THE
“RESILIENCY” OF ZANESVILLE’S DOWNTOWN

Jay D. Bennett      May 23, 2017
ABOUT ME…

Born Zanesville, Ohio
1981 – 86 Cambridge - Public Sector
1986 - Zanesville, Environmental Manager
1996 – 2001, Zanesville Director
2001 – 2003, Oakridge, OR Administrator
2003 – 2006, OLY Peninsula – CDC
2006 – 2011, Pacific, WA Director
2012 – 2014, CFW, WA Services Manager
2014 - ?, Zanesville Director

I am.

Jay D. Bennett

a father; a grandfather; a brother and an uncle; the city’s Service and Development Director; a partner; a believer; a good friend; an explorer; funny; not afraid to try and not afraid to make mistakes; happy; a graduate; loyal; a dog lover; here; an artist; hard working and determined, but a little scared on the inside; me…nothing more, nothing less.
RE·SIL·IENCE
[reˈzɪlɪəns]

NOUN

1) THE CAPACITY TO RECOVER QUICKLY FROM DIFFICULTIES; TOUGHNESS

2) THE ABILITY OF A SUBSTANCE OR OBJECT TO SPRING BACK INTO SHAPE; ELASTICITY: “Nylon is excellent in wear ability and resilience”
ZANESVILLE DOWNTOWN

bounded by the Muskingum River and its historic canal on the west and south sides and Interstate 70 on the north side.

served by two eastbound exits and one westbound exit from I-70.

Prior to the era of shopping malls, was the business district.

is quite large in area, at about 32 blocks, featuring unique neighborhoods within its boundaries.
THE SEAT OF COUNTY AND MUNICIPAL GOVERNMENT AND THE ONE TIME SEAT OF STATE GOVERNMENT.
The 1970's and 80's saw the largest decline of this district with a majority of the store fronts, and certainly upper floors, becoming vacant and blighted.

This era saw numerous demolitions of some once prominent structures, leaving surface parking in their footprints.
We’ve seen this.

but.....
But, We Still See This..

John McIntire Public Library
ZANESVILLE DOWNTOWN – RECENT EFFORTS

The City…

1) Invested in streetscape enhancements, included the installation of empty conduits.

2) In 2011 created Chapter 1145.04 - AO ARTS AND CULTURE OVERLAY DISTRICT

   Purpose. This is an overlay district that imposes requirements in addition to those of one or more underlying zoning districts. It is intended:

   (1) To promote investment through mixed use and commercial development that expands the presence of and/or otherwise enhances the arts and culture within the designated area.

   (2) To support existing businesses and the creation of new business ventures.

   (3) To provide additional permitted and conditional uses within all zoning districts throughout the designated area without specifically changing the underlying zoning district requirements.
2014-16, Zanesville created...

- Community Facilities
- Parks and Recreation
- Community Cultural Efforts
- Historical District/Downtown
- Housing
- Transportation
- Economic Development
- Land Use

There are initiatives within the 8 elements that focus investment within the Downtown area.
IN 2016...

USDA/USEPA/ARC “COOL & CONNECTED” GRANT

“Planning assistance program that helps community members develop strategies and an action plan for using broadband to create walkable, connected, economically vibrant main streets and small-town neighborhoods that improve human health and the environment.”
First Things First...

GET THE BOSS’S PERMISSION!
ZANESVILLE, OH! A 2016 COOL AND CONNECTED RECIPIENT

Cool & Connected

Partner Communities
Appalachia

Sources: Cool & Connected, U.S. Census Bureau
WHAT WE WON

Technical Assistance
- 3-4 pre-visit telephone discussions
- 2 day Workshop
- Report with SGA/US Agencies findings, Workshop results, Action Plan
- Follow-up calls

Possible grant for 1 small identified project

Governor's Office of Appalachia
PRE-VISIT WORK

Prior to the Cool and Connected Team’s arrival we held 3 telephone calls

The Zanesville Team consisted of staff, Downtown stakeholders

We had significant staff time for info gathering and logistical work for Workshop
“COOL & CONNECTED” TEAM VISIT

The City of Zanesville hosted a team of representatives from federal, state agencies, Smart Growth America, and Broadband Catalysts for a two-day site visit on December 6-7, 2016.
DAY “ONE”:
STAKEHOLDER INTERVIEWS & VIEWPOINTS

Bus tour of the downtown area, enabling the visiting contractors and federal staff to familiarize themselves with key locations and physical features, and to ground-truth information gathered through preliminary calls with city staff.

The planning assistance team conducted interviews with seven key community leaders and stakeholders. These interviews provided a greater picture of the obstacles, opportunities, and assets found in Zanesville.

Team presentation to community open house
Day “Two” Community Stakeholder Workshop

The second day workshop:

Included individual, small, and large group exercises designed to guide the community members in distilling their ideas and priorities into an overarching vision with specific goals and action items.
ZANESVILLE’S WORKSHOP VISION

Building on its industrial legacy, Zanesville is an inclusive and connected community featuring a bustling downtown with walkable streets, historic architecture, riverfront access, and an established arts scene.

Zanesville's state-of-the-art infrastructure supports community access institutions, health and education centers, fosters innovative businesses and connects residents, families, students and visitors.
## ZANESVILLE’S C&C ACTION PLAN

<table>
<thead>
<tr>
<th>Action item</th>
<th>Action #</th>
<th>Timeframe</th>
<th>Funding source</th>
<th>Leading role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage potential broadband and hardware maintenance providers about possible broadband options</td>
<td>1.1</td>
<td>3-6 months</td>
<td>COZ Community Development</td>
<td>COZ Community Development</td>
</tr>
<tr>
<td>Conduct survey of Zanesville’s existing assets that can be used for broadband implementation such as conduit infrastructure, utilities infrastructure, water towers</td>
<td>1.2</td>
<td>3-6 months</td>
<td>COZ Community Development, COZ Public Service</td>
<td>COZ Community Development</td>
</tr>
<tr>
<td>Secure funding for upfront infrastructure installation costs for broadband access in downtown Zanesville, as well as funding to support ongoing fees.</td>
<td>1.3</td>
<td>6-12 months</td>
<td>USDA, ARC, HUD, EDA, SBA, Ohio Arts Council, Muskingum Community Foundation, downtown businesses, COZ Community Development, Chamber of Commerce, ZDA</td>
<td>COZ Community Development, ZDA</td>
</tr>
<tr>
<td>Create place-based incentives to lure new businesses downtown such as TIFs, tax credits, lease abatement programs, and low-interest loan funds.</td>
<td>2.1</td>
<td>1-2 years</td>
<td>City Council Ways and Means committee, philanthropies</td>
<td>COZ Community Development, ZDA</td>
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<td>Create an app that provides information and a walking route to Zanesville attractions and historic sites to attract more tourists and downtown activity. Find a competent app developer to collaborate with community leaders to create an app that incorporates all the sites and attractions in downtown Zanesville. Research what other cities are doing with their apps to find out to borrow for Zanesville’s.</td>
<td>4.2</td>
<td>6-12 months</td>
<td>Philanthropies, ZDA, small businesses, Chamber of Commerce, CVB</td>
<td>ZDA</td>
</tr>
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<td>Form partnerships with local educational institutions and social services such as the public library, senior citizen centers, and faith centers to offer broadband-related curriculum for diverse groups such as business owners, students, senior citizens.</td>
<td>5.1</td>
<td>2-5 years</td>
<td>Local education institutions, public services, Federal Institute of Libraries and Museums</td>
<td>Tech Career Center, Library</td>
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<td>Host a broadband-based outdoor event to promote and utilize the availability of free Wi-Fi. Reach out to Zanesville Downtown Association, restaurants and food trucks in the area to get involved in community events. Map assets of organizations, businesses, and resources available to help put on these events.</td>
<td>5.2</td>
<td>3-6 months</td>
<td>Downtown restaurants, food trucks, community foundations</td>
<td>ZDA, Chamber</td>
</tr>
<tr>
<td>Create a coworking space and business incubator in downtown Zanesville where business owners and those interested in starting a business can meet.</td>
<td>5.3</td>
<td>2-5 years</td>
<td>Community foundation, EDA, SBA, Ohio SBDC</td>
<td>COZ Community Development, ZDA Musk Co Business Incubator</td>
</tr>
</tbody>
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WHAT WE GOT...

Outstanding Technical Assistance

A short range Action Plan to focus investment

Community conversation about technology and being an Intelligent Community

New voices/leadership via our “e-Community” group

A Broadband Champion
Zanesville Downtown

On the Move...

• $15,000 ARC grant for downtown/Musk Co tourism mobile app
• Formed a Zanesville “e-COMMUNITY” group
• RFQ - Wireless provider for DT and 2 adjacent areas
• Completed 50% design on a 20 block Wi-Fi downtown.

Next steps: ARC/GOA funding application and design/build

• In partnership with Zanesville downtown association
  • Developing our first “downtown redevelopment district” (HB 233)
  • Ordinance authorizing public art in/on public spaces
Pioneer School overlooks downtown Zanesville. Its opening was in 1915, served as a public school until it closed in 2005.

The Pioneer School Zanesville Clay Center houses Appalachian Hills of Ohio Territory (AHOOT) offices.

AHOOT offers educational programs and residencies directed by leading artists in the former Pioneer School overlooking downtown Zanesville.

Zanesville is truly bringing the heart of ceramics back to the heartland with the biennials “All Ohio Show” and “The Zanesville Prize.” Zanesville is setting itself up to be the most sought-after ceramic destination in the Midwest.” – Christine Golden
ZANESVILLE DOWNTOWN

Investment
- 2000-2010: $30M (private & public)
- 2011-2016: $42M (private & public)

Commercial businesses
- 182 (2002)
- 210 (2017)

Residential
- 70 new units since 2010 (40 additional units)
- Current residential population: 425(+/-)
THANKS!