

*Zanesville*

IN

**THRIVE ZANESVILLE  
MASTER PLAN**

## TOWN COUNCIL

### John Schuhmacher

Town Council President

### Barbara O'Connor

Town Council Member

### Jack Blacksten

Town Council Member



## STEERING COMMITTEE

The Thrive Zanesville planning process was guided by a seven-member steering committee. This group met several times to provide direct insight and input throughout the process and helped to promote the public engagement activities. Thank you to the following for their time and talent during the development of the Thrive Zanesville 2022 Master Plan.

### John Schuhmacher

Town Council President

### Barbara O'Connor

Town Council Member

### Julie Christian

Town Clerk / Treasurer

### Chad Kline

Wells County Economic Development

### Ron Hartman

Resident

### Jessica Holzman

Resident

### Dean Sink

Resident

Prepared by



**Abonmarche  
Consultants**

315 W. Jefferson Blvd.  
South Bend, IN 46601  
(574) 232 - 8700

## ADOPTION

Thrive Zanesville 2022 Master Plan was adopted by the Wells County Area Plan Commission on November 3, 2022 by a unanimous approval. The Zanesville Town Council approved this Plan on November 15, 2022 by a unanimous approval. The adoption officially recognizes the vision of the people of Zanesville and that Thrive Zanesville will drive future land use, development, and policy decisions.

**COUNTY APC ADOPTION  
RESOLUTION**

**TOWN COUNCIL  
ADOPTION RESOLUTION**

# CONTENTS

## 1 INTRODUCTION

Where is Zanesville?	2
What is Thrive Zanesville?	3
Why is this Plan Important?	3
What is the Vision?	4
Growth Milestones	4
Guiding Principles	5
How Was Thrive Zanesville Developed?	6
How will this Plan be Used?	7
How Will This Plan Be Updated?	7
Context Area	7
Engaging Zanesville	8
Zanesville Today & Tomorrow	9
How is this Plan Organized?	12

## 2 MASTER PLAN

Land Use	14
Community Character & Placemaking	19
Population & Housing	25
Economic Development	36
Community Services & Municipal Facilities	42
Transportation	52

## 3 IMPLEMENTATION

Implementation	61
Community Character & Placemaking	63
Population & Housing	68
Economic Development	73
Community Services & Municipal Facilities	77
Transportation	81

# 1 INTRODUCTION



“

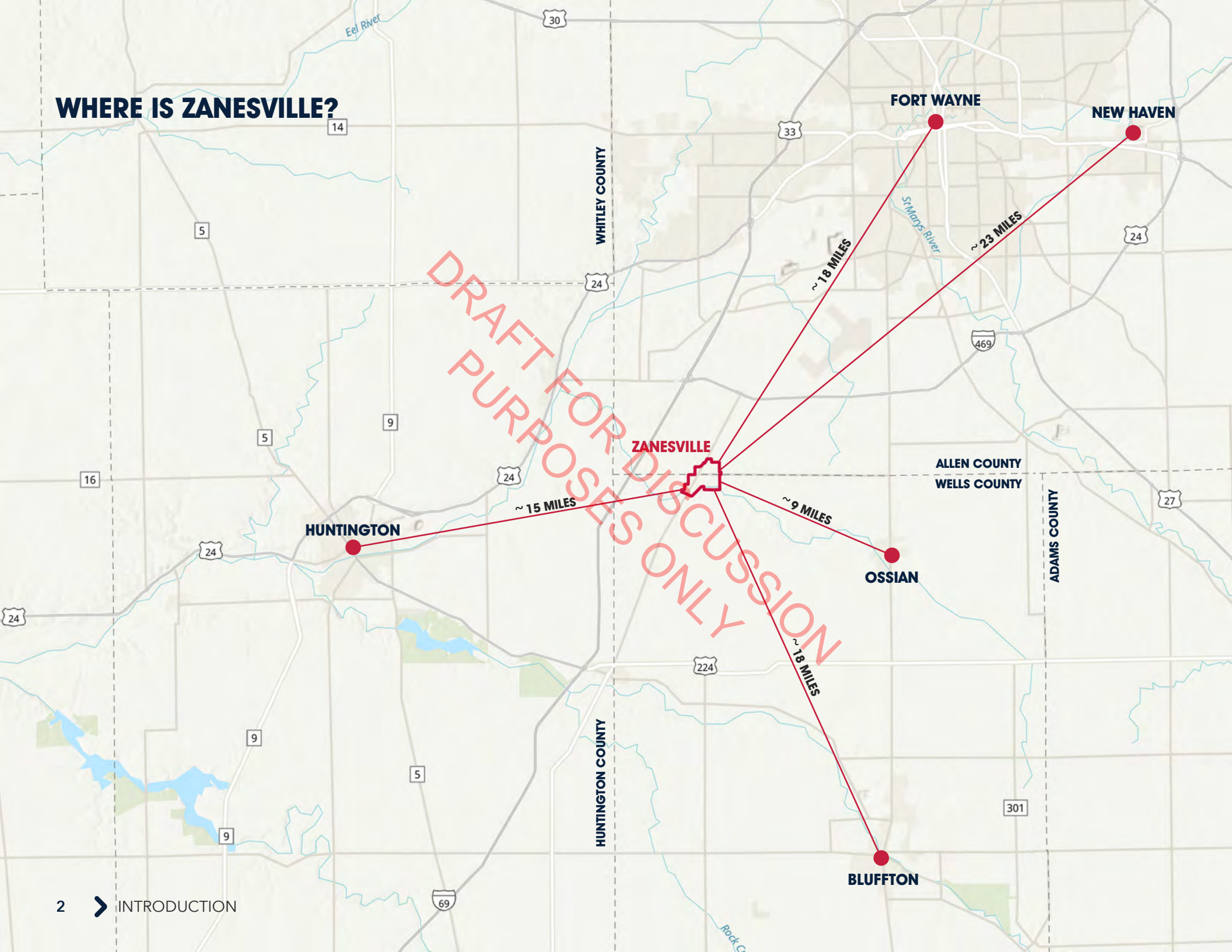
*I moved to Zanesville because its a small and safe community. Its away from the city, but still close to things. People are personable and welcoming.*

”

- Survey Respondent



## WHERE IS ZANESVILLE?



## WHAT IS THRIVE ZANESVILLE?

Thrive Zanesville is a community master plan created to document the vision of the community and provide guidance for future development and growth of the Town. The plan meets the standards identified in the Indiana law for comprehensive plans as found in IC 36-7-4-500. However, Thrive Zanesville is designed to do more than just meet a regulatory standard. By evaluating current conditions, engaging community residents and developing agreed upon goals, Thrive Zanesville is a strategy for the Town, its residents, and strategic partners to undertake together to achieve their shared vision for Zanesville's future.

## WHY IS THIS PLAN IMPORTANT?

Across Indiana and the nation, rural small towns are experiencing trends of population decreases, particularly among younger residents who are increasingly drawn to more urban centers. Located in both Southwest Allen County and Northwest Wells County, The Town of Zanesville, however, is well situated to capitalize on some unique opportunities that should position it for future small business and housing growth for several reasons:

- The Town is served by two school districts that have reputations for education excellence and have become desirable destinations for families with children.
- Zanesville is served by Fort Wayne municipal wastewater services, which will help facilitate future development within the Town.
- The Town is located within the Fort Wayne metro area, providing access to that city's urban amenities and jobs.
- It is close to several smaller cities that also provide amenities and jobs for Zanesville residents and customers for Zanesville businesses.
- Continued strong economic growth in Southwest Allen County.
- Proximity to the interstate and nearby airport (15-minute drive to/from Zanesville) makes living in the Town very attractive to those that work in the region.
- Zanesville is very appealing to those looking for small-town charm in proximity to growth and development of the surrounding area.

# WHAT IS THE VISION?

Thrive Zanesville outlines desired growth milestones and strategies to capture regional growth and support the identified goals. During the community engagement process, a community character or general feeling of the community emerged from conversations, survey responses, and public meetings. Some of the common words used to describe the Town of Zanesville were:

- WELCOMING
- CONNECTION TO REGIONAL AMENITIES
- NATURAL RESOURCES
- SMALL TOWN CHARM
- RURAL COMMUNITY

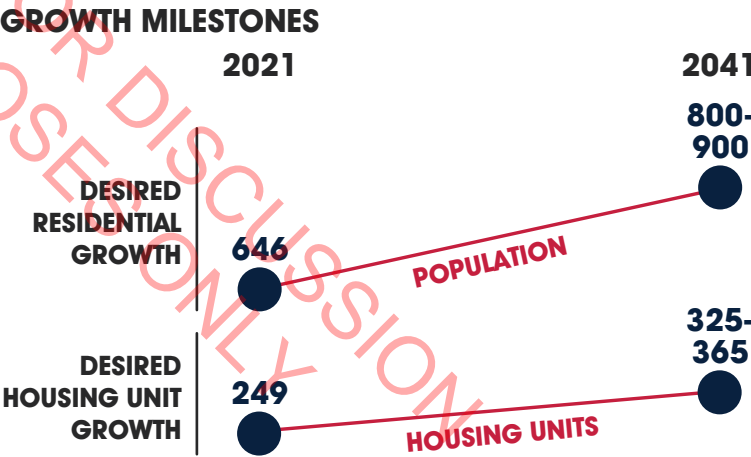
## VISION STATEMENT

During a public meeting, the assembled group crafted the following vision statement for Zanesville.

*The Town of Zanesville is a Thriving small community that values its home town atmosphere, reputation for quality education opportunities, and peaceful rural landscapes and natural resources, while embracing the advantages of its proximity and access to big city amenities. Zanesville residents are caring and welcoming, and are engaged and invested in building their community.*

# GROWTH MILESTONES

The Thrive Zanesville planning process engaged both community residents and the project steering committee in an exercise to establish and build consensus on the levels of community growth for the 20-year planning period that they felt would be feasible, and not threaten the community values reflected in the Vision Statement. These growth targets included a total 2041 population of 800-900 residents, which represents an increase of approximately 150-250 people from the current population of 646. Based on current household size data, the total population target would equate to approximately 325-365 total housing units, or an increase of 65-105 new housing units from the current 249.





# GUIDING PRINCIPLES

The main purpose of the Thrive Zanesville process is to convert the Vision Statement into actionable items that can be completed to create the aspirational Zanesville desired by the community. A close reading of the Vision Statement identifies three guiding principles.

## GUIDING PRINCIPLES



### IMPROVE, INCREASE & ENHANCE LIVABILITY



### ENGAGE & INVOLVE RESIDENTS



### NURTURE & DEVELOP STRATEGIC PARTNERSHIPS

These guiding principles influenced the plan framework and implementation development process. By using these community identified principles as an umbrella under which all of the goals, action steps, and tasks must fit, the plan details are designed with the overarching Zanesville vision in mind. The guiding principle descriptions provide examples of how these principles are molded into the goals used to organize the plan.

## IMPROVE, INCREASE & ENHANCE LIVABILITY



Zanesville needs to build a reputation that lives up to the values of the vision. Activities that support building its community character, developing a Town identity, and improving the quality of place. This means aesthetics, amenities, and actions that help build attachment of existing residents and draw new residents.

## ENGAGE & INVOLVE RESIDENTS



Residents' attachment to their community is both built and demonstrated by their willingness and enthusiasm for getting involved. This can be by organizing or participating in a community event, volunteering for a clean-up day, attending community meetings, or promoting Zanesville as a great place to live to their family and friends. Local organizations, such as the Lions Club and churches, and residents are already doing great work in the community. These actions help build community pride and allow for residents to take a direct role in the Town. This principal looks to reinforce their efforts and help to be sure they have the support they need to continue to contribute.

## NURTURE & DEVELOP STRATEGIC PARTNERSHIPS

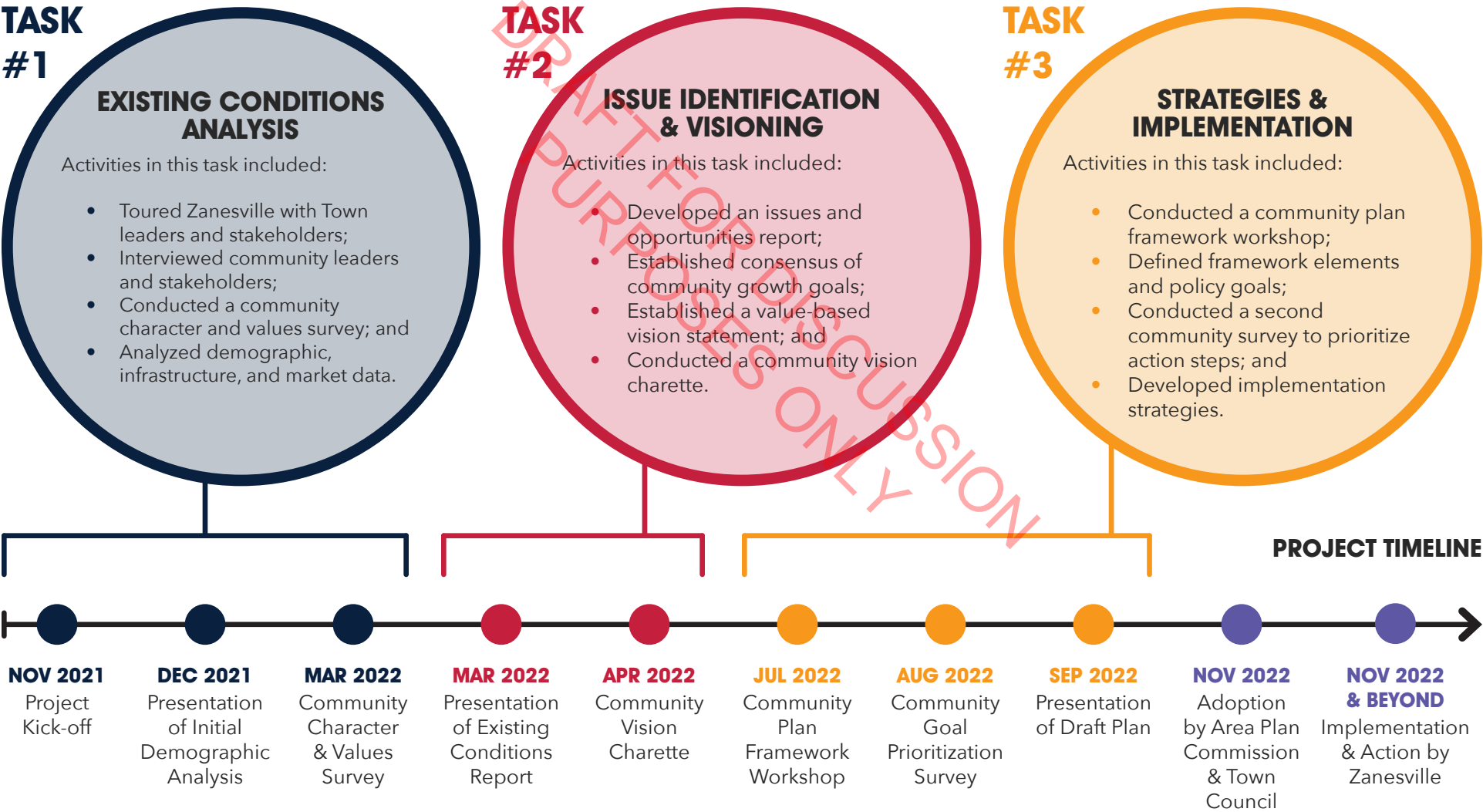


This plan has many important and exciting recommendations. Knowing that achieving the vision for Zanesville will take a lot of work and a significant financial investment, the need to nurture existing and find new partners to assist with this process is critical. The Town has limited financial and staffing resources that will affect their ability to undertake the action steps and tasks outlined in the plan. Working closely with residents and local organizations will be crucial if the plan is to be implemented. Looking to partners in both Allen and Wells County will also be important as their boards and departments have resources, connections, and ideas that can assist the Town in realizing its future vision. In addition, there are also regional organization such as the Northeast Indiana Regional Partnership that are working on larger scale projects and programs that could be effective in Zanesville.

# HOW WAS THRIVE ZANESVILLE DEVELOPED?

## PROJECT PROCESS

The Thrive Zanesville planning process included three core tasks.



## HOW WILL THIS PLAN BE USED?

Thrive Zanesville establishes the growth and development goals for the Town. This plan provides local leaders, residents, property owners, potential developers, prospective investors, and funding partners with a clear vision for the future. This vision is further detailed by actionable goals that, if completed, will move Zanesville forward in the manner outlined and supported by the residents. By having such a plan, the Town demonstrates to itself and others that it has a viable future, and the community is dedicated to working together to ensure their vision becomes a reality.

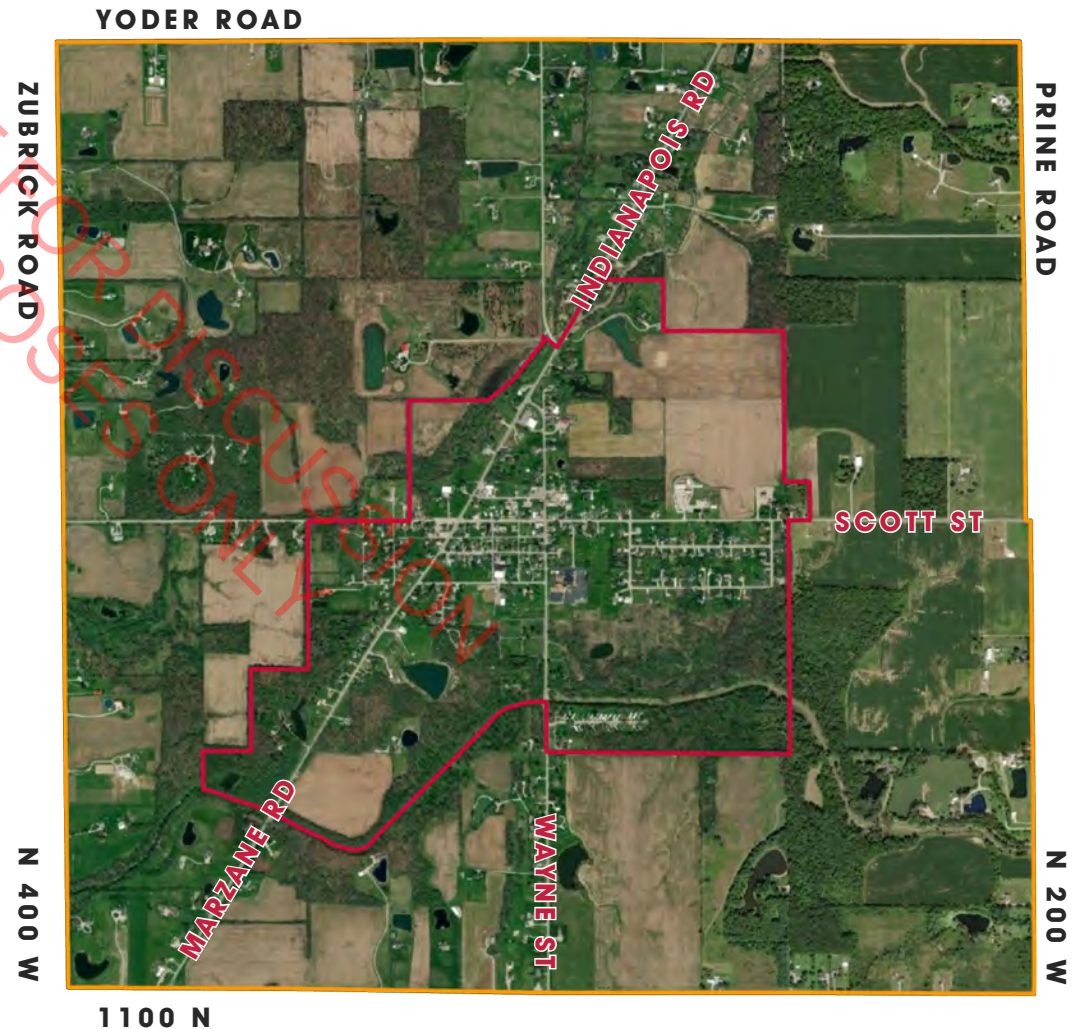
## HOW WILL THIS PLAN BE UPDATED?

While the plan acts as the guiding document for the Town, it is intended to be flexible and allow for changing conditions in the future. By regularly reviewing and updating the plan, the community will ensure it continues to be a relevant and useful tool for decision making, planning, and promoting the Town.

While each community is different, five years is a common period for updating a master plan. This allows for progress towards identified goals while keeps the plan relevant and up to date with current data and local conditions. An annual review of progress towards plan goals is also very important. This can be done effectively during an annual reporting process that the Town would already be completing. Including this review as part of an annual budget cycle can also allow for better planning of projects and financial resources. In addition, this annual review will demonstrate to community, local partners, and potential project supporters the plan is central to the community and not just a document that sits on a shelf.

## STUDY AREA

Thrive Zanesville defines the plan study area to include unincorporated areas of both Wells County and Allen County as illustrated on the map. By reviewing data for this larger study area along with that of the Town, the planning team can gain a better understanding of the conditions that will impact Zanesville and its growth and development.



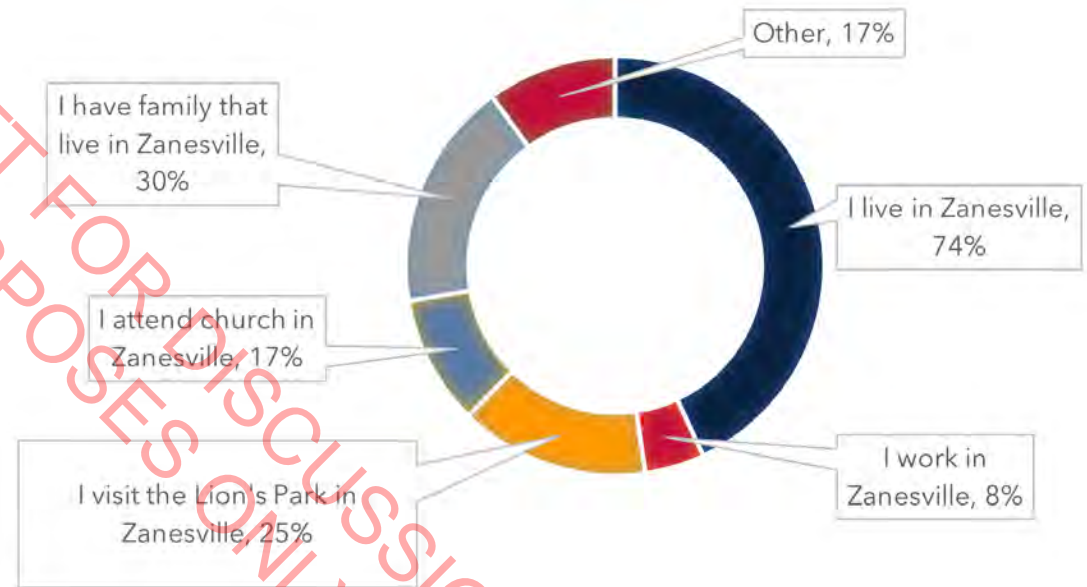
## ENGAGING ZANESVILLE

Thrive Zanesville was created to capture and turn the resident's vision for the Town into reality via an active and robust community engagement process. Working closely with the Steering Committee, Abonmarche developed a Communications and Outreach Plan for the project. The communications effort included both raising general awareness of the project as well as specific promotional activities associated with all phases of the process. It provided multiple opportunities for the public to get involved and share their thoughts. The outreach components focused on leveraging existing networks to maximize participation and involved web-based tools, interviews, remote meetings, in-person meetings, and attending local events. The strategy included:

- Project Website - "Thrive Zanesville";
- Social Media Campaign ;
- Interactive GIS Mapping on Website;
- Two Community Surveys;
- Two Community Charettes;
- Booth at the Zanesville Summer Event;
- Photo Contest;
- Post Cards at the Post Office to Promote the Survey and Website;
- Steering Committee Meetings;
- Key Stakeholder Interviews; and
- Adoption Process.

### SUMMARY FROM THE COMMUNITY CHARACTER SURVEY

#### INTEREST IN ZANESVILLE



**61** OF 76

RESPONDENTS LIVE  
IN ZANESVILLE

**19.62**

AVERAGE YEAR AS  
A RESIDENT OF  
ZANESVILLE

**46.5**

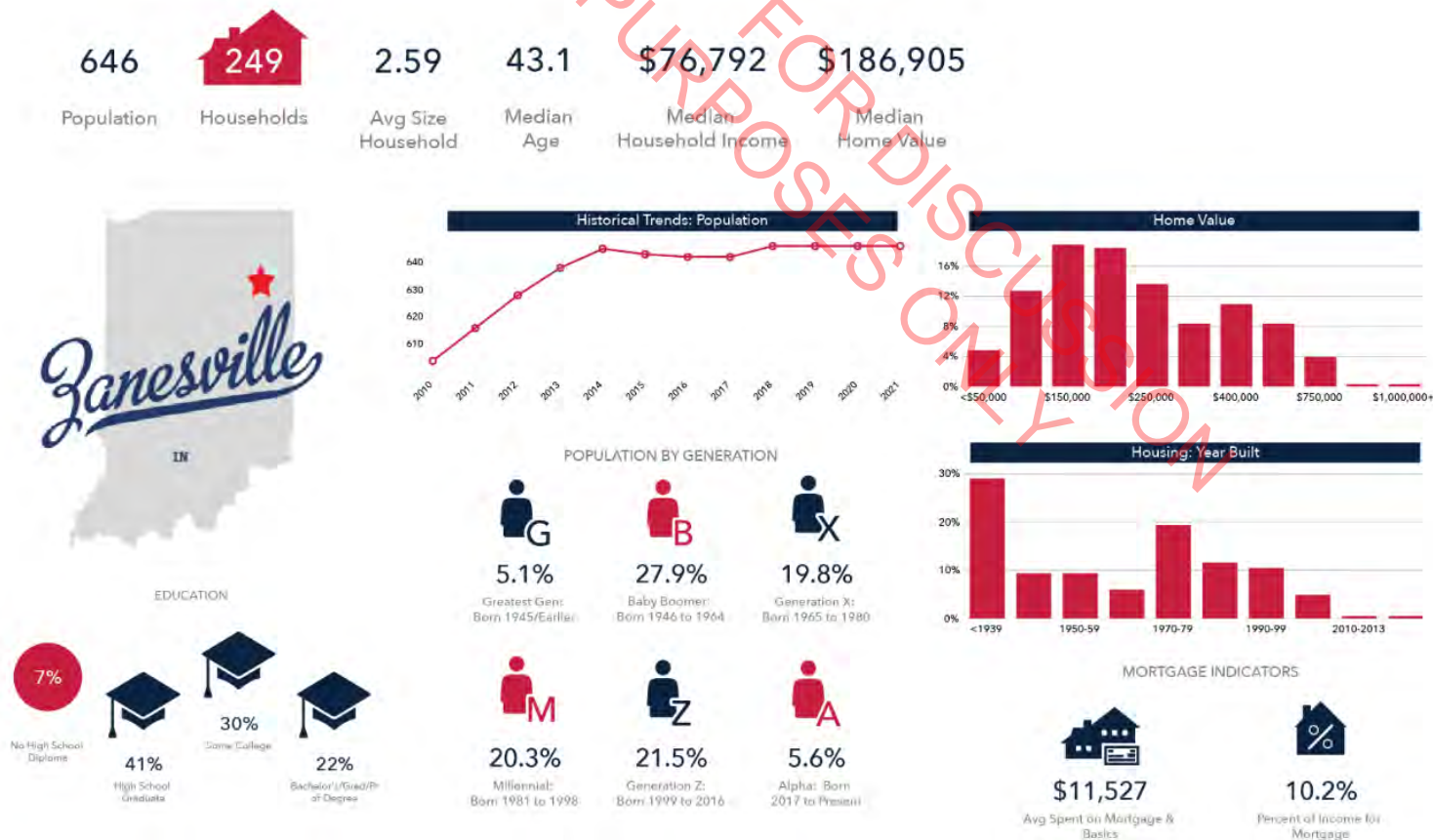
AVERAGE AGE OF  
RESPONDENTS



# ZANESVILLE TODAY & TOMORROW

The following pages highlight a selection of key demographic indicators. To plan for the future, it is essential for planners, policy makers, and Town officials to understand the existing conditions of the community and frame these within a more regional context. It is important that demographic and existing conditions data is consistently updated, even after the plan has been adopted, as the information will continue to impact and inform decisions during implementation.

It should be noted that the 2020 Census data reported a decrease in the population of the Town from 600 in 2010 to 580 in 2020. The COVID 19 pandemic has impacted the accuracy of 2020 Census counts in numerous small, rural communities resulting in possible undercounts of their population. Due to this known data discrepancy, the Thrive Zanesville Plan utilizes the Esri Business Analyst tool with forecasts for 2021 and 2026 built from American Community Survey data. As Census data is the primary source used by many grant and funding agencies, it is important for the Town to investigate the accuracy of the 2020 counts further.





Zanesville's proximity to the City of Fort Wayne and that city's population, employment, and housing growth are significant factors that will influence the Town's future growth and development. To understand how the broader area impacts market trends, demographics, housing, and economic markets these analyses were conducted for not only Zanesville but the surrounding areas as well. To better inform the Town's future overall growth goals, Zanesville was examined in relation to and as part of the larger region that included the study area and drive time radii of 15 minutes, 30 minutes, and 45 minutes.

**PROJECTED ANNUAL GROWTH RATE (2021-2026)**

Location	Projected Annual Growth Rate
Zanesville	0.61%
Study Area	0.64%
15-min Drive	0.58%
30-min Drive	0.56%
45-min Drive	0.40%

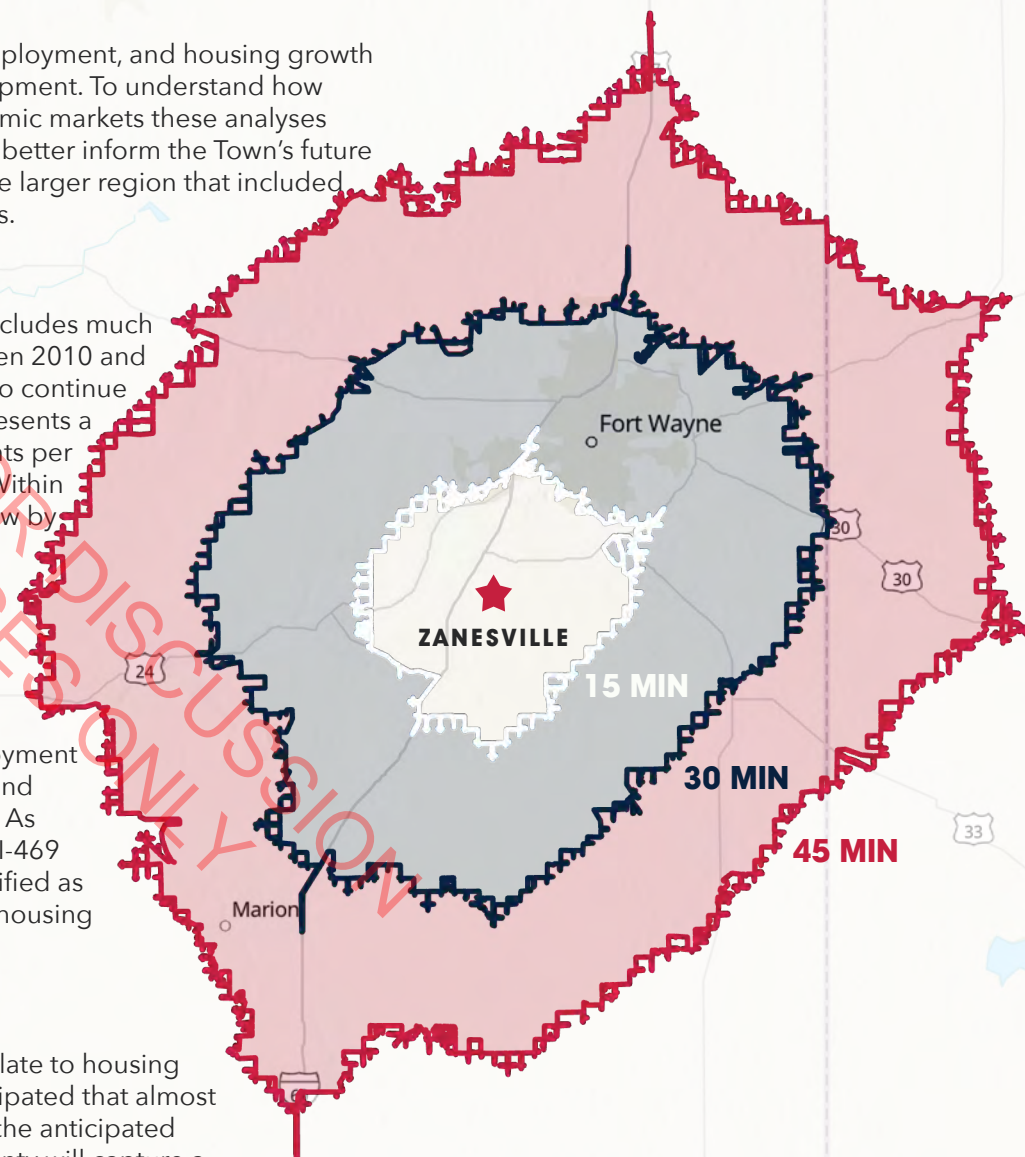
The population within the 30 minute drive, which includes much of the City of Fort Wayne, grew by about 7% between 2010 and 2021 (0.56% annual growth). The area is expected to continue a similar growth pace for the next 5 years. This represents a population increase of approximately 2,500 residents per year, for a total 5-year growth of 12,500 residents. Within a 15 minute drive, its population is projected to grow by 265 residents per year, or 1,300 residents by 2026.

### DAYTIME POPULATION % WORKERS

Location	Percent Workers
Zanesville	39%
Study Area	38%
15-min Drive	57%
30-min Drive	53%
45-min Drive	50%

The daytime population helps to understand if the area is importing or exporting workers to jobs. Currently, the Town of Zanesville exports workers due to the limited number of businesses and employment opportunities within the Town. Both the 15-minute and 30-minute drive radius areas are importing workers. As noted in the *Allen County Comprehensive Plan*, the I-469 corridor from I-69 east to the airport has been identified as employment growth area, which can enhance the future housing

Increases in both population and jobs in Southwest Allen County could translate to housing growth opportunities for the Town of Zanesville. In the next 5 years, it is anticipated that almost 6,000 new homes will be constructed in the 30-minute drive area. Based on the anticipated job growth in the I-469 corridor, it can be expected that southwest Allen County will capture a significant portion of this housing growth.



# ZANESVILLE TODAY & TOMORROW

## COMMUNITY VALUES & PERCEPTION

Comments collected during the community engagement process enrich the statistical data, gauge community satisfaction, help define community character, and identify aspirations for the future. According to research by the Knight Foundation, the level of attachment residents feel toward their town is a significant indicator of the community's ability to grow and attract new residents and investments.

When asked to rate each of the following aspects of quality of life in Zanesville the following information was collected. Scores are based on a scale of 1 to 4 where 4 is the highest level of satisfaction.



Estimating resident satisfaction is another method of measuring community attachment. As a part of the community survey, residents were asked if they would recommend the Town to others and if they intend to stay in the future. Typically, residents who are satisfied with their community's quality of life tend to make them more likely to recommend their community to others and be willing to remain living in the community.

When asked, 80% of respondents indicated that they were very likely or somewhat likely to recommend living in Zanesville to someone else.

When asked, 86% of respondents indicated that they were very likely or somewhat likely to remain in zanesville for the next 5 years

Finally, the community survey asked residents to identify any potential threats or obstacles that could harm or change Zanesville's community character. While the responses included a number of physical development issues, there were also a consistent number of responses that focused on the community's social fabric:

- Development - either lack of development or development of a type that is not consistent with the Town character;
- Public Safety and Property Maintenance;
- Infrastructure - lack of the necessary infrastructure or maintenance of existing facilities;
- Lack of events and activities - for children and families;
- Lack of community gathering place; and
- Lack of community involvement.

This information, both quantitative and qualitative, collected and analyzed in the planning process was important in the development of the goals of this plan. The community comments allowed for goals to be specific to the desires of the community as the responses clearly outline areas of concern and identified community assets that the respondents believe are important for Zanesville's future.

## HOW IS THIS PLAN ORGANIZED?

To provide an orderly and easy to use plan, Thrive Zanesville is organized under two main sections, **Master Plan and Plan Implementation**.

### MASTER PLAN

The Master Plan section includes a summary of the analysis, issues, opportunities, goals, and action steps developed for the Town to accomplish the Vision and help Zanesville Thrive. The Master Plan is categorized into six Framework Elements, larger categories that provide the overall structure for the plan, organize the information by topics and present strategies for success. The Plan Elements included in the Thrive Zanesville Master Plan are:

- Land Use,
- Community Character & Placemaking,
- Population & Housing,
- Economic Development,
- Community Services & Municipal Facilities, and
- Transportation.

Each of the Plan Elements have a series of goals broken down into action steps. The guiding principles that each goal achieves are identified.

### GUIDING PRINCIPLES



**IMPROVE, INCREASE & ENHANCE LIVABILITY**



**ENGAGE & INVOLVE RESIDENTS**



**NURTURE & DEVELOP STRATEGIC PARTNERSHIPS**

## 2 MASTER PLAN



“

*It (Zanesville) is a close-knit community, people know each other and are neighbors who are willing to help out, but still respects your privacy.*

”

- Survey Respondent



# LAND USE

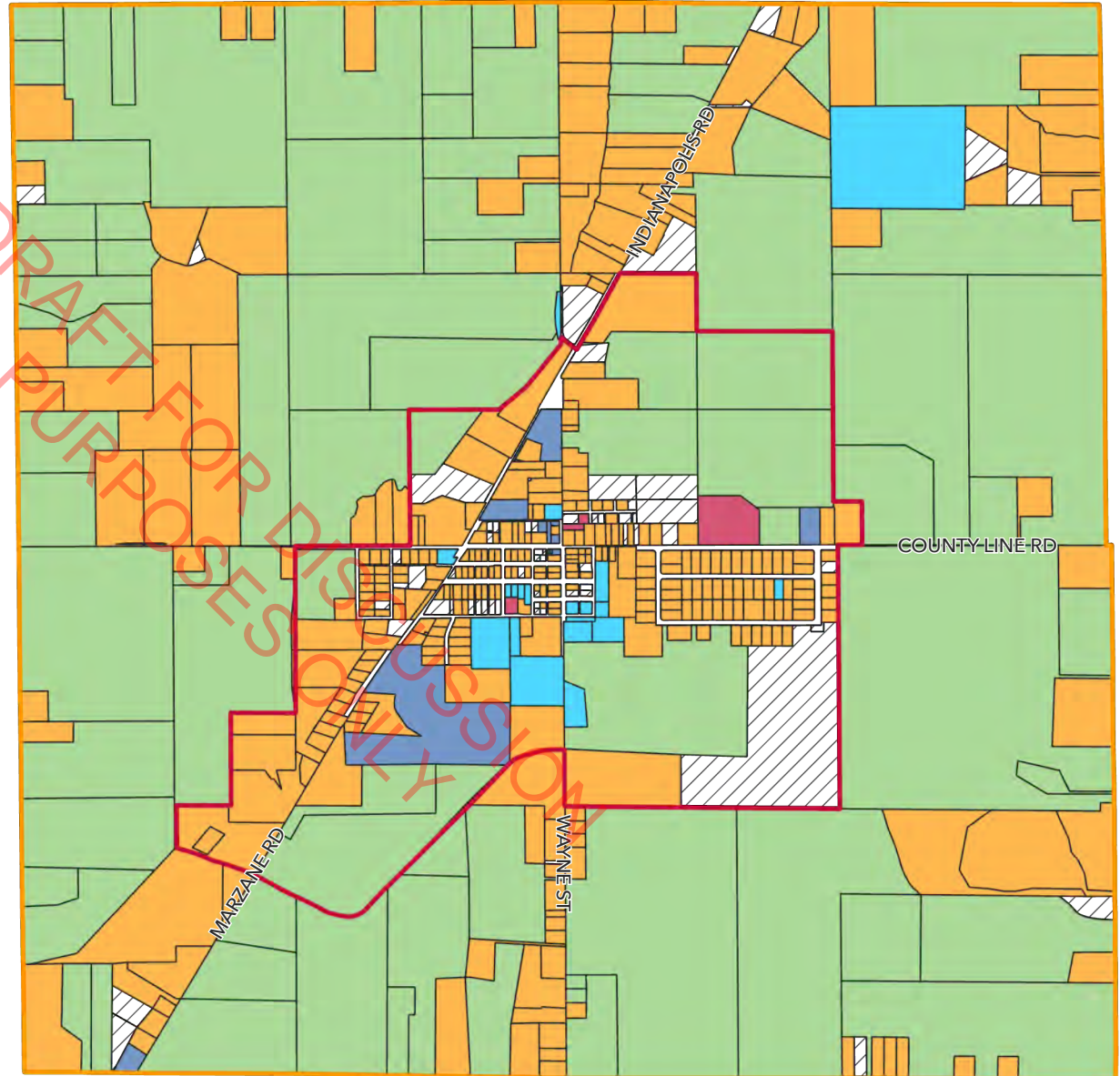


# LAND USE

Land use is the most fundamental of the plan elements. The way land is used, both currently and in the future, is critical for the way a community manages growth and development. Each of the other plan elements will be impacted by the current land use and influence the future land use map proposed in this plan.

## CURRENT LAND USE

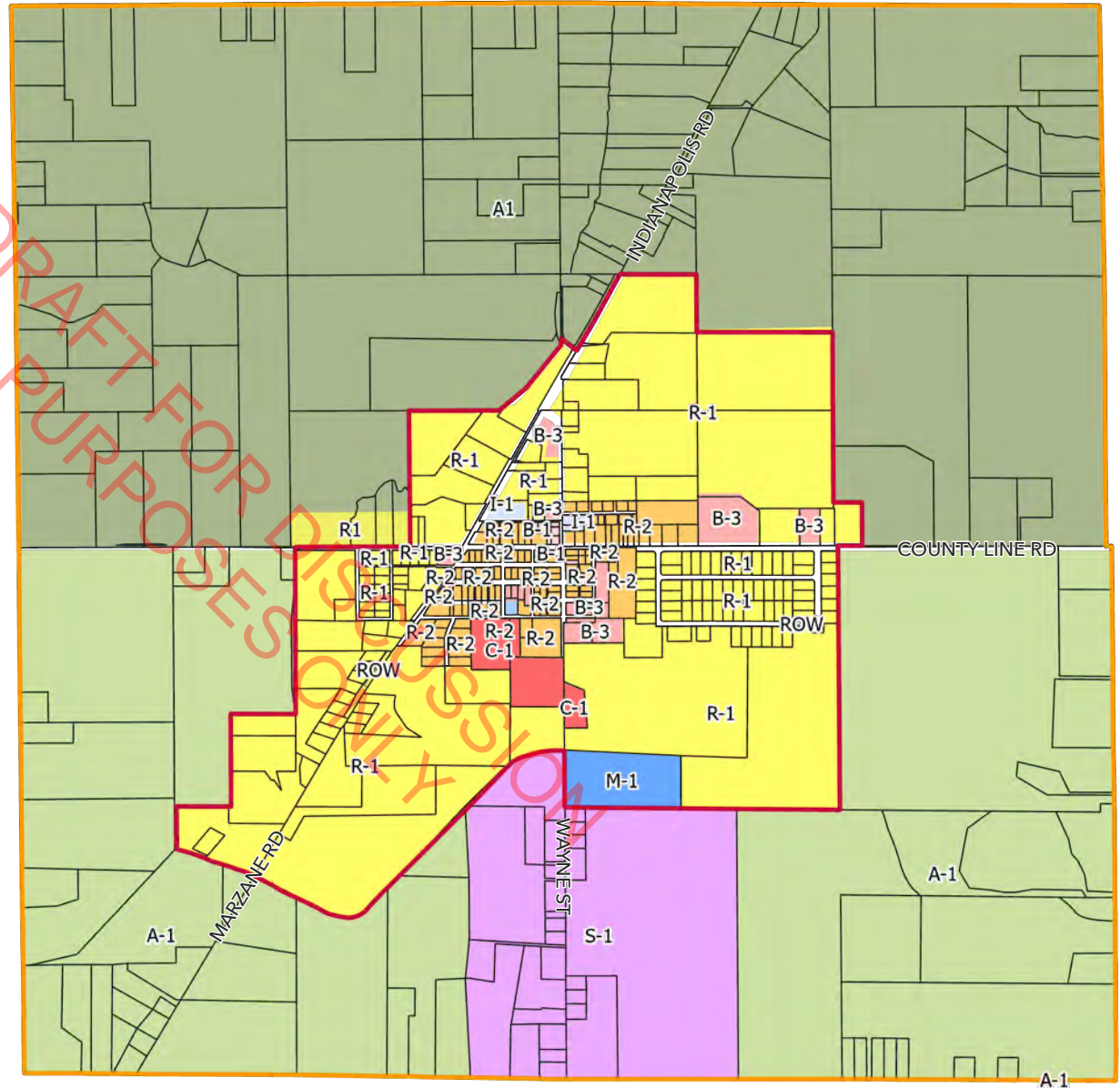
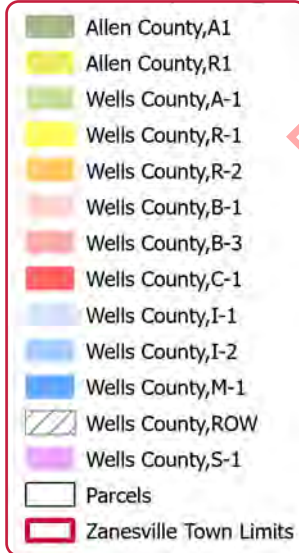
The Town of Zanesville receives Planning assistance from Wells County as a part of the Wells County Area Plan Commission (APC). The planning team reviewed the recently released Wells County 2035 comprehensive plan to ensure that the Thrive Zanesville land use recommendations maintained consistency with those found in the County's plan. The current land use map illustrates how properties are currently being used, and is based on tax assessment data from Wells and Allen County. The existing land use map is a visual representation of how the Town has developed over time and how much of each land use type currently exists. By reviewing this map, the planning team and the public can see the mix of uses and come to determine if the current mix and quantity of uses is in accord with the future vision for Zanesville.



# LAND USE

## ZONING

As described in the Wells County Comprehensive Plan, the Zoning Ordinance and its defined Zoning Districts are the tool that designate what type of development that is allowed on any given parcel of land in the Town. Land Use is a more general vision for how the community wants to guide future growth and development, but it is the Zoning Ordinance that is the regulatory tool to determine how property is developed. As a member of the Wells County APC, zoning decisions are made by the Wells County Area Plan Commission, however, it is the intent of this Master Plan to communicate the Town of Zanesville's future land use goals to guide and influence those future zoning decisions.

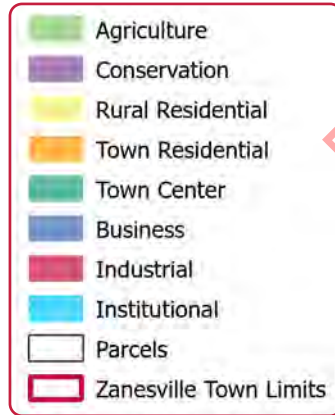




# LAND USE

## FUTURE LAND USE

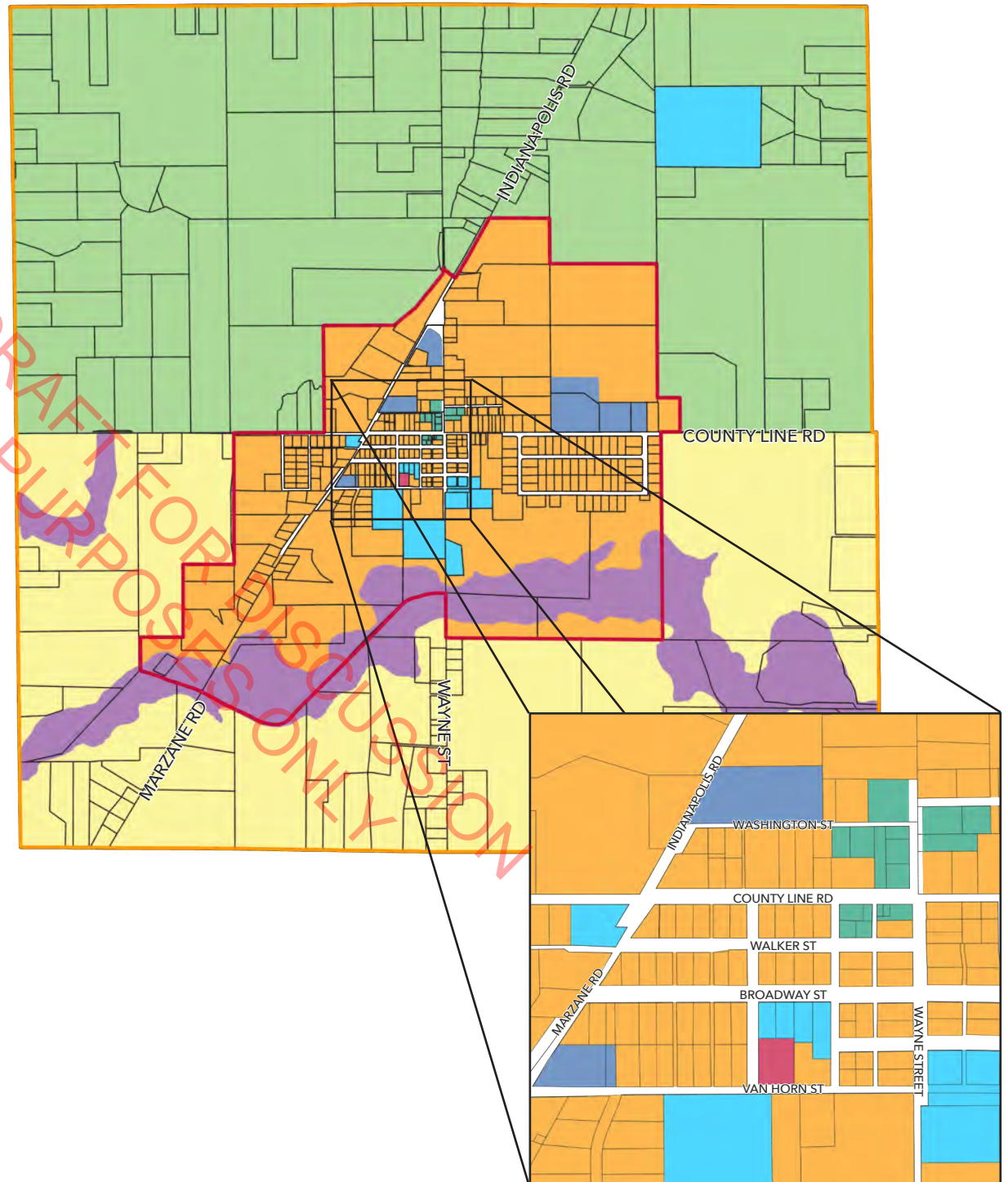
Much of the existing land use map will not be affected by this process. While reviewing the existing and future land use maps it will be easy to recognize that many areas will remain the same. Where the future land use map recommends a change in use, it is related to one or more of the goals outlined in the plan. A few notable changes are:



- Change in all land on northeast area of Town from agricultural to residential;
- Conversion of vacant land at corner of Marzane and Van Horn to commercial to allow for a potential gas station location (will require rezoning); and
- Addition of the Town Center Land Use District for the area surrounding the Town Hall, Post Office, and local business; and
- Addition of the Institutional Land Use District at the request of the public meeting participants to include the churches, park, and cemetery.

The land use map is used to verify that there is land available to complete the action steps and tasks related to:

- Population and housing growth milestones;
- Desired business development; and
- Public spaces and assets.



# LAND USE

## AGRICULTURAL

Rural agriculture supports the County's established agricultural and rural identity and character. These areas actively used for farming or other agricultural operation. Large estate lot residential may be present in these areas, but agricultural preservation should be the primary focus. This land is identified as rural agriculture in the *Allen Comprehensive Plan*.

## CONSERVATION

The areas identified for conservation are land not suitable for development due to environment issues, such as floodways, floodplains, etc. Development should be avoided in these areas, but they are great opportunities for recreation and environmental education and interaction.

## RURAL RESIDENTIAL

Rural residential provides housing opportunities in the rural areas around the Town. These areas are usually a mix of large lot single-family homes surrounded by agricultural uses. Density in these areas should be light as development will be reliant on private well and septic. This land is identified as rural residential in the *Wells County Vision 2035 Comprehensive Plan*.

## TOWN RESIDENTIAL

Town residential provides for a mix of different types of housing found in small, rural communities. Housing should feature a mix of single-family, two-family, and accessory dwelling units (ADUs). Flexibility in housing type will encourage infill development and provide home ownership and rental opportunities for current and potential residents. Small commercial uses when combined with residential located in Town Residential can be a way to attract new businesses to Zanesville and provide services residents need.

## TOWN CENTER

Town center is an opportunity to build upon the existing character in the heart of Zanesville. Town Center includes important uses such as the Town Hall and Post Office. Town center could feature a town gathering space, creating a destination and asset for Zanesville. Commercial uses should provide jobs and service for Zanesville residents. Residential land uses in these areas should be small apartments (4-6 housing units) in the same structures as commercial uses.

## BUSINESS

Land uses in these areas are typical commercial style that provide services to the Town and people passing through. Auto-oriented commercial uses, such as a gas station, should be located in these areas.

## INDUSTRIAL

Industrial uses provide jobs to Zanesville and area residents. Uses in these areas could also sell directly to consumers, known as manufacturing retailers. Lengerich Meats and breweries are examples of manufacturing retailers. Industrial uses can sometimes have an effect on surrounding property and measures should be taken to mitigate these effects.

## INSTITUTIONAL

Institutional land uses are parcels of already established places of worship, civic uses, and recreational uses. These uses provide places for gathering and promote a sense of community.

# COMMUNITY CHARACTER & PLACEMAKING



# COMMUNITY CHARACTER & PLACEMAKING

Placemaking can be defined as the practice of creating or enhancing a community's amenities, aesthetics and social offerings to improve its overall livability and resident attraction. Community placemaking strategies build from a community's unique identity and authentic places and experiences. As noted previously, Southwest Allen County is projected to experience a considerable amount of population, employment and residential housing growth in the next 5-10 years. Zanesville's ability to both create and promote its unique community assets will be a key element of their ability to capture enough of a share of the projected growth to meet the identified growth objectives.

The Thrive Zanesville community survey included a series of questions asking residents to identify what they believe makes Zanesville special and how they define the community character and identity.

Q - "Do you think Zanesville has a distinctive community character and identity?"

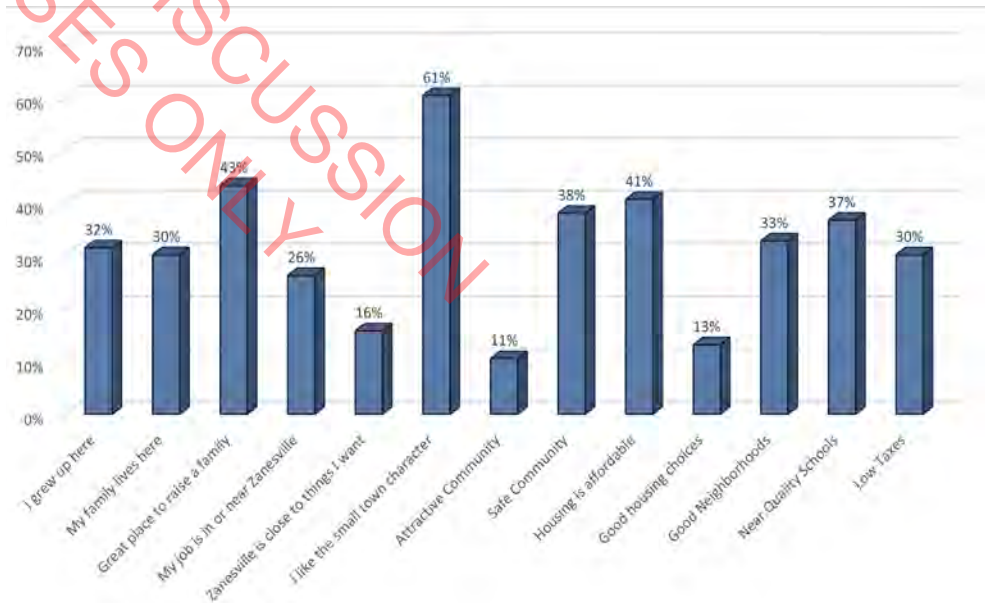
59% of the respondents indicated they thought that it did with the following:

Small Town, Homey feeling, Caring neighbors and community, It is a nice country town, Quiet, Caring, Wholesome, Friendly & Welcoming, Country near city, Small.

Q - "If you moved to Zanesville from another location, and what attracted you?"

- Low crime
- Quiet, small, rural community near bigger cities (Fort Wayne, Huntington, and Ossian, but not \*too\* close)
- Good schools
- Building lot and homes were available, fairly-priced in a quiet, excellent neighborhood and sometime larger than in other areas
- Near jobs
- People are personable and welcoming
- Low tax rate
- Close to family

Q - "Why did you chose to live in Zanesville?"



# COMMUNITY CHARACTER & PLACEMAKING

## KEY FINDINGS

### ASSETS

- Small-town values.
- Zanesville's quiet, country setting.
- Access to quality schools.
- There is a feeling of community and neighborliness.
- Proximity to amenities in Fort Wayne, Huntington, and Bluffton.
- Residents would recommend living in and plan to remain in Zanesville.

### LIMITATIONS

- Zanesville needs places where residents are free to gather and interact.
- Although there is a desire to work together, some feelings of divisiveness are still prevalent.
- There is not a strong sense of unique identity or character.
- The built environment is not seen as positive.
- There is a perception that economic health is poor, but income and housing statistics do not align with perceptions and are actually relatively strong.

In addition to the community survey, steering committee members participated in a community vision charette and provided their input related to the community's assets and limitations. From this input, the plan outlines ways to build upon the sense of community to develop a stronger and better identified character for Zanesville. There are many ways in which a sense of community and community identity can be strengthened. This plan focuses on two of those, a strong social fabric and public gathering spaces.

### STRONG SOCIAL FABRIC

A strong social fabric is one way that residents feel connected to one another and the community. By getting involved in local community meetings, social events, organizations, etc., residents are ultimately more involved in the community and more invested in its success. An expanded offering of community events can be an effective tool to reach a variety of community resident segments, and both increase resident pride as well as bring visitors into the community. Opportunities to be involved can also help connect members of the community that might not otherwise engage with each other.

### PUBLIC GATHERING SPACES

For the community to socialize, multi-functional and attractive public gathering spaces are important so that its members can come together and feel connected to the Town and each other. Areas with public gathering space, parks, and public art make for useful locations for events such as fairs, markets, or celebrations. It is these sort of community events that help residents feel connected to their town and each other. The Lions Park is an excellent opportunity for this type of social engagement that can bring residents together to create a sense of community.

The installation of features such as public art can also serve to further the sense of community in an area. These type of amenities help create a sense of identity because they can be unique and express the community character and identity.

Public input along with the data collected during this process was used to craft the following community character and placemaking goals. The planning team was mindful that local strategies should focus on building community attachment and promoting Zanesville's small-town charm and values to increase the Town's attractiveness to current and new residents and businesses.

# COMMUNITY CHARACTER & PLACEMAKING

## CP 1

**DEVELOP A COMMUNITY BRAND AND MARKETING PROGRAM TO ENERGIZE RESIDENTS AND ENHANCE ZANESVILLE'S REPUTATION WITHIN THE REGION.**

### ACTION STEPS

**CP 1.1:** Engage residents in a community branding exercise built around community values and assets.

**CP 1.2:** Implement Town gateway, wayfinding, and other signage that reflects the community brand.

**CP 1.3:** Create and support opportunities for individual neighborhood branding and identity activities, including entrance signage, street signs, banners, etc.

**CP 1.4:** Utilize the new Zanesville brand in promotional materials to attract businesses and residents.

### GUIDING PRINCIPLES ADDRESSED



A place brand should be thought of as a common identity for all those who live and work in the community. This identity is the thread that ties the community together to create collaborative strategies to attract new business and investment and serve as a catalyst to bring in new residents, workers and tourists. It is important to understand that community branding is not just about creating a logo and or tagline. While the logo is the most visible aspect of a branding scheme, a successful brand captures and communicates the authenticity of the place, its residents and experiences. Marketing, tourism, planning, and economic development efforts should all follow one brand strategy. It should be something that summarizes to others what you want them to remember about your town. Community

residents can play an important role as brand ambassadors. Residents should agree that the manner that their place is promoted to the outside world is aligned with the what it is like living in the community.

A successful rebranding of a community does not happen in a vacuum. The branding process should reach out to the public, and the local business community. The most successful brands incorporate local businesses in not only the creative rebranding process but in the implementation phase as well. The success of marketing used to be measured by the number of brochures printed, websites created, or growth in Facebook followers. However, impact is what really matters. Impact can be measured by the increase in residential development, or new business investment. A successful community brand built on the core values of the Town can be the backbone of a number of strategies in this plan. It can be used in initiating strategic partnerships with county and regional economic development organizations and to market the Town to developers, builders and residents.



Wayfinding in Downtown South Bend

### CASE STUDY



"Live Better. Live Wells." is Wells County's new brand to attract and target talent to live and work in Wells County. Unveiled by Wells County Economic Development, following a process guided by community input and focus groups, Live Better. Live Wells. is designed for businesses in Wells County to utilize for their talent recruitment efforts.

# COMMUNITY CHARACTER & PLACEMAKING

## CP 2

### INCREASE RESIDENT ENGAGEMENT BY SUPPORTING LOCAL VOLUNTEER ORGANIZATIONS AND ENCOURAGING COORDINATION OF VOLUNTEER OPPORTUNITIES AND EVENT FUNDRAISING.

### GUIDING PRINCIPLES ADDRESSED



Communities can enhance their future by establishing a culture of working together to solve problems, launch new initiatives, and make the community a better place to live. Young people and families that are involved in the community are more likely to stay or move to an area. Zanesville includes 3 churches who are actively engaged in various aspects of the community, including operating a volunteer coffee shop and organizing and sponsoring community events. Additionally, the Lions Club operates the community Park facility and organizes community events. Collaboration

and coordination between all of these organizations within the Town can help organizers efficiently use financial and volunteer resources. A coordinated volunteer engagement program can be a way to make it easier for residents to become engaged in events and activities.

### ACTION STEPS

**CP 2.1:** Convene local organization leaders and develop an inventory of existing programs, event schedules, and community gaps.

**CP 2.2:** Develop a volunteer recruitment campaign to promote the existing community organizations that operate events, festivals, and other activities that contribute to community vibrancy.

**CP 2.3:** Create a coordinated community fundraising campaign to provide financial resources for local community events and placemaking projects.

**CP 2.4:** Develop a platform or plan to allow the community organizations to work together and cross-promote their activities.

### BEST PRACTICES FOR VOLUNTEER

1. Value the Role of Volunteers
2. Defines Rules and Expectations
3. Develop Your Volunteer Management Skills
4. Reduce Client and Group Risk
5. Create Clear Assignments
6. Reach Beyond Your Circle
7. Provide Orientation and Training
8. Provide Supervision
9. Make Your Volunteers Feel Like They Belong
10. Recognize Your Volunteer's Contributions



# COMMUNITY CHARACTER & PLACEMAKING

## CP 3

**CREATE AND IMPLEMENT NEW PLACEMAKING PROJECTS AND EVENTS THAT REINFORCE ZANESVILLE'S COMMUNITY CHARACTER AND ENGAGEMENT GOALS THROUGH THE DEVELOPMENT OF STRATEGIC PARTNERSHIPS.**

### ACTION STEPS

**CP 3.1:** Create a community-based placemaking strategy focused on using arts and events to bring energy and vibrancy to the community.

**CP 3.2:** Identify and engage regional arts organizations who can assist in planning and implementing of placemaking activities.

**CP 3.3:** Create a signature public gathering space to serve as a hub for community events and activities.

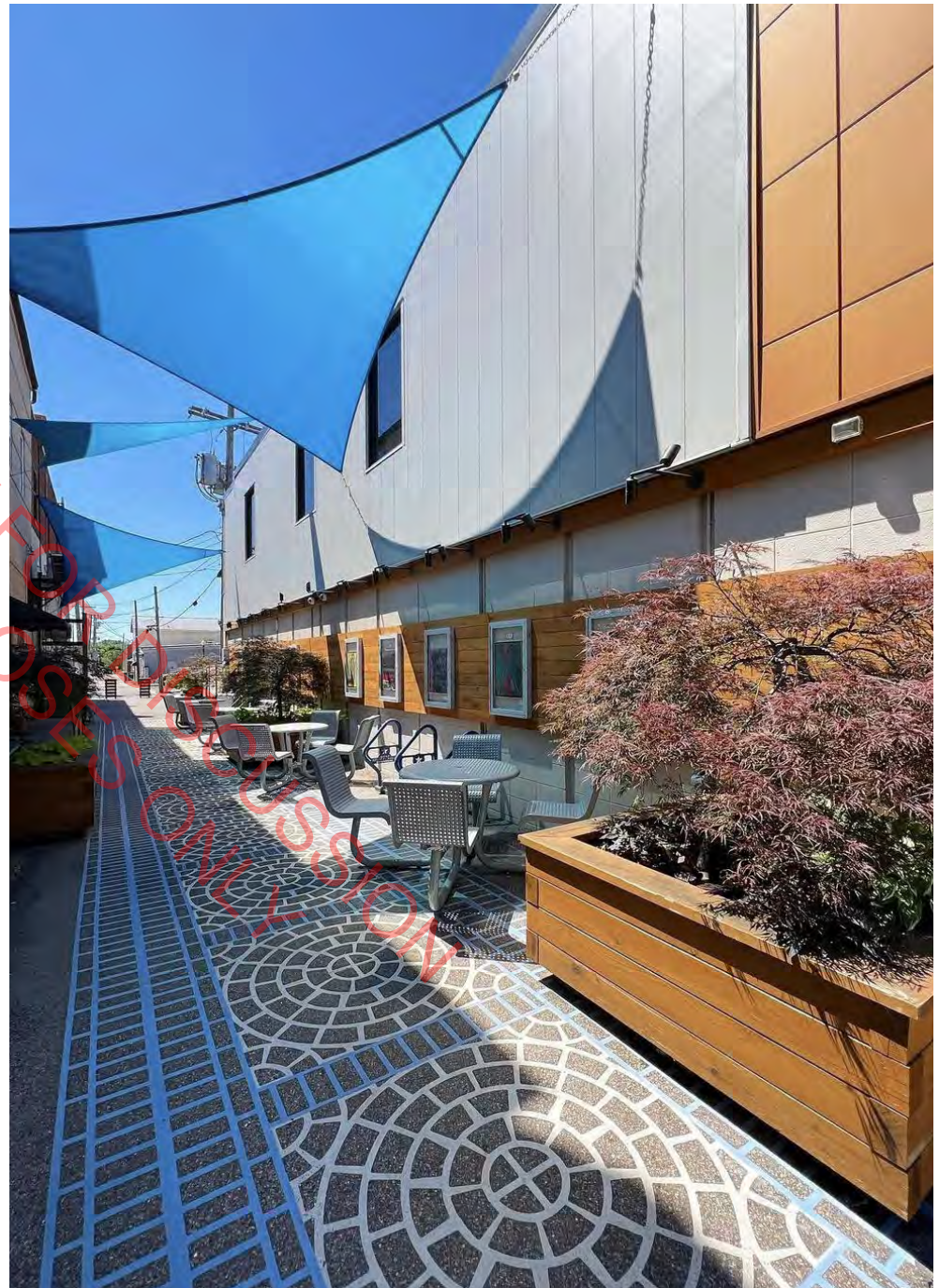
### GUIDING PRINCIPLES ADDRESSED



Placemaking activates public and private spaces, enhance the visual appeal of existing structures and streetscapes, improve local economies, and bring communities together. Zanesville, in partnership with local and regional organizations, can adopt a Placemaking strategy to enhance the community for residents, business and visitors. The Town is well positioned with access to arts organizations in both Wells and Allen County to develop new partnerships that can result in art installations.


The Town is fortunate to have Lions Park where the Lions Club offers many events and activities. Concerns about vandalism were raised during this process. As the active use of spaces help to lessen

vandalism, adding events and off-hour monitoring at the Park could reduce damage and build community cooperation.



Warsaw Alley Activation - A CreatiNG Places Grant Project (Source: Stephen J. Bailey)





# POPULATION & HOUSING

## POPULATION & HOUSING

Zanesville is a town with many assets that are attractive for residents. It has small-town charm with access to great schools while being conveniently located near larger cities and transportation networks. According to both demographic data and feedback from local Economic Development officials, the area surrounding Zanesville is poised for increased pressures for new housing development. Recognizing these opportunities, the Town should adopt strategies for Economic Development efforts to capture new residential development within the Town limits. This would result in:

- Increased direct tax dollars through new property taxes;
- Additional customers to support current businesses;
- Increase in attractiveness of the community for new businesses investment; and
- Increase of residents that support Zanesville's reputation as a warm and welcoming community.

For these reasons, a comprehensive housing strategy is an important part of this plan. The Land Use Chapter addresses the proposed locations and acreage of land to be developed for housing while the following Housing goals and action steps will discuss methods and strategies to develop and maintain housing for the community.

Current residents can be the best sales force for a Town or their worst critics. Understanding how existing residents feel about living in Zanesville can provide insight on how the Town can be marketed to potential new residents. The Thrive Zanesville Community survey asked if residents would recommend the Town to others. This question challenges the respondent to consider how they truly feel about living in Zanesville as measured by their willingness to promote the Town to others. Over 80% responded that they are very likely or somewhat likely to recommend living in Zanesville to someone outside the community, representing a high level of satisfaction for living in Zanesville.

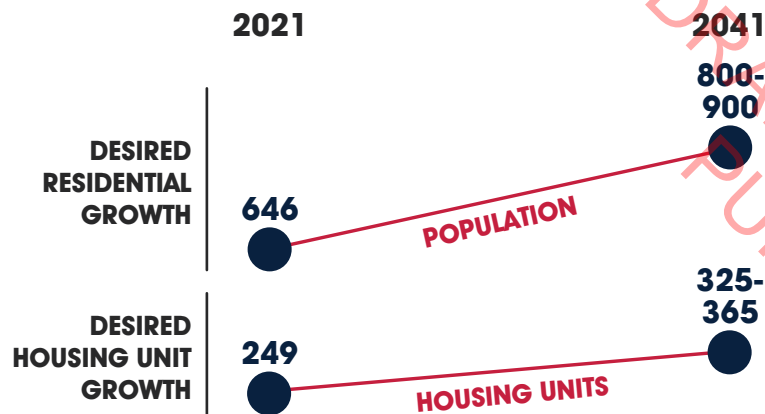
As another measure of community attachment, the Thrive Zanesville Community Survey asked residents if they plan to remain living in Zanesville for the next five years. This question asks residents to think into the future and indicate if they feel the Town is both meeting current expectations but also has the capacity to meet their future expectations. Again, with 85% of respondents indicating they are very likely or somewhat likely to stay, current residents are indicating they plan to stay and be a part of building Zanesville's future.



# POPULATION & HOUSING

As noted in Chapter 1, the community established a set of milestones for population and housing growth over the next 20 years that complement the community values described in the Vision Statement.

## GROWTH MILESTONES



Community input indicated that Zanesville would like to have a residential population of 800-900 by 2041 which is an increase of 154-254. A review of historic population data over the past 11 years indicate that the Town has experience both growth and loss.

If Zanesville would like to grow its population to 800-900, there must be housing units for the residents to live. This population growth equates to a demand for 309-347 housing units (at 2.59 people per household). To allow for a reasonable vacancy rate of 5%, approximately 325-365 Housing Units would be needed to meet the housing demand for the desired population. Demographic data indicates that there are 260 Housing Units. To meet future housing goals of 325-365 housing units by 2041, an additional 65-105 housing units will be needed over the next 20 years.

## ZANESVILLE EXISTING GROWTH RATES 2010-2020

Population – 42 new residents (0.69% annual growth rate for 10 years)

Housing Units – 17 new units (0.70% annual growth rate for 10 years)

## INCREASE NEEDED TO ACHIEVE DESIRED GROWTH

Population – 150-250 new residents (1.25% annual growth rate for 20 years)

Housing Units – 65-105 new units (1.37% annual growth rate for 20 years)

## GAP - DESIRED GROWTH/EXISTING GROWTH RATE

Population – 150-250 new residents desired while only 84 new residents are projected at current growth rate

Housing Units – 65-105 new units desired while only 34 new housing units are projected at current growth rate.

# POPULATION & HOUSING

Based on the growth rate trends experienced between 2010-2020, Zanesville can expect to grow by around 85 new residents and 35 additional housing units over the next 20 years. This indicates normal development patterns will not result in sufficient housing units to meet the established growth and development goals, meaning that the Town will need to capture a percentage of the regional growth above and beyond what is projected. Projecting forward the level of growth that Zanesville and the surrounding region can realistically expect over the next five years can help identify where additional growth can be found to overcome the gap.

Again, the ESRI population and household projections included in Section 1 of the plan data was utilized to calculate the population and housing unit growth for Zanesville, the broader study area, and 15-minute, 30-minute and 45-minute drive time radii from the Town. This data projects that both the population and the number of housing units within the broader region will grow significantly over the next 20 years. Using this data, we can understand the percentage of the regional growth that the Town needs to capture to meet the gap and achieve the desired growth milestones. Goals of the housing framework element are focused on helping the Town of Zanesville capture the necessary levels of regional growth by building on the Town’s assets and diversifying housing options.

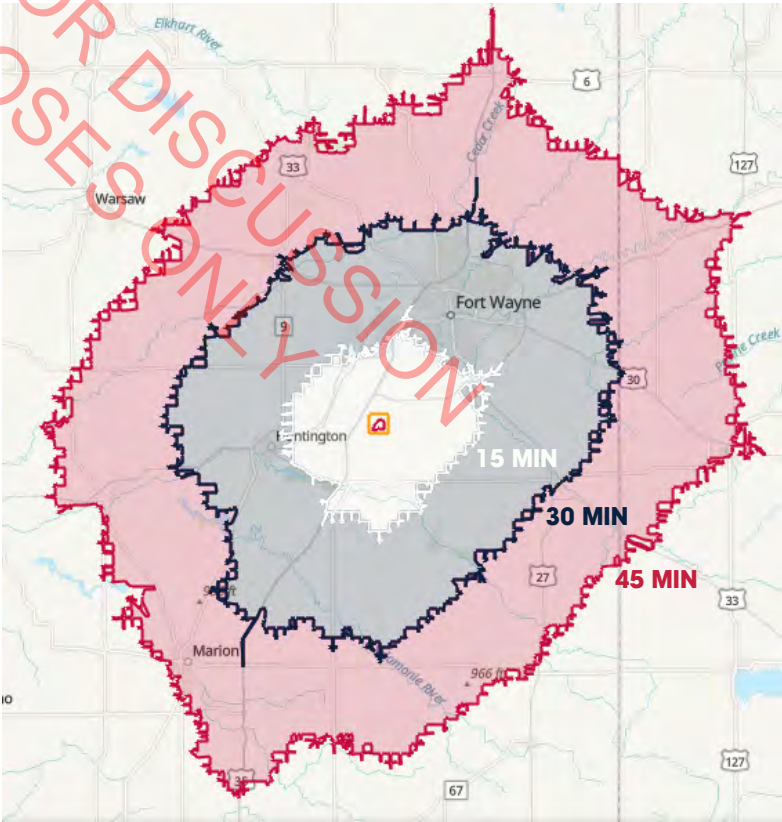
## PROJECTED HOUSING NEEDS

**150-250    65-105**

### POPULATION GAP

### HOUSING UNIT GAP

LOCATION	PROJECTED POPULATION GROWTH	CAPTURE RATE	PROJECTED HOUSING UNIT GROWTH	CAPTURE RATE
15-min Drive	5,300	2.8% - 4.7%	2,800	2.3% - 3.7%
30-min Drive	50,000	0.3% - 0.5%	23,000	0.3% - 0.5%





# POPULATION & HOUSING

## AFFORDABILITY

In general, the median home value in Zanesville is slightly less than those in the overall Study Area but are higher than the values found within the 15-minute, 30-minute and 45-minute radii around Zanesville. Median home values get progressively lower as you progress further from the Town and the more urban neighborhoods in the City of Fort Wayne are included. When reviewing the projected home values in 2026, the 15-minute drive and the Study Area are still expected to exceed the values found in the Town of Zanesville. This is an indicator that without some concerted effort in adopting and implementing a housing strategy, Zanesville could lose ground in its home values.

### MEDIAN HOME VALUES

	ZANESVILLE	STUDY AREA	15-MIN DRIVE	30-MIN DRIVE	45-MIN DRIVE
2021	\$186,905	\$196,591	\$175,122	\$150,395	\$147,189
2026	\$215,625	\$234,091	\$217,075	\$197,439	\$186,023
% Change	15%	19%	24%	31%	26%
\$ Change	\$28,720	\$37,500	\$41,953	\$47,044	\$38,834

A closer look at the housing values in Zanesville reveals that approximately 1/3 of existing owner-occupied (228) homes in 2021 were valued at less than \$150,000. This may be a positive point as these units may offers affordable housing options for first time-buyers and traditional workforce income families. However, this could also be an indicator of poor condition issues with the existing housing stock. Providing assistance to homeowners to maintain existing homes ranked as a higher priority than some of the other housing action steps, indicating that this is a need in the community. Preserving existing housing stock is listed as a goal in this plan to combat potential issues with a deterioration of homes in the community.

In addition to a review of home values, it is important to evaluate household income as it is the key factor that impacts housing affordability. Income levels in Zanesville and the Study Area are expected to continue to increase but at a rate slower than the surrounding area. This may be related in part to the higher median income levels found in Zanesville and the Study Area.

### MEDIAN HOUSEHOLD INCOME

	ZANESVILLE	STUDY AREA	15-MIN DRIVE	30-MIN DRIVE	45-MIN DRIVE
2021	\$76,792	\$79,024	\$64,038	\$55,120	\$55,024
2026	\$78,799	\$80,564	\$72,138	\$59,870	\$59,439
% Change	3%	2%	13%	9%	8%
\$ Change	\$2,007	\$1,540	\$8,100	\$4,750	\$4,415

Generally speaking, a household should not spend more than 30% of their income for housing. With homeowners this should include a maintenance fund as well as mortgage, principal, interest, taxes, and insurance (PITI). For this calculation 25% was used to ensure that home related expenses were truly affordable at each of the income levels.

## POPULATION & HOUSING

Using the income and mortgage data, the chart shows the number and percent of existing Zanesville households that could afford each of the mortgage amounts. This represents the amount of the actual mortgage and other associated costs and does not reflect the home sales price, private mortgage insurance, or down payment. Current sales prices of new homes in the region range between the upper \$200,000 to middle \$300,000. Based on the need for a down payment, it is assumed that homes in this price range would result in a mortgage amount of \$250,000 or more. Utilizing existing data, only around ½ of the current residents would find a new single-family owner-occupied home in Zanesville within their housing budget. Diversifying the housing options in Zanesville could help to address the issue of affordability by offering more rental units as well as other housing types such as duplexes and small-scale apartment or condominiums.

### HOME AFFORDABILITY

MORTGAGE AMOUNT	EST. HH THAT CAN AFFORD	PITI	MONTHLY INCOME NEEDED	ANNUAL INCOME NEEDED
\$100,000	218	\$744	\$2,976	\$35,712
\$150,000	193	\$1,118	\$4,472	\$53,664
\$200,000	166	\$1,491	\$5,964	\$71,568
\$250,000	112	\$1,862	\$7,448	\$89,376
\$300,000	85	\$2,235	\$8,940	\$107,280
\$350,000	59	\$2,609	\$10,436	\$125,232
\$400,000	44	\$2,982	\$11,928	\$143,136
\$450,000	28	\$3,353	\$13,412	\$160,944

### AVAILABILITY

If the Town of Zanesville is determined to meet its population growth milestones, they must have adequate housing units to meet the increased. Current data indicates that 88.4% of housing units are owner-occupied, 8.1% renter-occupied and 3.5% vacant. Using 2021 housing data to project housing ownership percentages for units in 2041 the expected housing unit occupancy is shown below.

### HOUSING UNITS NEEDED TO ACHIEVE GROWTH MILESTONES

	UNITS NEEDED TO ACHIEVE 800 POP. GROWTH MILESTONE	UNITS NEEDED TO ACHIEVE 900 POP. GROWTH MILESTONE
2041 Housing Units	325	365
New Housing Units Needed	65	105
2041 Owner Occupied Units	286	321
Owner Occupied Units Needed	57	92
2041 Renter Occupied Units	26	29
Renter Occupied Units Needed	5	8
2041 Vacant Housing Units*	26	30

\*Based on a 5% Vacancy Rate

This occupancy information can provide some guidance for developers and builders on the type of housing units that will be in demand. However, it should be noted that the costs associated with the construction of new single-family owner occupied housing units is quickly outpacing housing affordability for a significant portion of current residents. As a result, the existing housing stock will provide options for greater affordability. The new housing construction strategies should include a more diverse housing type mix that increases density, add more housing types, and include rental housing options.

Information on available lots and homes for sale is very useful to determine what housing development is occurring in and around Zanesville. It can also provide details for land and other housing units that are available and that could compete with the Town for attracting residents and developers.

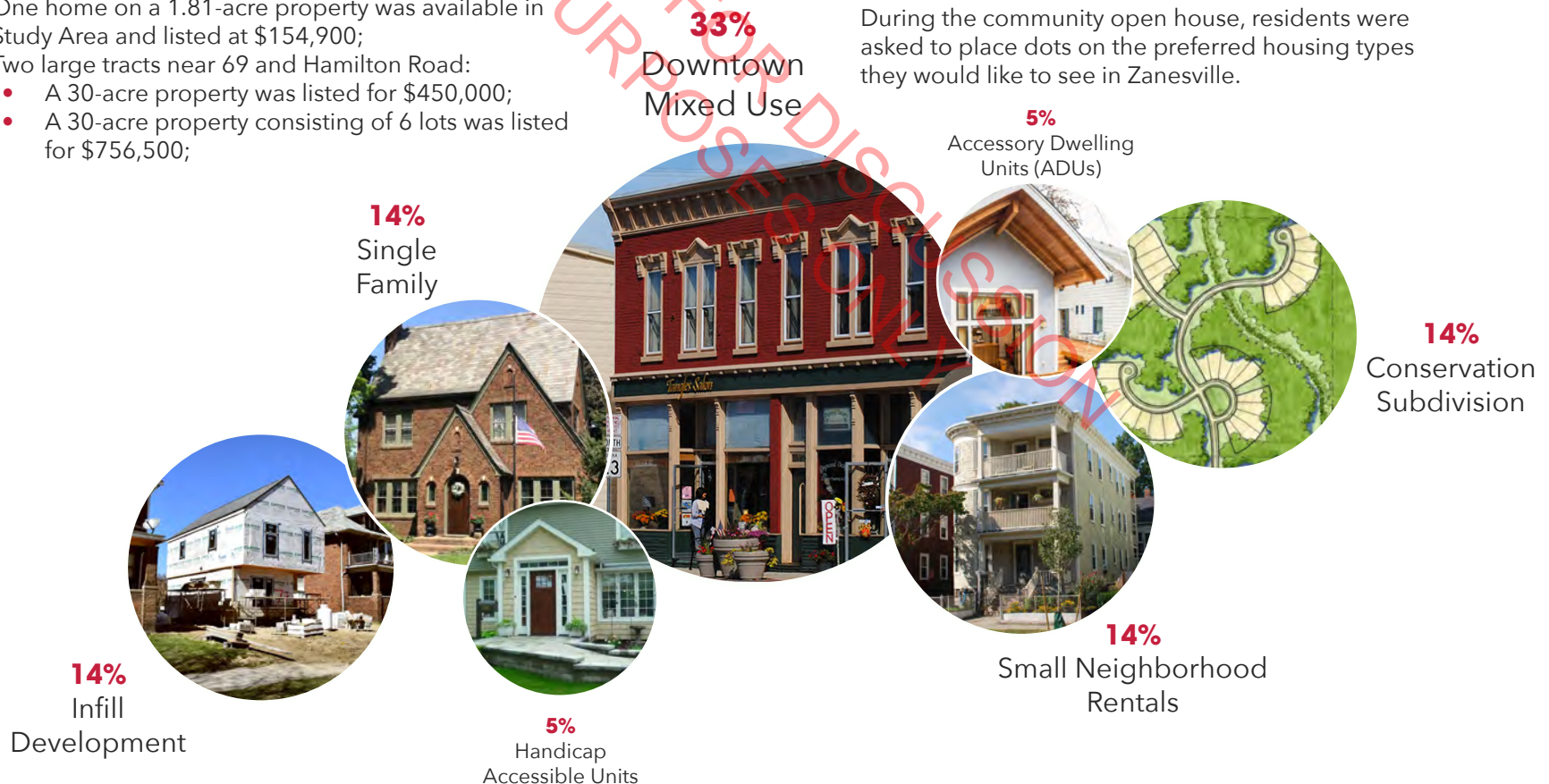
A snapshot of available properties during the study period was collected by reviewed current listings on 8/19/2022. At that time there were:

- Two vacant lots available in Zanesville:
  - A 2-acre property near Stoney Brook marketed for a single home and listed at \$49,900;
  - A 40-acre property south of Stoney Brook marketed for 5-6 homes and listed at \$320,000
- One home on a 1.81-acre property was available in Study Area and listed at \$154,900;
- Two large tracts near 69 and Hamilton Road:
  - A 30-acre property was listed for \$450,000;
  - A 30-acre property consisting of 6 lots was listed for \$756,500;

- A new 13-home subdivision in Ossian has homes listed in the \$300,000-\$400,000 range;
- There are multiple lots available in an existing subdivision near Huntington listed at \$30,000-\$45,000;
- Available lots in the existing Stone Ledge subdivision listed from \$27,000-\$42,000;
- Two newly construction homes near Roanoke in the \$300,000-\$400,000 range; and
- One lot was available in the Villas of Kilsquah listed for \$30,000. Finished homes in the area are valued between \$200,000-\$290,000.

## PREFERRED HOUSING TYPES EXERCISE

During the community open house, residents were asked to place dots on the preferred housing types they would like to see in Zanesville.



## POPULATION & HOUSING

The Town of Zanesville is well positioned to see housing growth demand within the 20-year planning timeline. However, the projected growth rates will not be sufficient to achieve the established growth targets and the Town will need to capture a percentage of the regional growth. A diversity of housing options can provide the Town with an edge over unincorporated Wells County and Allen County, with an appeal to a broader audience of developers and home buyers. Zanesville's existing housing stock can continue to provide options for greater affordability, while new housing construction strategies that increase density and diversify housing types and include rental housing options should be incorporated as they can attract and retain a larger variety of residents.

Public feedback along with demographic data collected during this process was used to develop the following population and housing goals. The team took care with the action steps and task outlined to ensure that the Town continues to be predominantly single family but promotes the strategic construction of additional housing types to serve demand. All of the proposed housing actions are intent to be consistent and complementary with the existing community character. Thrive Zanesville also included a community exercise to determine the community's housing type preferences.

### POPULATION GROWTH

- Zanesville & Study Area is growing slightly more rapid than the surrounding areas
- 30-minute drive radius expected to add 25,000 in population over next 10 years
- Zanesville & Study Area export workers while the 15- & 30-minute drive radius import workers
- Trends support bedroom community/residential growth opportunities in Zanesville
- Jobs are clustering and growing within the 15-30-minute drive radius
- Average commute from survey is 20.43 minutes with a range of 1-minute to over 1-hour indicating that many respondents commute to jobs in the region
- Just over 50% indicated they would like to work from home if reliable Internet was available.

### HOUSING GROWTH

- By 2041 Zanesville's housing units are expected to grow by 32 units leaving an unmet need of 75 units
- By 2041 housing units are expected to grow by 2,804 in 15- minute drive area and over 23,000 in 30-minute drive radius
- Zanesville only needs to capture a small percentage of the housing units expected to be built in the surrounding area to meet its housing growth goals (2.67%, 0.32% and 0.25% respectively for the 15-,30- and 45-drive radius ).
- Town median home value will increase at a slower rate than the surrounding area BUT they will remain competitive or slightly higher in value making the community an attractive residential option.



# POPULATION & HOUSING

## PH 1

### DEVELOP AND ADOPT HOUSING POLICIES TO MAINTAIN AND PROTECT THE EXISTING HOUSING STOCK.

#### ACTION STEPS

**PH 1.1:** Identify and utilize local, state, and federal programs to support the existing housing stock.

**PH 1.2:** Investigate programs to assist property owners in maintaining their homes in good condition.

#### GUIDING PRINCIPLES ADDRESSED



Zanesville's existing housing stock should be considered a key community asset. Not only does it provide homes for existing residents that contribute to the vibrancy and social fabric of the community, it is also a valuable resource to attract and retain residents and build the local economy. Maintaining this resource in good physical condition not only benefits the current and future residents who occupy these homes, but also builds the community's reputation as a great place to live by protecting the homeowner's investment against falling property values. Because home appraisal values are based on local comparable sales, ensuring property and median home values are protected is the responsibility of all property owners in Town.



Volunteer Home Maintenance Program (Source: Cayuga County Habitat for Humanity)

# POPULATION & HOUSING

## PH 2 DEVELOP AND ADOPT HOUSING POLICIES TO PROMOTE NEW HOUSING DEVELOPMENT.

### ACTION STEPS

**PH 2.1:** Promote in-fill development on vacant residential lots.

**PH 2.2:** Promote the development of new residential subdivisions on large tracts of vacant land inside the Town limits.

**PH 2.3:** Diversify the Town's housing options beyond only single-family homes.

### GUIDING PRINCIPLES ADDRESSED



To retain existing residents and meet the community's future growth milestones, approximately 65-105 new housing units will be needed in the Town over the next 20 years. In order to achieve its goals, the Town will need to establish partnerships with officials at both Allen and Wells Counties, for-profit and not-for-profit developers, builders, and lenders to work together to implement plan strategies. Based on the evaluation of current land use, it appears that there is sufficient land that is appropriate for residential development to accommodate the additional housing units within the existing Town limits. These strategies will encourage a variety of housing types, locations and price points to meet the stated goal.

Options should include different:

- Types (single-family, multi-family, condominiums, assisted living etc.);
- Unit sizes;
- Ownership (rental and owner-occupied); and
- Price points.

The community should provide a place for existing residents to move from small units to larger homes as they move through their lives and their household increases. And then the reverse from larger homes to smaller units as their household decreases leaving the homes available for new families. Other changes could also include:

- Physical, as they may need housing styles that accommodate mobility challenges or reduced capacity for maintenance;
- Financial, as a factor of income and housing costs;
- Social, such as a desire to live in proximity to other people or near public gathering spaces; or
- Personal, such as living near family and friends.

Regardless of their situation, Zanesville residents should have the opportunity to stay in Town as their housing preferences and needs change.



In-Fill Housing Development (Source: Christian Hurtienne Architects)

# POPULATION & HOUSING

## PH 3 PROMOTE ZANESVILLE AS A COMMUNITY OF CHOICE FOR RESIDENTS.

### ACTION STEPS

**PH 3.1:** Develop a marketing program aimed at attracting new residential developers aligned with the Town's values and goals.

**PH 3.2:** Work with regional and county agencies to tell the story of Zanesville as a great place to live and raise a family.

**PH 3.3:** Encourage improvements to and expansion of local Internet service to increase work-from-home options for existing and future residents.

**PH 3.4:** Develop a marketing strategy to encourage current non-resident employees to live in Zanesville.

**PH 3.5:** Leverage local organizations, such as the local churches, to promote living in Zanesville.

### GUIDING PRINCIPLES ADDRESSED



As mentioned several times throughout this plan, Zanesville is a town with many assets that are attractive to a variety of resident markets. It has small-town charm with access to great schools while being conveniently located near larger cities and transportation networks. But at the same time, it can also be seen as the areas best kept secret. Survey data and comments from County officials indicated that the Town is very attractive to residents but that is because they know about Zanesville. This goal is designed to spread the word about what a great place Zanesville is as a way to attract not only the residents needed to meet the future growth milestones but also the builders and developers that will be needed to construct the homes where these residents will live.

An important market segment of existing and potential residents is telecommuters. These residents can live anywhere with the one caveat that they have access to high-speed and reliable Internet. Zanesville's small-town charm and proximity to urban amenities and natural areas make it attractive to work from home residents.

### How likely would you work from home if you had access to reliable internet?



Other potential market segment of new residents are those that are already familiar with Zanesville because they work, worship, or visit family. Most of the employees working in Zanesville from outside the community are from Fort Wayne. This offers an interesting option for attracting potential new residents to the community by marketing Zanesville as a home as well as workplace. In addition, those coming to Town regularly to worship or visit family are connected to the community through strong social and emotional ties. Developing a strategy to attract these already interested parties could prove very successful as they have existing ties to the community.





# ECONOMIC DEVELOPMENT



## ECONOMIC DEVELOPMENT

Zanesville serves as a bedroom community to Fort Wayne and larger towns in both Allen and Wells County. The community survey validated this statement as the majority of survey respondents agreed that a bedroom community was the most appropriate role for Zanesville in the larger region of Allen and Wells County. According to community input, Zanesville is well positioned to continue to grow its residential neighborhoods and potentially a commercial area long Indianapolis/Marzane Road. Most industrial and commercial development is predicted to remain in and around Fort Wayne and the large cities in both Allen and Wells Counties.

Zanesville is in a good location and should prepare for and capture future residential growth that will be driven in Allen County by several factors including:

- The Allen County Airport and surrounding new industrial growth will help drive new residential growth;
- Continued GM and associated development will expand to east; and
- Allen County has been protecting rural areas from development around 469. Recent proposed residential developments have been denied due in part to a desire to preserve the agricultural land.

The Thrive Zanesville community survey asked residents to identify threats or obstacles that could harm or change the Town's community character. The following comments were directly related to economic development.

- No gas station or quick place to eat;
- Too much industrial growth or factories taking over. Industrial growth should stay on the western side of 69;
- Growing too big;
- Zanesville would benefit from having a gas station and/or a restaurant;
- More hometown type of economic development similar to Roanoke, e.g. local restaurants and shops;
- More small business. Dining or coffee shop/cafe;
- Lack of housing and dated infrastructure; and
- No reason to stop besides Lengerich Meats.

## ECONOMIC DEVELOPMENT

When asked if they had any concerns about how growth might impact Zanesville, the majority of respondents did not have concerns about growth or saw growth as positive. Although there were a few respondents that indicated they did not want to see any growth, if they included additional comments, they were mostly related to concerns about how that growth would impact the Town's character. There were a few comments that indicated that growth should be purposeful, and the Town should not grow for growth's sake. There were some concerns about the type of growth and ensuring it did not negatively impact the environment, taxes, crime, or the small-town charm of Zanesville. Added stress to existing infrastructure and Town services was also identified as potential issues with growth. Some of the comments were:

- I wouldn't want Zanesville to get too large. It would lose its small town feel
- Growth of businesses and homes would be encouraged to help increase the tax base for the community.
- More business - more people
- I welcome small business and residential growth.
- My main concern is that the town is dying because of lack of growth.
- The Town needs to get new ideas and welcome new ideas.

Public input along with the data collected during this process was used to craft the following economic development goals. The planning team was mindful that the local strategy needs to support economic development in the community but in a way that complements and protects the small-town charm of Zanesville as that is a large part of what makes it attractive to current residents and businesses. These factors and the identified key findings lead to the recommendation that Zanesville focus its efforts on building the residential base of the community along with supporting business development that will provide services and attract and retain the local population. From the data analysis and local input the following are Key Findings related to Zanesville's Economy.

### KEY FINDINGS

- Zanesville is dependent on the strength of the regional economy for job and industrial growth
- Zanesville has a small but mighty business community and local jobs sector.
- Residents can find most services within 30 minutes which can negatively impact local service business development.
- Preliminary information indicates that desired community businesses include dining, limited shopping, gas/convenience/grocery, and health care.
- There is currently limited development opportunities/interest based on a lack of rooftops, but new residential development could drive additional business investment.
- There are remote worker opportunities for the community if broadband is improved.
- Although there is access to Fort Wayne sanitary sewer, the Town does not have access to public water services so businesses must depend on private wells which can impact the type of business that can locate in Zanesville.
- Unlike some of the other small communities in Allen and Wells County, Zanesville does not have control over the sanitary sewer, and thus cannot direct extensions of services or use the sanitary sewer as an incentive for property owners to annex into the Town.
- Allen County controls and targets industrial development, most of the industrial development will stay in County outside Zanesville's limits.
- Zanesville is not generally on developer's radar but has a compelling case for investment that should be promoted.

### KEY FINDINGS

# ECONOMIC DEVELOPMENT

## ED 1

**PROMOTE TRAFFIC-BASED COMMERCIAL DEVELOPMENT ALONG INDIANAPOLIS ROAD.**

### ACTION STEPS

**ED 1.1:** Take advantage of projected traffic volumes along Indianapolis/Marzane Road to attract a convenience store/gas station.

### GUIDING PRINCIPLES ADDRESSED



Commercial businesses such as a gas station/convenience mart along with local restaurants and local retail were the most common response when the community was asked about what type of business development would be appropriate in Zanesville. Its location is an opportunity as increasing traffic volumes from new jobs/workers in southwest Allen County employment centers are generated in the near future. This additional traffic could have a significant impact on the viability of Indianapolis/Marzane Road area for commercial developments that are

dependent on traffic and traffic counts. A review of existing businesses locations indicated that there are very few gas stations/convenience stores in the area directly surrounding Zanesville. The lack of existing gas station/convenience stores in the Town coupled with the traffic counts and local demand might make it a viable location for attracting this type of business.



Potential Gas Station Sites



(Source: Family Express)

# ECONOMIC DEVELOPMENT

## ED 2

**PROMOTE BUSINESS THAT ARE CONSISTENT AND COMPLEMENTARY WITH ZANESVILLE'S COMMUNITY CHARACTER**

### ACTION STEPS

**ED 2.1:** Promote business development that will provide goods and services that could both attract and retain the local population.

### GUIDING PRINCIPLES ADDRESSED



In addition to a gas station/convenience mart, the desire for local restaurants and local retail was also discussed during the planning process. These types of businesses are important for a community not only for the business revenues they generate but also for their ability to satisfy demands from the local population.

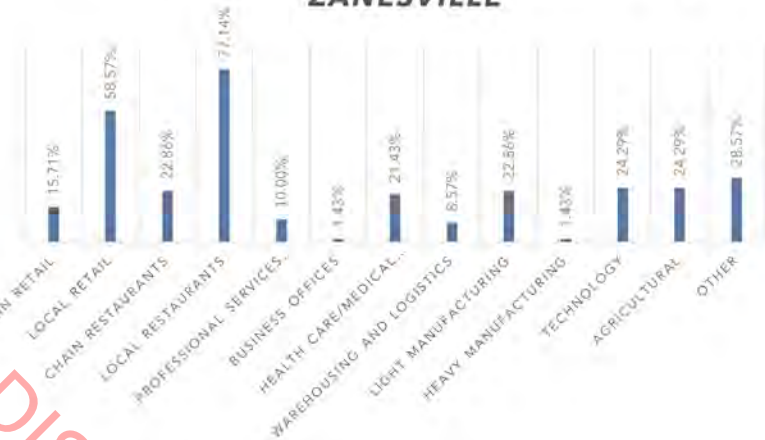


The community already has several service-oriented businesses. According to business data 7 of the 15 businesses in Zanesville provide services such as automotive services and professional trades. As a

bedroom community, services are important to support the local residents and can be successful and viable businesses where other types of companies would need larger cities to succeed. These services valuable to the sense of satisfaction and the quality of life a small community can offer to its residents.

A notable local business is Lengerich Meats which attracts visitors to the community from all over the region. Given its popularity, it can be an anchor for a niche retail cluster for the community manufacturing retailers.

### THE FOLLOWING TYPES OF BUSINESSES WOULD BE A POSITIVE ADDITION TO ZANESVILLE



\*Other included gas station and grocery



Crimson House Cafe



# ECONOMIC DEVELOPMENT

## ED 3 CONTINUE TO SUPPORT EXISTING BUSINESSES.

### ACTION STEPS

**ED 3.1:** Create and convene a local business leader forum to identify issues and brainstorm opportunities for increasing local support.

**ED 3.2:** Identify incentives and programs to assist local businesses.

**ED 3.3:** Promote placemaking activities to assist local businesses in the attraction and retention of skilled employees.

### GUIDING PRINCIPLES ADDRESSED



Even though the Town of Zanesville has limited resources to provide financial or technical assistance to businesses, they can play a role in local business success. There is a small but important business sector in the Town made up of 15 companies which employ an estimated 66 people. This sector plays a vital role in the community by providing jobs, goods, services, and philanthropic donations to events and organizations in the Town.



Lengerich Meats (Source: Lengerich Meats)



Local Businesses Supporting Lions Park



# COMMUNITY SERVICES & MUNICIPAL FACILITIES

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

Municipal and utility services provided in Zanesville, through public or private entities, are critical to the satisfaction of residents and business in the Town. Zanesville is a small community with few employees and limited financial resources, meaning that many of the local services are provided by community partners but still impact how the Town is perceived. The new *Wells County 2035 Comprehensive Plan* provides a series of general recommendations to help guide local decision making among the smaller municipalities including the Town of Zanesville. Within this chapter, we will provide an inventory and analysis of utilities along with the County's policy recommendations based on the following classification:

- Zanesville Municipal Facilities & Community Assets
  - Zanesville Town Hall & Garage
  - Community Assets
  - Lions Park
  - Hoverstock Cemetery
  - Southwest Allen County Schools
  - Northern Wells Schools
- Public Safety Services
- Public Utilities
  - Wastewater
  - Stormwater
- Private Utilities
  - Energy
  - Communications
  - Solid Waste Management

## WELLS COUNTY COMPREHENSIVE PLAN PUBLIC FACILITY RECOMMENDATIONS

- All jurisdictions in our community should look at ways to combine government buildings to make services more efficient.
- For the purposes of maintaining and constructing government buildings all other existing funding sources should be utilized prior to creating new forms of taxes such as cumulative capital development funds.

## MUNICIPAL FACILITIES & COMMUNITY ASSETS

### Town Hall & Garage

The property is located at 17736 North Wayne Street and is owned by the Town. It provides offices and meeting space for the Town Council and other public meetings.



### Lions Park

Located at 3808 Van Horn Street, Zanesville Lions Park includes children's playground areas and equipment, a youth baseball diamond, indoor meeting space and an outdoor pavilion. The park serves as the primary recreation facility for the community, and is the host of multiple festivals during the year. The park is leased and operated by the Zanesville Lions Club.

### Southwest Allen Community Schools (SACS)

The District is an award-winning school corporation that serves more than 7,400 students throughout our nine school locations. While there are no school facilities located in the Town of Zanesville, many residents attend schools in the SACS district, which is known for high-quality programs, extraordinary teachers, supportive learning environments, and strong parental and community support.

### Northern Wells Community Schools (NWCS)

The District serves over 2,400 students through 4 school locations - 2 elementary, 1 middle and 1 high school. Again, no facilities are located in the Town of Zanesville, but many of the residents attend school in the NWCS district.

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## MUNICIPAL UTILITIES

### Sanitary Sewer Utility

The Town of Zanesville utilizes a system of sanitary sewer line that are owned and operated by the City of Fort Wayne Utilities, who provide the treatment of the Town's wastewater. When the system was constructed, the Town of Zanesville owned and operated the lines inside the Town limits, while the City of Fort Wayne still provided treatment. In 2009 it was determined that the community would be better served by selling the sanitary sewer system to the City of Fort Wayne. The level of service and capacity in the community appear to be sufficient to meet the current wastewater needs and there are no planned expansions of the system at this time. However, new development in the southern part of the Town would require additional capacity to be constructed within the system.

### Stormwater Utility

The Town of Zanesville has approximately 6,000 feet of pipe and inlets in the storm water system. The majority of the system is classified as legal drain and under the jurisdiction of the Allen County Surveyor. The remainder of the system is pipe and inlets owned by the Town. The entire system has failed and needs rehabilitation or complete replacement.

The Town created a storm water utility in 2018 to provide a management and funding mechanism to address the need to improve the failing infrastructure. A monthly Equivalent Residential Unit (ERU) was established for all property owners to create an initial source of funds for improvements.

The available funds have been used to address some of the critical needs in the system and emergency repairs. The ERU rate and the funds available are inadequate for the long-term needs of the community and other funding sources are required to have meaningful impact on system improvements.

## PUBLIC SAFETY SERVICES

### Fire & EMS Services

The Southwest Allen County Fire District provides Fire-Rescue and EMS transport service to over 82 square miles of Allen County along with providing service to portions of Wells County including the entire Town of Zanesville. The Fire District operates 15 front line apparatus along with 4 basic life support ambulances. These vehicles respond from one of 4 fire stations located throughout the district. Through the efforts of the full time, part time, volunteer and live-in personnel, the fire district is able to respond to over 1,200 incidents a year at a very low cost to the taxpayer. The Fire District also operates one of the most modern fire training facilities in the region. Built in 2002, the training facility provides live fire training and special operations training such as confined space and high angle rope rescue.

### Police Service

The Town of Zanesville provides police service for Town residents through a part-time Town Marshall. Additional police coverage is offered by both the Allen County and Wells County Sheriff's Departments during the hours that the Marshall is off duty.

## WELLS COUNTY COMPREHENSIVE PLAN SANITARY SEWER & STORMWATER RECOMMENDATIONS

- All affected jurisdictions in our community should look at developing a long-term sewer utility plan.
- All affected jurisdictions in our community should look at ways to extend public sewer services to concentrations of rural residences with known septic issues.
- All jurisdictions in our community should look at developing a long-term storm water utility plan.
- Every jurisdiction in our community should look into whether or not to develop storm water fees to help fund critical stormwater related projects in their community.



# COMMUNITY SERVICES & MUNICIPAL FACILITIES

Comprehensive Plan Area

Zanesville Town Limits

Storm Sewer

Sanitary Sewer



# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## NATURAL GAS

Natural gas services in the Town of Zanesville are provided by NIPSCO.

### NIPSCO

[www.nipsco.com](http://www.nipsco.com)

150 West Market Street, Suite 600, Indianapolis, IN 46204

- Brandon Seitz, Director of Government Affairs, 317-684-4935
- Dana Berkes, East Region Manager, 260-439-1330, [dberkes@nisource.com](mailto:dberkes@nisource.com)

## ELECTRIC

There are 2 primary electric service providers for the Town of Zanesville:

### Heartland REMC

[info@heartlandremc.com](mailto:info@heartlandremc.com)

4563 East Markle Road, Markle

- Robert Pearson, Chief Executive Officer, 260-758-3155
- Ted Martz District 6, Board of Directors
- Mat Quikery District 4, Board of Directors

### Indiana Michigan Power/AEP

<https://www.indianamichiganpower.com/>

One Summit Square, Fort Wayne, IN 46801

- Ashley Savieo, CEcD, Director of Economic and Business Development, 260-408-3629, [ansavieo@aep.com](mailto:ansavieo@aep.com)
- Katie Davis, VP of External Affairs & Customer Experience, 260-408-3733, [kkdavis@aep.com](mailto:kkdavis@aep.com)

## COMMUNICATION SERVICES

### Heartland REMC

Heartland REMC is currently in the process of rolling gigabit fiber Internet in the Zanesville area.

### Mercury Wireless

3406 Metro Drive North, Fort Wayne, IN 46818

800-354-4915

[support@mercurybroadband.com](mailto:support@mercurybroadband.com)

### Comcast

<https://www.xfinity.com/local/in/fort-wayne>  
[economic\\_development@comcast.com](mailto:economic_development@comcast.com).

### Frontier

<https://internet.frontier.com/>  
866-691-4513

### Watch Communications

<https://watchcomm.net/>  
Indiana Office: 807 S State Rd 3, Rushville, IN 46173  
[media@watchcomm.net](mailto:media@watchcomm.net)  
419-999-2824

## SOLID WASTE MANAGEMENT

Garbage collection is managed by individual residents and one of three companies (Republic Services, Reliable Trash Company and Advanced Disposal) through private contracts with service providers.

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## WELLS COUNTY COMPREHENSIVE PLAN UTILITIES RECOMMENDATIONS

### Electric

- All affected jurisdiction in our community should look at developing a long-term electric utility plan.
- Work towards improving capacity and reliability of our electric grid to help improve service to existing users and be prepared for future users.
- Work with private electric providers to verify that we continue to have enough capacity for future development.
- Work with private electric providers to help promote that their goals mesh well with our communities' goals.
- Better understand service areas and the process of changing and adjusting them as communities grow in boundary areas.

### Natural Gas & Pipelines

- Work with natural gas providers to make sure that we have adequate infrastructure and capacity to handle growth in our community.
- Work on becoming more aware of the limitations that pipelines cause in development of transportation, infrastructure, quality of life, private development projects so that we can plan on how to work around them and still achieve our goals.
- Work towards better understanding our risk and promoting public awareness in regards to the many pipelines that run through our community.

### Communications

- All jurisdictions in our community should promote improvements to provide better access to cellular communications and broadband internet to all of our citizens.
- Work with fiber companies and rural electric providers to expand fiber infrastructure to our rural areas of the county.
- Work to provide to provide quality high-speed internet as an economic development incentive for people who want to live, work, and have their kids go to school here.
- Be prepared to work with companies as newer technology comes out so that we as a community can benefit and give adequate guidance on its deployment.

### Solid Waste & Recycling

- Work to provide affordable and reliable trash pickup.
- Work to provide affordable and reliable recycling pickup to their constituents.
- Improve the promotion and usage of the Recycling Center.
- Improve and expand community clean up days and junk removal projects.
- Work to improve the appeal of the community through the reduction of exterior stored junk and debris.

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## Energy & Land Use

The Wells County 2035 Comprehensive Land Use Plan includes specific policy recommendations related to energy and siting solar infrastructure.

- Our community should actively promote the installation of Solar energy facilities of all scales in our community within the existing ordinance requirements.
- Agricultural and industrial areas should be focused on for commercial scale solar facilities, and the P-1 zoning overlay districts.
- Our community should work with our electric providers to help create a simplified process for people who wish to develop solar projects at their home or business.
- While public services like substations are permitted in all zoning districts they should be focused in agricultural, commercial, or industrial zoned areas.
- Our local jurisdictions should play an active role in making sure that we have the energy capacity to continue to grow.

## The Wells County Solar Project Siting Guidance

- Make sure to avoid potential conflicts with known growth corridors, significant community projects, and dense areas of population when siting a potential solar project.
- Green areas are more suitable for commercial solar development than orange areas. Red areas should be avoided as areas for commercial solar development.

Feedback from the public along with data related to services and facilities informed the development of the Community Service and Municipal Facilities goals.

## KEY FINDINGS

- Based on the Town's limited availability of resources, intergovernmental cooperation and strategic partnerships are vital to ensuring residents have access to high quality services
- As a means of increasing future revenues through future development the Town should explore public/private partnership models as a tool to capture new development within the Town limits
- New development activities should be studied to determine future cost/benefits related to the development
- Street, sidewalk and stormwater utility needs should be prioritized and coordinated based on an assessment of existing conditions and future needs
- Consultation with municipal funding consultants should be maintained to identify and study existing and future funding demands and sources
- Public facilities and rights-of-way should be maintained to set the standard desired of individual property owners
- Municipal wastewater capacities should be sufficient to accommodate new development in the northern sections of the Town without requiring upgrades to the current system. But new development in the southern sections may require upgrades to the system.

## KEY FINDINGS



# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## CM1

**ESTABLISH DEVELOPMENT POLICIES THAT PROMOTE PUBLIC-PRIVATE PARTNERSHIPS TO SHARE COSTS ASSOCIATED WITH NEW DEVELOPMENT.**

### ACTION STEPS

**CM 1.1:** Evaluate spending and prioritize investments that will result in additional tax revenue.

**CM 1.2:** Investigate the use of tax incentives to stimulate new investment.

### GUIDING PRINCIPLES ADDRESSED



With limited financial and staff resources, it is critical that Zanesville partner with public sector partners including Allen County and Wells County as well as the State of Indiana to identify technical and financial resources available to meet the needs of the community. The Town has engaged a local financial consultant who can provide analysis and guidance on the Town's revenue needs and operational costs. They can also provide guidance in the analysis of new development projects in determining the fiscal impacts of the new development on the Town. Along with public sector

partners, builders and developers are also critical stakeholders to engage in the process to determine strategies that will share project development costs in a manner that benefits the Town , larger region, private property owners, and developers.



(Source: The Investors Book)

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## CM 2 IMPLEMENT ASSET MANAGEMENT PLANNING PRINCIPLES IN PRIORITIZING AND IMPLEMENTING EXISTING FACILITY AND INFRASTRUCTURE MAINTENANCE ACTIVITIES.

### ACTION STEPS

- CM 2.1:** Develop an asset management plan that includes all of the Town's assets.
- CM 2.2:** Establish a regular inspection and evaluation process for Town owned equipment and buildings.
- CM 2.3:** Conduct regular inspections of the stormwater system to identify issues and prevent flooding or property damage.

### GUIDING PRINCIPLES ADDRESSED



The Town has done an excellent job of establishing an Asset Management Plan (AMP) for their roadways. This goal looks to expand that practice to the rest of the public assets. The same principles of asset management can be used to include other assets such as the stormwater management system, sidewalks, and Town owned buildings. The Asset Management Plan is an important tool for making wise and informed decisions regarding public investments. Utilizing a more inclusive Asset Management Principles to set tactical and planned investments in public assets

will improve the attractiveness of the Town and make it more appealing to private investment. The use of Asset Management Principles also provides match documentation and illustrates good financial management to public partners. In addition, an Asset Management Plan may be required for some public grant funding opportunities. The adoption, continued use, and periodic update of a community-wide public AMP will assist the community in meeting the needs of its residents and businesses.



## COMMUNITY SERVICES & MUNICIPAL FACILITIES

### CM 3 COORDINATE WITH PUBLIC AND PRIVATE UTILITY PROVIDERS TO ENSURE HIGH-QUALITY SERVICES FOR LOCAL RESIDENTS.

#### ACTION STEPS

**CM 3.1:** Partner with public officials in both Allen and Wells County to strengthen Zanesville's position when interacting with private utility companies.

**CM 3.2:** Research partnership opportunities with private utility providers to implement grant funds and service expansions.

#### GUIDING PRINCIPLES ADDRESSED



Most of the utility services are provided by organizations outside of the direct control of the Town of Zanesville. For that reason, working with the utility providers is critical to meet the expectations of residents and businesses ensuring their needs are adequately met. Utilities are essential to the Town's ability to retain and attract people and companies to the community. As a small community, the utility companies may not be aware of the Town's desire to grow and promote development. By reaching out to these providers and sharing the Zanesville future vision, the Town can

establish and strengthen relationships with local or regional utility representatives to make sure the community can meet its growth milestones and remain a place where residents and businesses can thrive. These efforts are also supported by the policy recommendations outlined in the Wells County 2035 Comprehensive Plan.



(Source: Delcore Removals)



# TRANSPORTATION



# TRANSPORTATION

Zanesville must be very strategic in how it utilizes funds to maintain public infrastructure and provide the necessary services to Town residents. With limited financial and staff resources, smart investments in the Town's transportation network can result in multiple positive impacts including:

- Improved public satisfaction
- Ability to attract investment
- Place making projects such as trails and sidewalks that are in demand

Tactical investments in these areas will improve the attractiveness of the Town so that it is more appealing to private investment by current and future property owners. The Town's Asset Management Plan is an important tool for making wise and informed decisions regarding public investments. The Asset Management Plan is also a requirement to obtain certain funding. The adoption, continued use, and periodic update of the Asset Management Plan will assist the community in meeting the needs of its residents and businesses. The Asset Management Plan is critical to the Transportation section of this plan but also plays an important role in the Community Services and Municipal Facilities section as well.

The community surveys identified a series of concerns or comments related to transportation and infrastructure also understood to include roadways. A summary of those comments:

- Lack of money
- Lack of infrastructure,
- Road decay
- Roads, every year they get worse and they need updated and not keep fixing holes
- The roads...we need new roads!!!!
- The roads need to be repaired.
- Lack of quality infrastructure.
- Dated infrastructure.
- Infrastructure failures
- Traffic could be a problem.
- Burden infrastructure
- Don't have physical infrastructure to accommodate large growth.
- There cannot be much growth without putting back money into the community to upgrade systems in the town... especially roads!

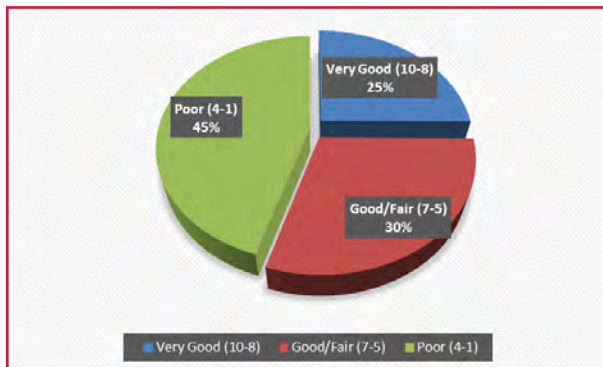
# TRANSPORTATION

This plan identified four components of the Zanesville's transportation network, roads, alleys, sidewalks, and trails. These four components work together to allow safe and effective movement of people and goods through and around the Town.

## ROADS

The Town currently maintains approximately 5.5 miles of streets. In November 2021, Abonmarche assessed road conditions as part of the Pavement Asset Management Plan. This plan uses the PACER standards to rate roadway conditions as the first step in developing the Asset Management Plan for Zanesville to outline the work that needs completed over the next five years to maintain and upgrade roads to ideal conditions. The report included type of work to be completed as well as cost estimates for each year.

The chart provides a summary of the condition for the existing roads in Zanesville utilizing the PASER scores. These ratings are consistent with community comments received through our survey that indicate there are some concerns with existing road conditions. When asked what threats or obstacles do you think could harm or change Zanesville's community character? Several responses included infrastructure and the roads particularly.



## ALLEYS

There are platted alleys within the Town limits, but their use and maintenance is inconsistent. Alleys that are providing connections and access to parcels are established and appear to serve an important function for the adjacent properties. Platted alleys that were never established or are overgrown due to lack of maintenance are less likely to be needed for property access but could still serve an important function by increasing non-vehicular connectivity.

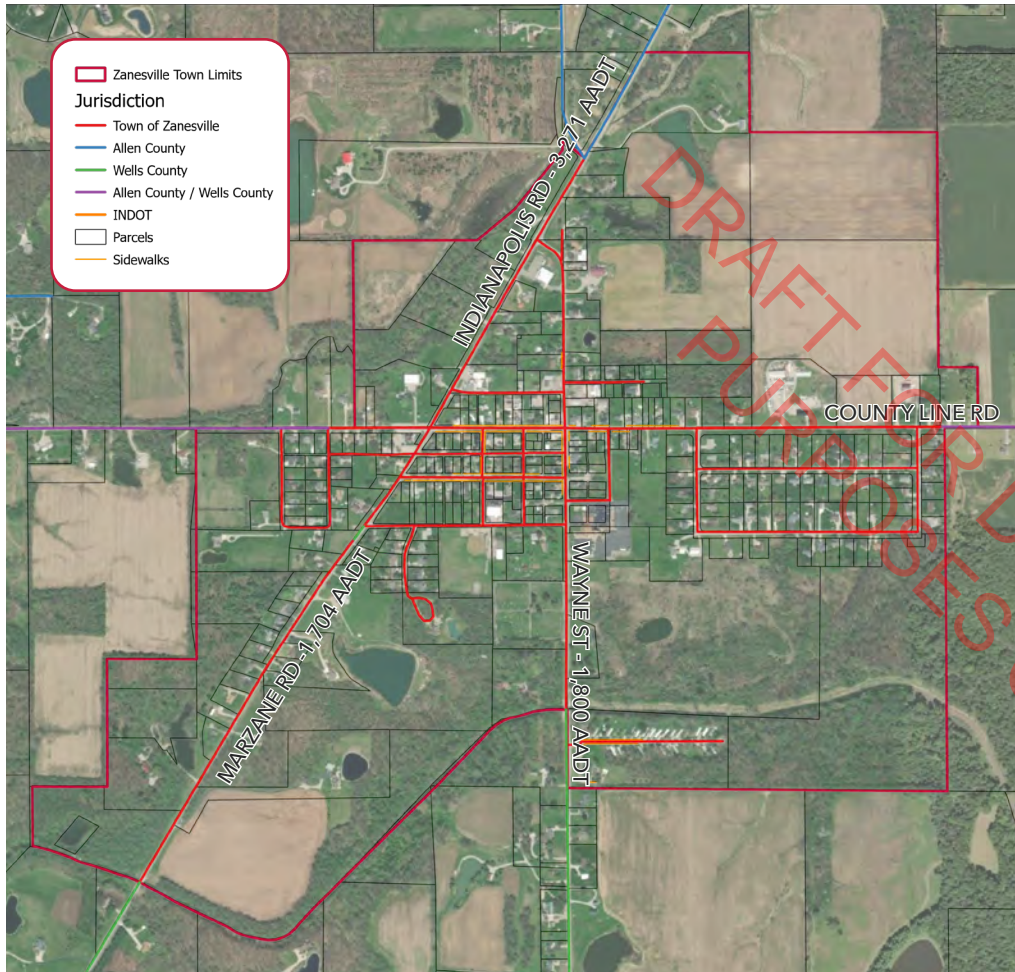
## SIDEWALKS

Zanesville also maintains 1.1 miles of sidewalks. This network is not well established, but some property owners have taken it upon themselves to improve the sidewalks abutting their property. Sidewalks are disconnected and there is a lack of cohesive network. There are few curb ramps or marked crossings and sidewalks are often paved over and not distinguished from parking lots or drives.

## TRAILS

Although the Town does not currently have a trail system, the addition of trails is reflected in several goals and actions steps not only in the Transportation section but also the Community Character section. The addition of trails offers pedestrians a safe and attractive option to move around Zanesville. During public meetings a trail that connected the Dollar General to the Town and a recreational walking path were mentioned as projects the community would like to see.

# TRANSPORTATION



Feedback from the public along with data related to services and facilities informed the development of the Community Service and Municipal Facilities goals.

## KEY FINDINGS

- There is very limited financial and staff resources, so additional revenue sources are needed to meet community demand for services
- Located close to major roads and larger communities, Zanesville has the potential to grow and prosper
- Noted concerns by the community regarding the transportation network, specifically road maintenance
- Relationships with Allen and Wells County Departments are important and will provide support for projects in Zanesville
- Placemaking projects outlined in the Community Character section such as sidewalks and trails have a positive impact on the functionality and aesthetics of the Town
- Active use of public spaces via sidewalk and/or trails can reduce vandalism
- Desire for a walking path was mentioned during public engagement process
- With the opening of the Dollar General, providing a safe route for pedestrians to reach the store is important





# TRANSPORTATION

## T 2 DEVELOP A SHARED USE TRAIL THAT CONNECTS THE TOWN CENTER, LIONS PARK, AND HOVERSTOCK CEMETERY.

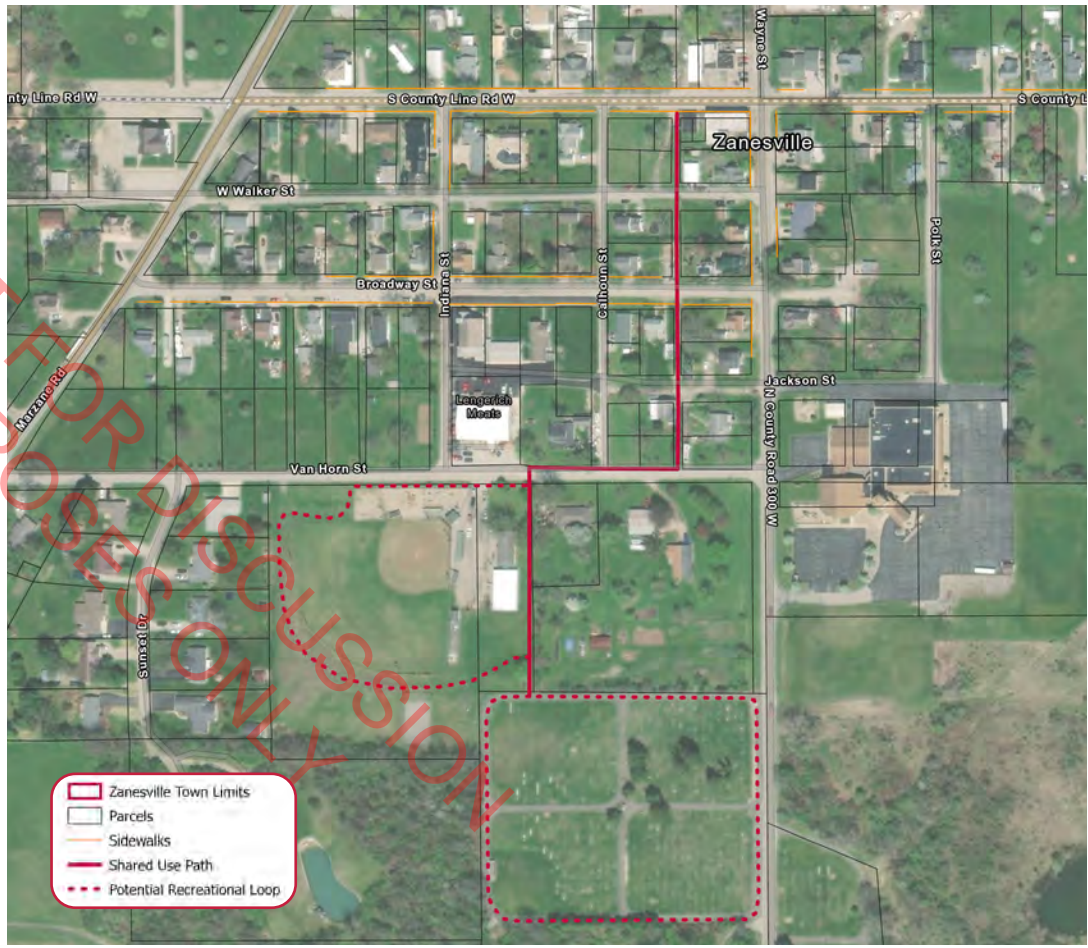
ACTION STEPS

**T 2.1:** Explore utilizing existing public property ownership and partner with the Lion’s Club and Hoverstock Cemetery to create a shared use trail as shown on the map.

GUIDING PRINCIPLES ADDRESSED



The desire for a recreational walking trail as can be seen in other communities in the region was identified during the public engagement process. In addition, the concern over vandalism and community support for more use of the Lions Park complex was expressed. The installation of a shared use trail (bicycles and pedestrians) that would connect existing community assets may be a solution to these issues with one project.



# TRANSPORTATION

## T 3 MAINTAIN AND ENHANCE THE EXISTING SIDEWALK NETWORK FOR USERS OF ALL MOBILITY NEEDS.

### ACTION STEPS

- T 3.1:** Integrate sidewalk maintenance and replacement into the Town's Asset Management Plan.
- T 3.2:** Install ADA compliant curb ramps to complement the existing sidewalk network.
- T 3.3:** Explore the adoption of an ordinance that requires maintenance of sidewalks by abutting property owners.

### GUIDING PRINCIPLES ADDRESSED



The Town does have 1.1 miles of sidewalks that provided a safe route for those who must or chose to walk in Zanesville. Even through some property owners have taken it upon themselves to improve or install the sidewalks abutting their property, the sidewalk network can be disconnected and lack maintenance. There are few curb ramps or marked crossings which can cause confusion and make utilizing the sidewalks impossible for those with mobility issues. This goal is important not only because most funding sources will require installation and maintenance of sidewalks to meet mobility standards, but because it is critical for Zanesville to be able to meet the needs of all of its residents regardless of their physical abilities.

## T 4 WORK TO EXPAND AND CONNECT THE SIDEWALK NETWORK.

### ACTION STEPS

- T 4.1:** Evaluate and explore the possibility of creating a pedestrian connection from the Town Center to Dollar General along Wayne Street and Indianapolis/Marzane Road.
- T 4.2:** Prioritize installing sidewalks on key street corridors
- T 4.3:** Install sidewalks on at least one side of every street within Zanesville.
- T 4.4:** Require new development to install sidewalks abutting the project site.
- T 4.5:** Ensure that all new sidewalks are ADA compliant and have crosswalks at all street crossings.

### GUIDING PRINCIPLES ADDRESSED



This goal works with several other goals and actions steps in the plan to create a more appealing community by installing placemaking amenities to attract and retain resident and business. Sidewalks and trails are key components of vibrant and successful places. As the Town grows, the need for ways to connect residents, businesses, and community places such as the Lions Park and Post Office will be increasing important. Whether by necessity or choice residents and employees should be able to travel safely by foot or bicycle through and around Town.



# PLAN 3 IMPLEMENTATION

“

*Residential development around Zanesville is in very high demand but single-family is not all people want. There is a demand for multi-family and better mix of housing types*

”

- Wells County Official

# IMPLEMENTATION

Thrive Zanesville is the Town of Zanesville Master Plan. It is intended to be a guide for the Town to inform decision-making for policy and public investments, as well as garner support from private development in the vision for the community. By evaluating current conditions, gathering public input, and developing goals, Thrive Zanesville is a strategy for the Town, its residents, and strategic partners to undertake together to achieve their shared vision for Zanesville.

Goals, actions steps, and tasks are presented in a summary format in this section of the plan, organized by Plan Element. Action steps and the associated tasks are assigned a priority and estimated time frame based on community input and professional experience of the planning staff.

The Thrive Zanesville Plan Elements are as follows:

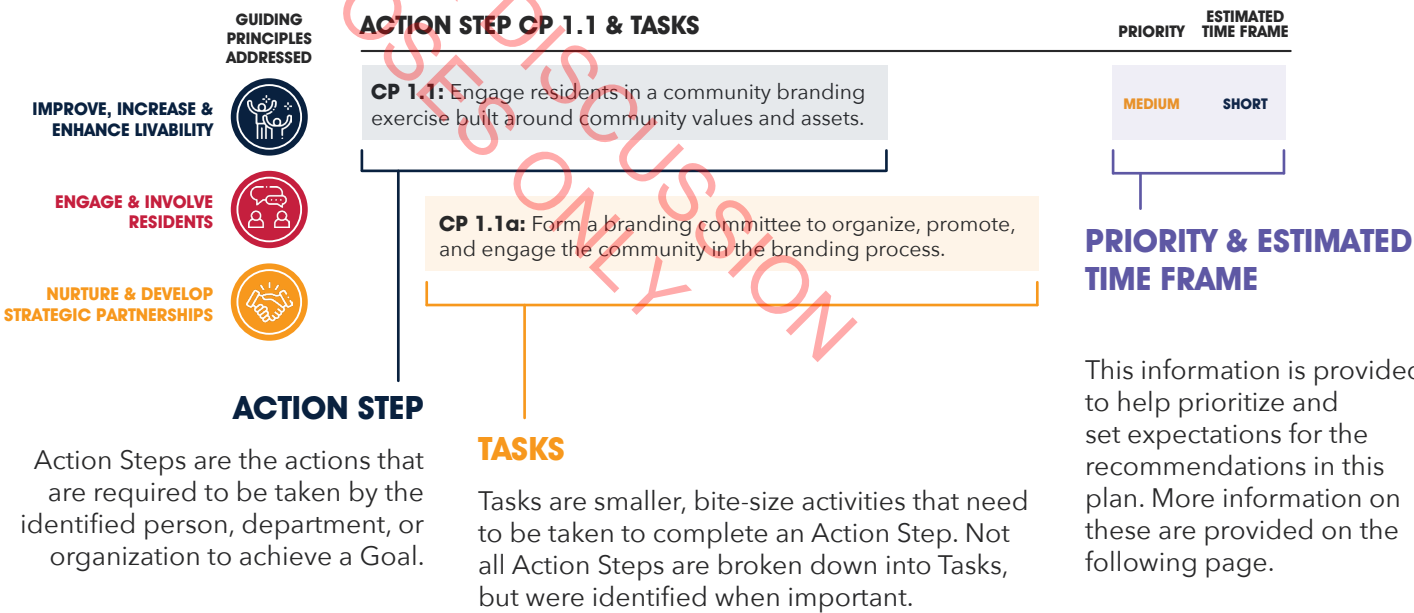
- Community Character & Placemaking;
- Population & Housing;
- Economic Development;
- Community Services & Municipal Services; and
- Transportation.

At the end of each Plan Element, there is a series of resources, tools, and funding sources to help achieve the recommendations in this plan.

## HOW IS THIS SECTION ORGANIZED?

### GOAL

Goals are general statements that express what the community wants to achieve. They are long-term and set the direction for the more specific action steps and tasks outlined in this plan.



# IMPLEMENTATION

## PRIORITY RATING

The plan goals describe a desired community outcome designed to achieve the community's shared vision for Zanesville's future. Plan goals were developed as a part of the Community Framework Workshop and informed by the findings of the existing conditions analyses, along with the issues and opportunities report. To provide a path forward towards achieving the stated goals, each have identified action steps. Working together the Steering Committee and the public were asked to prioritize the actions steps through a second community survey. These are actionable items that the community and local partners can complete together to move the community forward towards the shared vision and in a manner that is consistent with the character, principals, and aspirations of the Town. To help complete each of the Action Steps, a series of tasks are also provided to start the community on the road to success. The Action Steps were ranked by importance on a scale of 1-5. For the purposes of the plan document, prioritization survey results have been rounded to the nearest whole number (i.e. 2.5 = 3). In addition to ranking the priority of the plan Action Steps, residents provided a number of comments related to the Town's future growth needs.



**ACTION STEPS RANKED 4-5**

**ACTION STEPS RANKED 3**

**ACTION STEPS RANKED 1-2**

## ESTIMATED TIME FRAMES

### SHORT-TERM (0-18 MONTHS)

Activities outlined in this phase are those needed to set the stage for the implementation of other action steps. These involve establishing committees, building relationships, and developing partnerships so that the projects in the other phases can be accomplished. Without this critical first phase, the implementation of the plan in the other phases may not be successful.



### MEDIUM-TERM (19-36 MONTHS)

Action steps outlined in this phase are those which need preliminary work that is conducted during the first phase of implementation. The projects in this phase require committee recommendations, additional studies or other work that must be completed before they can begin.



### LONG-TERM (36-60 MONTHS)

Activities outlined in this phase are those which require work in the other two phases before they can begin or build off the completion of those action steps. These may also require legislative change or approval. They could also build upon results of extensive or long-term studies that will take a longer period to conclude than those in the medium-term





# COMMUNITY CHARACTER & PLACEMAKING

## CP 1

**DEVELOP A COMMUNITY BRAND AND MARKETING PROGRAM TO ENERGIZE RESIDENTS AND ENHANCE ZANESVILLE'S REPUTATION WITHIN THE REGION.**

### ACTION STEP CP 1.1 & TASKS

**CP 1.1:** Engage residents in a community branding exercise built around community values and assets.

**CP 1.1a:** Form a branding committee to organize, promote, and engage the community in the branding process.

**CP 1.1b:** Work with a branding professional to develop a brand that is authentic to Zanesville.

**CP 1.1c:** Find ways to utilize the brand to market the Town such as in promotional materials for events.

**CP 1.1d:** Identify funding sources and partners to assist with the process such as the Wells County Revitalization Committee, and the Northeast Indiana and Wells County Convention and Visitors Bureaus.

### ACTION STEP CP 1.2 & TASKS

**CP 1.2:** Implement Town gateway, wayfinding, and other signage that reflects the community brand.

**CP 1.2a:** Identify locations for the installation of signs.

**CP 1.2b:** Utilize potential grants to purchase and install new signage.

**CP 1.2c:** Include proposed trails in wayfinding signage

GUIDING PRINCIPLES ADDRESSED



GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 1.3 & TASKS

**CP 1.3:** Create and support opportunities for individual neighborhood branding and identity activities, including entrance signage, street signs, banners, etc.

PRIORITY ESTIMATED TIME FRAME

MEDIUM LONG

**CP 1.3a:** Utilize the branding effort which could include developing consistent but unique brands for each neighborhood.

**CP 1.1b:** Establish neighborhood specific committees to develop their specific brand, taking care to ensure it relates to and is clearly derived from the Zanesville Town brand.

**CP 1.1c:** Work with youth organizations and school systems to develop art for the neighborhood brands.

### ACTION STEP CP 1.4 & TASKS

**CP 1.4:** Utilize the new Zanesville brand in promotional material to attract businesses & residents.

PRIORITY ESTIMATED TIME FRAME

MEDIUM MEDIUM

**CP 1.4a:** Develop and distribute marketing materials to attract businesses that highlight the Town's potential for business growth and expansion, such as location, access to transportation routes, traffic counts, etc.

**CP 1.4b:** Prepare and distribute marketing materials to promote Zanesville to housing developers that focus on location, quick commutes to job centers, good local schools, quiet, small-town charm, etc.

**CP 1.4c:** Share marketing materials with local businesses to use in their employee retention and attraction efforts.

**CP 1.4d:** Partner with Economic Development organizations to promote Zanesville by utilizing the brand marketing materials.

**CP 1.4e:** Utilize materials in conjunction with action steps in the Housing section.

# COMMUNITY CHARACTER & PLACEMAKING

## CP 2

**INCREASE RESIDENT ENGAGEMENT BY SUPPORTING LOCAL VOLUNTEER ORGANIZATIONS AND ENCOURAGING COORDINATION AND COOPERATION OF VOLUNTEER OPPORTUNITIES AND EVENT FUNDRAISING.**

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 2.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 2.1:** Convene organizational leaders to develop an inventory of existing programs, event schedules, and community gaps. **MEDIUM** **SHORT**

**CP 2.1a:** Identify local champion(s) to promote this effort to existing organizations.

**CP 2.1b:** Contact and invite organization leaders to a meeting to introduce the inventory process and purpose.

**CP 2.1c:** Undertake on-going activities to build trust and a working relationship between local organizations.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 2.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 2.2:** Develop a volunteer recruitment campaign that promotes all the existing community organizations that operate events, festivals, and other activities that contribute to community vibrancy. **MEDIUM** **MEDIUM**

**CP 2.2a:** Establish local committee to facilitate coordination between local volunteer organizations and efforts.

**CP 2.2b:** Identify champion(s) for committee to ensure participation and progress towards the mission.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 2.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 2.3:** Create a coordinated community fundraising campaign to provide financial resources for local community events and placemaking projects. **MEDIUM** **MEDIUM**

**CP 2.3a:** Inventory current fundraising activities by local organizations.

**CP 2.3b:** Identify events and organizations with similar purposes and/or events.

**CP 2.3c:** Engage with current donors to local organizations to ensure they would support a combined effort.

**CP 2.3d:** Establish a process to budget and distribute funds from shared fundraising efforts.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 2.4 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 2.4:** Develop a platform or plan to allow the community organizations to work together and cross-promote their activities. **HIGH** **SHORT**

**CP 2.4a:** Work with the local organizations committee to develop an effective way to communicate.

**CP 2.4b:** Develop a shared mission and goals for local organizations to work towards together.

**CP 2.4c:** Identify a community project in which all organizations can participate in the way that is consistent with their mission and programming while working to build trust and partnerships.

# COMMUNITY CHARACTER & PLACEMAKING

## CP 3

**CREATE AND IMPLEMENT NEW PLACEMAKING PROJECTS AND EVENTS THAT REINFORCE ZANESVILLE'S COMMUNITY CHARACTER AND ENGAGEMENT GOALS THROUGH THE DEVELOPMENT OF STRATEGIC PARTNERSHIPS.**

GUIDING PRINCIPLES ADDRESSED



GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 3.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 3.1:** Create a community-based placemaking strategy with a focus on using arts and events to bring energy and vibrancy to the community. **MEDIUM MEDIUM**

**CP 3.1a:** Establish a placemaking committee to include current event organizers, Town Council and local high school students.

**CP 3.1b:** Research regional placemaking projects and identify activities that fit with Zanesville identity goals.

### ACTION STEP CP 3.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 3.2:** Identify and engage regional arts organizations who can assist in planning and implementation of placemaking activities. **MEDIUM MEDIUM**

**CP 3.2a:** Work with existing partners in both Wells County and Allen County to request a meeting to introduce the Thrive Zanesville Plan to regional arts and events supporting organizations.

**CP 3.2b:** Identify shared goals to building a relationship with regional organizations.

**CP 3.2c:** Work with those organizations to identify specific projects and funding opportunities for placemaking in Zanesville

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CP 3.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CP 3.3:** Create a signature public gathering space to serve as a hub for community events and activities. **MEDIUM MEDIUM**

**CP 3.3a:** Utilize the existing Lion Park as the hub of community activities to take advantage of the existing facility, reduce damage to the park, and build community cooperation.

**CP 3.3b:** As active use of spaces helps to reduce vandalism, the community should work together and with the Lions Board of Directors to schedule more events and off-hour monitoring of Lions Park to help reduce damage to the facility.

**CP 3.3c:** Organizations should share events and activities with the Lions Club Board of Directors to collaborate in utilize Lions Park and build community cooperation.

**CP 3.3d:** Community members should work with the Lions Club Board of Directors to make improvements to the Park to allow for more events and social gatherings such as an annual Christmas Tree.



# COMMUNITY CHARACTER & PLACEMAKING

## RESOURCES & FUNDING

### COMMUNITY CROSSING MATCHING GRANT PROGRAM

Community Crossings is a partnership between INDOT and Hoosier communities, both urban and rural, to invest in infrastructure projects that catalyze economic development, create jobs, and strengthen local transportation networks.

Utilize for: **CP 1.2, 2.3, & 3.1-3.3**

Information: <https://www.in.gov/indot/doing-business-with-indot/local-public-agency-programs/community-crossing-matching-grant-program/>

### RURAL PLACEMAKING INNOVATION CHALLENGE

USDA is making available up to \$3 million in cooperative agreements under the Rural Placemaking Innovation Challenge (RPIC) for eligible entities to help them provide planning support, technical assistance and training to foster placemaking activities in rural communities. Qualified entities can use the funds to help rural communities create plans to enhance capacity for broadband access; preserve cultural and historic structures; and support the development of transportation, housing, and recreational spaces.

Utilize for: **CP 1.2, 2.3, & 3.1-3.3**

Information: <https://www.rd.usda.gov/about-rd/initiatives/rural-placemaking-innovation-challenge>

### CREATING PLACES MATCHING GRANT PROGRAM

The Indiana Housing and Community Development Authority (IHCDA) offers a place-based crowdfunding grant program. CreatINg Places employs a donation and reward-based method of crowdfunding called “crowdgranting”. In crowdgranting, citizens actively support projects and activities through web-based donations which, if the fundraising goal is reached within a set time, are matched by a sponsor. CreatINg Places aims to help generate public involvement in the selection of creative improvements within their own communities, help provide the funding to see the project through completion, and instill community pride when citizens become invested in their surroundings.

Utilize for: **CP 1.2, 2.3, & 3.1-3.3**  
2.3,

Information: <https://www.in.gov/ihcda/placemaking-indiana/creating-places/>

### PLANNING GRANTS

Planning grants are designed to provide municipalities with the funds necessary to undertake plans. This grant program has a wide range of uses, including but not limited to: comprehensive plans, economic recovery plans, broadband plans, public facilities plans, economic development plans, and environmental assessment plans.

Utilize for: **CP 3.1-3.3**

Information: <https://www.in.gov/ocra/cdbg/planning-grants/>

# COMMUNITY CHARACTER & PLACEMAKING

## RESOURCES & FUNDING

### IDDC PUBLIC ART ACTIVATION GRANT

The IDDC Public Art Activation Grant aims to create Indiana-specific public artwork throughout the State. Public artwork created in partnership with artists will feature the new IDDC tourism campaign. This is a non-matching grant of up to \$5,000 to fund public art projects. Any and all applicants will be considered, including but not limited to communities, destination marketing organizations, chambers of commerce, and private businesses. Potential public art locations include but are not limited to exterior walls, water towers, alleyways, bridges, barns and more.

Utilize for: **CP 2.3 & 3.1-3.3**

Information: <https://www.in.gov/iddc/tourism/industry-partners/awards-and-grants/>

### VISIT WELLS COUNTY

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://www.visitwellscounty.com/>

### NORTHEAST INDIANA REGIONAL PARTNERSHIP

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://neindiana.com/>

### FORT WAYNE/ALLEN COUNTY CONVENTION AND VISITORS BUREAU

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://visiteasternindiana.org/?pageLink=visitor-detail&vclD=12>

# POPULATION & HOUSING



## PH 1

**DEVELOP AND ADOPT HOUSING POLICIES TO MAINTAIN AND PROTECT THE EXISTING HOUSING STOCK.**

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP PH 1.1 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**PH 1.1:** Identify and utilize local, state and federal programs to support existing housing stock.

HIGH SHORT

**PH 1.1a:** Identify area housing not-for-profit that can help to obtain funding and manage housing programs.

**PH 1.1b:** Investigate use of CDBG or HOME funds for renovation of existing homes that would be made available for sale or rental.

**PH 1.1c:** Work with County Commissioners to obtain tax certificates for existing homes that could be renovated.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP PH 1.2 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**PH 1.2:** Investigate programs to assist property owners in maintaining their homes in good condition.

HIGH SHORT

**PH 1.2a:** Investigate CDBG funds for an owner-occupied renovation program.

**PH 1.2b:** Employ non-enforcement means to improve condition of run-down properties such as referrals to local housing assistance agencies.

**PH 1.2c:** Utilize volunteers and organizations to assist homeowners with needed repairs.



# POPULATION & HOUSING

## PH 2 DEVELOP AND ADOPT HOUSING POLICIES TO PROMOTE NEW HOUSING DEVELOPMENT.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP PH 2.1 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**PH 2.1:** Promote in-fill development of the existing but vacant platted residential lots. **MEDIUM** **SHORT**

**PH 2.1a:** Utilize GIS mapping and County tax records to identify vacant residential lots in the Town limits to develop an available lot inventory.

**PH 2.1b:** Share the available lot inventory with property owners and Realtors to market these existing residential lots for sale to individuals or developers to build new homes.

**PH 2.1c:** Promote the fact that the Town has access to sanitary sewer from the City of Fort Wayne to entice new homes on vacant lots within Town limits.

**PH 2.1d:** Work with County Commissioners to obtain tax certificates for vacant lots so that they might be offered for sale for new home construction.

**PH 2.1e:** Work with developers to obtain grants and other incentives.

**PH 2.1f:** Investigate lease-purchase programs to address availability and affordability of new homes.

**PH 2.1g:** Find rural developers or not-for-profit housing organizations to provide affordable housing in Wells/Allen County.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP PH 2.2 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**PH 2.2:** Promote development of new residential subdivision(s) on larger tracts of vacant land inside the Town limits. **MEDIUM** **SHORT**

**PH 2.2a:** Utilize GIS mapping and County tax records to identify tractsof vacant property in the Town limits to develop an available inventory.

**PH 2.2b:** Share the available large tract inventory with property owners and Realtors to market these properties for sale to developers/builders to build new residential neighborhoods.

**PH 2.2c:** Promote the fact that the Town has access to sanitary sewer from the City of Fort Wayne to entice development of new subdivisions on vacant land within Town limits.

**PH 2.2d:** Work with County Commissioners to obtain tax certificates for vacant land so that they might be offered for sale and redevelopment.

**PH 2.2e:** Work with Developers to obtain grants and other incentives.

**PH 2.2f:** Find rural developers or not-for-profit housing organizations to provide affordable housing as part of new neighborhood development in Wells/Allen County.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP PH 2.3 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**PH 2.3:** Diversify the Town's housing options beyond only single-family homes. **LOW** **SHORT**

**PH 2.3a:** Utilize the Future Land Use Map and work with a developer to identify locations for additional housing unit types in the community.

**PH 2.3b:** Encourage accessory dwelling units (ADUs) to allow for affordable rental options or housing units for family members. (Currently permitted in A-R, A-1, M-1, M-2, R-2, R-3, S-1).

**PH 2.3c:** Promote renovation of the existing commercial building on Scott Street to allow for a mixed use residential and commercial project.

# POPULATION & HOUSING

## PH 3

### PROMOTE ZANESVILLE AS A COMMUNITY OF CHOICE FOR RESIDENTS.

#### GUIDING PRINCIPLES ADDRESSED



#### ACTION STEP PH 3.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**PH 3.1:** Develop a marketing program aimed at attracting new residential developers aligned with the Town's values and goals. **LOW** **MEDIUM**

**PH 3.1a:** Work with Regional and County agencies to tell the story of Zanesville as a great place to live and raise a family.

**PH 3.1b:** Capitalize on the reputation of the local school districts to promote housing with developers and real estate professionals to build market demand.

**PH 3.1c:** Highlight the Town's small-town charm with easy and quick access to both Allan and Wells County, the City of Fort Wayne, and the region.

**PH 3.1d:** Ensure pedestrian connectivity between residential neighborhoods and Town assets.

**PH 3.1e:** Highlight proximity to a large number of jobs in the airport/manufacturing area.

#### GUIDING PRINCIPLES ADDRESSED



#### ACTION STEP PH 3.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**PH 3.2:** Work with regional and county agencies to tell the story of Zanesville as a great place to live and raise a family. **MEDIUM** **MEDIUM**

**PH 3.2a:** Identify funding sources and partners to assist with this process such as the Wells County Revitalization Committee, and the Northeast Indiana and Wells County Convention and Visitors Bureaus.

#### GUIDING PRINCIPLES ADDRESSED



#### GUIDING PRINCIPLES ADDRESSED



#### GUIDING PRINCIPLES ADDRESSED



#### ACTION STEP PH 3.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

**PH 3.3:** Encourage improvements to and expansion of local internet coverage to facilitate work-from-home options for existing and future residents. **HIGH** **MEDIUM**

**PH 3.3a:** Investigate Next Level Connections program and requirement to build broadband infrastructure.

#### ACTION STEP PH 3.4 & TASKS

PRIORITY ESTIMATED TIME FRAME

**PH 3.4:** Develop a marketing strategy to encourage current non-resident employees to live in Zanesville. **MEDIUM** **MEDIUM**

**PH 3.4a:** Work with local employers to share marketing materials with their non-resident employees.

**PH 3.4b:** Share listings for available homes and rental units to non-resident employees.

#### ACTION STEP PH 3.5 & TASKS

PRIORITY ESTIMATED TIME FRAME

**PH 3.5:** Leverage local organizations, such as the local churches, to promote living in Zanesville. **MEDIUM** **MEDIUM**

**PH 3.5a:** Leverage Zanesville's places of worship and organizations to target marketing to parishioners.

**PH 3.5b:** Identify local residents that have family or friends interested in moving to Zanesville who would be willing to share available land and home information.

**PH 3.5c:** Work with local organizations and churches share the Town's marketing materials with their non-resident members and participating family/friends recruiters

**PH 3.4b:** Share listings for available homes and rental units with their members.

## POPULATION & HOUSING

## RESOURCES & FUNDING

### INDIANA HOUSING AND COMMUNITY DEVELOPMENT AUTHORITY

The Indiana Housing and Community Development Authority (IHCDA) partners with organizations throughout the state to offer a variety of programs to assist in affordable rental, homeownership, and homelessness initiatives.

**Utilize for:** PH .1.1, 1.2, & 2.1-2.3

**Information:** <https://www.in.gov/ihcda/>

### SINGLE FAMILY HOUSING DIRECT LOANS

Also known as the Section 502 Direct Loan Program, this program assists low- and very-low-income applicants obtain decent, safe and sanitary housing in eligible rural areas by providing payment assistance to increase an applicant's repayment ability. Payment assistance is a type of subsidy that reduces the mortgage payment for a short time. The amount of assistance is determined by the adjusted family income.

**Utilize for:** PH .1.1, 1.2, 2.1, & 2.2

**Information:** <https://www.rd.usda.gov/programs-services/single-family-housing-programs/single-family-housing-direct-home-loans/in>

### RURAL PLACEMAKING INNOVATION CHALLENGE

USDA is making available up to \$3 million in cooperative agreements under the Rural Placemaking Innovation Challenge (RPIC) for eligible entities to help them provide planning support, technical assistance and training to foster placemaking activities in rural communities.

Qualified entities can use the funds to help rural communities create plans to enhance capacity for broadband access; preserve cultural and historic structures; and support the development of transportation, housing, and recreational spaces.

**Utilize for:** PH 3.1 & 3.3

**Information:** <https://www.rd.usda.gov/programs-services/single-family-housing-programs/single-family-housing-direct-home-loans/in>



## POPULATION & HOUSING

## RESOURCES & FUNDING

### HABITAT FOR HUMANITY OF GREATER FORT WAYNE

Utilize for: **PH 2.1 & 2.2**

Information: <https://www.hfhsjc.org/>

### SOUTHWEST ALLEN COUNTY SCHOOLS CORPORATION

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://www.sacs.k12.in.us/>

### NORTH WELLS SCHOOL CORPORATION

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://www.nwcs.k12.in.us/>

### VISIT WELLS COUNTY

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://www.visitwellscounty.com/>

### NORTHEAST INDIANA REGIONAL PARTNERSHIP

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://neindiana.com/>

### FORT WAYNE/ALLEN COUNTY CONVENTION AND VISITORS BUREAU

Utilize for: **PH 3.1, 3.2, & 3.5**

Information: <https://visiteasternindiana.org/?pageLink=visitor-detail&vclID=12>

# ECONOMIC DEVELOPMENT

## ED 1 PROMOTE TRAFFIC-BASED COMMERCIAL DEVELOPMENT ALONG INDIANAPOLIS ROAD.

## ED 2 PROMOTE BUSINESS THAT ARE CONSISTENT AND COMPLEMENTARY WITH ZANESVILLE'S COMMUNITY CHARACTER

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP ED 1.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**ED 1.1:** Take advantage of projected traffic volumes along Indianapolis Road to attract a gas station/convenience store.

MEDIUM SHORT

**ED 1.1a:** Research traffic counts needed to attract a gas station/convenience store.

**ED 1.1b:** Identify potential location(s) that could accommodate a gas station/convenience store.

**ED 1.1c:** Contact potential gas station/convenience store companies.

At the time of the plan publication, preliminary contact has been made with two companies that have interest in service the Zanesville area and discussions are continuing.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP ED 2.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**ED 2.1:** Promote business development that will provide goods and services that will attract and retain the local population.

HIGH MEDIUM

**ED 2.1a:** Utilize data in the plan to promote the Town as a good place to do business.

**ED 2.1b:** Utilize marketing and branding materials to promote plans to attract and retain business investment.

**ED 2.1c:** Promote housing strategy to increase the number of residents to support local services businesses.

# ECONOMIC DEVELOPMENT

## ED 3 CONTINUE TO SUPPORT EXISTING BUSINESSES.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP ED 3.1 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**ED 3.1:** Create and convene a local business leader forum to identify issues and brainstorm opportunities for increasing local support. **MEDIUM MEDIUM**

**ED 3.1a:** Develop an inventory of existing businesses and contacts.

**ED 3.1b:** Host a special meeting to invite business leaders to participate and develop a process for participation.

**ED 3.1c:** Identify a leader(s) who will ensure the meetings continue and are productive.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP ED 3.2 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**ED 3.2:** Identify incentives and programs to assist local businesses. **MEDIUM MEDIUM**

**ED 3.2a:** Work with the Allen County and Wells County Economic Development Corporations and state agencies to identify incentives and programs to assist local businesses.

**ED 3.2b:** Share information at the local business leader's forum.

**ED 3.2c:** Invite experts to share information and programs with local businesses.

GUIDING  
PRINCIPLES  
ADDRESSED



### ACTION STEP ED 3.3 & TASKS

PRIORITY ESTIMATED  
TIME FRAME

**ED 3.3:** Promote placemaking activities to assist local businesses in the attraction and retention of skilled employees. **MEDIUM MEDIUM**

**ED 3.3a:** Follow the recommendations in the Community Character section to develop more local events, gathering spaces and engagement.

**ED 3.3b:** Follow the recommendations in the Transportation section to develop pedestrian connections and trails.

**ED 3.3c:** Ensure local businesses are aware of and participate in local events to build community support.

# ECONOMIC DEVELOPMENT

## RESOURCES & FUNDING

### INDIANA OFFICE OF COMMUNITY AND RURAL AFFAIRS - PUBLIC FACILITIES PROGRAM

The goals of our Public Facilities Program are to improve quality of place, generate jobs and spur economic revitalization. A maximum grant award of \$500,000 is in effect for all. General types of activities that are eligible for PFP funding include removal of architectural barriers for ADA accessibility, community centers, daycare centers, facilities for special needs groups, fire/EMS stations, healthcare centers, historic preservation, learning centers, libraries, senior centers, and youth centers.

Utilize for: **ED 2.1, 3.2, & 3.3**

Information: <https://www.in.gov/ocra/cdbg/public-facilities-program/>

### INDIANA ECONOMIC DEVELOPMENT CORPORATION IEDC PROGRAMS

Indiana Economic Development Corporation (IEDC) programs and initiatives offer business support and expertise to companies that are investing and creating jobs in Indiana. IEDC is working to improve our quality of place, infrastructure, available development sites and regulatory assistance to build economic strength and opportunity that grows and attracts new business and talent.

Utilize for: **ED 2.1, 3.2, & 3.3**

Information: <https://www.iedc.in.gov/programs>

### US EPA SMART GROWTH IN SMALL TOWNS AND RURAL COMMUNITIES

Small towns and rural communities throughout the United States are looking for ways to strengthen their economies, provide better quality of life, and build on local assets. Many rural communities and small towns are facing challenges, including rapid growth at metropolitan edges, declining rural populations, and loss of farms and working lands.

Slow-growing and shrinking rural areas might find that their policies are not bringing the prosperity they seek, while fast-growing rural areas at the edge of metropolitan regions face metropolitan-style development pressures.

Smart growth strategies can help rural communities achieve their goals for growth and development while maintaining their distinctive rural character.

Planning where development should or should not go can help a rural community encourage growth in town, where businesses can thrive on a walkable main street and families can live close to their daily destinations. Policies that protect the rural landscape help preserve open space, protect air and water quality, provide places for recreation, and create tourist attractions that bring investments into the local economy. Policies that support walking, biking, and public transit help reduce air pollution from vehicles while saving people money.

Utilize for: **ED 2.1, 3.2, & 3.3**

Information: <https://www.epa.gov/smartgrowth/smart-growth-small-towns-and-rural-communities>



# ECONOMIC DEVELOPMENT

## RESOURCES & FUNDING

### WELLS COUNTY ECONOMIC DEVELOPMENT

Wells County Economic Development is a non-profit organization dedicated to coordinating community-wide efforts to facilitate economic growth by focusing on the retention and attraction of jobs, and fostering entrepreneurship.

The organization provides a wide variety of services and resources for communities in Wells County.

**Utilize for:** ED 1,2,& 3

**Information:** <http://www.wellsedc.com/>

### ALLEN COUNTY ECONOMIC DEVELOPMENT

Economic development and redevelopment services for businesses located outside the City of Fort Wayne are administered by the Department of Planning Services Economic Development staff. These services are carried out on behalf of the Allen County Redevelopment Commission, the Allen County Redevelopment Authority and the Allen County Economic Development Commission. Economic Development staff work closely with their colleagues on the land use planning staff in coordinating and planning for the location or expansion of businesses in the county. Economic Development staff collaborate with local and state partners such as the City of Fort Wayne, Greater Fort Wayne, Inc., WorkOne Northeast, and the Northeast Indiana Regional Partnership in the marketing of Allen County to new and existing businesses.

**Utilize for:** ED 1,2,& 3

**Information:** <https://www.allencounty.us/economic-development/economic-development>

### NORTHEAST INDIANA REGIONAL PARTNERSHIP

In 2006, regional civic and business leaders created a public-private partnership that united Northeast Indiana to compete more effectively, as a region, for new investments. The Northeast Indiana Regional Partnership represents an 11-county region with diverse communities and a population of nearly 800,000. Our region is made up of Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Noble, Steuben, Wabash, Wells, and Whitley counties.

Northeast Indiana Regional Partnership's mission is to "Drive business investment and strengthen the region's global competitiveness and economic resiliency"

The organization can be a valuable resource in achieving the community's economic development goals.

**Utilize for:** ED 1,2,& 3

**Information:** <https://neindiana.com/>

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## CM 1

**ESTABLISH DEVELOPMENT POLICIES THAT PROMOTE PUBLIC-PRIVATE PARTNERSHIPS TO SHARE COSTS ASSOCIATED WITH NEW DEVELOPMENT.**

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 1.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 1.1:** Evaluate spending and prioritize investments that will result in additional tax revenue.

HIGH SHORT

**CM 1.1a:** Conduct a thorough review of all budget expenditures as part of the annual budget process to provide a clear understanding of where funds are utilized.

**CM 1.1b:** Classify expenditures by those that might be eligible for grants or could allow for cost sharing with partners.

**CM 1.1c:** Work with local businesses forum to determine what local expenditures would assist in their business and lead to additional investment.

**CM 1.1d:** Work with Allen and Wells County Economic Development to research how to best utilize existing resources to best attract investment.

**CM 1.1d:** Investigate grants for services for public safety including police and fire protection.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 1.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 1.2:** Investigate the use of tax incentives to stimulate new investment.

MEDIUM MEDIUM

**CM 1.2a:** Work with Allen County and Wells County Economic Development to evaluate options and develop a plan.

**CM 1.2b:** Discuss tax incentives options with local financial experts to evaluate impact on local tax revenue and budget.

**CM 1.2c:** Learn from local business forum what types of assistance would actually incentivize investment.

**CM 1.2d:** Use relationship with Allen and Wells County Economic Development to find potential private sector partners to invest in Zanesville directly through the installation of public facilities as part of a development project.

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## CM 2 IMPLEMENT ASSET MANAGEMENT PLANNING PRINCIPLES IN PRIORITIZING AND IMPLEMENTING EXISTING FACILITY AND INFRASTRUCTURE MAINTENANCE ACTIVITIES.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 2.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 2.1:** Develop an asset management plan that includes all of the Town's assets.

HIGH SHORT

**CM 2.1a:** Expand current asset management plan to include stormwater system, sidewalks and Town owned building in addition to the road network.

**CM 2.1b:** Conduct an inventory and conditions inspection of the Town owned assets.

**CM 2.1c:** Create a citizen committee to review the asset management plan and develop a project priority list. Use the inventory and conditions information to determine needed repairs.

**CM 2.1d:** Develop an opinion of cost for the projects based on the priority list and needed repairs.

**CM 2.1e:** Utilize this information in the annual budgeting process and to Develop construction program based on capital improvement program.

**CM 2.1f:** Utilize this information to apply for grants and other funding outside general budget funds.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 2.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 2.2:** Establish a regular inspection and evaluation process for Town owned equipment and buildings.

HIGH SHORT

**CM 2.2a:** After the initial inventory and condition report, it is critical a regular inspection process is adopted.

**CM 2.2b:** Based on initial inventory and condition report an inspection schedule of 1 or 2 years should be adopted based on asset type.

**CM 2.2c:** Hire maintenance staff to maintain existing assets and conduct the asset inspections.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 2.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 2.3:** Conduct regular inspections of the stormwater system to identify issues and prevent flooding or property damage.

HIGH MEDIUM

**CM 2.3a:** Work with local professional to conduct initial inspection of the stormwater system including size, material type, condition and map the location to identify areas of concern or potential concern.

**CM 2.3b:** Have professional train maintenance staff how to conduct subsequent inspections paying close attention to areas of concern.

**CM 2.3c:** Have maintenance staff conduct the inspection annually or after large storm events to ensure proper operations.

**CM 2.3d:** Conduct a rate study based on impervious area rather than flat fee.

**CM 2.3e:** Create a long-term funding projection based on various rates and implementation schedules.

**CM 2.3f:** Engage citizen committee to review rates, priorities and funding to recommend best practices.

**CM 2.3g:** Develop a capital improvement program for storm water improvements.

**CM 2.3h:** Implement rate increase to fund projects.

**CM 2.3i:** Develop construction program based on capital improvement program

# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## CM 3 COORDINATE WITH PUBLIC AND PRIVATE UTILITY PROVIDERS TO ENSURE HIGH-QUALITY SERVICES FOR LOCAL RESIDENTS.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 3.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 3.1:** Partner with public officials in both Allen and Wells County to strengthen Zanesville's position when interacting with private utility companies. **HIGH** **SHORT**

**CM 3.1a:** As Zanesville is a small community, working with the larger community could help develop contacts and build a relationship with the private utility companies to assist in better communication. Establish better communication with the private utility providers can lead to an open channel to express needs for the community.

**CM 3.1b:** Utilize the relationship with County partners to determine local representatives for each of the private utility companies. See resource list in this plan.

**CM 3.1c:** Have the local business forum champion or council president reach out to them to introduce your community and local needs.

**CM 3.1d:** Cultivate these contacts and relationships to allow two-way communications so that the private utility understands needs but can also obtain information from the community for their investment planning.

**CM 3.1e:** Continue to work with the County partners to keep Zanesville in the discussions with private utility providers as they meet and work with the organizations.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP CM 3.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**CM 3.2:** Research partnership opportunities with private utility providers to implement grant funds and service expansions. **HIGH** **SHORT**

**CM 3.2a:** Utilize contact list for each of the private utilities to request information on any grant programs they offer.

**CM 3.2b:** Request information on any planning service expansions or upgrades.

**CM 3.2c:** Invite the local representative to participate in community events to build a connection to the Town.

**CM 3.2d:** Investigate grants including Next Level Connections program and requirements to build broadband infrastructure.



# COMMUNITY SERVICES & MUNICIPAL FACILITIES

## RESOURCES & FUNDING

### PUBLIC FACILITIES PROGRAM

Community facilities enhance the lives of residents in numerous ways. Libraries, museums, community centers, and performance spaces open doors to knowledge and ideas, culture, and enjoyment. In addition to community facilities, historic preservation projects are eligible for PFP. The goals of our Public Facilities Program are to improve quality of place and generate jobs and spur economic revitalization.

Utilize for: **CM 1.2, 2.1, & 3.2**

Information: <https://www.in.gov/ocra/cdbg/public-facilities-program/>

### COMMUNITY FACILITIES DIRECT LOAN & GRANT PROGRAM

This program provides affordable funding to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial, or business undertakings.

Utilize for: **CM 1.1, 1.2, 2.1**

Information: <https://www.rd.usda.gov/programs-services/community-facilities/community-facilities-direct-loan-grant-program>

### PLANNING GRANTS

Planning grants are designed to provide municipalities with the funds necessary to undertake plans. This grant program has a wide range of uses, including but not limited to: comprehensive plans, economic recovery plans, broadband plans, public facilities plans, economic development plans, and environmental assessment plans.

Utilize for: **CM 1.2, 2.1, & 3.2**

Information: <https://www.in.gov/ocra/cdbg/planning-grants/>

### RURAL ENERGY PILOT PROGRAM

The Rural Energy Pilot Program (REPP) grant offers financial assistance for rural communities to further develop renewable energy. REPP grant funds can be used to support:

- Community energy planning, capacity building, and technical assistance;
- Community efficiency and weatherization; or
- Installation and equipping of community-scale renewable energy technologies and systems.

Utilize for: **CM 3.1 & 3.2**

Information: <https://www.rd.usda.gov/programs-services/energy-programs/rural-energy-pilot-program>

# TRANSPORTATION

## T 1

**EFFECTIVELY ALLOCATE TOWN RESOURCES WHEN MAINTAINING AND ENHANCING THE TRANSPORTATION NETWORK.**

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP T 1.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 1.1:** Review existing street and alley right-of-ways and implement the process of vacating unnecessary right-of-ways to reduce the Town's property maintenance responsibilities.

MEDIUM SHORT

**T 1.1a:** Create a council committee to review existing street and alley right-of-ways and create a priority list.

**T 1.1b:** Implement the right-of-way vacation process based on the prioritized list.

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP T 1.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 1.2:** Use the current and future asset management plan to guide the investments in the transportation network.

MEDIUM SHORT

**T 1.2a:** Review asset management plan in preparation for annual budget sessions.

**T 1.2b:** Update plan on a regular basis to ensure accuracy and to ensure investments have value.

**T 1.2c:** Utilize AMP to show eligibility for and to make local match for grants.

## T 2

**DEVELOP A SHARED USE TRAIL THAT CONNECTS THE TOWN CENTER, LIONS PARK, AND HOVERSTOCK CEMETERY.**

GUIDING PRINCIPLES ADDRESSED



### ACTION STEP T 2.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 2.1:** Explore utilizing existing public property ownership and partner with the Lions Club and Hoverstock Cemetery to create a shared use trail as shown on the map.

MEDIUM MEDIUM

**T 2.1a:** Construct the main trail segment that connects the Town Center to Lions Park and Hoverstock Cemetery.

**T 2.1b:** Explore the construction of a recreational loop through Lions Park.

**T 2.1c:** Explore the construction of a recreational loop through Hoverstock Cemetery.

TRANSPORTATION

T 3 MAINTAIN AND ENHANCE THE EXISTING SIDEWALK NETWORK FOR USERS OF ALL OF MOBILITY NEEDS.

GUIDING PRINCIPLES ADDRESSED



GUIDING PRINCIPLES ADDRESSED



GUIDING PRINCIPLES ADDRESSED



ACTION STEP T 3.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

- T 3.1:** Integrate sidewalk maintenance and replacement into the Town's asset management planning.
- T 3.1a:** Conduct an inventory of the existing sidewalk network.
- T 3.1b:** Expand existing AMP rating process to include sidewalks and future trails.

ACTION STEP T 3.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

- T 3.2:** Install ADA compliant curb ramps to complement the existing sidewalk network.
- T 3.2a:** Create a priority intersection list for the installation of ADA compliant curb ramps.
- T 3.2b:** Install the curb ramps based on the prioritized list.

ACTION STEP T 3.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

- T 3.3:** Explore the adoption of an ordinance that requires maintenance of sidewalks by abutting property owners.
- T 3.3a:** Request example ordinances and policies from Allen and Wells County Planning and/or Engineering Departments.
- T 3.3b:** Review examples ordinances and policies to see if they could work in Zanesville.
- T 3.3c:** If applicable, submit an ordinance or policy to the Common Council for Adoption.
- T 3.3d:** Work with Wells County Planning Department to ensure property owners are aware of the ordinance or policy to ensure compliance.

# T 4

## WORK TO EXPAND AND CONNECT THE SIDEWALK NETWORK.

### GUIDING PRINCIPLES ADDRESSED



### GUIDING PRINCIPLES ADDRESSED



### ACTION STEP T 4.1 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 4.1:** Evaluate and explore the possibility of creating a pedestrian connection from the Town Center to Dollar General along Wayne Street and Indianapolis Road. **MEDIUM** **SHORT**

**T 4.1a:** Work with Allen and Wells County to determine existing public right-of-way along both streets.

**T 4.1b:** Once existing public right-of-way is established a route utilizing existing right-of-way should be prioritized to reduce cost and complexity of the project in order to avoid property acquisition.

### ACTION STEP T 4.2 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 4.2:** Prioritize installing sidewalks on key street corridors as identified in the map. **MEDIUM** **MEDIUM**

**T 4.2a:** Utilize the sidewalk inventory to determine a route that would meet current needs.

**T 4.2b:** Conduct a community survey to determine where people would most like to see sidewalks installed.

**T 4.2c:** Prioritize connecting existing community assets such as the Lions Park, churches, Town Hall, and stores.

**T 4.2d:** Install at least one pedestrian-prioritized crossing across Indianapolis Road.

### GUIDING PRINCIPLES ADDRESSED



### GUIDING PRINCIPLES ADDRESSED



### GUIDING PRINCIPLES ADDRESSED



### ACTION STEP T 4.3 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 4.3:** Install sidewalks on at least one side of every street within Zanesville. **MEDIUM** **MEDIUM**

**T 4.3a:** Utilize the sidewalk inventory to determine where sidewalks should be installed.

### ACTION STEP T 4.4 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 4.4:** Require new development to install sidewalks abutting the project site. **MEDIUM** **SHORT**

**T 4.4a:** Work with Wells County Area Plan Commission to investigate policies in other communities to develop a local process.

### ACTION STEP T 4.5 & TASKS

PRIORITY ESTIMATED TIME FRAME

**T 4.5:** Ensure that all new sidewalks are ADA compliant and have crosswalks at all street crossings. **MEDIUM** **SHORT**

**T 4.5a:** Work with County Departments to secure funds to ensure all projects meet ADA requirements for public facilities.



# TRANSPORTATION

## RESOURCES & FUNDING

### NEXT LEVEL TRAILS

Next Level Trails will invest \$150 million – the largest infusion of State trail funding in Indiana history – toward the development of regionally and locally significant trails throughout Indiana. As part of Governor Holcomb’s broader Next Level Connections infrastructure program, Next Level Trails (NLT) is designed to incentivize collaborative efforts to accelerate trail connections. The Department of Natural Resources administers the program.

**Utilize for:** T 2.1 & 4.1

**Information:** <https://www.in.gov/dnr/state-parks/recreation/grants/next-level-trails/>

### INDIANA TRAILS PROGRAM

Indiana Trails Program is similar to Next Level Trails, but has significantly less money allocated to grant disbursement. Utilizing either trail program is possible, but it is recommended to begin with Next Level Trails as more projects and more money is awarded yearly.

**Utilize for:** T 2 & 4.1

**Information:** <https://www.in.gov/dnr/state-parks/recreation/grants/indiana-trails-program/>

### RURAL PLACEMAKING INNOVATION CHALLENGE

USDA is making available up to \$3 million in cooperative agreements under the Rural Placemaking Innovation Challenge (RPIC) for eligible entities to help them provide planning support, technical assistance and training to foster placemaking activities in rural communities. Qualified entities can use the funds to help rural communities create plans to enhance capacity for broadband access; preserve cultural and historic structures; and support the development of transportation, housing, and recreational spaces.

**Utilize for:** T 1.2, 2, 3.1, 3.2 & 4.1-4.5

**Information:** <https://www.rd.usda.gov/about-rd/initiatives/rural-placemaking-innovation-challenge>

### PLANNING GRANTS

Planning grants are designed to provide municipalities with the funds necessary to undertake plans. This grant program has a wide range of uses, including but not limited to: comprehensive plans, economic recovery plans, broadband plans, public facilities plans, economic development plans, and environmental assessment plans.

**Utilize for:** T 1.2, 2, 3.1-3.3, & 4.1-4.5

**Information:** <https://www.in.gov/ocra/cdbg/planning-grants/>

# COMMUNITY SERVICES & MUNICIPAL FACILITIES RESOURCES & FUNDING

## STORMWATER IMPROVEMENTS PROGRAM

Property owners in many communities across the state of Indiana suffer from flooded property and sewer backups due to inadequate stormwater management. Flooding is expensive to clean up, depresses property values, and degrades water quality. With increasingly severe weather and overloaded sewer systems, experts say the cost will continue to rise. The goals of the Stormwater Improvements Program are to:

- Reduce flooding
- Cut stormwater treatment and energy costs
- Protect rivers, lakes, and vital landscape
- Generate jobs and spur economic revitalization

A maximum grant award of \$600,000 is in effect for all Stormwater Improvements projects. The maximum award is not intended to serve as a target figure for requests for grant assistance. OCRA will review the level of grant assistance requested and will consider the appropriateness of the project's scope, the level of demonstrated need and the financial resources of the applicant. If OCRA determines that a lesser amount is appropriate, it may be necessary to revise the project before it is submitted in final form. A local match of 10% of the total project cost will be required for consideration of funding.

The amount of CDBG funds granted will be based on a \$5,000 cost per project beneficiary. General types of activities that are eligible for SIP funding include stormwater improvements (retention, lines, etc.).

**Utilize for:** CM 1, 2, & 3

**Information:** <https://www.in.gov/ocra/cdbg/stormwater-improvements-program/>

## INFRASTRUCTURE INVESTMENTS AND JOBS ACT GRANTS

The National Telecommunications and Information Administration administers many grants for the expansion and access to high-speed Internet. While most of these programs are geared toward Internet providers, it's useful for the Town to be aware of these programs to leverage broadband infrastructure improvements with the County and utility providers.

These programs also provide a significant cost savings program. This credit of \$30 per month on their Internet bills can help ensure access to high-speed Internet for all residents.

**Utilize for:** CM 1 & 3

**Information:** <https://www.whitehouse.gov/briefing-room/statements-releases/2022/05/09/fact-sheet-president-biden-and-vice-president-harris-reduce-high-speed-internet-costs-for-millions-of-americans/>

<https://www.ntia.doc.gov/category/grants>

DRAFT FOR DISCUSSION  
PURPOSES ONLY

PAGE INTENTIONALLY LEFT BLANK



DRAFT FOR DISCUSSION  
PURPOSE ONLY



 **ABONMARCHE**