



# HISTORIC BELLE VALLEY

## REVITALIZATION PLAN

**Spring 2023**



# Acknowledgments

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Mayor of Belle Valley

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Carnes Sunoco

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### **Mary Ann Smith Clark**

Marianne's Food Station

### **Dena Urdak**

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President of the Noble Board of  
Commissioners, 2023

### **Allen Fraley**

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Commissioner



**THE OHIO STATE UNIVERSITY**  
EXTENSION

Plan funded by Ohio State University  
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PART 1:

# Project Summary

# 1.1 History of Belle Valley

## History of Belle Valley

Belle Valley, Ohio's formation began around the late 1800's on land owned by Benton Thorla, who opened the first store and saloon in 1872, as well as the Post Office.

The village was incorporated in 1905 with Lawrence Walters as the first Mayor.

Belle Valley had its start when the Cleveland and Marietta Railroad was extended to that point to support the village's history rich in coal mining and rapid turn-of-the-century growth to more than 1500 residents and 13 saloons.

One of the most memorable historic events to occur in the village was the crash of the USS Shenandoah in September 1925. The Noble Local School district that serves the community has a mascot of the "Zeps."

## Historic Landmarks

Another historic landmark is the Elevation of the Cross Russian Orthodox Church, consecrated in 1915 and capable of holding 150 people. Many immigrant families from Ukraine, Latvia and Slovenia (or Yugoslavia) attended there. The church closed in 1967 but a group of local descendants formed the Belle Valley Historic Preservation Society and it is now listed on the National Historic Register.

Other prominent churches include Faith Baptist, Belle Valley, also known as the "church on the hill" and for it's "Jesus Loves You" sign easily seen by the thousands of daily travelers passing by along I-77. Also in Belle Valley is the Corpus Christi Catholic church in the downtown and an active American Legion Post 641. In addition to the US Post office, businesses include Carnes Sunoco, family owned since 1924, Marianne's Food Station, the Oasis Bar and Grill, Liberty Grocery, the Golden Plaza restaurant, and Buckeye Disposal, a Waste Management Company.

## **Belle Valley Today**

Today, Belle Valley is located at exit 28 on Interstate 77, which was built in the early 1960s, and along the West Fork of Duck Creek in Noble Township, in Noble County. It is three miles north of the county seat of Caldwell, located at exit 25 of I-77.

Belle Valley also borders the Ohio Department of Natural Resources' Wolf Run Lake and campground, as well as within a short driving distance of the cities of Cambridge, Marietta, and Zanesville.

Belle Valley is also within a 20 minute drive of The Wilds and the Seneca Lake Marina, making it an ideal location for camping and outdoor tourism activities.

Sources: Information taken from articles written about Belle Valley by Pat Parks, a Correspondent for The Daily Jeffersonian in 1995.





## 1.2 Project Background



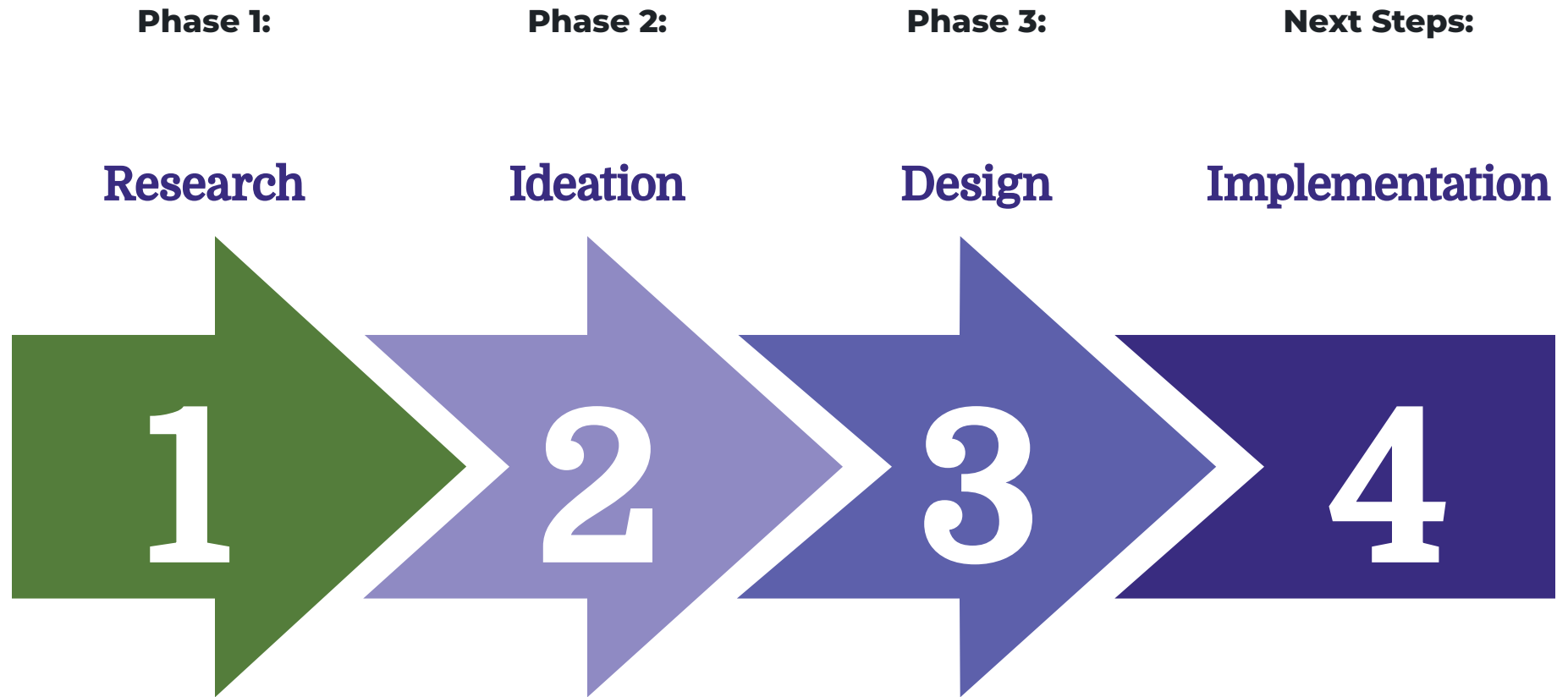
This planning process has been administered through OSU Extension-Nobly County. The scope of the project includes recommendations for placemaking, tourism, economic development, and historic preservation.

The project team collaborated closely throughout the project with a core steering committee including Village Officials and residents, OSU Extension Staff, and stakeholders throughout the Village.



Photos: OSU Extension

## 1.3 Project Process



## **1.4 Belle Valley Vision Statement**



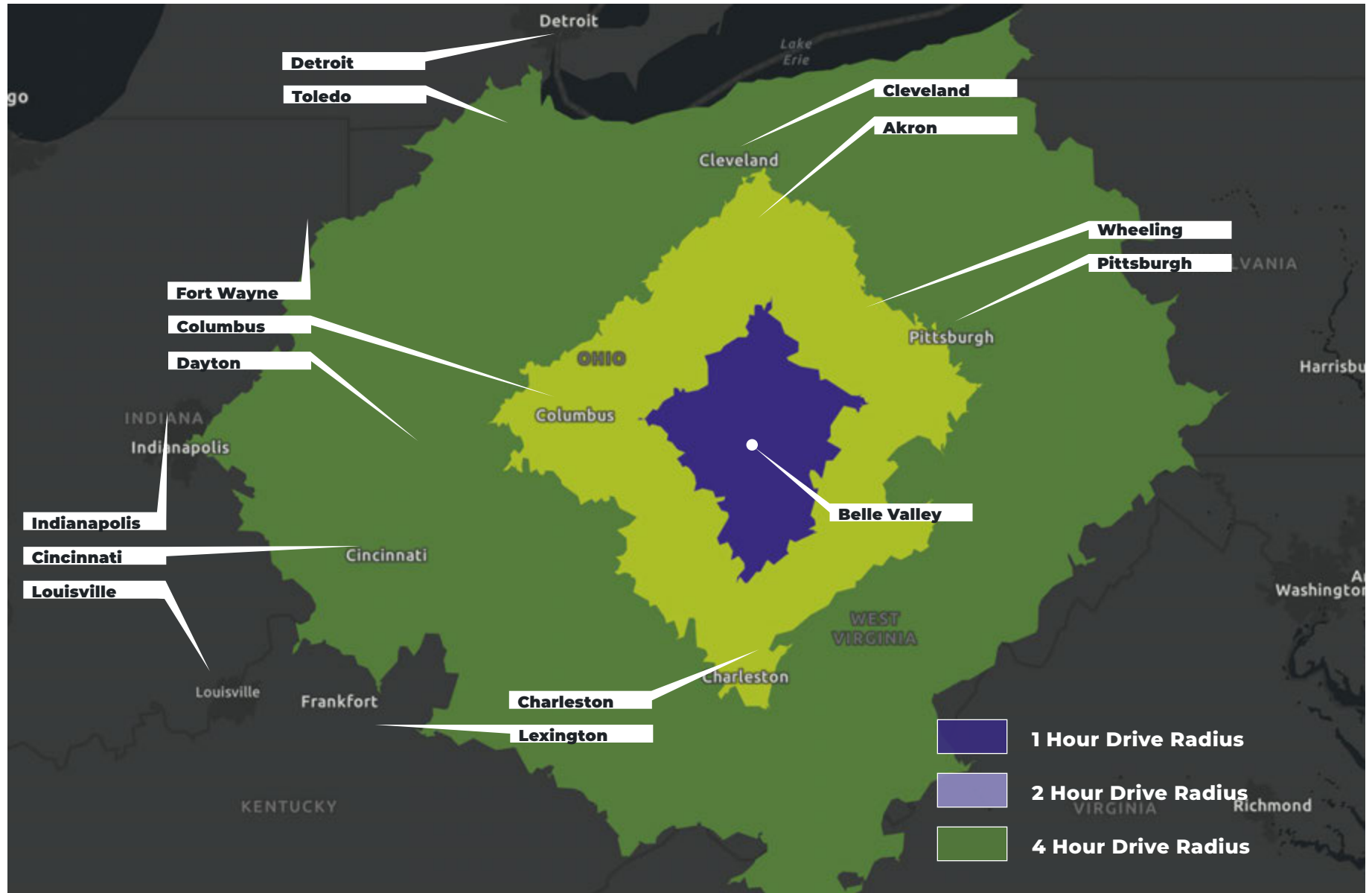
**The vision for the Belle Valley Revitalization Plan is to improve the quality of life for local residents and provide a vibrant gateway into Noble County.**



## **1.5 Planning Goals**

- 1. Explore ways to promote The Village of Belle Valley through unified branding and visual representation of the community.**
- 2. Create an achievable plan to improve the public space of the community.**
- 3. Promote historic preservation of the Exaltation/ Elevation of the Holy Cross Church and other Historic Buildings.**
- 4. Grow the tourism economy in Noble County to benefit Belle Valley.**

## 1.6 Regional Demographics



## 1 Hour Drive

Population:

**518,000+**



**44.4**  
Median Age



**210,000+**  
Total Households



**\$54,230**  
Median Household Income

Household Income Distribution



## 2 Hour Drive

Population:

**5,354,000+**



**38.9**  
Median Age

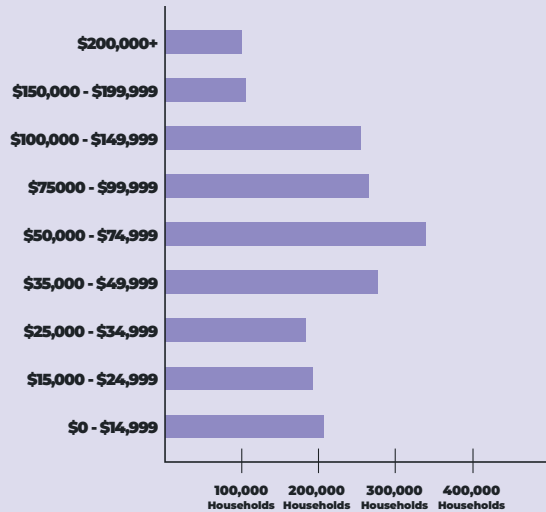


**2,148,000+**  
Total Households



**\$64,382**  
Median Household Income

Household Income Distribution



## 4 Hour Drive

Population:

**18,807,000+**



**39.6**  
Median Age

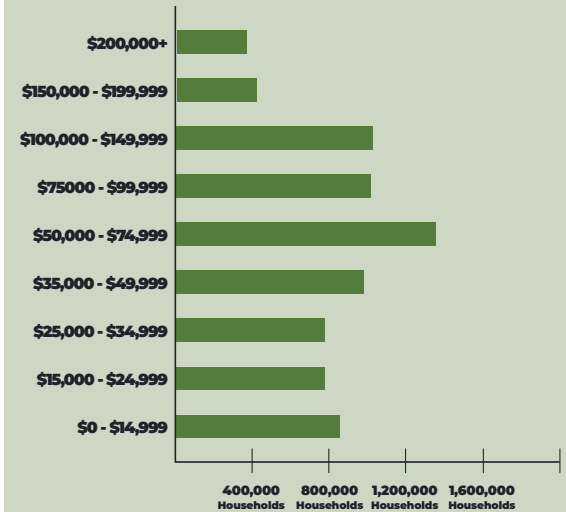


**7,572,000+**  
Total Households



**\$60,954**  
Median Household Income

Household Income Distribution







PART 2:

# Brand Identity Guidelines

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## 2.1 Background



Photo: Calvin Chester



Photo: Kimbolton Ohio History Facebook Page

### 2.1.1 Inspiration

Belle Valley has a strong sense of place with distinctive buildings and strong geographic features. The most notable building in the community is Exaltation/Elevation of the Holy Cross Church. The steep hillsides around the valley create a strong sense of place.

The brand identity is designed to evoke these community strengths in a brand mark that is versatile and distinctive.

### 2.1.2 Brand Identity Naming Convention

The words 'HISTORIC' and 'OHIO' are a component of the primary lockup. This states clearly that the community is historic in character.



## 2.2 The Brand Mark

### 2.2.1 Primary Lockup

The primary lockup is for use on official communications, signs, and other graphics. This graphic is simple and scales well for all projects. This lockup can be used in reverse (on a dark background), or can be modified for official use by the Village government.



### 2.2.2 Secondary Lockup

The secondary lockup is for use where a stronger graphic punch is desired.



### 2.2.3 Special Use Lockups

The special use lockup is for graphics such as signs, badges, and other features.



## 2.3 Primary Font

### 2.3.1 Montserrat Regular & Italic

Montserrat is an accessible font that is visually clean and easy to read. Montserrat is fully free to the public through Google Fonts.

AaBbCcDdEeFf

0123456789

### 2.3.2 Montserrat Bold & Bold Italic

Montserrat bold is the primary font for headers and emphasized text. The font creates a strong hierarchy for organizing information.

AaBbCc**DdEeFf**

0123456789

### 2.3.3 Montserrat Black & Black Italic

When a punchy font or graphic is required for signs, posters, and other visually dynamic elements, Montserrat Black may be used. This font has a distinctive style while still appearing fun and appealing.

**AaBbCcDdEeFf**

**0123456789**

## 24 Secondary Fonts

### 2.4.1 Domine Bold

Domine Bold is the primary font for the brand identity. This font can be found in Adobe Typekit.

AaBbCcDdEeFf

0123456789

### 2.4.2 Galada

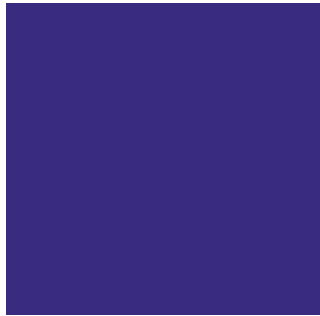
Galada, as seen in the brand mark, is great when paired with Domine. This font can also be found in Adobe Typekit.

*AaBbCcDdEeFf*

*0123456789*

## 2.5 Primary Color Palette

### 2.5.1 Primary Palette



**Dark Violet**

HEX #382b7f



**Medium Violet**

HEX #5c60ab



**Dark Red**

HEX #7d1111



**Medium Green**

HEX #547d3b



**Dark Gray**

HEX #1d2226



## 2.6 Full Color Palette

Color	Name	Hex Code	RGB			CMYK				Pantone	RAL
			R	G	B	C	M	Y	K		
	<b>Dark Violet</b>	382b7f	57	44	128	95		9	7	2617 C	5022
	<b>Medium Violet</b>	5c60ab	92	96	171	73	69	0	0	2665 C	4005
	Light Violet	8f8ac3	143	138	195	46	45	0	0	271 C	4005
	Dark Green	204e28	32	78	40	59	0	49	69	343 C	6035
	<b>Medium Green</b>	547d3b	84	125	59	33	0	53	51	2265 C	6017
	Light Green	adbf28	173	191	40	9	0	79	25	2299 C	6018
	Yellow	fef200	254	242	0	0	5		0	803 C	1016
	Orange	ef9f22	239	159	34	0	33	86	6	143 C	1033
	Light Red	dc3522	220	53	34	0	76	85	14	179 C	3028
	<b>Dark Red</b>	7d1111	125	17	17	0	86	86	51	1815 C	3003
	<b>Dark Grey</b>	1d2226	29	34	38	24	11	0	85	Black C	9011
	Dark/Medium Gray	494a42	73	74	66	1	0	11	71	425 C	7022
	Medium Gray	818074	129	128	116	0	1	10	49	408 C	7023
	Med/Light Gray	96988c	150	152	140	1	0	8	40	403 C	7030
	Light Gray	aaaaea2	170	174	162	2	0	7	32	407 C	7038



PART 3:

# Community Planning & Placemaking

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# 3.1 Flood Mitigation

The Village of Belle Valley has experienced significant issues with flooding throughout the community.

## 3.2.1 Existing Conditions

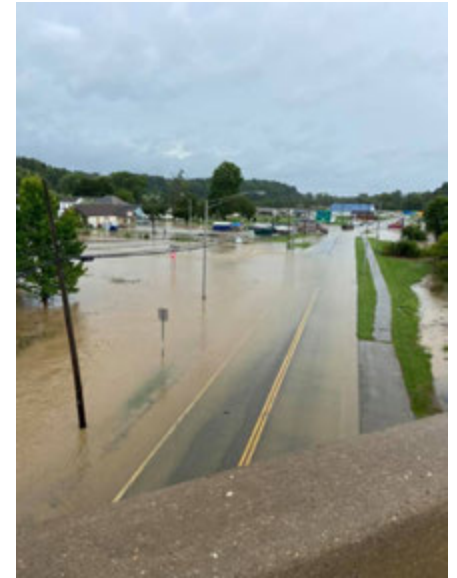
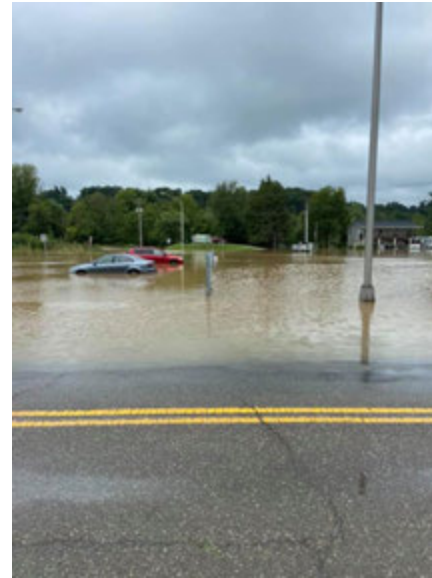
Most of the area around Main Street is within the FEMA Zone AE or Zone A. This generally means that these areas have a 1% annual chance of flooding and a 26% chance of flooding over the life of a 30-year mortgage.

The cause of the flooding issues is not clear. Generally, much of the community is located near Duck Creek, which has a naturally occurring floodplain. The construction of I-77, obstructions to Duck Creek, and other man-made developments have likely increased the risk of annual flooding. Additionally, I-77 cuts directly through the floodplain and has likely affected naturally occurring drainage patterns.

## 3.2.2 Flood Mitigation Strategies

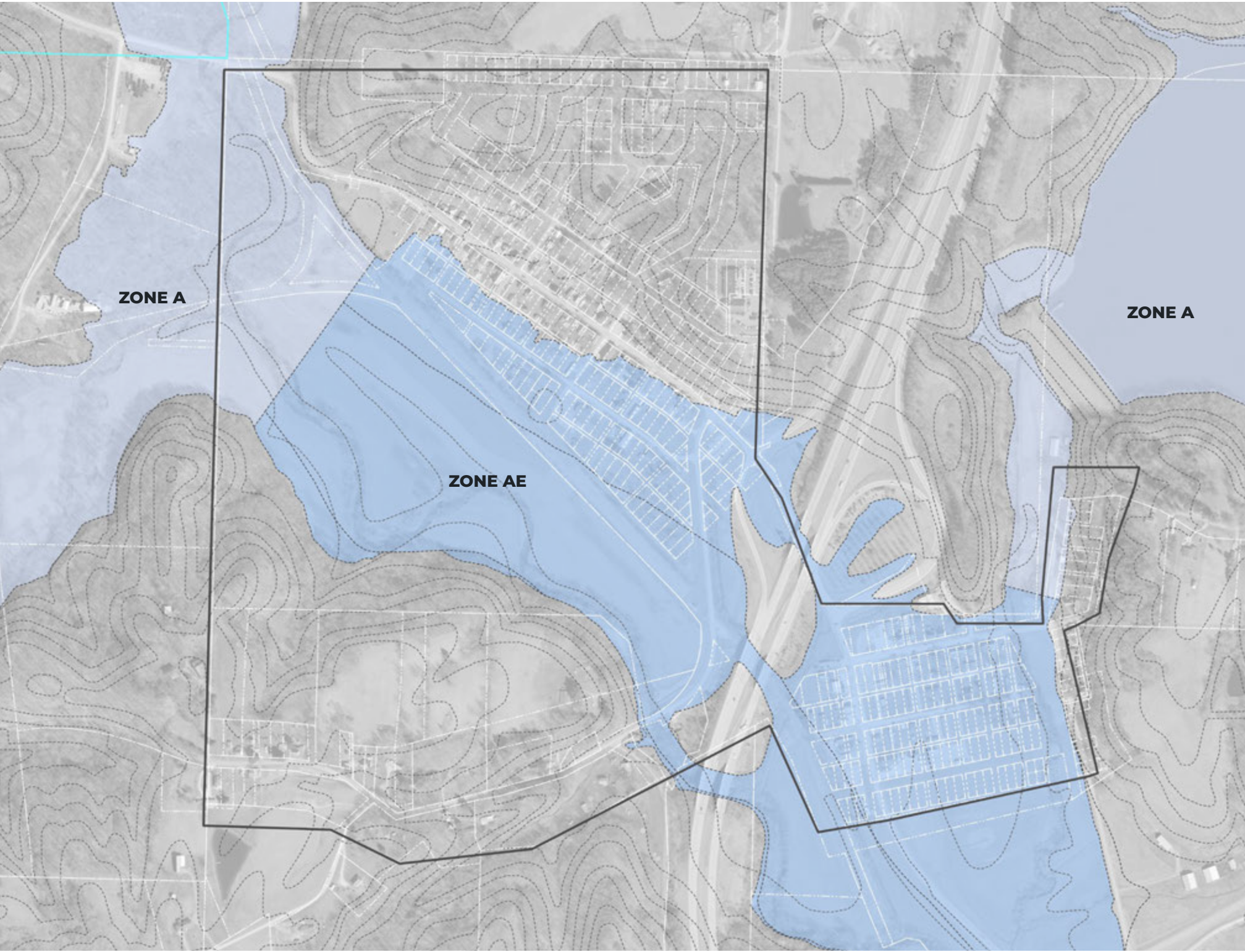
A key flood mitigation strategy is to properly maintain existing stormwater drainage infrastructure such including storm sewers and Duck Creek. Further flood mitigation strategies should be studied further during streetscape design activities.

*Images via Noble County Sheriff's Office (Facebook).*



Photos: Noble County Sherrif Department





**ZONE A**

**ZONE A**

**ZONE AE**



## 3.2 Future Land Use Opportunities

### TRAVEL SERVICES AND RESTAURANTS



### RETAIL SHOPS AND COMMERCIAL GOODS

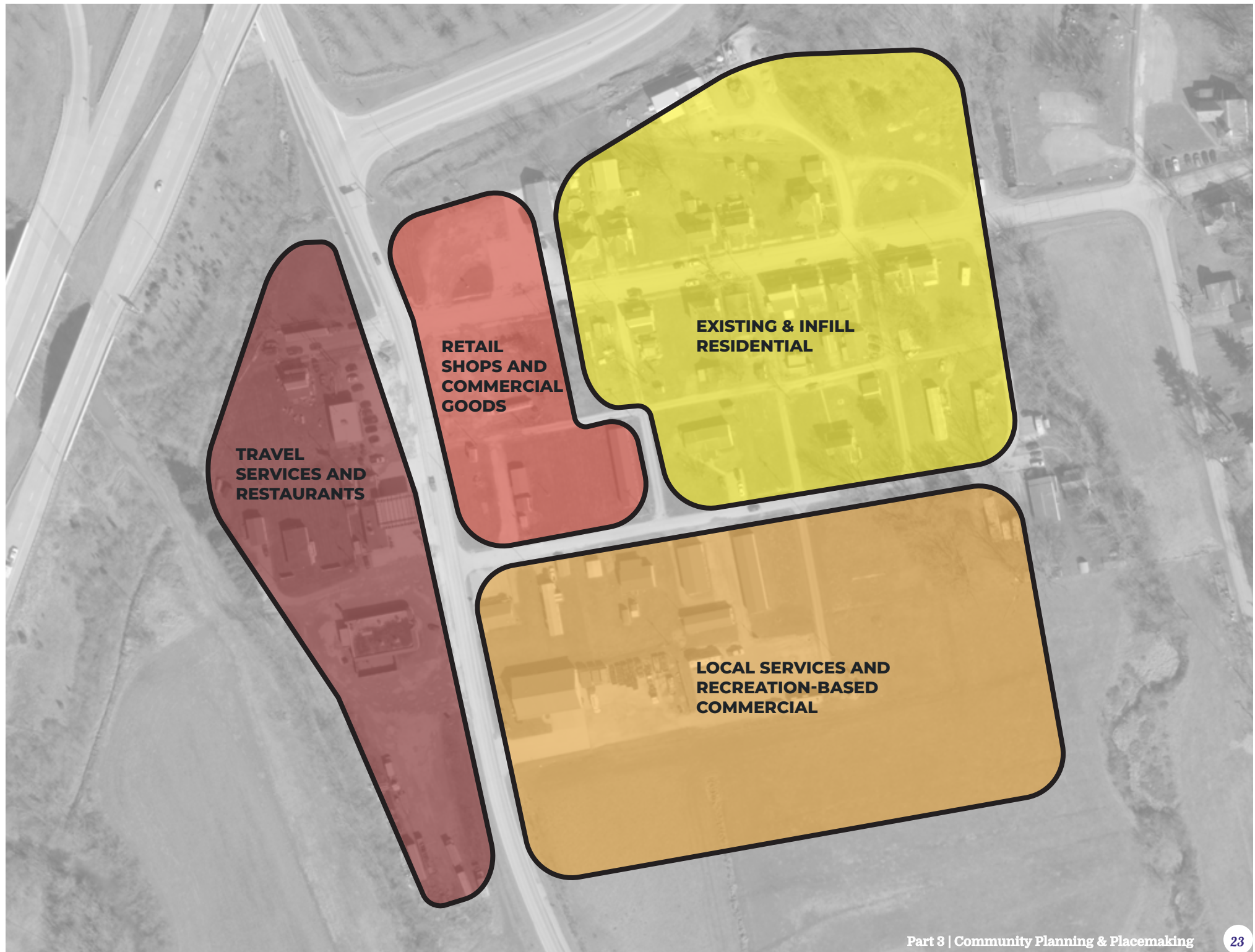


### LOCAL SERVICES AND RECREATION-BASED COMMERCIAL



### EXISTING & INFILL RESIDENTIAL







## 3.3 Gateways and Streetscape Types

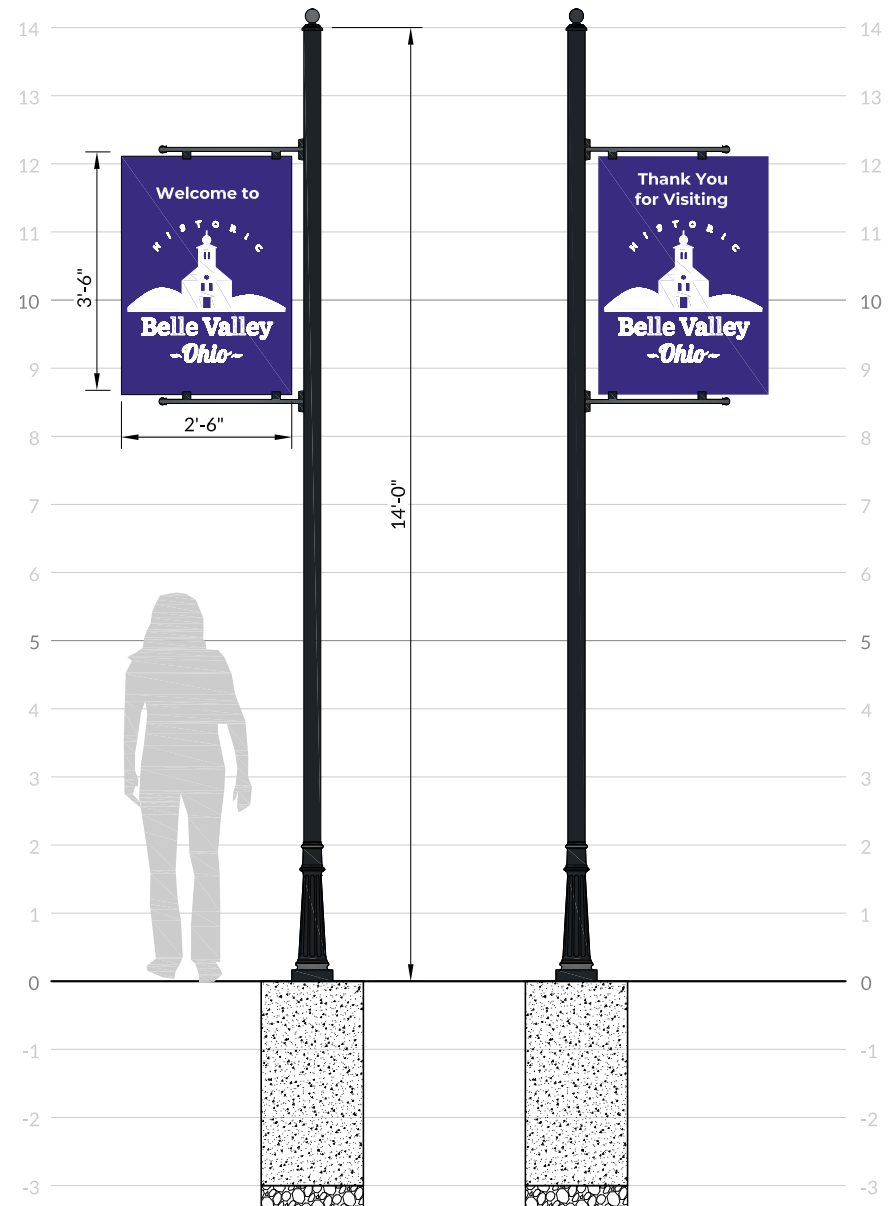
Minor gateway signs can mark the entrance to the Belle Valley and to the historic district.

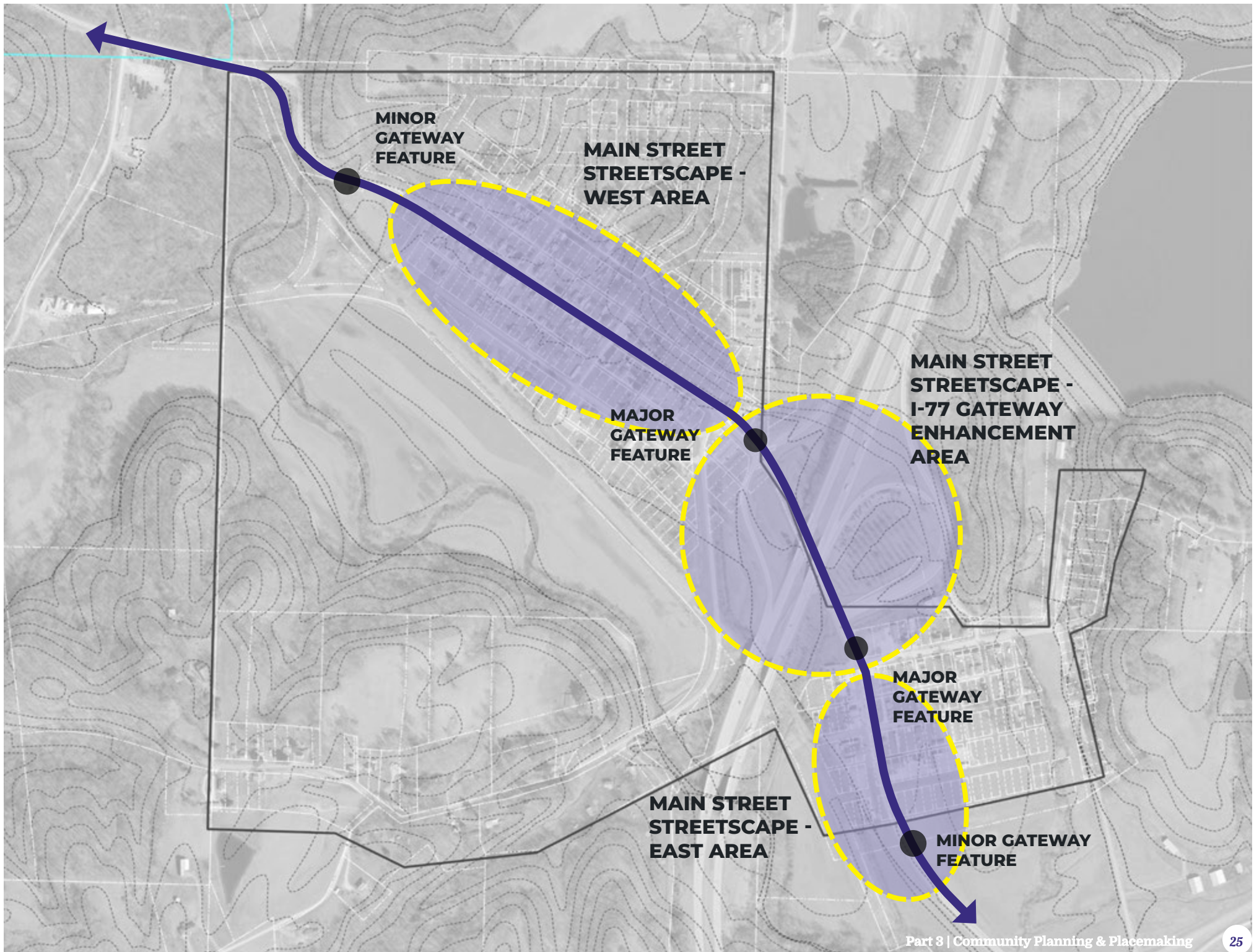
### 3.2.1 The Design

The design is based on the standard sign family but has a larger sign graphic. This will be highly visible from adjacent roadways but can be easily located within existing rights-of-way.

### 3.2.2 Sign Message

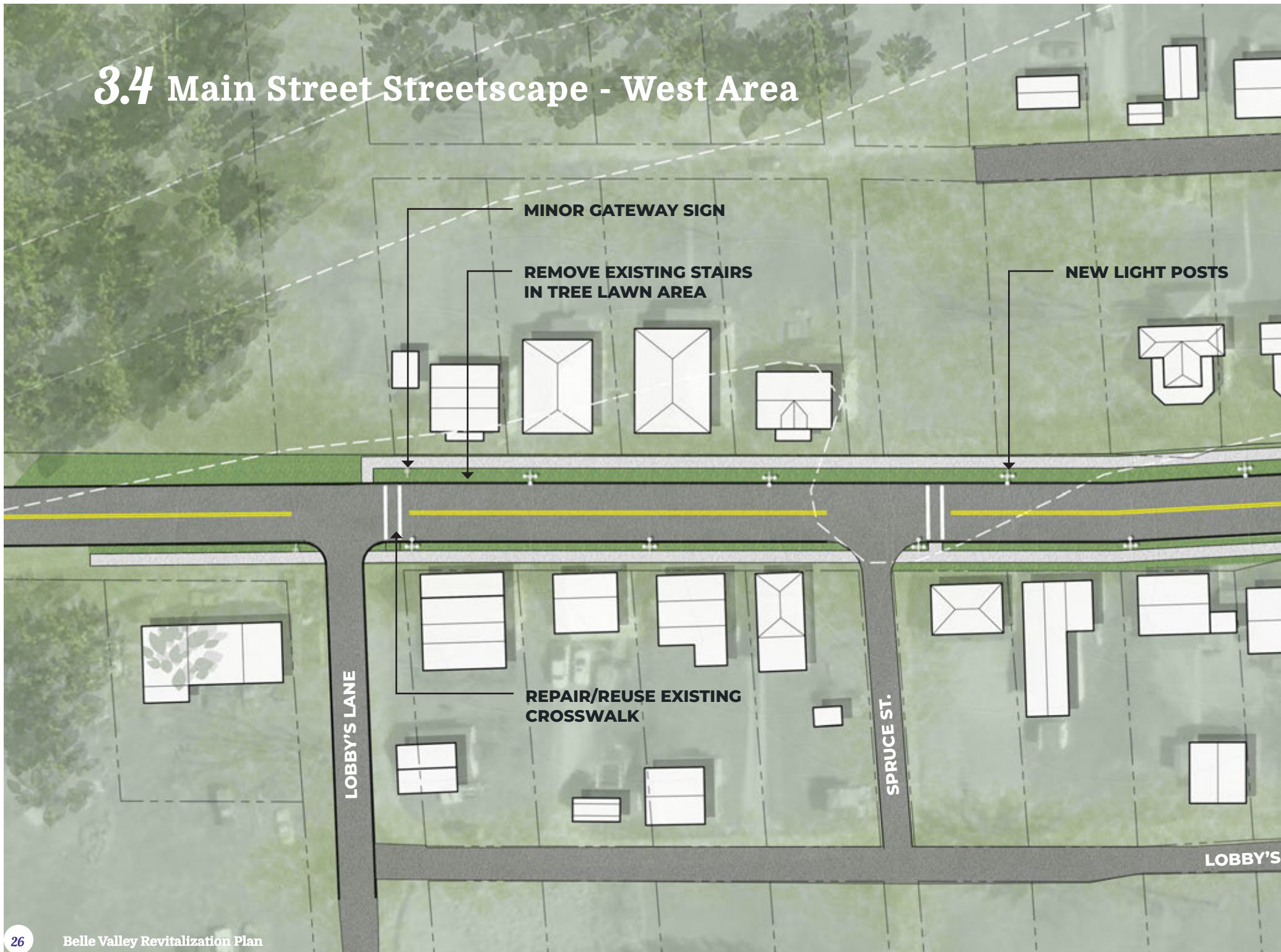
The sign message should have the Historic Belle Valley brand identity and should include some text such as “welcome to” and “thanks for visiting”. This text can be determined later and can be customized to each site.







### 3.4 Main Street Streetscape - West Area









### 3.3 Main Street Streetscape - West Area







NEW LIGHT POSTS

AIN ST.

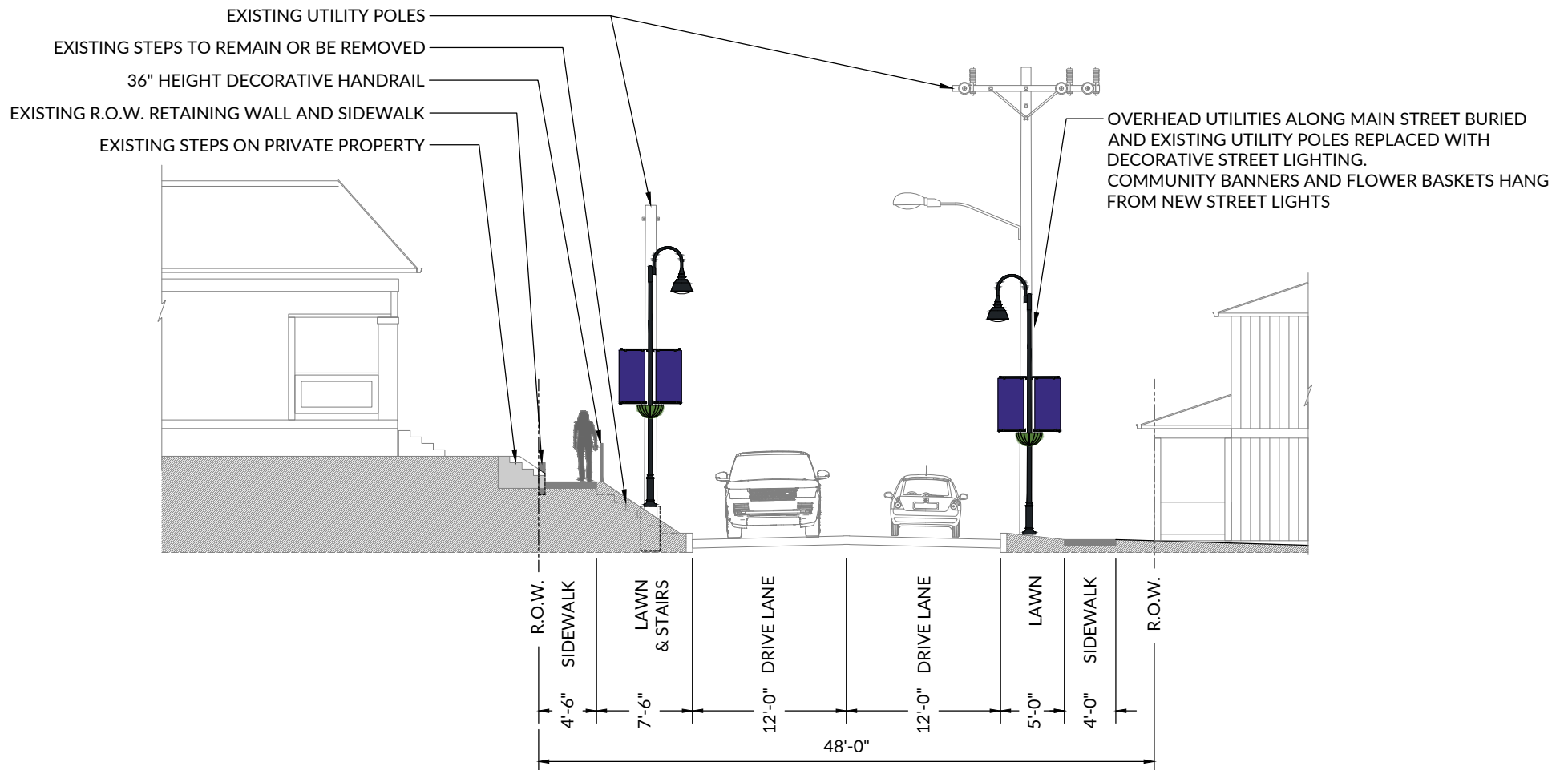


## 3.4 Main Street Streetscape - West Area



Photos: Google Earth

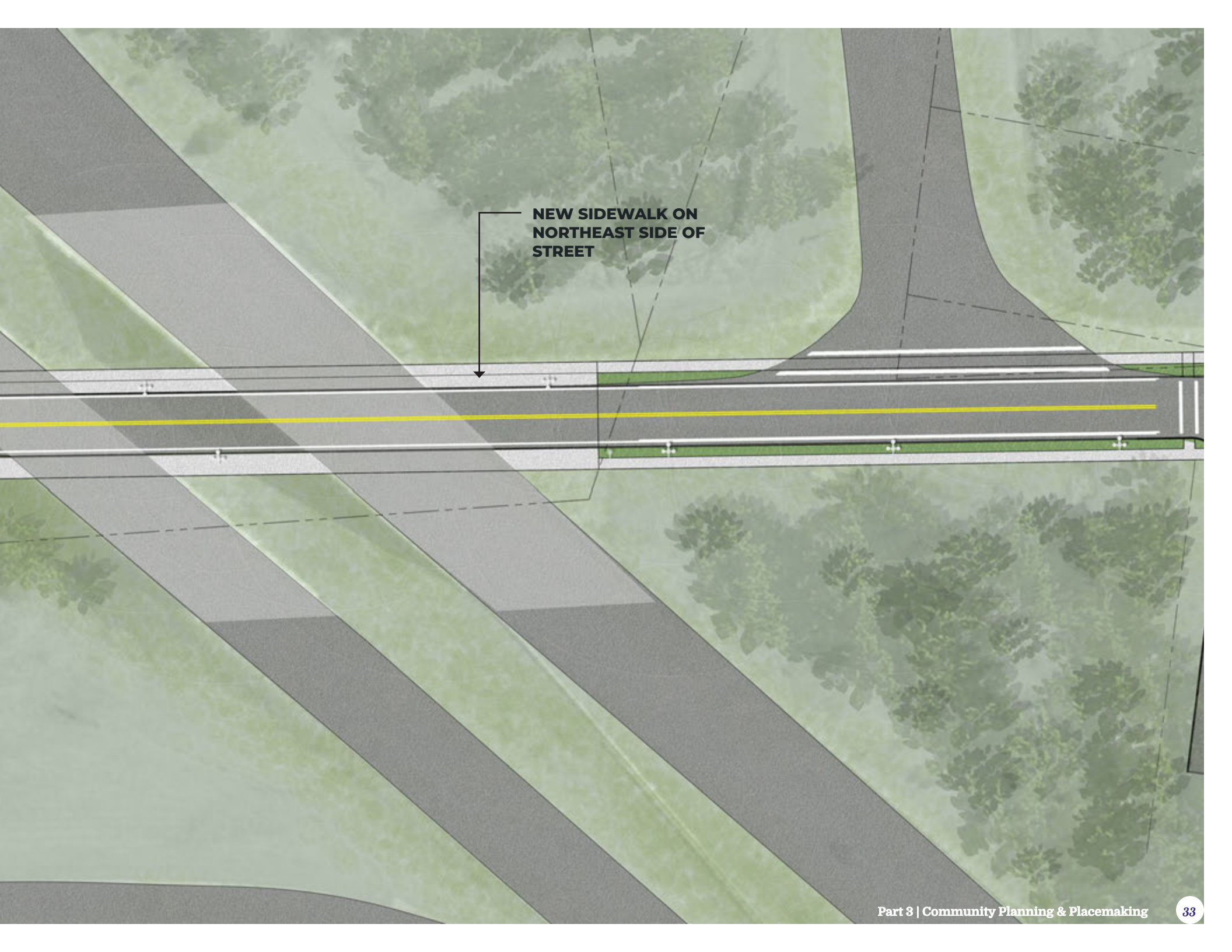




### 3.5 Main Street Streetscape - Central Area







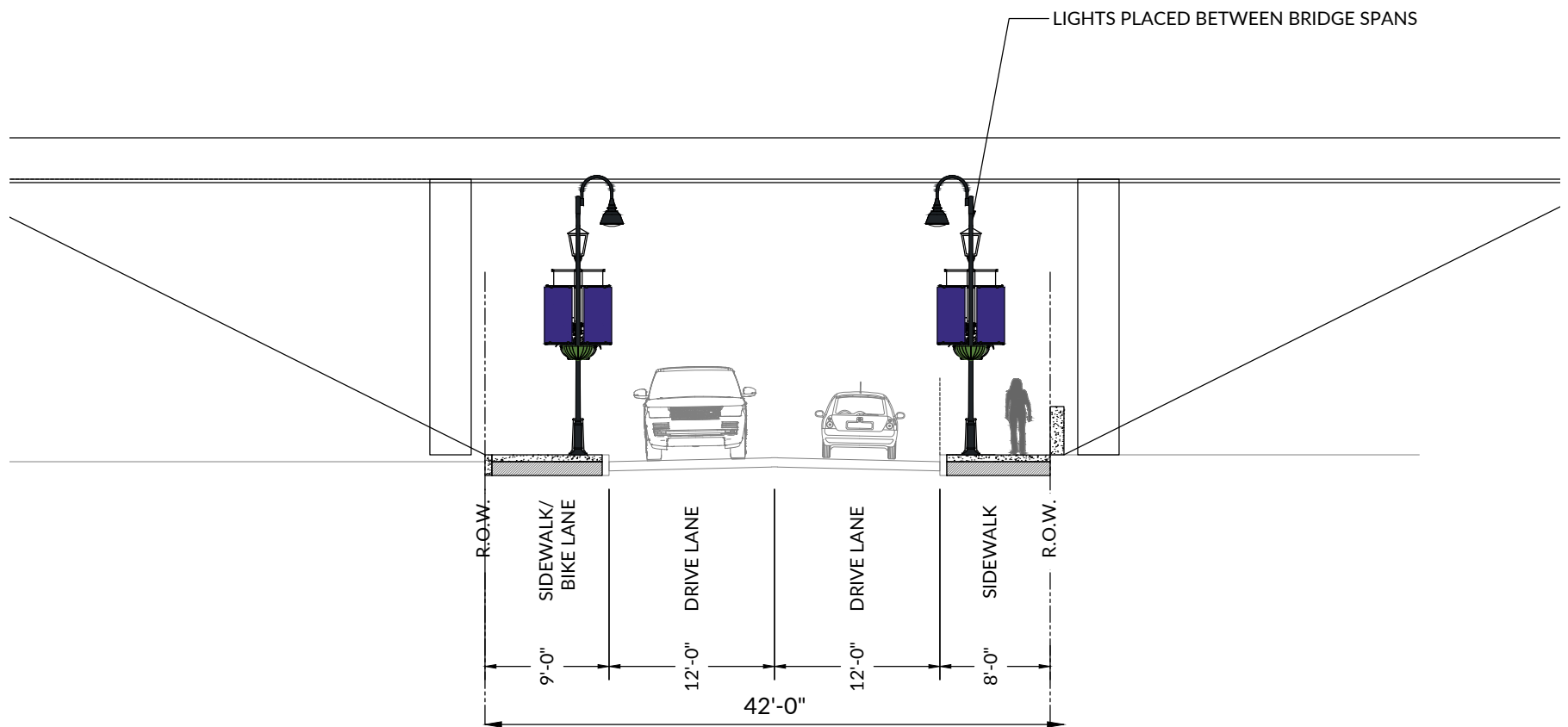
**NEW SIDEWALK ON  
NORTHEAST SIDE OF  
STREET**



## 3.5 Main Street Streetscape - Central Area



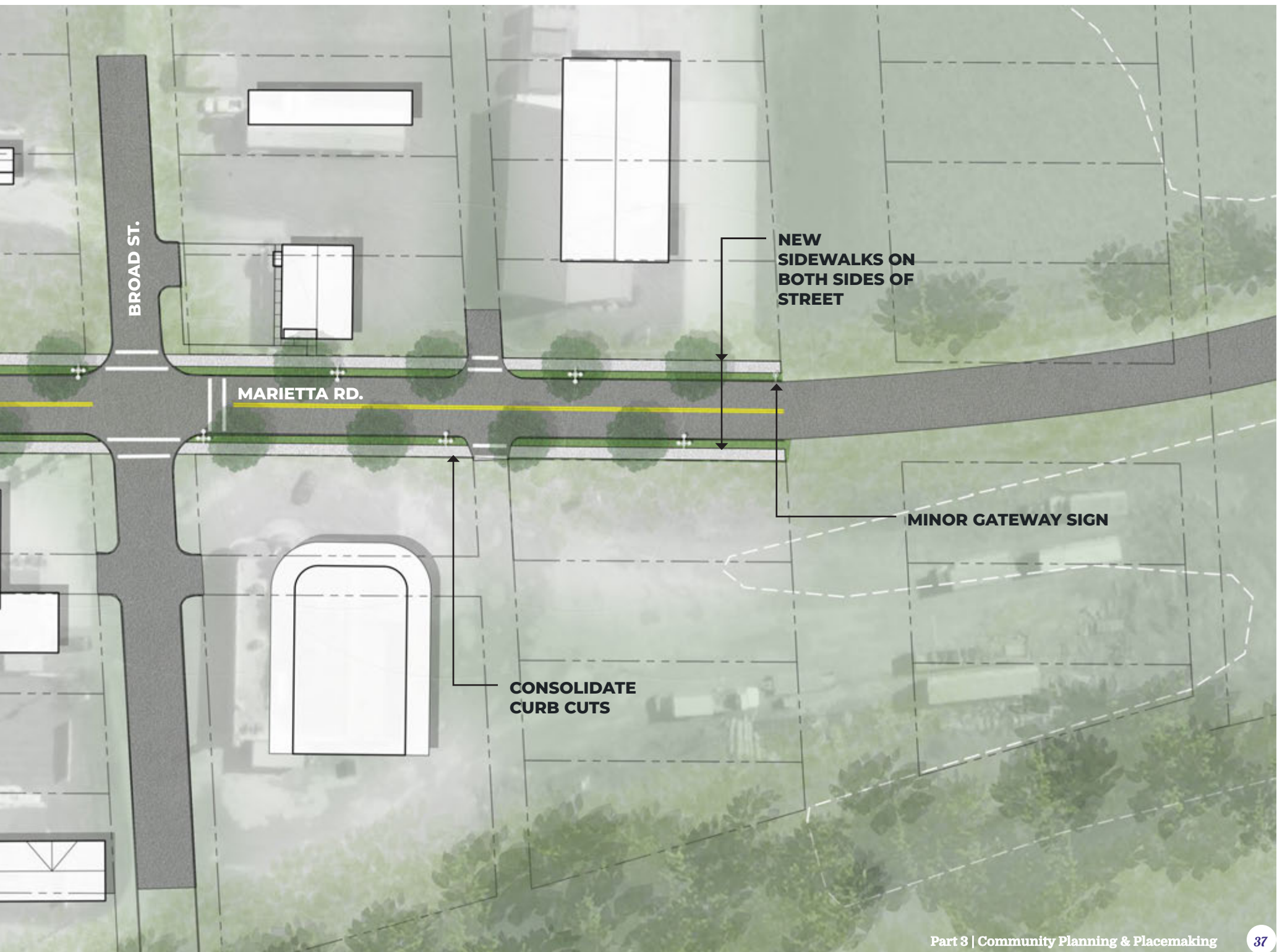
Photos: Google Earth





## 3.6 Main Street Streetscape - East



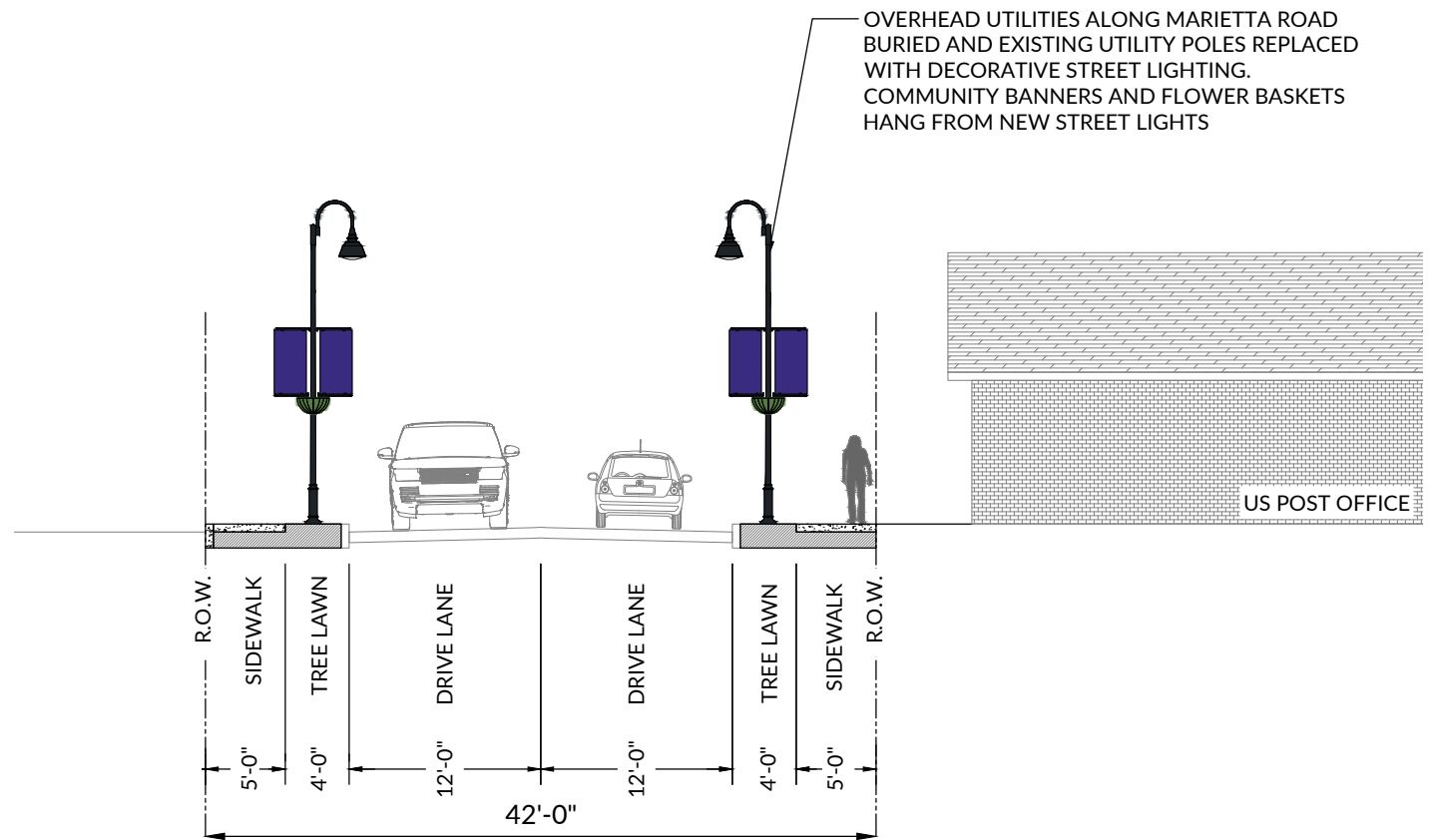




## 3.6 Main Street Streetscape - East



Photos: Google Earth



## 3.7 Site Amenities Program

### 3.6.1 Benches

Basis of Design: Keystone Ridge Designs 'Lamplighter', 6' length.

Color: Black.

Options: Bench with or without back is available.

Notes: Endplate of bench should be customized with the text "Historic Downtown Caldwell"



### 3.6.2 Litter Receptacles

Basis of Design: Keystone Ridge Designs 'Midtown', 32 Gallon Capacity.

Color: Black.

Options: Options with recycling are available.



### 3.6.3 Planters

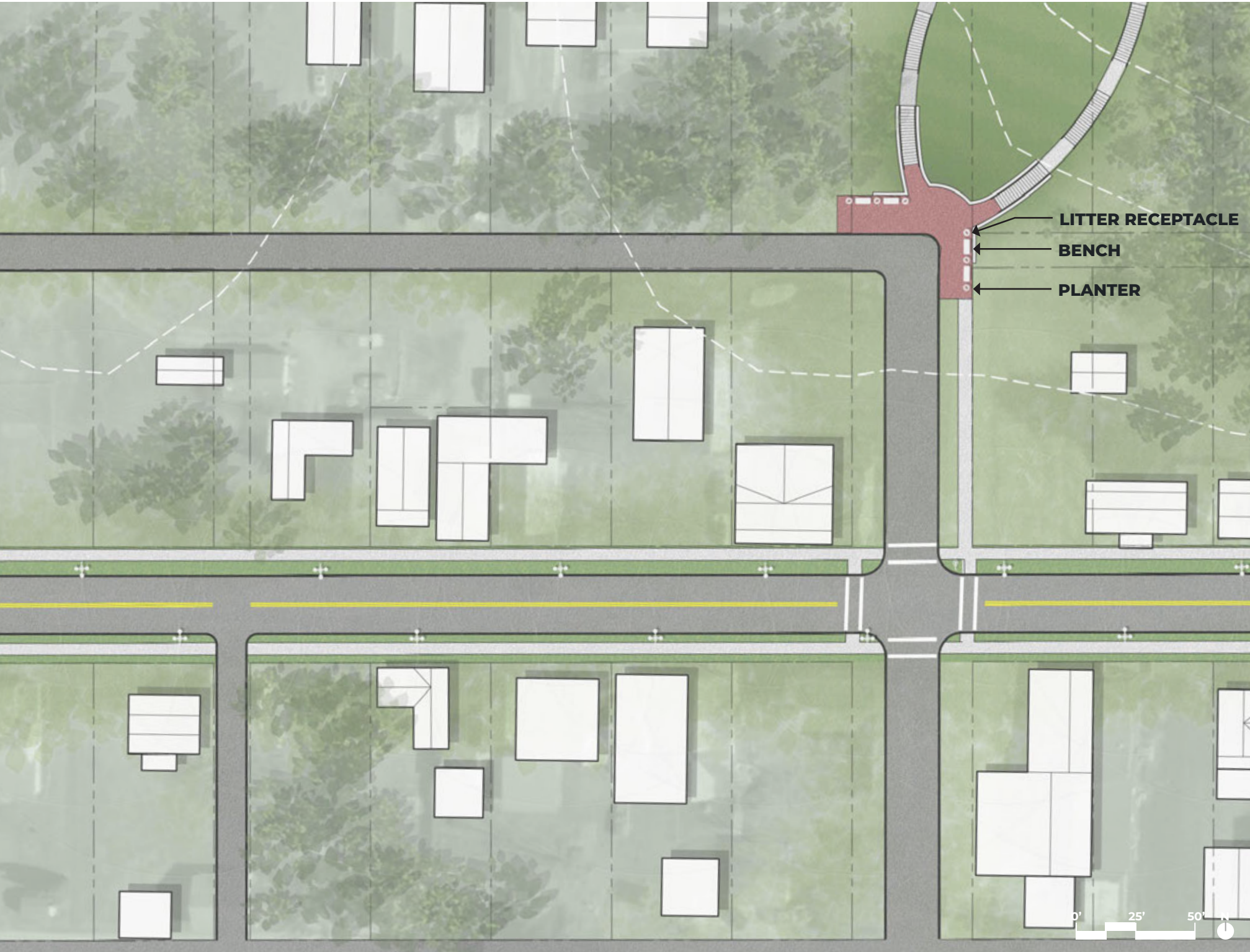
Basis of Design: Keystone Ridge Designs 'Midtown', 38 Gallon Capacity.

Color: Black.

Options: Various sizes are available.







LITTER RECEPTACLE

BENCH

PLANTER



## 3.8 Lights, Hanging Baskets, and Banners

Planters and banners will enhance the existing light posts around the square. These are relatively low cost improvements that have high impact.

### 3.7.1 Banner Design

The graphic design of the banners can be varied using the color palette described in the brand guidelines. Each banner could include a short phrase, image, color tone, and/or pattern to promote a promotional campaign or a seasonal event.

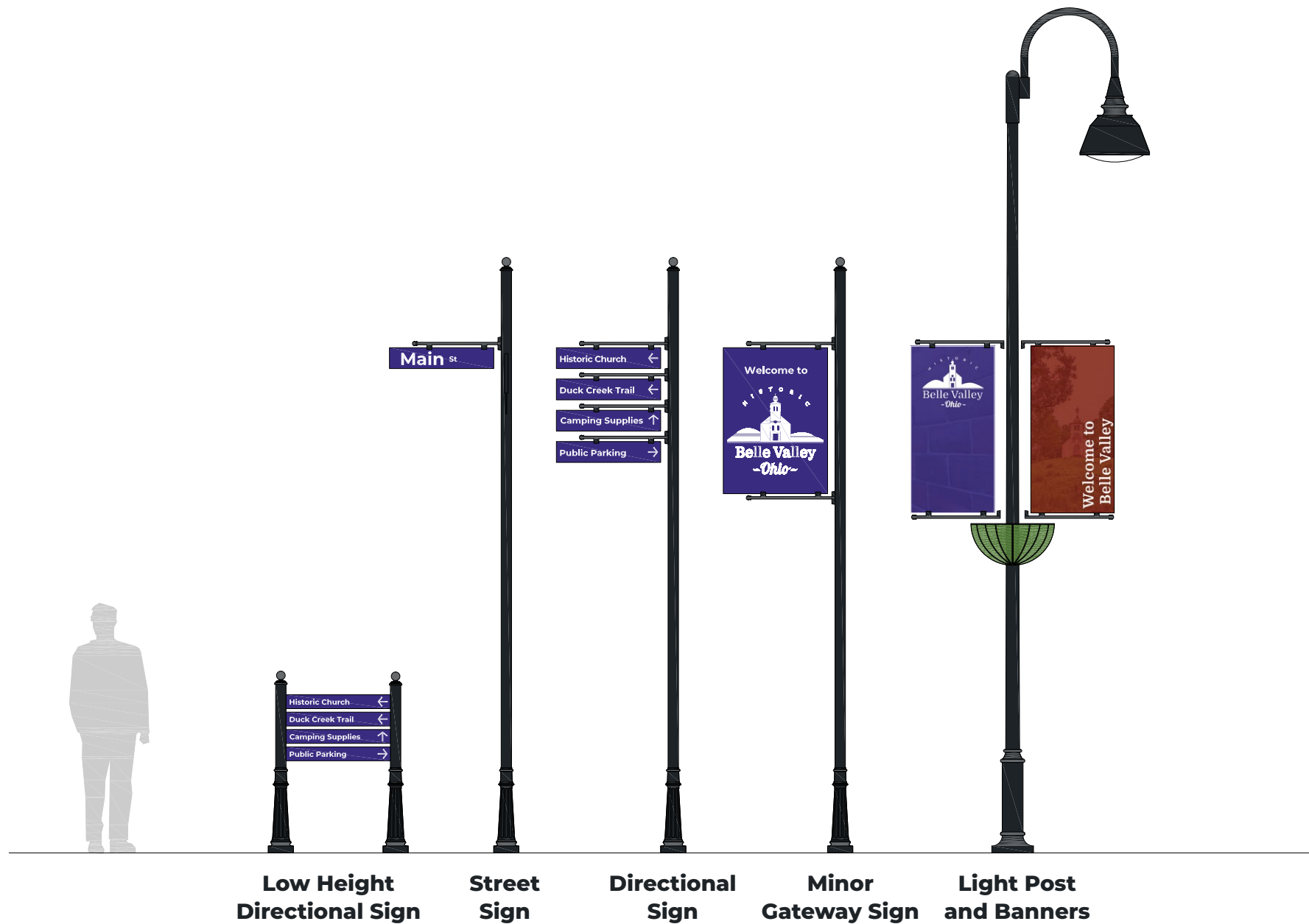


### 3.7.1 Key Specifications

- 1 Sternberg Lighting: 1940LED Glenview Luminaire
- 2 Sternberg Lighting: Arm OD
- 3 Sternberg Lighting: 2900 Concourse Base & Pole
- 4 Custom Banners
- 5 Hanging Planter

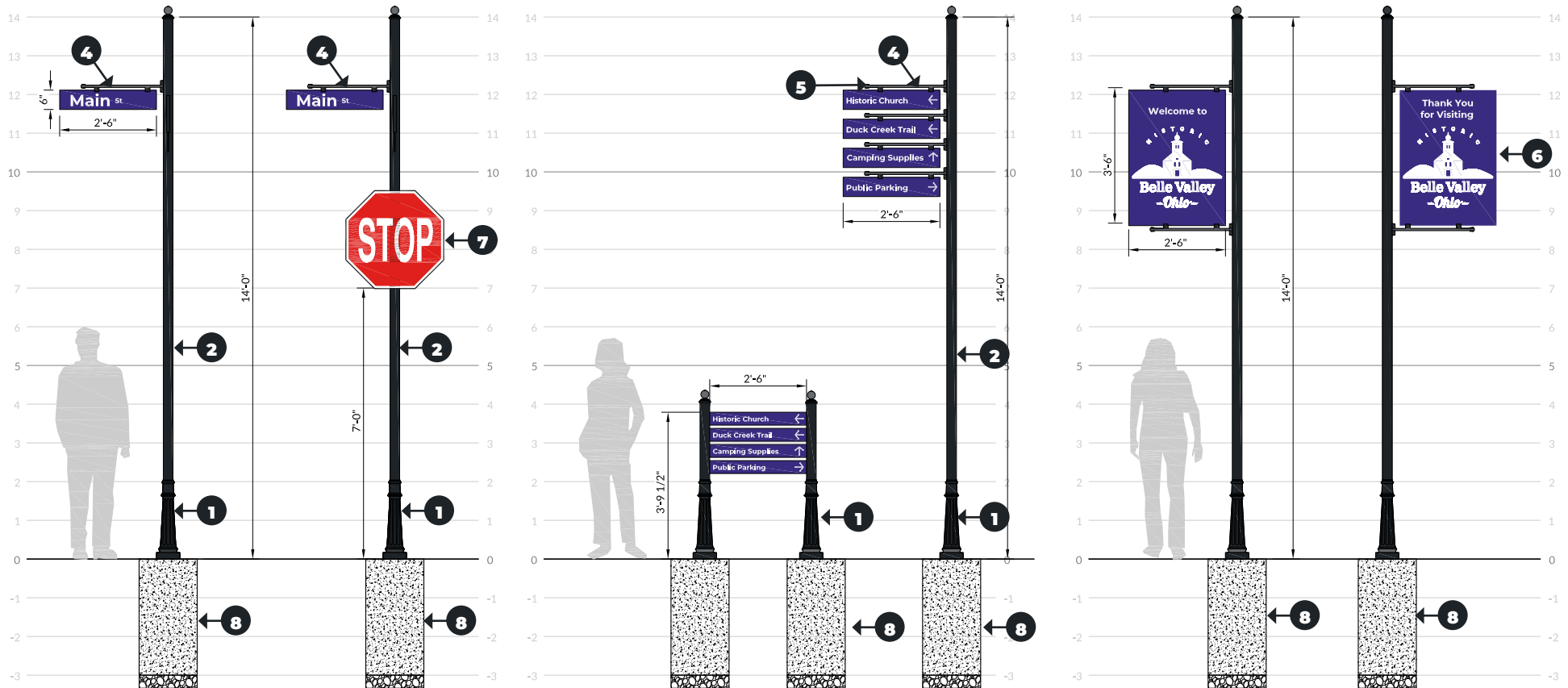


## 3.9 Customized Sign Family



### 3.8.1 Key Specifications

- ❶ 24" height powder coated decorative metal post base. Basis of Design: Capital Streetscapes Base31
- ❷ 3" diameter powder coated decorative metal sign post. Basis of Design: Capital Streetscapes FL3x14
- ❸ 3" diameter decorative metal ball finial. Basis of Design: Capital Streetscapes Ball3.
- ❹ Decorative metal arm. Basis of Design: Capital Streetscapes Arm-A.
- ❺ Decorative metal arm only. Basis of Design: Capital Streetscapes Arm-A.
- ❻ .125" thickness aluminum sign with reflective vinyl overlay, mount with two bolts or metal tie wrap
- ❼ Metal stop sign with black metal frame. Basis of Design: Capital Streetscapes FR30OCT.
- ❽ 36" depth concrete footing with threaded rod for mounting.





## 3.10 Duck Creek Greenway

In order to better connect Belle Valley to various other destinations, a multi-use trail network should be constructed that utilizes Duck Creek as a recreational and environmental amenity. The path will connect Belle Valley to Historic Downtown Caldwell, Wolf Run State Park, and Lake Caldwell.

### 3.10.1 Primary Alignment

The primary alignment would generally follow Duck Creek and Marietta Road. The exact alignment is highly contingent upon engineering considerations such as extent of floodways and floodplains, property ownership, roadway engineering issues, and other considerations. The final alignment will require further study.

### 4.10.2 Wolf Run State Park Connector

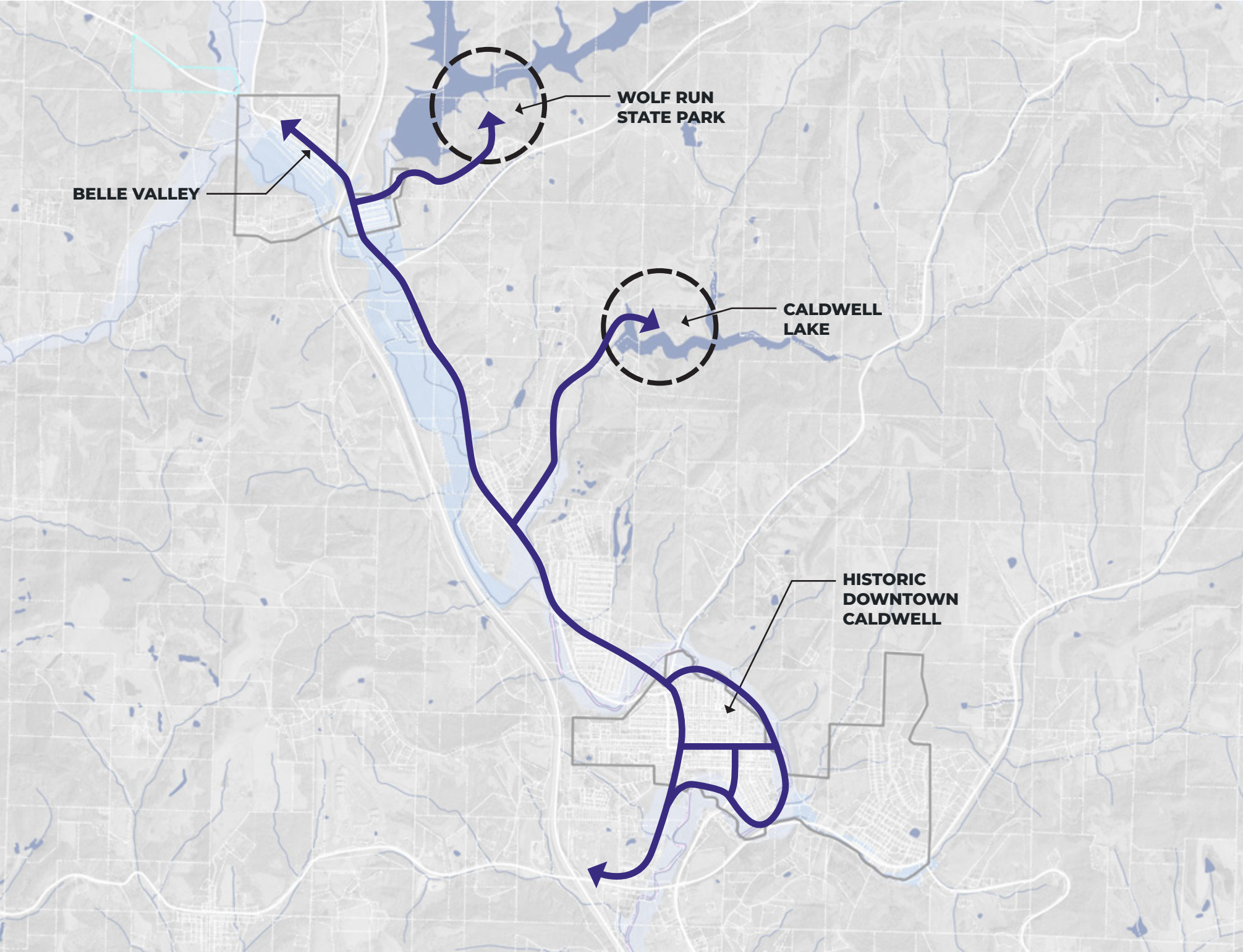
Access to Wolf Run State Park can be provided using a rough alignment along Main Street (adjacent to Belle Valley Park) or along Wolf Run Road. There is significant grade change along this corridor and this will require additional study.

### 4.10.3 Caldwell Lake Connector

A connection to Caldwell Lake would provide another link to another key recreational amenity. Utilizing the Reservoir Road corridor would provide the most direct connection, though other alignments should be studied.

### 4.10.4 Historic Downtown Caldwell Connector

Linking Downtown Caldwell with Belle Valley will provide a strong amenity for both existing residents of Noble County as well as tourists visiting the area. The primary link into Caldwell will be along the existing rail corridor, but this will require further study.



**BELLE VALLEY**

**WOLF RUN  
STATE PARK**

**CALDWELL  
LAKE**

**HISTORIC  
DOWNTOWN  
CALDWELL**



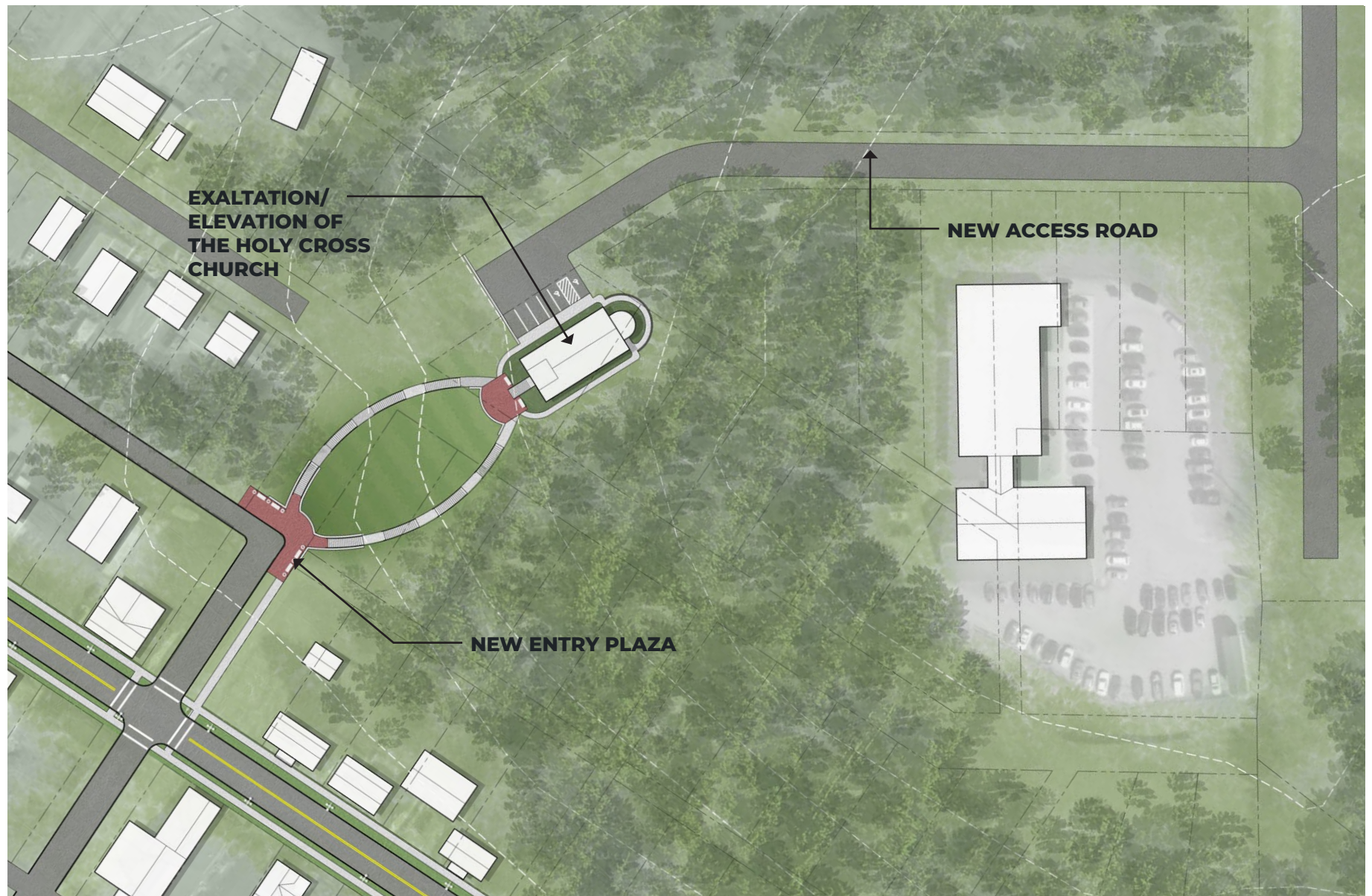


PART 4:

# Historic Preservation

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## 4.1 Revitalization - Context





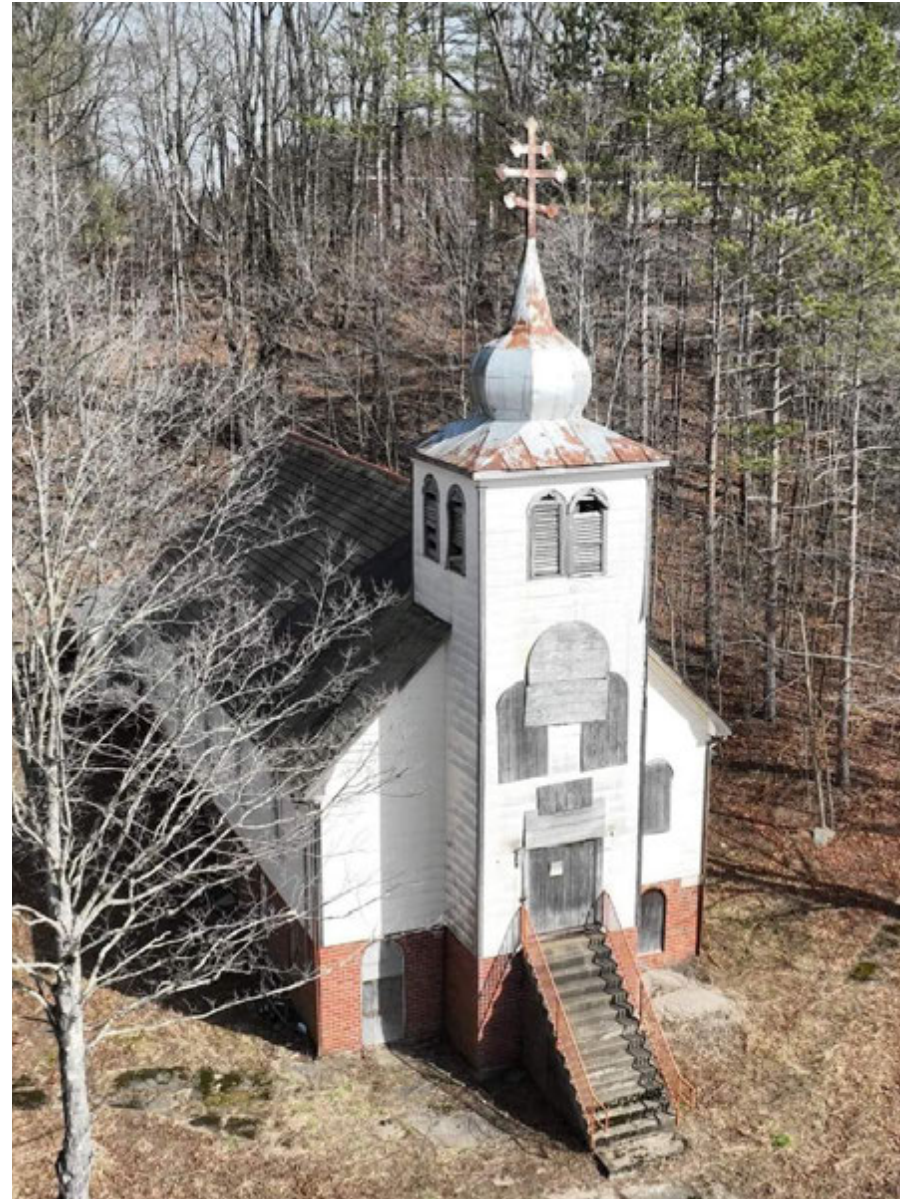




## 4.2 Revitalization - Existing Building Condition



Photos: Steve Childs









## 4.3 Revitalization - Site Improvements

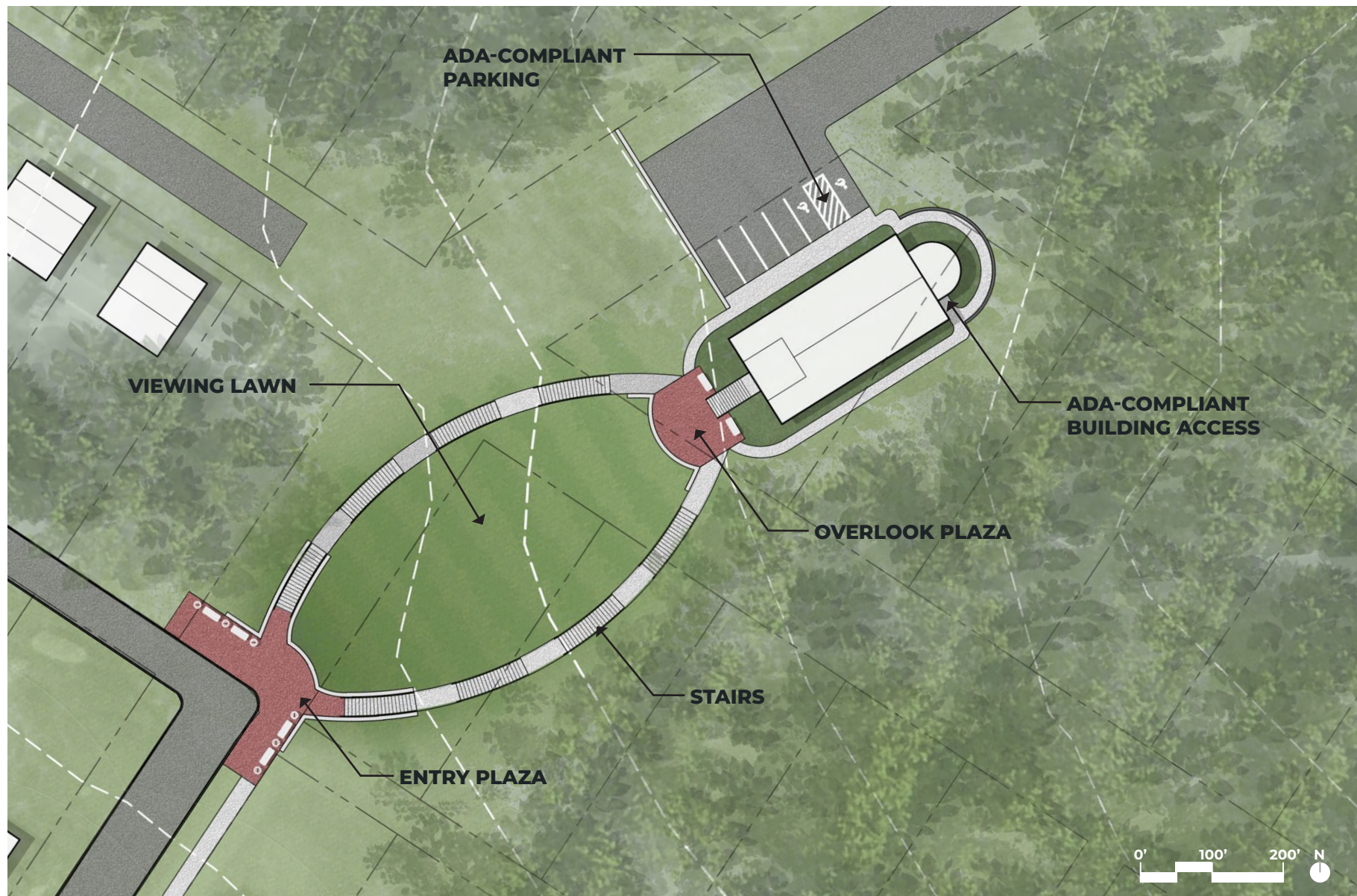
### Key Items

- Exaltation/Elevation of the Holy Cross Church will require significant improvements to be open for public use.
- The building will require various site and architectural improvements to meet ADA Accessibility guidelines. This will require ADA-compliant parking spaces, pathways, and other features.
- The project may be eligible for historic tax credits or other funding sources.



Photo: Kimbolton Ohio History Facebook Page







THE ENTRY PLAZA TO THE CHURCH SITE WILL INCLUDE A LANDMARK SIGN AND SITE FURNISHINGS TO ENCOURAGE PEOPLE TO SIT AND SPEND TIME. THE STAIRS LEAD VISITORS UP THE HILLSIDE, PROVIDING AMAZING VIEWS OF THE VALLEY BEYOND. THE STAIRS AND WALKWAY FRAME A TERRACED FRONT LAWN, MAKING THE CHURCH STAND OUT EVEN MORE AS A DRAMATIC LANDMARK.











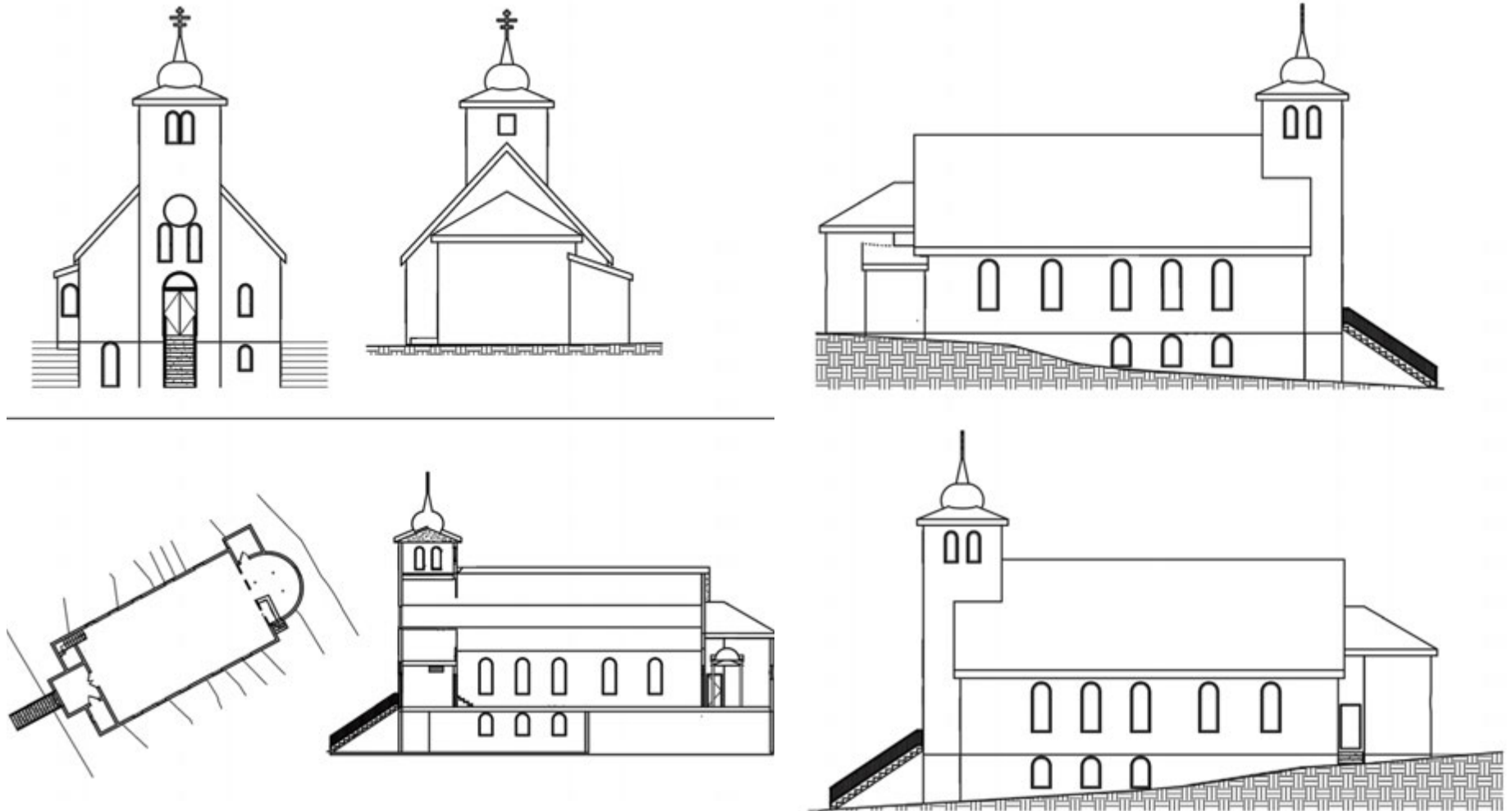




**THE CHURCH WILL BE FRAMED BY EXISTING TREES AND THE SURROUNDING HILLSIDE. A LANDING PLAZA AT THE TOP OF THE HILLSIDE WILL PROVIDE A SPOT TO EXPERIENCE THE DRAMATIC VIEWS OF BELLE VALLEY. A PARKING LOT AND ACCESS ROAD WILL PROVIDE PARKING AND ADA ACCESSIBILITY FOR THE CHURCH SO IT CAN BE USED FOR PUBLIC EVENTS AND DAILY VISITATION.**



## 4.4 Revitalization - Architectural Improvements



Plans, Sections, and Elevations are from NRHP Nomination.

Improvements List	
Item	Description
<b>Site</b>	
Access road	Construct access road to the northeast
ADA accessible parking & access	Parking lot, walkways, access to the bottom floor, and ramp up to the rear entrance.
Front lawn	Construct walks/stairs and regrade lawn as necessary
<b>Exterior &amp; Building Envelope Repairs</b>	
Belfry/dome	Repair dome and bell tower
Stained glass windows	Repair stained glass, frames, and sills
Basement windows	Basement window repair
Building walls	Insulate ceiling & walls
Exterior doors	Replace 4 total
Shutters	Repair Shutters
Exterior paint/cosmetic repair	Paint exterior walls and repair trim
<b>Interior Building Repairs</b>	
Flooring	Repair flooring on main level
Ceiling	Repair ceiling tin work
Interior paint/cosmetic repair	Paint interior walls
<b>Electrical / Mechanical / Plumbing</b>	
Electrical	Rewire building with new breaker, receptacles and lighting
HVAC	Install new heating & cooling system





PART 5:

# Action Plan

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# 5.1 How To Use This Action Plan



The following Action Plan has been developed in order to create an actionable, useful roadmap for Village Officials and outside partners.

## 5.1.1 Summary of Action Items

In order to understand the best way to appropriately and efficiently implement this plan the proposed actions from the plan have been compiled on the following page. Each proposed item is given a cost estimate if applicable, responsible parties, and possible fundings sources.

The following are the action items mentioned within the plan.



## 5.2 Action Items

#	Action Item
<b>1</b>	<b>Brand Guidelines</b>
1A	Create Social Media Account
1B	Use Brand Guidelines for Village Communications
<b>2</b>	<b>Main Street Streetscape Design &amp; Implementation</b>
2A	Main Street Streetscape Design & Construction Financing
2B	Drainage Improvements
2C	Site Amenities Program
2D	Banner and Planter Program
2E	Customized Signage
2F	Minor Gateway Signs
<b>3</b>	<b>Historic Preservation</b>
3A	Exaltation/Elevation of the Holy Cross Church Revitalization
3B	Exaltation/Elevation of the Holy Cross Church Access & Site Improvements
<b>4</b>	<b>Long Term Implementation Items</b>
4A	Duck Creek Greenway - Connect to Caldwell
4B	East Area Development
4C	Outdoor Recreation and Ecotourism Plan