



# Urban Analysis

As a part of the consulting team's reconnaissance effort, an urban analysis was performed. Before the future of a place can be envisioned, one must understand the physical characteristics and conditions prevalent in the downtown and identify opportunities for physical enhancement.

Our design team toured the target area extensively to develop a thorough understanding of the physical conditions and characteristics of downtown Zanesville and the Riverfront Corridor. The following lists our observations of downtown Zanesville and the Riverfront Corridor.

Downtown Zanesville like any city, has been physically modified through time as it

responded to the changes inflicted by transportation networks and real estate development. These modifications are directly related to the changing market conditions and settlement patterns of greater Zanesville as discussed in the previous section.

One of the important tasks of our planning team is to document the existing physical conditions of the target area under study and to analyze the conditions as they relate to current functional aspects of downtown [transportation, pedestrian friendliness, land uses, etc.], development opportunities and connectivity to contiguous neighborhoods.

The Urban Analysis Diagram identifies key physical issues to be taken into consideration as the planning team moves into the urban design stage of the planning initiative.

**Observations  
Downtown**

A. The character of downtown Zanesville is attributed to it's rich history. The Y Bridge, rivers, the

the canal and canal locks, the rolling hills, collection of historic buildings, the presence of the railroad, the history of art pottery, and the government buildings represent the major elements.

B. The geographic area of downtown Zanesville is large but well defined by way of roads and the river.

C. Interstate 70 creates a significant barrier between the north and south downtown areas

D. There is a lack of high quality and consistent wayfinding (destination signage) throughout downtown.

E. Currently, the Courthouse, located in the heart of the City, a compelling architectural icon, faces the river but does not engage the riverfront. A centralized city and county government campus would encourage renewed interest in downtown development.

F. Zanesville's history of artisans and pottery should be celebrated.

G. The St. Nicholas Church, located in a prominent location on Route 40, lacks a "sense of place". The intersection of streets is chaotic with a lack of compatible land uses adjacent to this compelling architectural icon.

H. Pioneer Hill Park is underutilized through its limited access and lack of maintenance. The park offers potentially great views of the downtown and riverfront. The existing reservoir could be redesigned as a vertical element and become an icon/sign of Zanesville, while creating property for redevelopment

I. There is a lack of downtown retail business concentration.

J. Downtown Zanesville lacks day and evening activity.

K. Zanesville has too many vacant parcels that have been converted to parking lots.

L. The mixed-use district between Underwood & 7th Streets and I-70 to Marietta Street (East End Artists

Village) has a great deal of potential as an urban housing reinvestment area.

M. Never infill buildings throughout downtown lack strong contextual design. (suburban in scale, little if any detail)

N. Much of the geographic area of downtown is dedicated to public and private surface parking lots.

O. There are several land parcels with inappropriate uses. (i.e. not contributing to the benefit of the quality of life in downtown)

**Riverfront Corridor**

P. The Y Bridge is a unique asset to downtown Zanesville and is a national historic landmark located along The National Road, Route 40.

Q. The canal greenway provides access to Zanesville’s locks and dams.

R. The existing canal greenway and pedestrian path is currently hard to access. A legitimate trail has the potential to link the entire riverfront’s edge, provide views of the river, while being easily accessed.

S. Existing pedestrian trails do not promote views toward the river. Special places along the corridor should open up views to the river.

T. Currently, there is an existing dirt path located along the canal bank. A legitimate riverwalk / trail system could provide seating and engage the community with the river.

U. Currently, there is no continuous pedestrian pathway that links the entire riverfront edge.

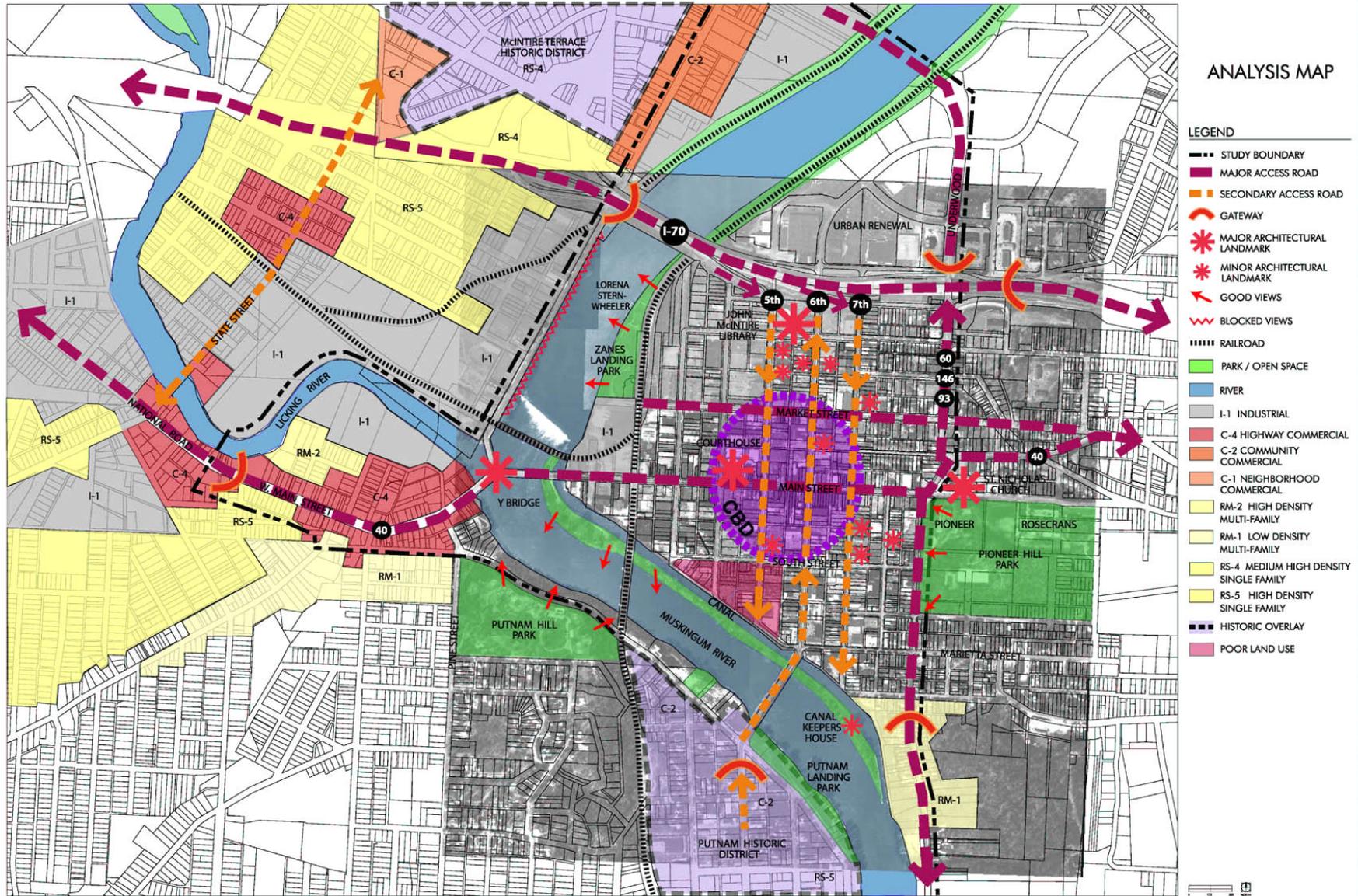
V. Existing automotive and industrial land uses located along the riverfront are not the highest and best land use for close proximity to the riverfront. The riverfront should be celebrated

and provide land uses that will draw the community to the river, unify the downtown, and provide great views and access to the riverfront and canal greenway areas.

**Mapping and Downtown Districts**

The physical analysis map shown on the next page provides a graphic illumination of certain positive and negative physical conditions of the targeted study area. A legend is provided to guide the reader through the illustrative map.

# DOWNTOWN MASTER PLAN UPDATE & RIVERFRONT DEVELOPMENT



## DOWNTOWN MASTER PLAN UPDATE & RIVERFRONT DEVELOPMENT

The District Map shown to the right was drawn based upon the 1995 Master Plan prepared by Hyett Palma. The 1995 Master Plan recommended the following districts for downtown Zanesville.

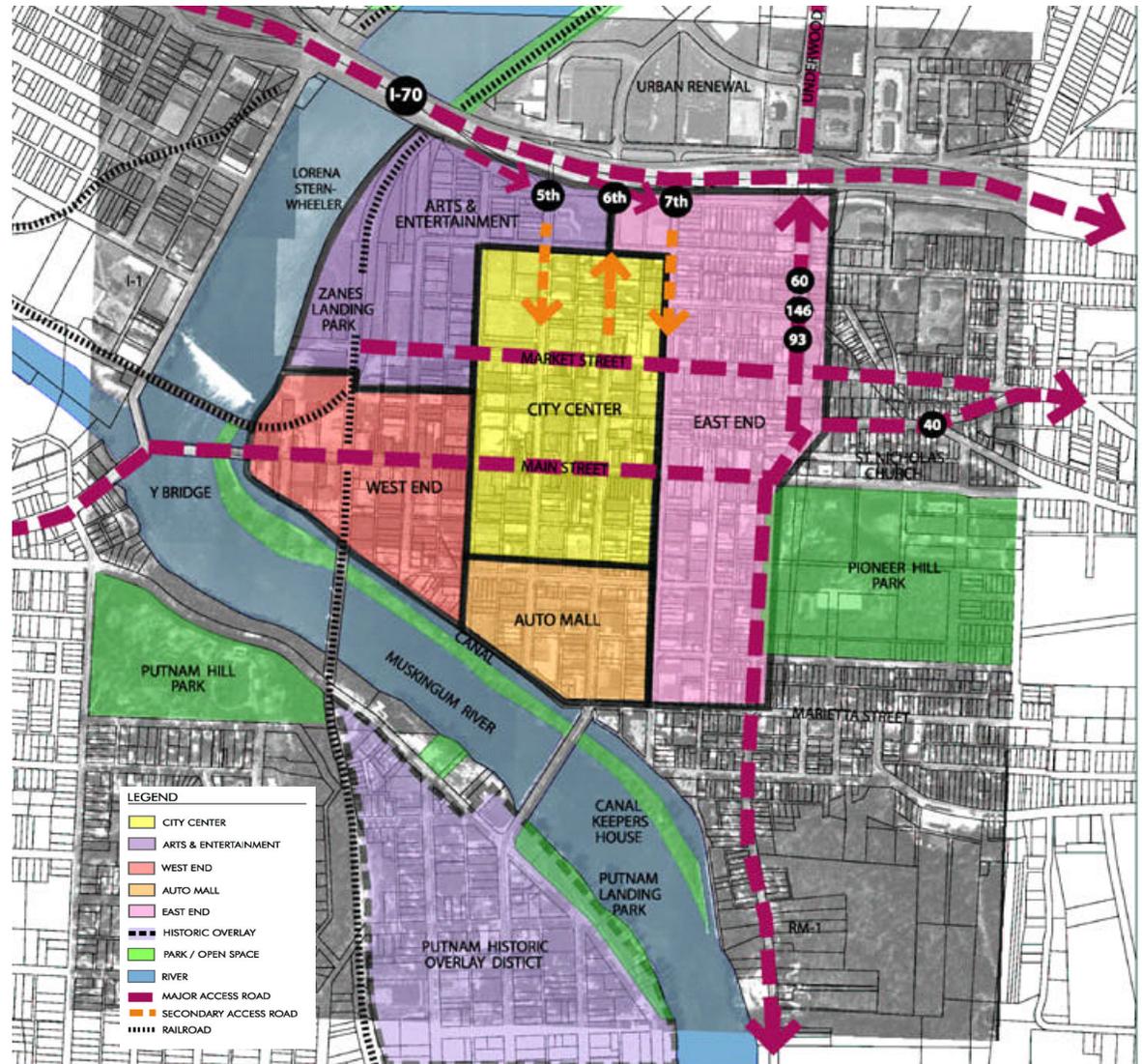
**City Center District:** This is the traditional, historic commercial center of downtown Zanesville.

**Arts & Entertainment District:** The 1995 Master Plan suggests this district should emphasize entertainment and cultural uses by recruiting new complementary uses.

**Auto Mall District:** The 1995 Master Plan suggests this District should concentrate on the automotive dealerships and auto after-market products and services.

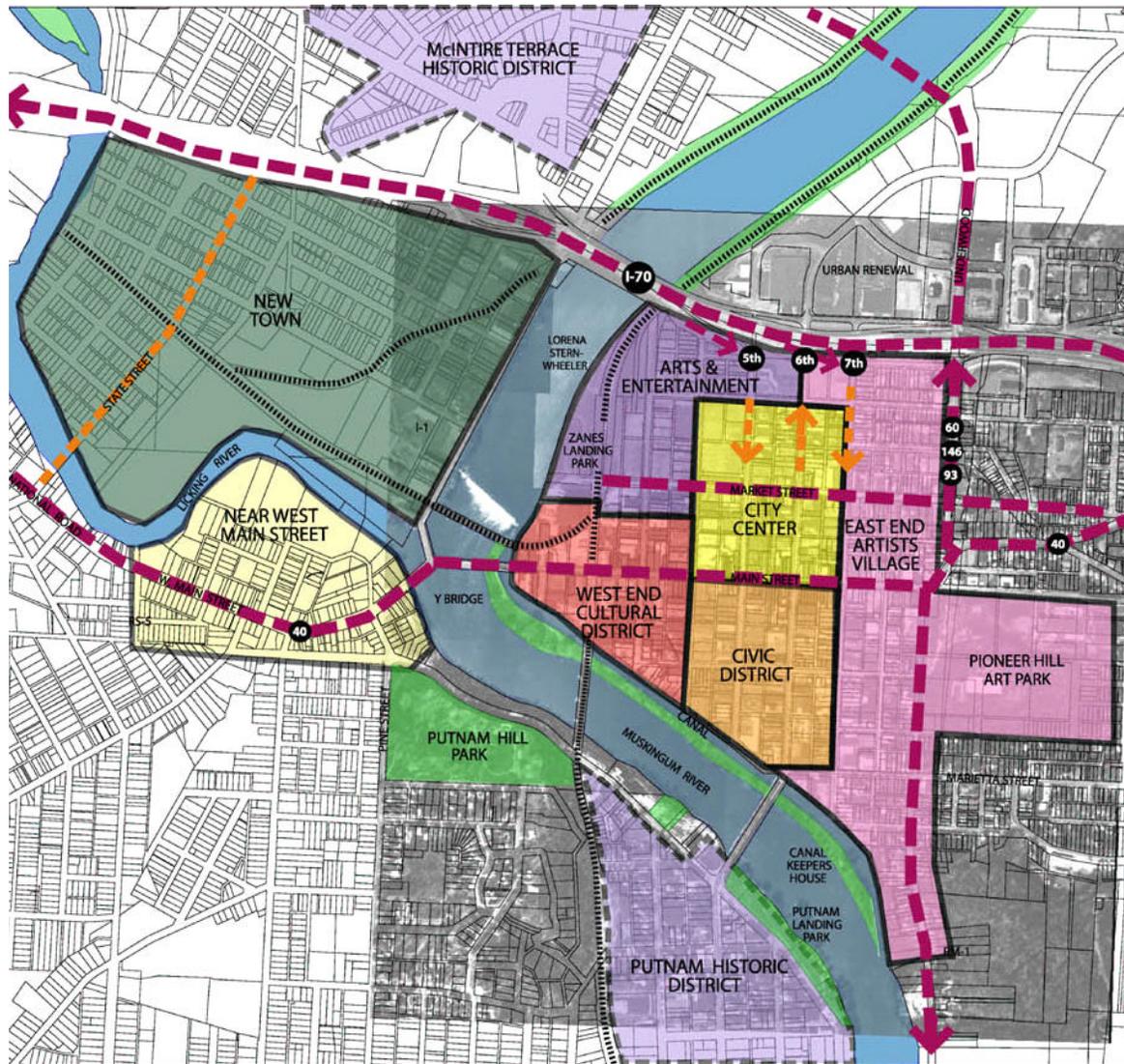
**East End District:** The 1995 Master Plan suggests this district should promote institutional uses, housing, limited neighborhood convenience retail, and professional services.

**West End District:** The 1995 Master Plan suggests this district is the western gateway into downtown and should promote mixed use. Relocation of manufacturing facilities was recommended to enable higher and better land use for the district.



*District Map based on the 1995 Master Plan prepared by Hyett Palma.*

## DOWNTOWN MASTER PLAN UPDATE & RIVERFRONT DEVELOPMENT



Proposed District Map

The Proposed District Map for Downtown Zanesville and the Riverfront Corridor Master Plan is shown to the left.

**City Center District:** The City Center District remains the central business core for downtown Zanesville. This district should create visual and physical linkage to the surrounding downtown districts.

**Arts & Entertainment District:** This district has the opportunity to create a signature entertainment destination for eastern Ohio, taking full advantage of the proximity to I-70. Potentially this would strengthen existing downtown businesses, and provide the 'missing piece' connection between I-70, downtown, and the river.

**Civic District:** This area, with a prime location adjacent to the river, would serve downtown best as a Civic District. This would create a centralized government campus and physical relationship between the Courthouse, a new City Hall, and the riverfront canal corridor. This district should take advantage of views and access to the river and promote civic gathering spaces, green space, residential, and mixed use commercial and gateway into downtown from the south.

**East End Artists Village:** This district would continue to support downtown housing between 7th Street and Underwood Avenue while offering mixed use development opportunities. The district would also incorporate Pioneer Hill Park and promote an artists live and work environment.

**West End Cultural District:** This district provides an excellent location for cultural uses located adjacent to the historic Y Bridge, river, and the locks. This District could potentially provide museums and heritage tourism and greenway linkage to the canal area.

**Near West Main Street District:** This district is the western entrance into downtown Zanesville on the National Road. Land use modifications would provide green space, residential, commercial and mixed use land use. Design would promote views and access to the riverfront and downtown while showcasing the National Road / Route 40 corridor.

**New Town:** Perhaps the most ambitious redevelopment idea in the vision, the New Town would provide a significant urban redevelopment program for a low density large geographic area in central Zanesville.

The mix of land uses would also provide good access to I-70, views, access and development potential along the Licking and Muskingum Rivers, and into downtown.

