

ENGAGEMENT MEMO

OVERVIEW

The Danville Village Strategic Plan process is guided by the stewardship of a steering committee comprised of community leaders with local expertise and a passion for the future of Danville. The steering committee collaborates with a planning team of Village employees and hired consultants to facilitate public engagement and ensure final recommendations properly reflect input gathered during the planning process. The general public was invited to participate throughout the summer; both in-person and online.

This memo provides an overview of the engagement process and summarizes feedback received thus far. A complete copy of community survey results will be provided in the final Plan document.

ENGAGEMENT PROCESS

Community Workshop

Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Plan and able to participate. The planning team set up a table at the St. Luke's Community Festival on Saturday, July 13, 2019. The event offered an opportunity to introduce community members to the planning process and gather feedback on what the public would like to see in Danville in the future.

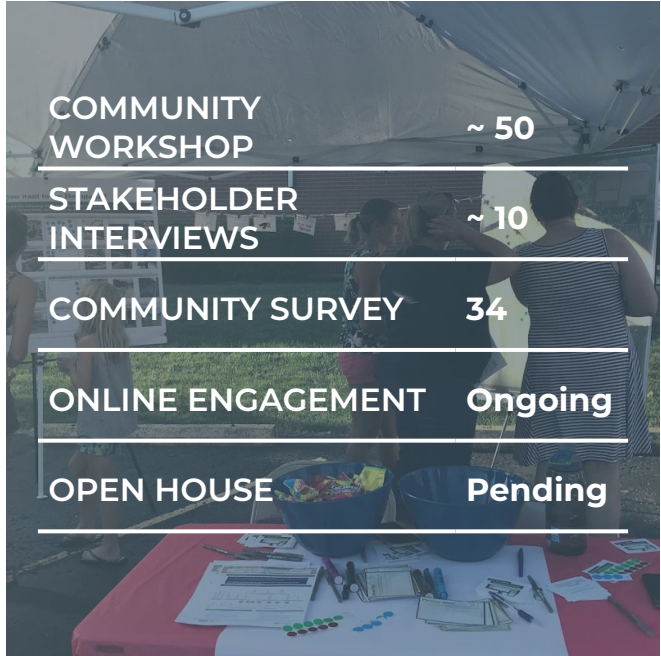
Stakeholder Interviews

Stakeholder interviews, including both formal and informal discussions, were conducted with business owners, employers, and other prominent community members to add detail and specificity to the feedback received from the general public.

Community Survey

Hard copies of the community survey were available at in-person public engagement events, as well as through distribution by Village staff and steering committee members. The survey was also

ENGAGEMENT SUMMARY



COMMUNITY WORKSHOP	~ 50
STAKEHOLDER INTERVIEWS	~ 10
COMMUNITY SURVEY	34
ONLINE ENGAGEMENT	Ongoing
OPEN HOUSE	Pending

available to complete online. Questions encouraged participants to consider future growth, development, and the overall livability of Danville.

Online Activities

The project website -KnoxCoPlans.com- provides updates, planning materials, and the activities conducted at the St. Luke's Festival. Business cards advertising the website were passed out at community events and left around the Village to spread the word about online engagement. As the Plan is created, draft ideas will also be available online for viewing and comment.

Open House

A complete draft of the Plan will be presented to the public in the form of an open house before the final document is provided to Village Council for adoption.

ENGAGEMENT RESULTS

General

According to community survey results and general feedback received at the community workshop and stakeholder interviews, some of the community members' favorite things about Danville are the sense of community, its rural character, natural beauty, and local schools. The most common concerns or issues to arise during the engagement process were related to the lack of entertainment, limited diversity in businesses, poor property maintenance, the quality and cost of water and sewer services, a need for beautification, and perceptions around drugs and safety.

Broadly speaking, the public would like to see more businesses in Danville; especially restaurants and retail stores, additional activities for youth, better property maintenance, and a beautified streetscape. A summary of how survey respondents would change Danville is provided in Figure 1.

Land Use & Development

When asked on the survey "What do you think is the most important development priority for Danville to focus on over the next ten years?", nearly two-third of respondents said attract, grow, and retain small businesses (Figure 2). The second most popular response was to promote the desired community character through zoning and development guidelines. The preference for these two development priorities aligns with feedback related to a need for more commercial activity and overall better upkeep of properties. In addition to attracting new businesses and services for residents, a desire was also expressed throughout the engagement process to use redevelopment and land use strategies to bring in new visitors and revenue.

Downtown

The community survey aimed to clarify how community members view the commercial areas of Danville. When asked "Do you believe that Danville has a Downtown or Village Center?" more than half (64.7%) of respondents said "no" (Figure 3). Survey participants did not agree on where Downtown is currently, but the location receiving the highest number of votes was Market Street near St. Luke's Church and the Blonde Robin (Figure 4). There was also not consensus on where Downtown ideally

Figure 1. Community survey results: General

If you could change ONE thing about Danville, what would it be?

Most common themes:

- More retail & dining options
- Cleaner environment
- Less drugs and/or crime
- Enhanced property maintenance
- More events and activities; especially for children
- Increase in residential population
- Better attraction of visitors
- More local businesses
- Improved school and police facilities
- Parks improvements

Figure 2. Community survey results: Land Use & Development

What do you think is the most important development priority for Danville to focus on over the next 10 years?

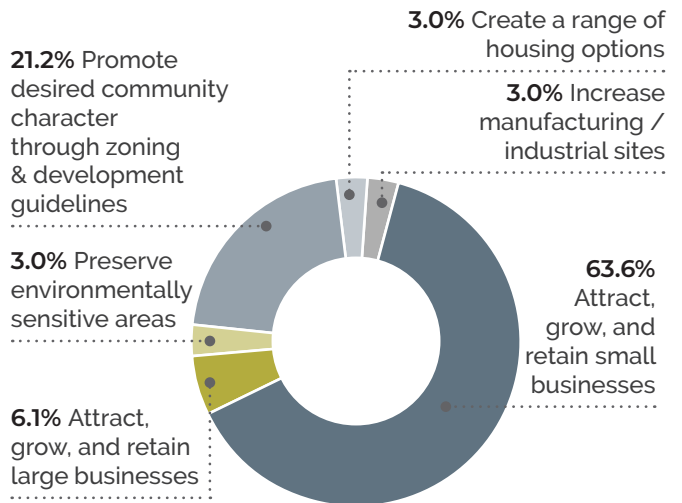
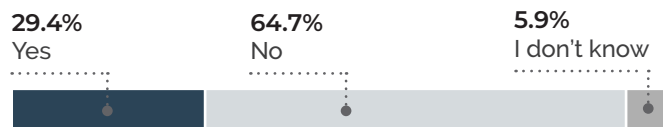


Figure 3. Community survey results : Downtown

Do you believe that Danville has a Downtown or Village Center?



should be, though Market Street near Memorial Park and the Hangout was the most popular selection. The lack of clarity from survey results on the location of Downtown presents an opportunity to invest in the creation and marketing of a distinct gathering and commercial place.

Regardless of exact location, cultivating a successful Downtown environment in Danville may require deliberate interventions in land use, programming, and the built environment. At the St. Luke's Festival, the public was asked to vote on the improvements they would like to see in the Downtown. The results are ranked below.

What do you want to see Downtown?

- #1 : Dining
- #2 : Community Events
- #3 : Park Improvements
- #4 : Landscaping
- #5 : Streetscape Improvements
- #6 : Housing
- #7 : Signage
- #8 : Bike Amenities

The most popular response, dining, reflects one of the most common desires for Danville - both in Downtown and in the community generally.

Housing

The public shared concerns related to the appearance and condition of the existing housing stock, as well as the status of property values. When asked to consider the most pressing issue for the future of housing in Danville, community survey respondents provided a variety of answers, indicating a desire to both improve existing properties and expand options (Figure 5). About 61% of community survey respondents said that their preferred housing type is available in Danville currently, with the remaining responses split between their preferred housing not available and uncertainty.

Mobility & Infrastructure

The greatest current challenge related to infrastructure and Village services in Danville according to about 29% of community survey respondents is road maintenance (Figure 6). Looking to the future, this was less of a perceived issue. The quality of, or access to, utilities received the highest percentage of votes for the greatest future challenge. Figure 6 shows the complete breakdown of responses for both current and future conditions.

Figure 4. Community survey results : Downtown Continued

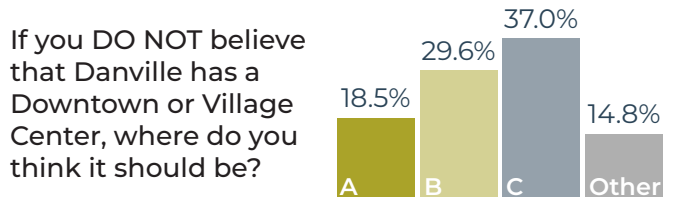
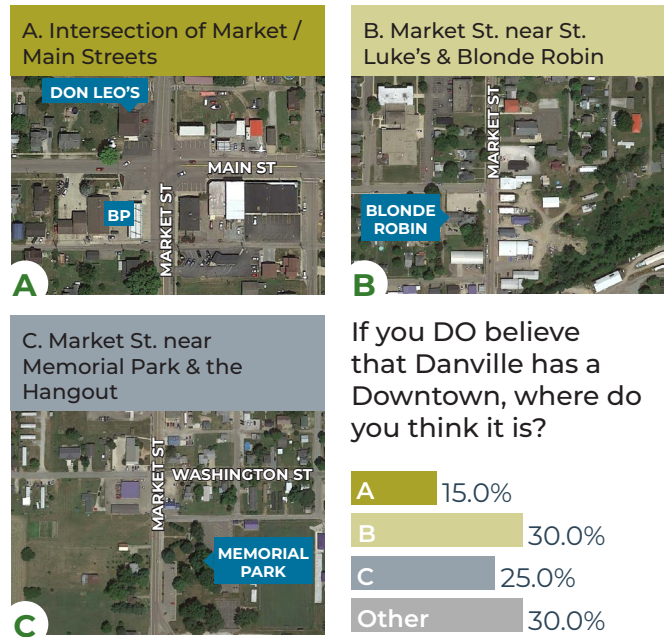
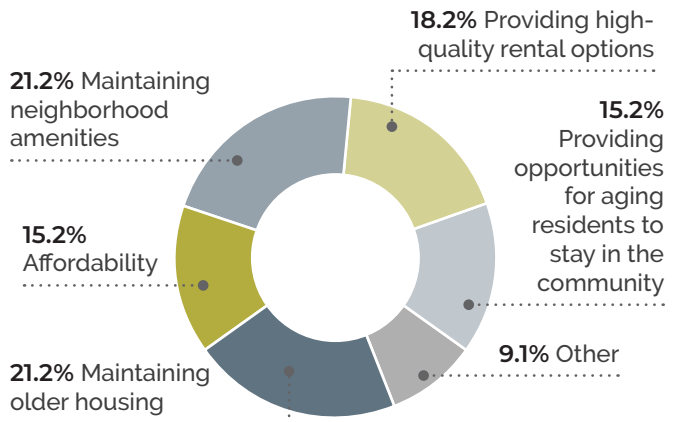


Figure 5. Community survey results : Housing

Which housing issue do you think will be the most pressing for Danville to address in the next 10 years?



These results are similar to feedback gathered at the community workshop and through stakeholder interviews. The cost and quality of water services was also discussed at the community workshop as an issue for residents; as well as a desire to re-instate a traffic light at the Rambo and Market Street intersection.

Parks & Recreation

The Kokosing Gap and Mohican Valley Trails are considered important assets by the Danville community and are thought to be in fairly good condition. On a scale of 1 to 5 with “1” being “poor quality” and “5” being “excellent quality”, community survey respondents rated the average quality of existing trails in Danville at 3.8. The quality of existing parks was rated lower at an average of 3.0; likely related to feedback received regarding the outdated and limited amenities at Memorial Park. Complaints were also voiced about a lack of seating at the park and the condition of the football stadium. The other sports field in Danville were identified as places to preserve by participants at the community workshop.

In looking to the future, community members shared interest in investing in Village park improvements, using recreation to attract new visitors, and improving the quality of life through more recreation activities. The most important priority for Danville in regards to parks, trails, and open space was considered to be an increase in activities and events for residents according to 44% of survey participants. The remaining 56% was split among several other objectives (Figure 7).

Summary

The following takeaways summarize the feedback gathered from the Danville community.

- The community would like to see improvements to Memorial Park.
- There is not public consensus on if or where a distinct downtown district exists.
- The public would like more dining and retail options in the Village.
- More community events and activities, especially those geared toward young residents, are desired.
- There is a need for enhanced property maintenance and enforcement, as well as beautification of Market Street.

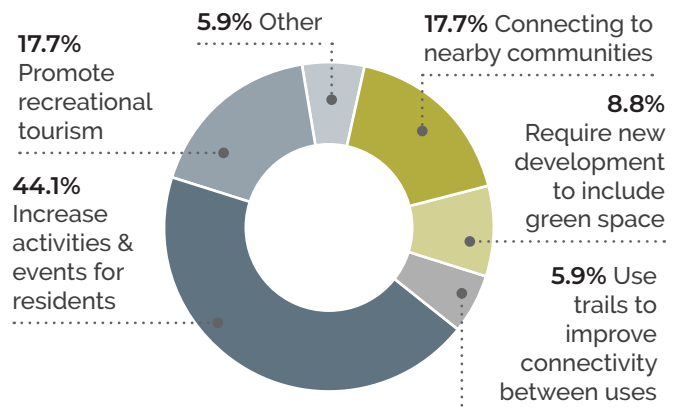
Figure 6. Community survey results : Mobility, Infrastructure, & Services

What is / will be the greatest challenge related to infrastructure and Village services in Danville?

Issue	% (currently)	% (future)
Road maintenance	29.0%	9.4%
Maintenance of public properties	19.4%	18.8%
Quality of, or access to, utilities	16.1%	21.9%
Planning and zoning services	12.9%	15.6%
Public safety services	12.9%	9.4%
Village fiscal operations / taxes	9.7%	21.9%
Traffic	0.0%	3.1%

Figure 7. Community survey results : Parks & Recreation

What do you think is the most important priority for Danville to focus on over the next 10 years regarding its parks, trails, and open space?



How would you rate the importance of parks and open space for the future of Danville?

