

DANVILLE VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #2 | JULY 18, 2019

AGENDA

STEERING COMMITTEE MEETING #2

JULY 18, 2019

1. PROJECT OVERVIEW & UPDATE
2. PLANNING INSPIRATION
3. ACTIVITIES
4. FUNDING STRATEGIES
5. PUBLIC ENGAGEMENT RESULTS
6. Q & A
7. NEXT STEPS

A photograph of a wooden covered walkway leading to a pavilion in a park. The walkway is made of wooden planks and is flanked by wooden railings. The pavilion has a green roof and a sign that reads "Pavilion". The background is filled with trees with yellow and orange autumn leaves. The text "PROJECT OVERVIEW & UPDATE" is overlaid in white on a semi-transparent dark green rectangular background.

PROJECT OVERVIEW & UPDATE

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 2: Strategic Analysis

- Mapping of Areas of Growth
- Housing & Retail Analysis
- Historic Preservation
- Downtown Streetscape

PROJECT SCOPE & TIMELINE

» Public Engagement

- Community Survey
- Website: KnoxCoPlans.com
- Test Activities
- Marketing & Coordination

SC1 REVIEW

» Strengths

- Trails
- Rural character
- Amish community
- Sense of community / close-knit feel
- Rt 62- main thoroughfare
- Beautiful country
- Low cost of living
- Police
- School system
- Church community
- Tradition

SCT REVIEW

» Weaknesses

- Low-income households
- Housing stock / quality
- Lack of buildable property
 - » Farmers holding onto their land
- Chicken farms (outside of Village)
- Lack of funding
- Drug activity
- Some people don't want growth
- No property maintenance code

SC1 REVIEW

» Opportunities

- Tourism:
 - » Trails
 - » Amish Country
- Student success at school (graduation rate)
- Better business promotion
 - » Revive business association
 - » More online interaction
- Downtown revitalization
- Get people to stop to/from Amish Country
- Cleaning up streetscape
 - » Facade improvement grants

SC1 REVIEW

» Threats

- Drug activity
- Death of officer (people perceive area as not safe)
- Road construction (bypass)

A photograph of a covered wooden bridge, likely a pedestrian bridge, with a sign above the entrance. The bridge is surrounded by a wooden fence and trees with autumn foliage. The text "PLANNING INSPIRATION" is overlaid in the center of the image.

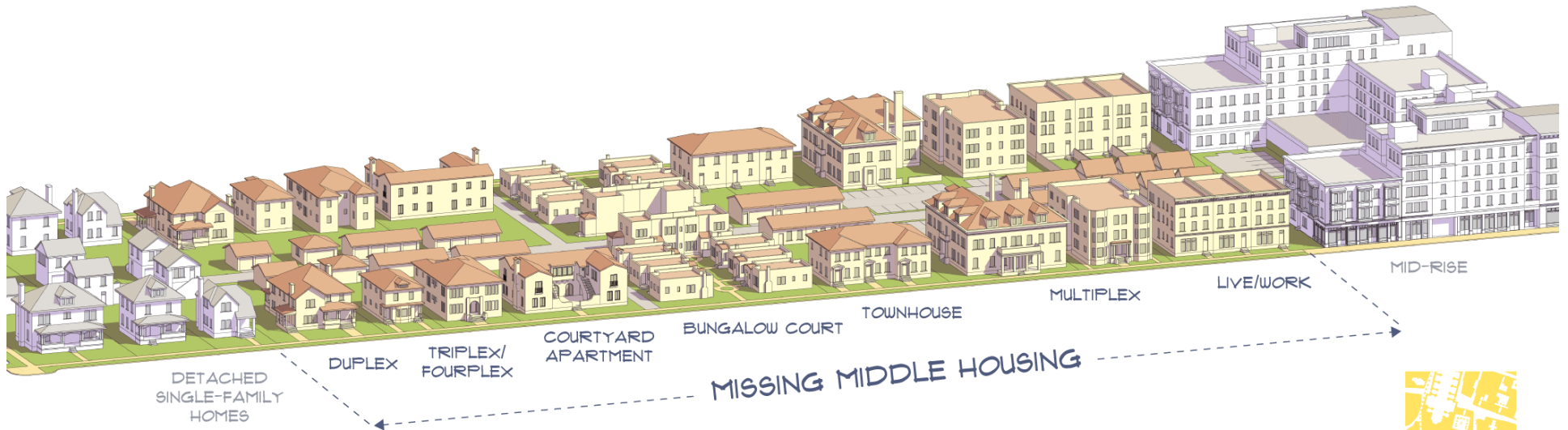
PLANNING
INSPIRATION

THE MISSING MIDDLE

- Walkable
- Diverse
- Affordable

Meets needs of:

- » Empty nesters
- » Young families
- » Millennials



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THE MISSING MIDDLE



SIGNAGE & WAYFINDING

Functional

- Wayfinding
- Informational
- Marketing

Aesthetic

- Image & Branding
- Beautification



STREETSCAPE IMPROVEMENTS



HOMETOWN SPORTS



ACTIVITY

WHAT WOULD YOU LIKE TO SEE
DOWNTOWN?

PUBLIC ENGAGEMENT

DOWNTOWN IMPROVEMENTS

STREETSCAPE IMPROVEMENTS

- Lighting
- Benches
- Trash receptacles
- Public art



DINING

- Patio space
- Sidewalk activity
- Free marketing



COMMUNITY EVENTS

- Festivals
- Concerts
- Markets



LANDSCAPING

- Street trees
- Green infrastructure
- Planters



HOUSING

- Range of residential options
- Walkable
- Mixed-use



BIKE AMENITIES

- Racks
- Lanes
- Shelter house



PARK IMPROVEMENTS

- Enhancements to Danville Memorial Park
- New parks



SIGNAGE

- Branding
- Marketing
- Parking



PUBLIC ENGAGEMENT

DOWNTOWN IMPROVEMENTS

STREETSCAPE IMPROVEMENTS

6



DINING

18



COMMUNITY EVENTS

15



LANDSCAPING

8



HOUSING

5



BIKE AMENITIES

3



PARK IMPROVEMENTS

12



SIGNAGE

4



A photograph of a long, covered wooden bridge with a sign above the entrance. The bridge is surrounded by trees and a wooden fence. The text "FUNDING STRATEGIES" is overlaid in the center.

FUNDING STRATEGIES

FUNDING STRATEGIES

- State & Federal Grants
- Joint Economic Development District (JEDD)
- Special Improvement District (SID)
- Historic Preservation Tax Credit
- Tax Increment Financing (TIF)
- Main Street Program

JEDDs

- Partnership between municipalities and townships to promote economic development in a defined area
- The land in the area remains unincorporated
- Income tax revenue generated in the area is shared among the jurisdictions
- Services are also shared per terms of the agreement

JEDDs: City of Delaware + Berkshire Twp



- Income tax is administered by City
- Revenue is shared (60% Twp / 40% City)
- Helps fund roadway improvements



SIDs

- Allows private property owners in a self-defined area to establish a program for services or improvements
- Paid for with assessments on all properties in the defined area
- Governed by a private, nonprofit corporation and run by a board of the property owners
- Government property / churches are exempt from assessments, but can contribute voluntarily

SIDs: Downtown Newark, Ohio



- Physical enhancements
- Parking enforcement
- Business resources
- Safety

SPECIAL IMPROVEMENT DISTRICT (SID)

The Downtown Newark SID is a private, not-for-profit organization through which property owners assess themselves to provide funding for district-wide parking enforcement, business resources, physical environment enhancement services, safety, marketing and promotion, as well as special project services. Under an agreement, Newark Development Partners (NDP) administers the services plan for the Downtown Newark Special Improvement District (SID). Through the SID, the Downtown Newark Special Improvement District concentrates on long-term development, as well as short-term improvements.



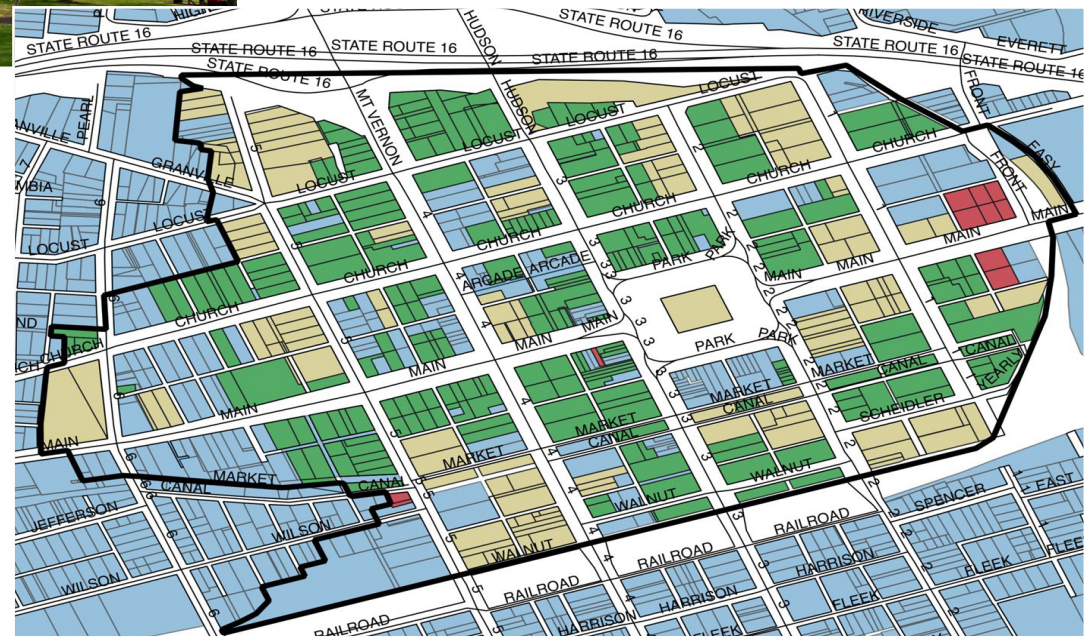
Among other results of the SID improvement activities, property owners will see:

- Larger downtown employee base—more customers
- Consistent and positive image of downtown
- Increased occupancy rates in downtown buildings
- Parking Enforcement in the Downtown Business District
- A safe, clean and secure downtown environment
- Increased property values
- Coordinated marketing among organizations
- Increased convenient downtown parking

For questions or more information please contact Newark Development Partners at info@wedignewark.com


WWW.WEDIGNEWARK.COM

Periodic news blasts and information updates allowed us to communicate the progress on the utility upgrade project. The downtown square was completed during the summer and merchants enjoy increased traffic and pedestrian flow. We celebrate a beautiful downtown and look forward to continuing streetscape and other improvements in the downtown area. Changes are underway for the website to be utilized for the SID, featuring parking availability and general information including construction updates. Sign up for email updates at: www.wedignewark.com



ACTIVITY

RETAIN RE-IMAGINE

A photograph of a park walkway. In the foreground, a wooden fence runs along a gravel path. In the background, a covered wooden walkway leads to a pavilion with a sign above its entrance. The scene is surrounded by trees with yellow and orange autumn leaves. The text "PUBLIC ENGAGEMENT RESULTS" is overlaid in white on a semi-transparent dark green rectangular background.

PUBLIC ENGAGEMENT RESULTS

PUBLIC ENGAGEMENT RESULTS

St. Luke's Community
Festival
Saturday, July 13th

- ≈ 50 people engaged
- Activities:
 - » Retain & Re-imagine
 - » Downtown Improvements
 - » Picture This! cards

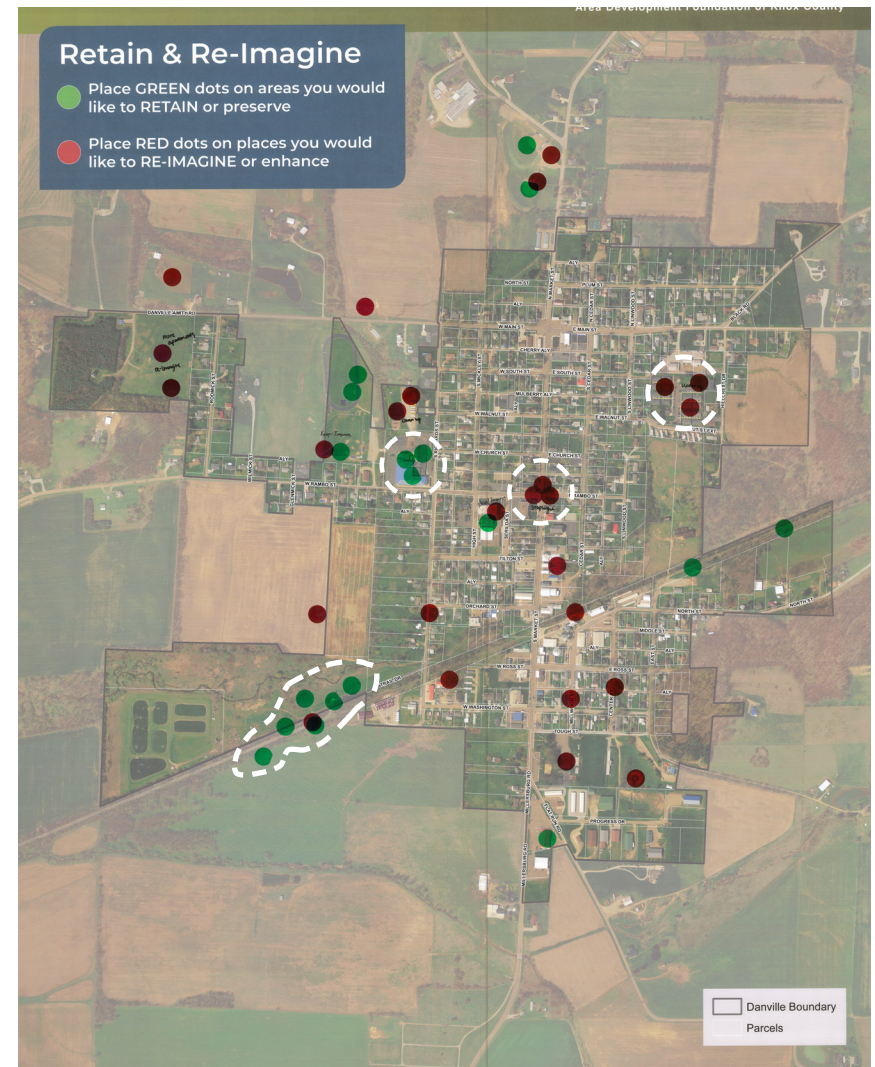


PUBLIC ENGAGEMENT RESULTS

RETAIN & RE-IMAGINE MAP

Themes:

- Retain
 - » Kokosing Gap Trail & Trailhead
 - » Elementary & Jr High School / Fields
- Re-Imagine:
 - » Buildings in poor condition generally
 - » Market St & Rambo St intersection
 - » Danville Apts

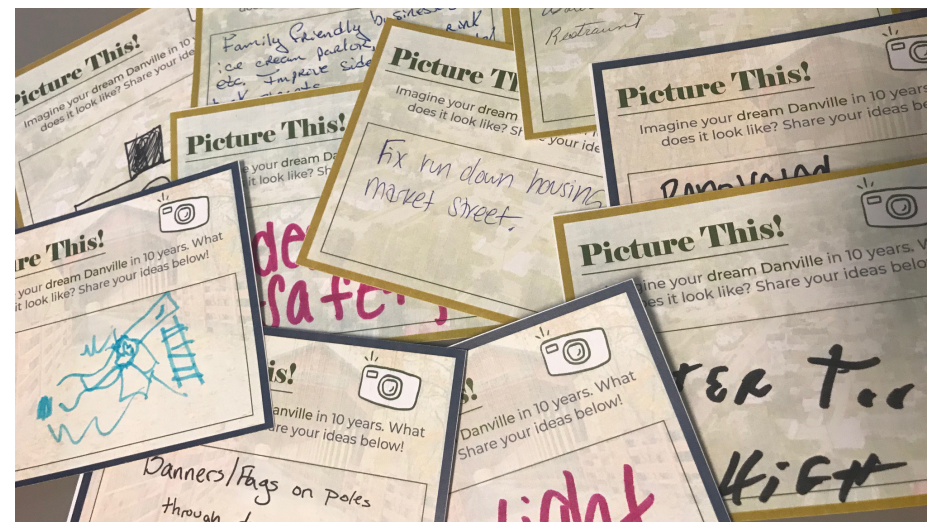


PUBLIC ENGAGEMENT RESULTS

PICTURE THIS! CARDS

Themes:

- Better property maintenance
- Streetscape improvements / beautification
- More entertainment & restaurants
- Improved water quality and/or lower cost of service



Q & A

NEXT STEPS

- » Take the Survey!
 - » www.KnoxCoPlans.com
- » Mapping of Areas of Growth
- » Housing & Retail Analysis
- » Focus Area Scenarios
- » Steering Committee Meeting #3
 - » August 15th?