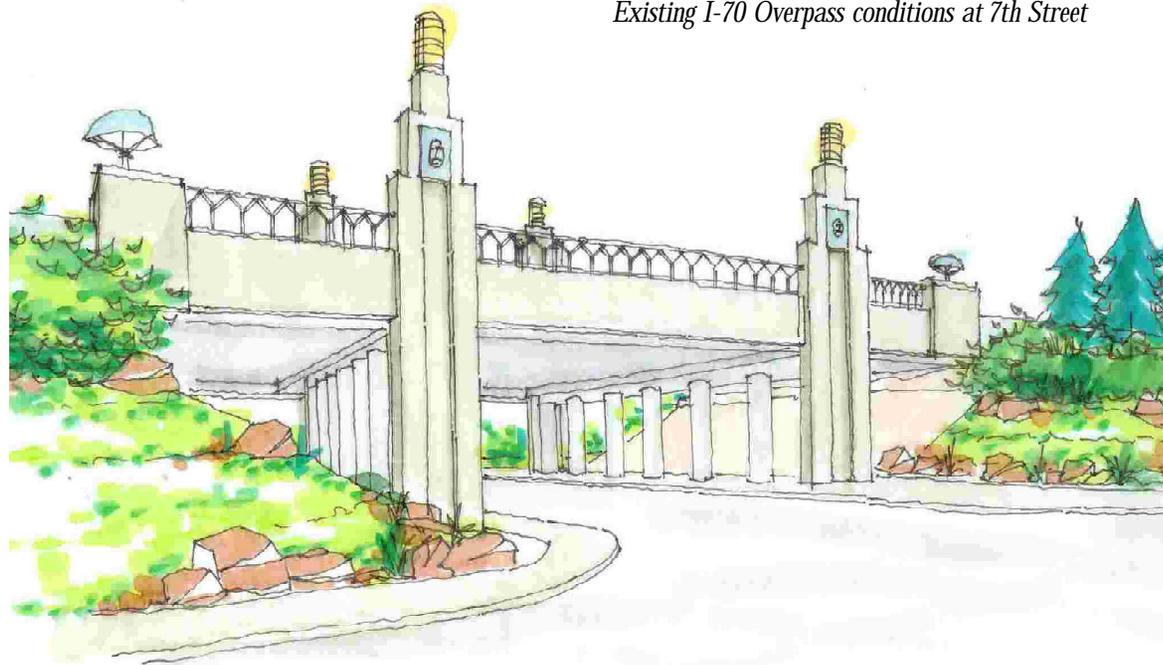
- Provide lighting on the Roof Cupola and Clock.
- Uplight the main facade.

F: Church Steeples and Public Library

- Uplight Steeples and main facades throughout downtown.



G: Road Pillars
Existing I-70 Overpass conditions at 7th Street



G: Road Pillars
I-70 Overpass Enhancement with new gateway elements

G: Road Pillars

- Provide pillars for overpass facade enhancement.
- Provide ornamental lighting capping the pillars.
- Uplight under overpass bridge.
- Provide graphic identity

H: Water Tank Tower

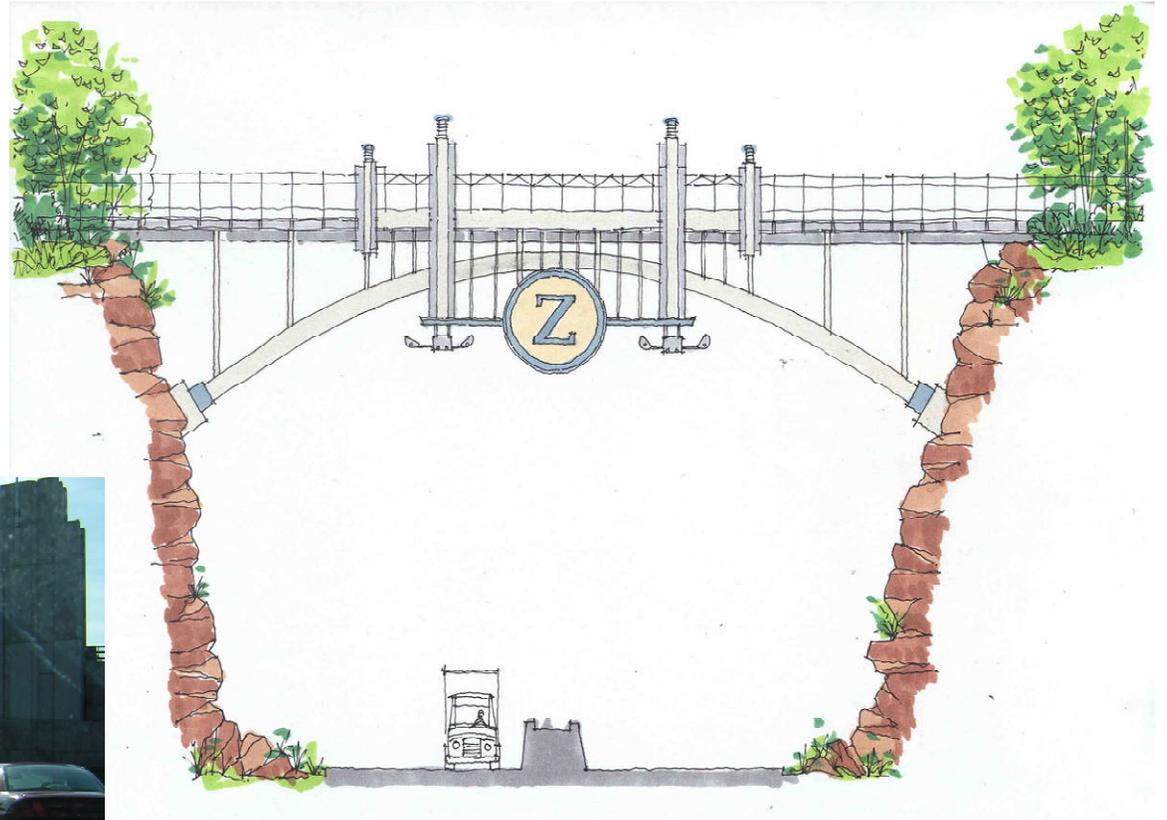
- Provide new vertical water tower.
- Provide a water feature
- Paint

I: East Side Welcome

- Uplight overpass bridge
- Provide a Zanesville identification signage.
- Paint the overpass.

J: Riverfront Festival Signage

- Provide festival/cultural wayfinding and graphic oriented signage along the pedestrian riverfront path.



I: East Side Welcome
Hamline Avenue Overpass



Gateway Cincinnati, Ohio

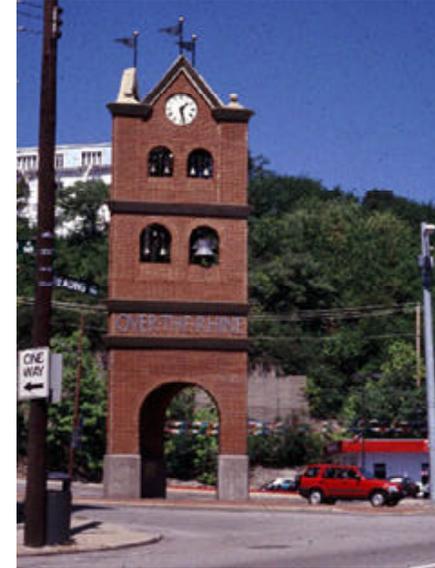
Design Precedence for Wayfinding & Signage



Signage - Cincinnati, Ohio



Riverscape - Dayton, Ohio



Over the Rhine - Cincinnati, Ohio

