

DANVILLE VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #1 | JUNE 20, 2019

AGENDA

STEERING COMMITTEE MEETING #1

JUNE 20, 2019

1. INTRODUCTIONS
2. SCOPE & SCHEDULE
3. PLANNING TRENDS
4. EXISTING CONDITIONS
5. ACTIVITY
6. NEXT STEPS

INTRODUCTIONS

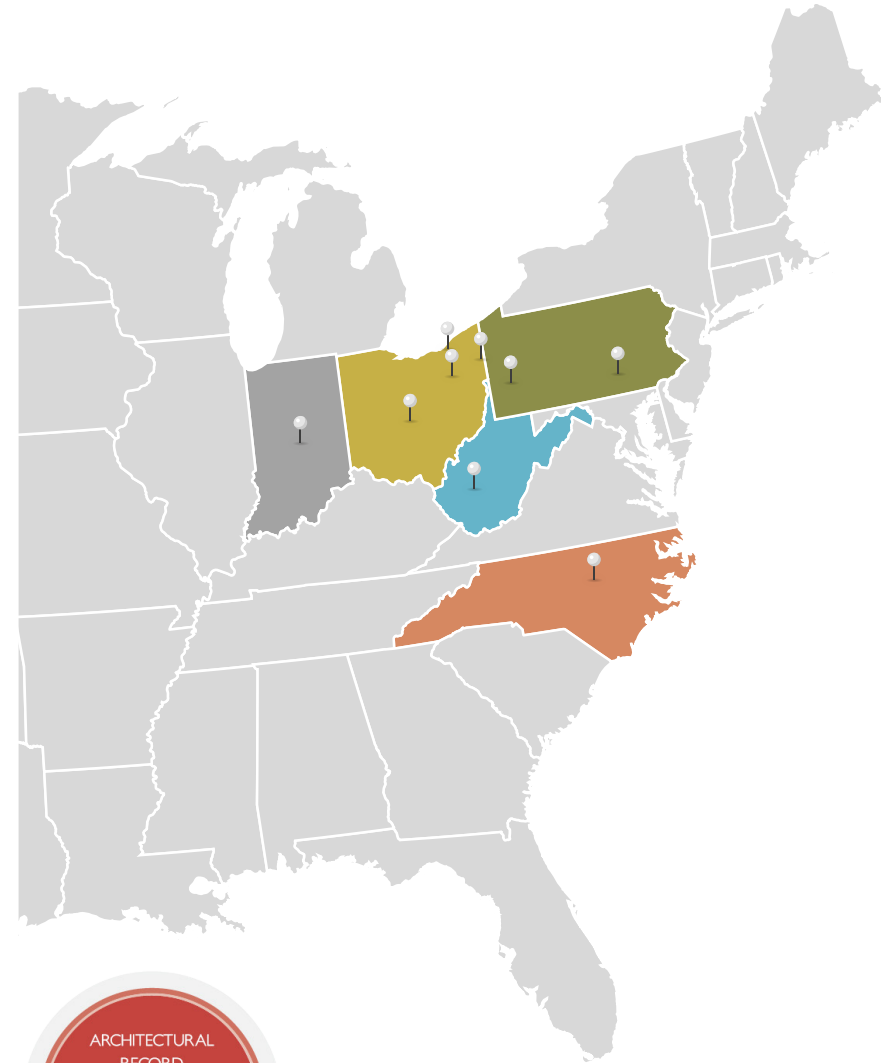
hello

MS OVERVIEW

9 offices offering
80 services through the talents of
more than **300** professionals

MISSION

“By investing in our people, clients, and communities, we will nurture our philosophy of teamwork, respect, a caring attitude, and excitement...creating opportunities for success.”



ENGINEERS. ARCHITECTS. PLANNERS.

A long, dark wooden covered bridge spans across a river. The bridge has a corrugated metal roof and is supported by several wooden pillars. The background is a dense forest of green trees on a hillside. The foreground shows the river and some trees on the bank. The text 'SCOPE & SCHEDULE' is overlaid in white on a dark green rectangular background in the center of the image.

SCOPE & SCHEDULE

STEERING COMMITTEE ROLES

- » Review & test materials
- » Provide feedback & direction
- » Garner interest in the plan
- » Ask & answer questions
- » Represent your community

PROJECT SCOPE & TIMELINE

» Phase 1: Preparation

» Phase 2: Strategic Analysis

» Phase 3: Public Engagement

» Phase 4: Ideate & Design

» Phase 5: Finalize

PROJECT SCOPE & TIMELINE

» Phase 1: Preparation

- Project Kick-off
- Research & Reference
- Project Website
- Steering Committee #1

PROJECT SCOPE & TIMELINE

» COMING SOON : Public Engagement

- Existing events
- Popular venues
- Marketing ideas
- Timeline

An aerial photograph of a long, dark-colored covered bridge spanning a wide river. The bridge has a corrugated metal roof and is supported by several wooden piers. The surrounding landscape is lush with green trees, and a small white car is visible on the bridge's deck. The entire image is overlaid with a semi-transparent green filter.

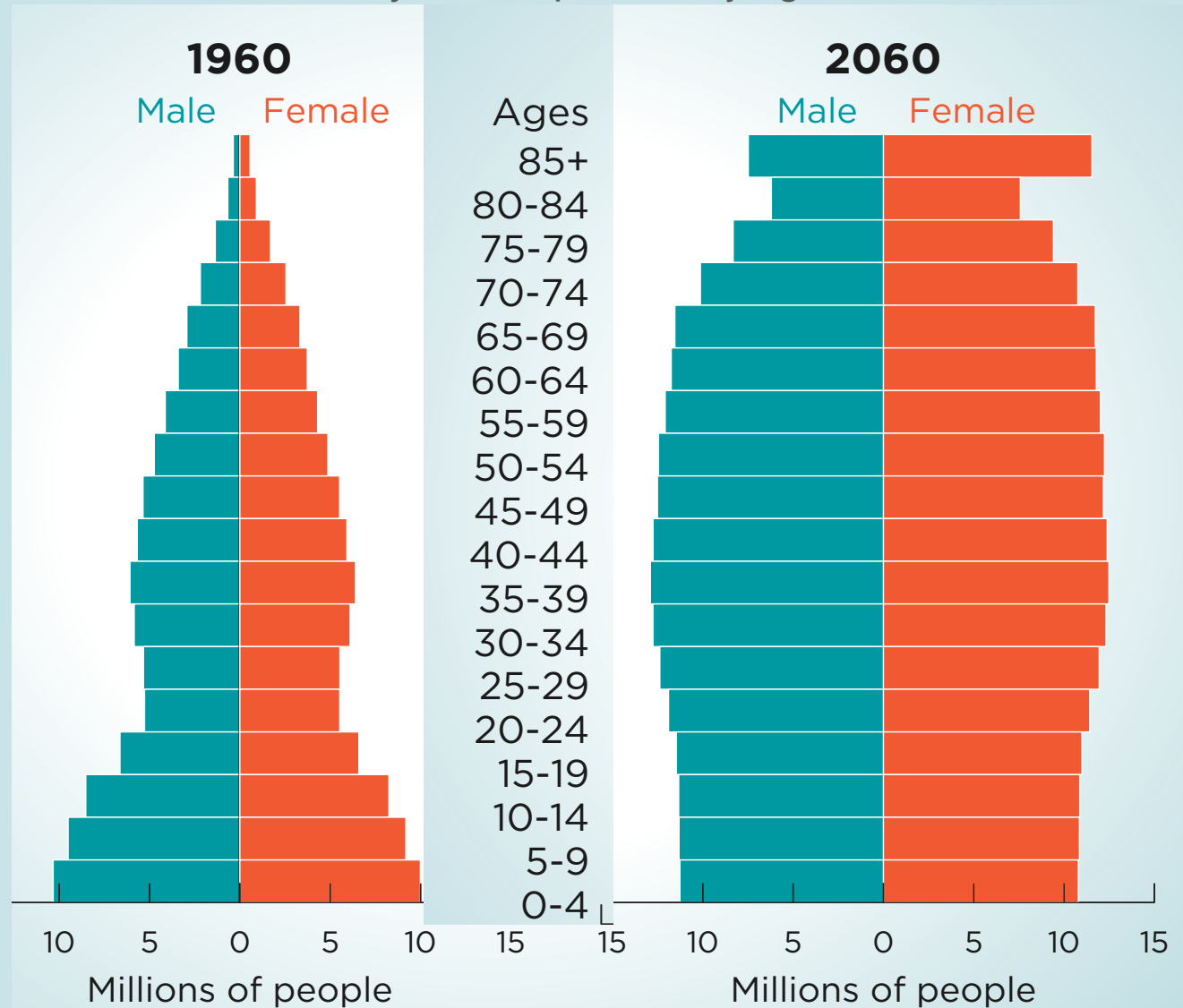
PLANNING TRENDS

PLANNING TRENDS

DEMOGRAPHICS

U.S. Projected Population by Age

THE
POPULATION
IS AGING

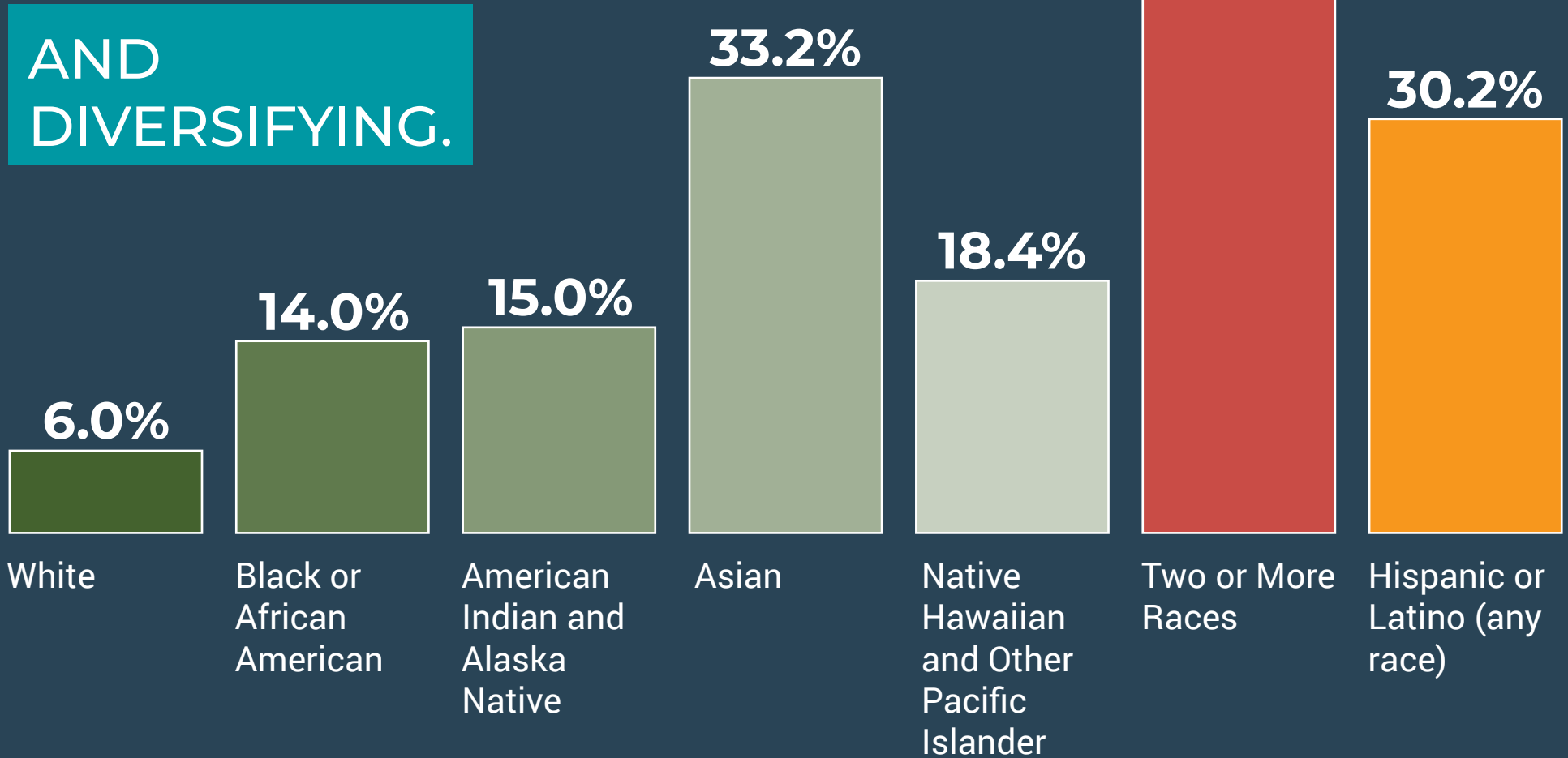


Source: U.S. Census Bureau,
Population Projections (2017)



PLANNING TRENDS

% Growth in Population by Race
(2016-2030)



Source: U.S. Census Bureau, Population Projections (2017)

PLANNING TRENDS

HOUSEHOLDS ARE GETTING SMALLER AND OLDER.

Central Ohio will add
171,000+ households
between 2010 - 2040.



+50%

Of the growth will
be single-person
households.



75%

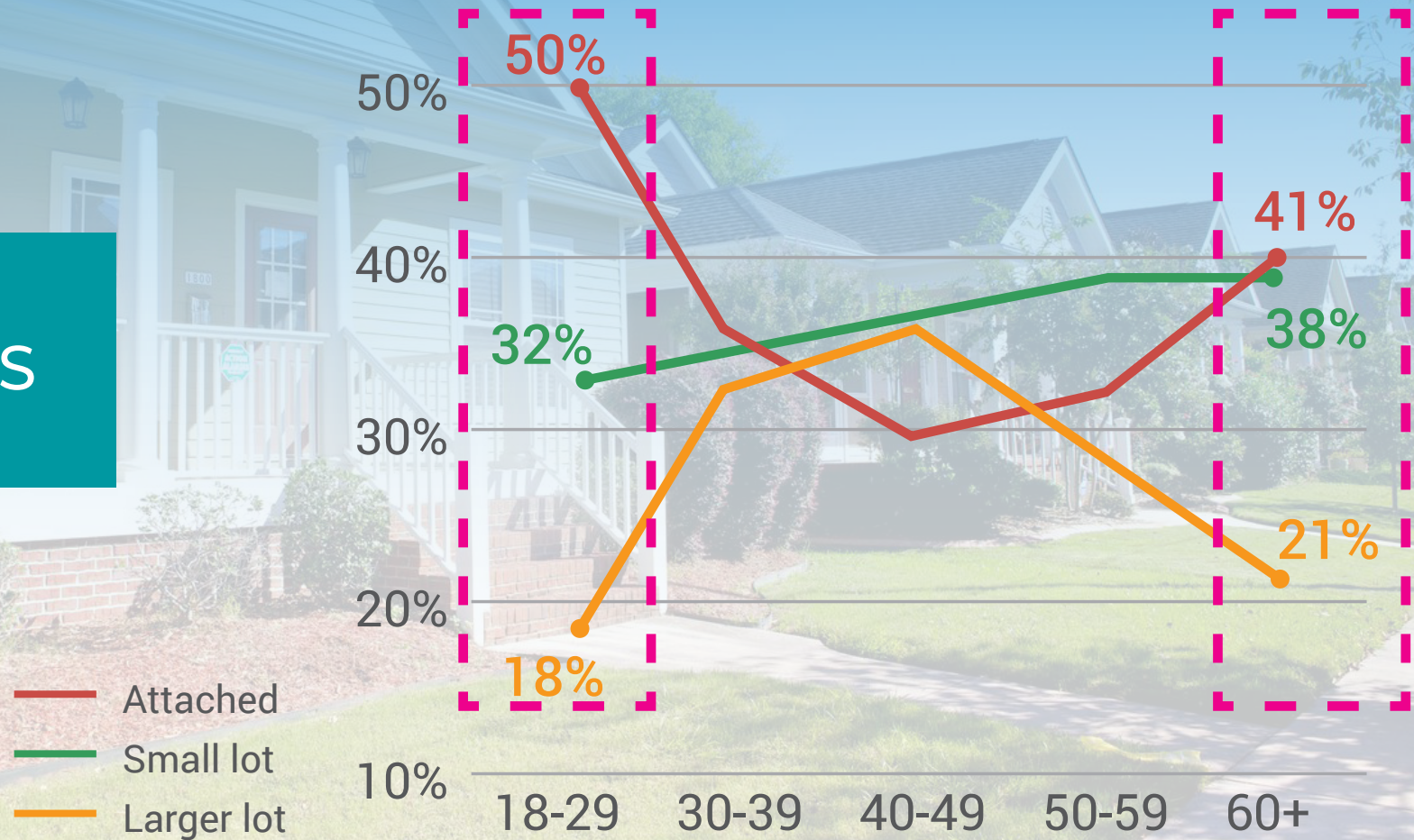
Of the growth will be
households without
children.

Source: Arthur Nelson, Columbus, Ohio: Metropolitan Area Trends, Preferences, and Opportunities: 2010 to 2030 to 2040 (2014)

PLANNING TRENDS

HOUSING PREFERENCE BY AGE

HOUSING DEMAND IS SHIFTING.



Source: National Association of Realtors (2011)

PLANNING TRENDS

WALKABILITY

MILLENNIALS AND AGING ADULTS PREFER DENSER, MIXED-USE, WALKABLE NEIGHBORHOODS.

6 / 10 PEOPLE

WOULD SPEND MORE \$ TO LIVE IN A COMMUNITY WHERE THEY COULD WALK TO PARKS, SHOPS, AND RESTAURANTS.

Source: National Association of Realtors (2017), Community and Transportation Preferences Survey

PLANNING TRENDS

WALKABILITY

PREFERRED COMMUNITY BY GENERATION

Small yard, walkable area

Large yard, have to drive

Millennial

53%

47%

Gen X

49%

51%

Baby Boomers

55%

45%

Silent / Greatest

61%

39%

Source: National Association of Realtors (2017), Community and Transportation Preferences Survey

PLANNING TRENDS

RECREATION TOURISM

PEOPLE TRAVEL NEARLY 12 MILLION MILES
ANNUALLY ON CENTRAL OHIO TRAILS.
(≈ 1.2 MIL ON THE OHIO TO ERIE TRAIL)

THE AVERAGE
EXPENDITURE PER VISIT
ON CENTRAL OHIO
TRAILS IS **\$17.60**

*Source: MORPC & COG (2015), The
Impacts of Central Ohio Trails*

PLANNING TRENDS

RECREATION TOURISM

TRAIL TRAVELERS SPEND AN AVERAGE **6X** MORE PER DAY WHEN THEY STAY OVERNIGHT.

46% OF TRAIL USERS SAY THEY WOULD TAKE LONGER TRIPS IF THERE WERE MORE LOCAL SHOPS TO VISIT.

*Source: The Trail Town Program (2015),
The Trail Town Guide*

PLANNING TRENDS

DOWNTOWNS

DOWNTOWNS ARE THE ECONOMIC ENGINE OF LOCAL COMMUNITIES.

AVG. SHARE OF CITY
LAND

3%

AVG. SHARE OF CITY
TAX REVENUE

31%

Source: International Downtown Association (2018), The Value of U.S. Downtowns and Center Cities

LOCAL BUSINESSES
GENERATE **70%** MORE
ECONOMIC ACTIVITY PER
SQUARE FOOT THAN BIG
BOX RETAIL.

Source: Civic Economics (2004), The Andersonville Study of Retail Economics

PLANNING TRENDS

DOWNTOWN & PUBLIC IMPROVEMENTS

Downtowns and Village property offer opportunities to define the community's image, set design standards, and spur private investment.

DOWNTOWNS MAY PROVIDE:

- OPEN PUBLIC SPACE
- SPECIAL EVENTS
- CIVIC INSTITUTIONS
- WALKABLE ACTIVITIES



PLANNING TRENDS

SMALL TOWN PRESERVATION

BLOCKS WITH A MIX OF OLD AND NEW BUILDINGS ARE GENERALLY MORE ECONOMICALLY, SOCIALLY, AND CULTURALLY VITAL THAN AREAS WITH ONLY NEWER BUILDINGS.

*Source: Preservation Green Lab (2014)
Older, Smaller, Better Report*

**EVERY \$1 MIL IN HISTORIC PRESERVATION*
GENERATES AN ROI OF \$6.7 MIL.**

**Ohio Historic Preservation Tax Credit
Source: Cleveland State University (2015) Ohio Historic
Preservation Tax Credit Economic Impact Study*

An aerial photograph of a long, dark wooden covered bridge spanning a river. The bridge has a corrugated metal roof. Below the bridge, a paved road runs parallel to the river, with a white car parked on the left side. The surrounding area is lush with green trees and vegetation. The text "EXISTING CONDITIONS" is overlaid in white, uppercase letters within a white rectangular border.

EXISTING CONDITIONS

DEMOGRAPHICS

1,208
POPULATION

Knox County: 60,945

34.9
MEDIAN AGE

Knox County: 38.9

525
HOUSEHOLDS

Knox County: 23,229

2.30
AVG. HOUSEHOLD SIZE

Knox County: 2.47

39.4%
NON-FAMILY
HOUSEHOLDS

Knox County: 34.3%

46.3%
OWNER-OCCUPIED

Knox County: 71.3%

Source: U.S. Census Bureau, American Community Survey (2013-2017)

DEMOGRAPHICS

\$39,964
MEDIAN HH
INCOME

Knox County: \$51,211

19.7%
POVERTY RATE

Knox County: 13.8%

8.3%
UNEMPLOYMENT RATE

Knox County: 5.8%

TOP INDUSTRY
Educational services,
and health care and
social assistance
(22.7%)

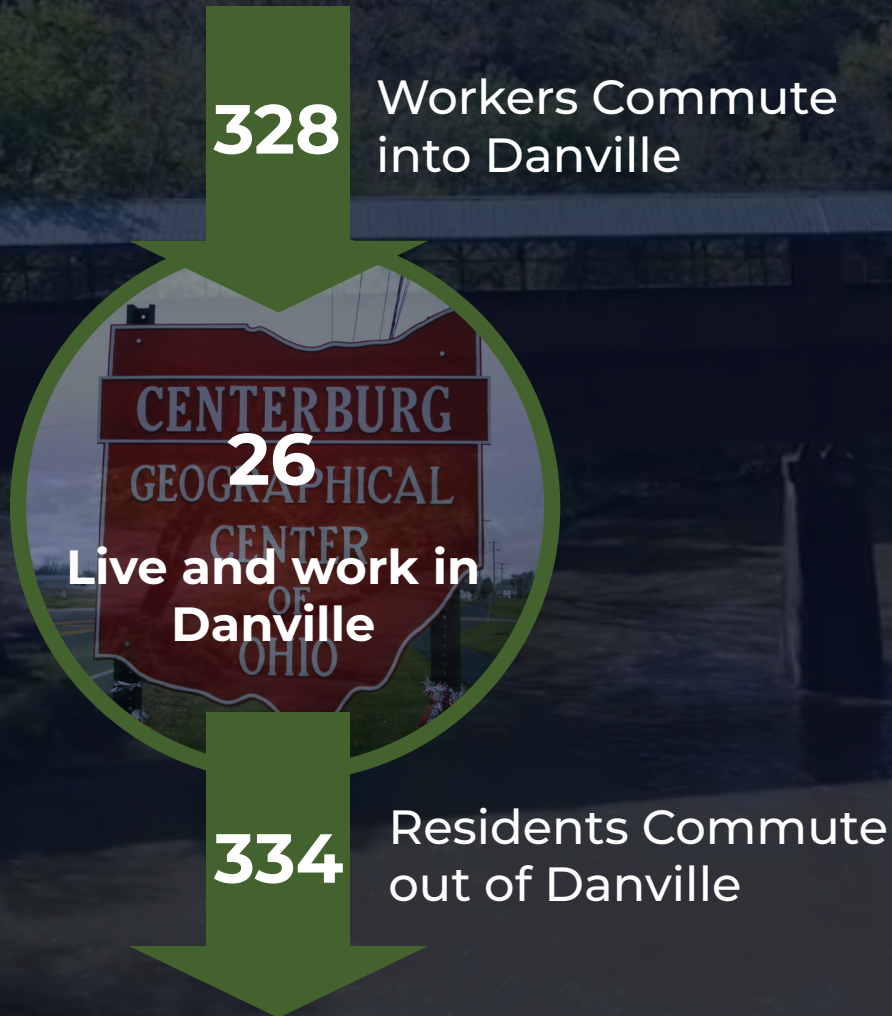
28.2 MIN
MEAN TRAVEL TIME
TO WORK

Knox County: 24.9 min

Source: U.S. Census Bureau, American Community Survey (2013-2017)

DEMOGRAPHICS

WORKER FLOW



AGE

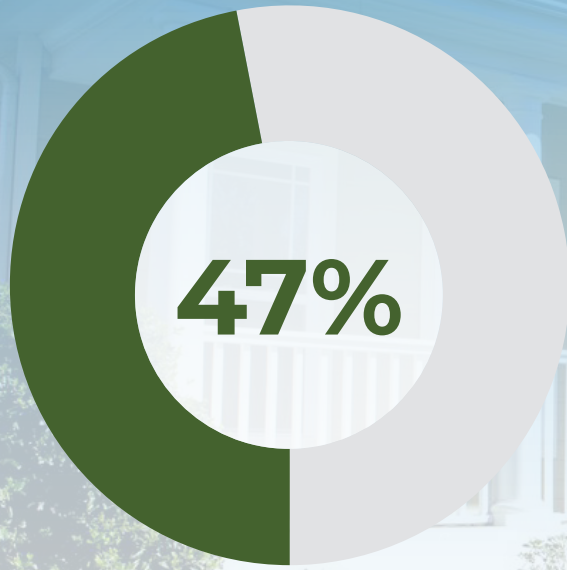
	Danville	Knox Cty
0-9	11.1%	12.6%
10-19	12.5%	14.3%
20-29	20.7%	13.5%
30-39	7.6%	10.7%
40-49	14.2%	11.5%
50-59	15.8%	14.0%
60-69	10.5%	12.1%
70-79	5.0%	7.0%
80+	2.6%	4.2%

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

Source: U.S. Census Bureau, American Community Survey (2013-2017)

HOUSING

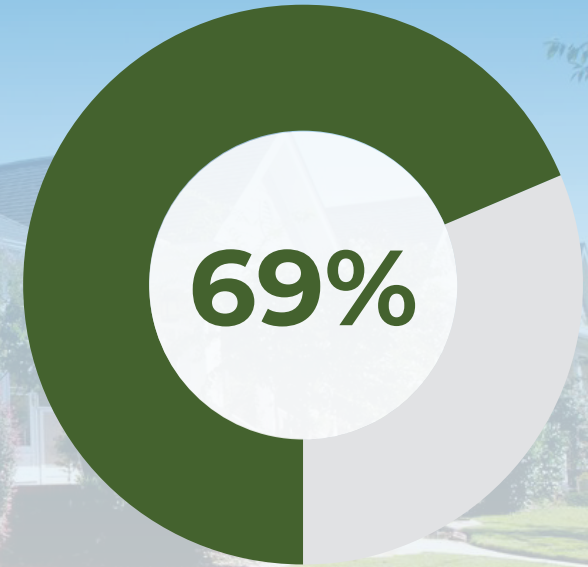
PERCENT SINGLE-FAMILY (DETACHED)



DANVILLE



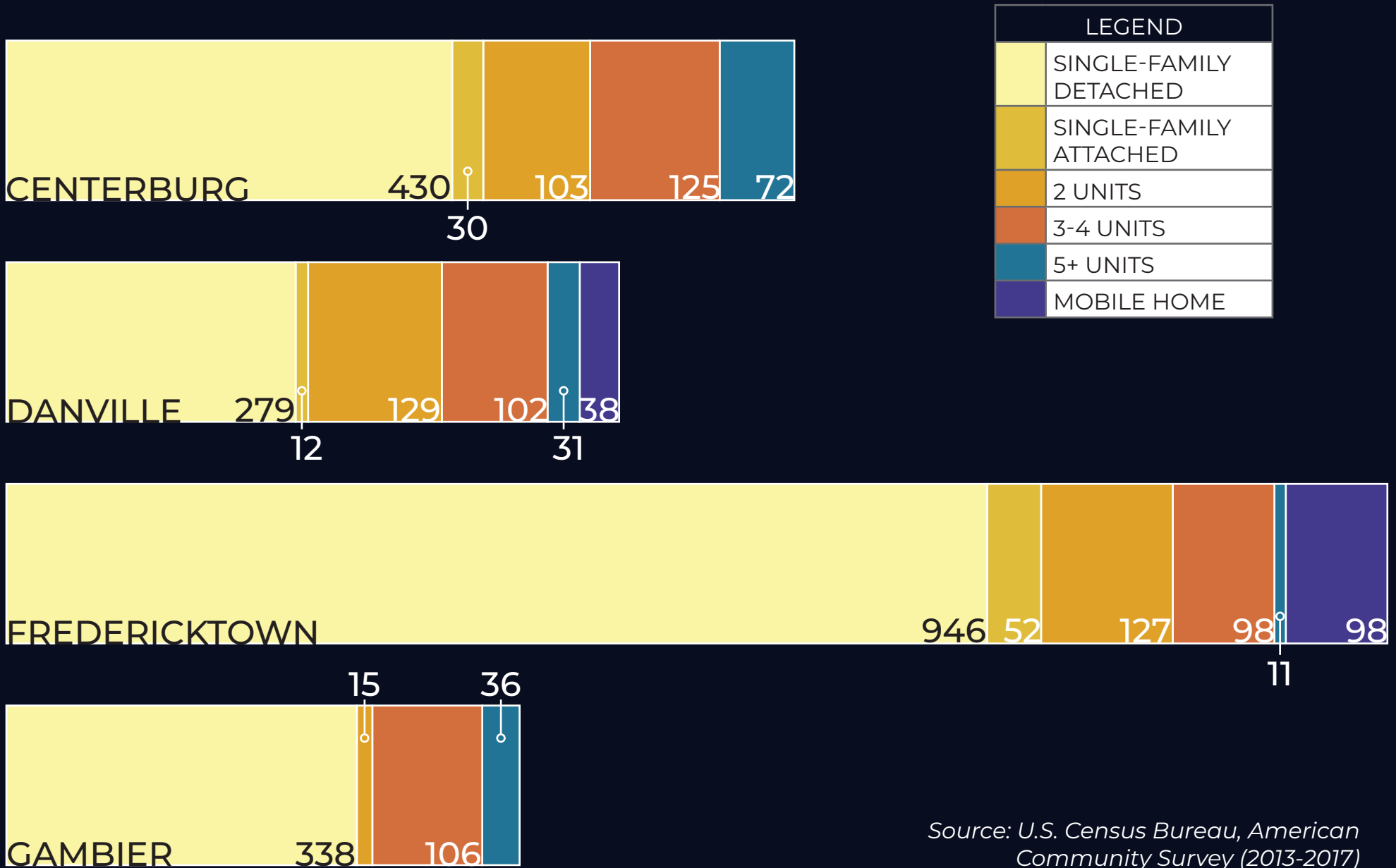
KNOX COUNTY



OHIO

Source: U.S. Census Bureau, American Community Survey (2013-2017)

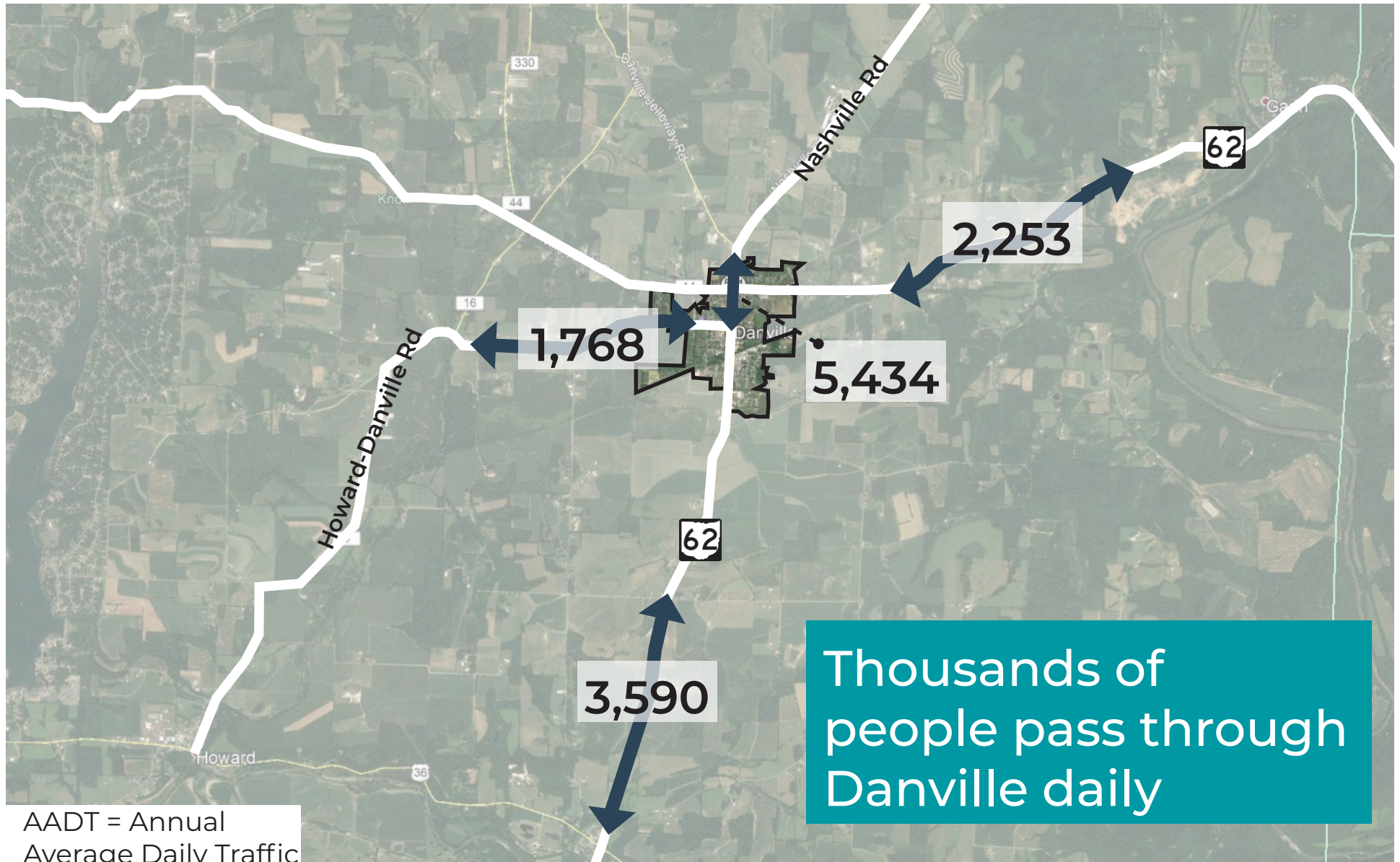
HOUSING



Source: U.S. Census Bureau, American Community Survey (2013-2017)



MOBILITY (AADT)



NEARBY ATTRACTIONS

- Trails (Mohican Valley & Kokosing Gap)
- Outdoor recreation
- Amish shops
- Historic small towns



A photograph of a long, covered wooden bridge spanning a river. The bridge has a corrugated metal roof and is supported by several wooden posts. The river is calm, and the surrounding area is lush with green trees and foliage. The word "ACTIVITY" is written in large, white, sans-serif capital letters across the center of the image, overlaid on the bridge and the river. The entire image has a semi-transparent green overlay.

ACTIVITY

ACTIVITY

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

NEXT STEPS

- » Mapping Areas of Growth
- » Housing & Retail Analysis
- » Historic Preservation Analysis
- » Steering Committee Meeting #2
- » Public Engagement