

DANVILLE VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION
STEERING COMMITTEE MEETING #4 | OCT 17, 2019

AGENDA

STEERING COMMITTEE MEETING #4

OCTOBER 17, 2019

1. STEERING COMMITTEE # 3 REVIEW

2. PUBLIC ENGAGEMENT MEMO

3. STRATEGY PRIORITIZATION / MARKET ANALYSIS RESULTS

- Housing & Neighborhoods
- Land Use & Development
- Mobility & Infrastructure
- Parks & Recreation*
- Community Image & Brand*

4. NEXT STEPS

**time permitting*



STEERING COMMITTEE
#3 REVIEW

ZONING

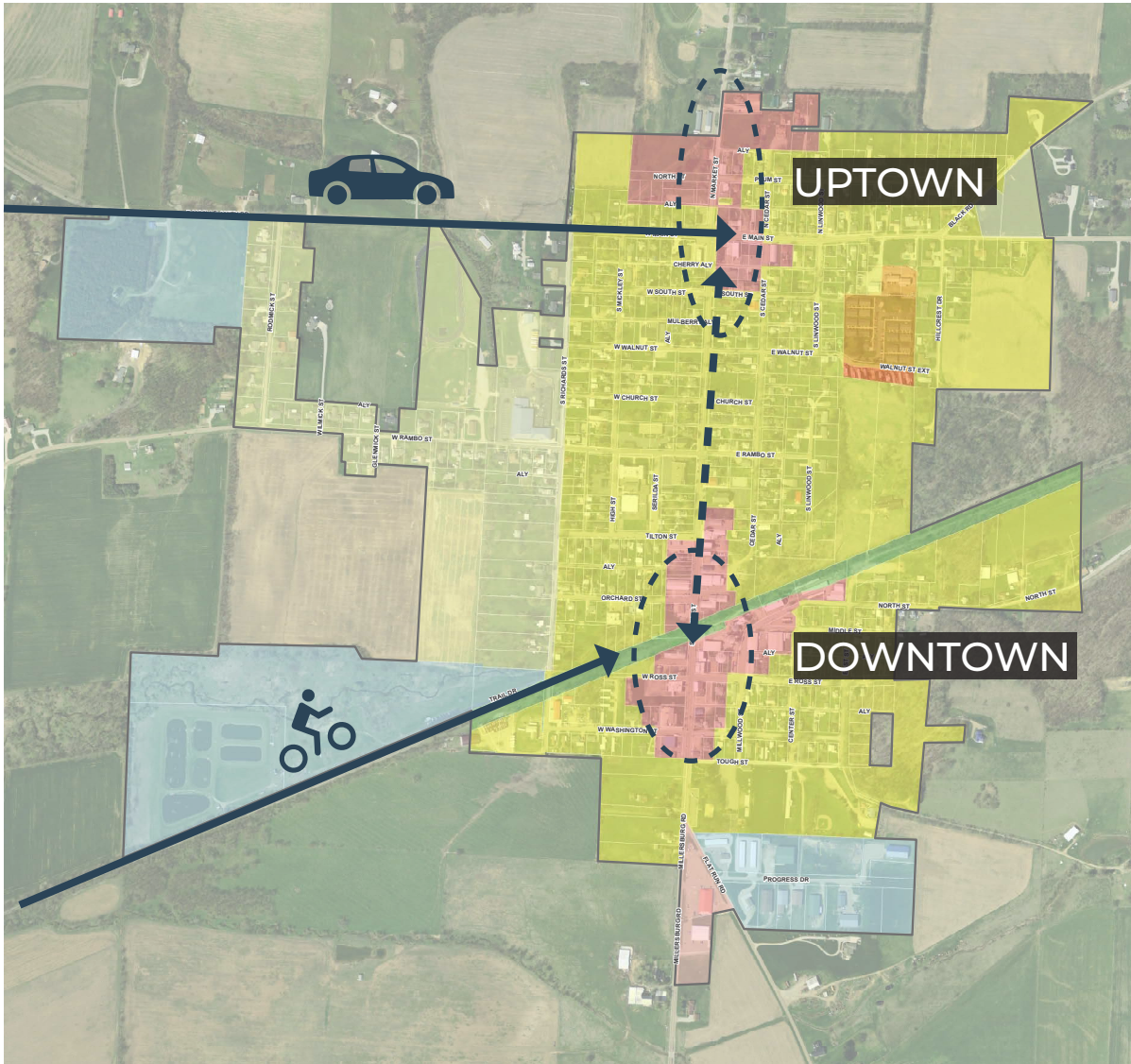
Danville Zoning Code:

Key Take Aways:

- **Excessive parking restrictions:**
 - » 2 spaces required for each residential unit (including apartments)
- **Limited opportunities for mixed-uses**
 - » No residential over retail
- **Design guidelines may be strengthened; differentiated among districts**
- **Creates 2 separate commercial districts**

UPTOWN & DOWNTOWN

THE MISSING LINK



Corridor treatments:

- Signage & Wayfinding
- Consistent landscaping
- Mix of uses
- Bike amenities

RECREATION TOURISM

TRAIL CONNECTIONS



RECREATION TOURISM

TRAIL CONNECTIONS



RECREATION TOURISM

FUNDING

- Clean Ohio Trails Fund
- Land and Water Conservation Fund
- Rural Community Development Initiative Grants
- Transportation Alternative Program

- » Govt (all levels)
- » Non-profits
- » Foundations
- » Advocacy orgs
- » Private partners



PARKS IMPROVEMENTS

EXISTING CONDITIONS



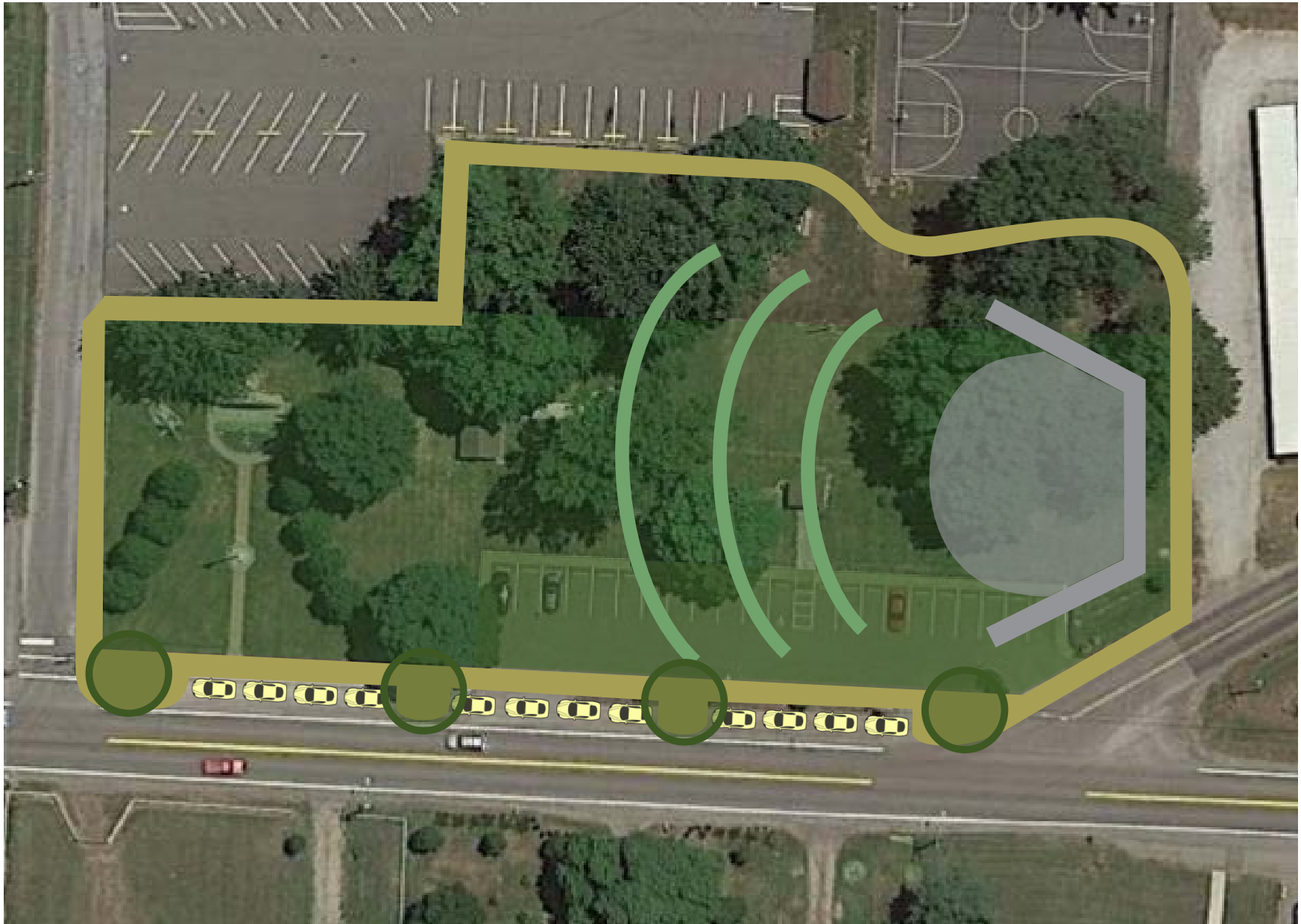
Danville Memorial Park

- » Football
- » Baseball
- » Softball
- » Basketball
- » Veterans Memorial
- » Playground



VIEW FROM S MARKET STREET

PARKS IMPROVEMENTS





PUBLIC ENGAGEMENT
MEMO

PUBLIC ENGAGEMENT MEMO

KEY TAKEAWAYS

- The community would like to see improvements to Memorial Park.
- There is not public consensus on if or where a distinct downtown exists.
- The public would like more dining and retail options in the Village.

DANVILLE VILLAGE STRATEGIC PLAN

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 is 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 comment 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, employees, 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 steering committee members. The survey results are summarized in this memo.

ENGAGEMENT SUMMARY

COMMUNITY WORKSHOP

ENGAGEMENT MEMO | DANVILLE VILLAGE STRATEGIC PLAN

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 install a traffic light at the Rambo and Market Street intersection.

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

Issue	% Monthly	% Annual
Road maintenance	78.0%	8.4%
Maintenance of public properties	83.0%	18.8%
Quality of, or access to, utilities	35.7%	23.9%
Planning and zoning services	22.8%	15.0%
Public safety services	22.8%	9.4%
Village fiscal operations / taxes	8.7%	23.9%
Traffic	0.0%	3.7%

Figure 7. Community survey results - Parks & Recreation

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

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?

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 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.

PUBLIC ENGAGEMENT MEMO

KEY TAKEAWAYS CONT'D.

- More community events and activities, especially those geared toward young residents, are desired.
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DANVILLE VILLAGE STRATEGIC PLAN
ENGAGEMENT MEMO

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

Issue	% Community	% Total
Road maintenance	26.0%	8.4%
Maintenance of public properties	10.4%	11.8%
Quality of, or access to, utilities	16.7%	21.9%
Planning and zoning services	12.8%	15.0%
Public safety services	12.8%	8.4%
Village fiscal operations / taxes	8.7%	21.9%
Traffic	0.0%	3.7%

What is / will be the greatest challenge related to Danville?

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?

Priority	Percentage
Connectivity to nearby communities	17.7%
Develop new development to reduce green space	8.8%
Use trails to improve connectivity between areas	6.8%
Other	8.8%
Promote recreational tourism	11.5%
Increase activities & events for residents	44.7%

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

Rating	Percentage
Not important	0%
Very important	43.8%

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A photograph of a wooden walkway leading to a covered 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 above the entrance. The background is filled with trees with yellow and orange autumn leaves. The entire image has a dark green overlay.

MARKET ANALYSIS & STRATEGY PRIORITIZATION

MARKET ANALYSIS

OVERVIEW

STRENGTHS

- » Community/School Pride
- » Connection to outdoor sports and recreation
- » Well-defined Commercial Corridor (Market Street)

WEAKNESSES

- » Small/Stagnant Population
- » Low Household Incomes
- » Fair to Poor Housing Stock



MARKET ANALYSIS

OVERVIEW

OPPORTUNITIES

- » Brand and connect two commercial districts (Uptown and Downtown)
- » Amish Community
- » Senior Living Demand
- » Multi-Unit Housing
- » Tourism

THREATS

- » Proximity to Opportunity Zone in Holmes County
- » Low supply of available land within village limits

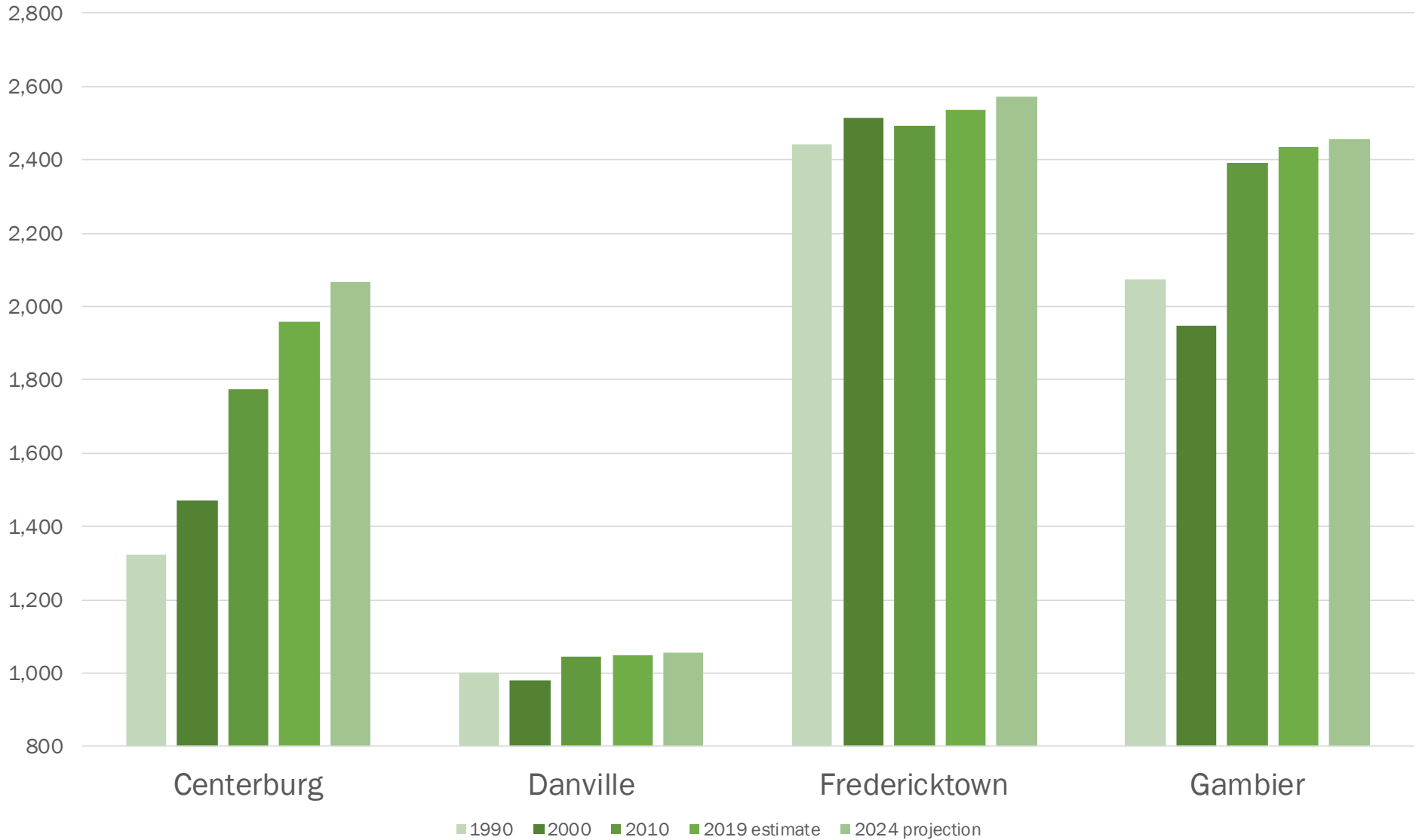


MARKET ANALYSIS

OVERVIEW

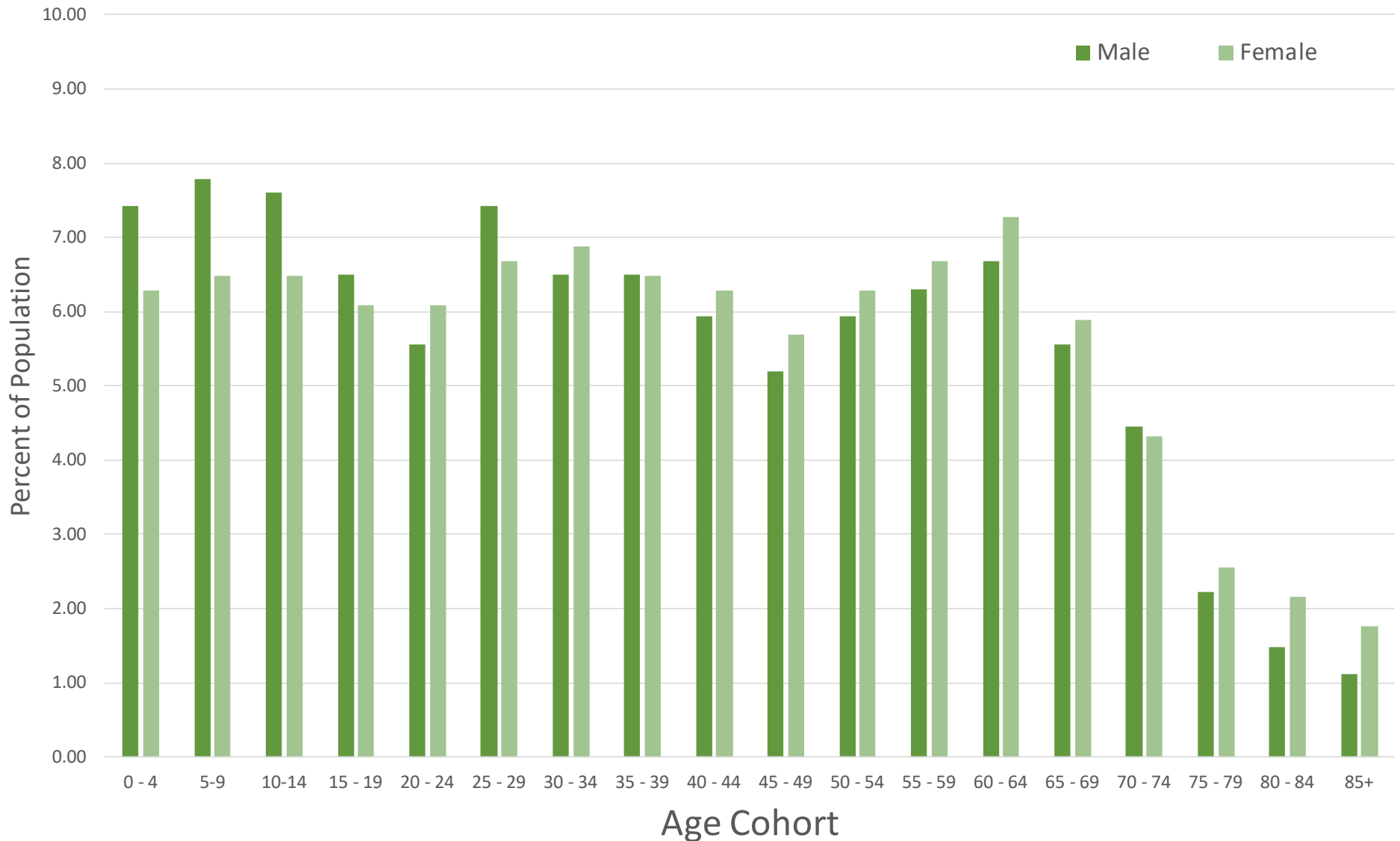
Population boom from 1990 to 2019, but growth is projected to slow

Population Summary



MARKET ANALYSIS OVERVIEW

Median Age is 37 in 2019 but
projected to 39 in 2024



MARKET ANALYSIS

OVERVIEW

1,022

**DAYTIME
POPULATION**
(WORKERS & RESIDENTS)
2,825 IN FREDERICKTOWN

0.13

**ANNUAL
GROWTH
2019-2024**
0.27 IN FREDERICKTOWN

41%

**HIGH SCHOOL
GRADUATE**
(HIGHEST LEVEL ACHIEVED)
31% IN FREDERICKTOWN

- Total & Daytime population is similar
- Slower growth than other villages
- Fewer professional degrees

STRATEGY PRIORITIZATION

THE FRAMEWORK

Broad View

Specific



Long Term

Short Term

A photograph of a covered walkway with a wooden fence leading to a wooden structure with a sign that reads "WELCOME VISITORS". The scene is set in a wooded area with trees in the background. The image has a dark green overlay.

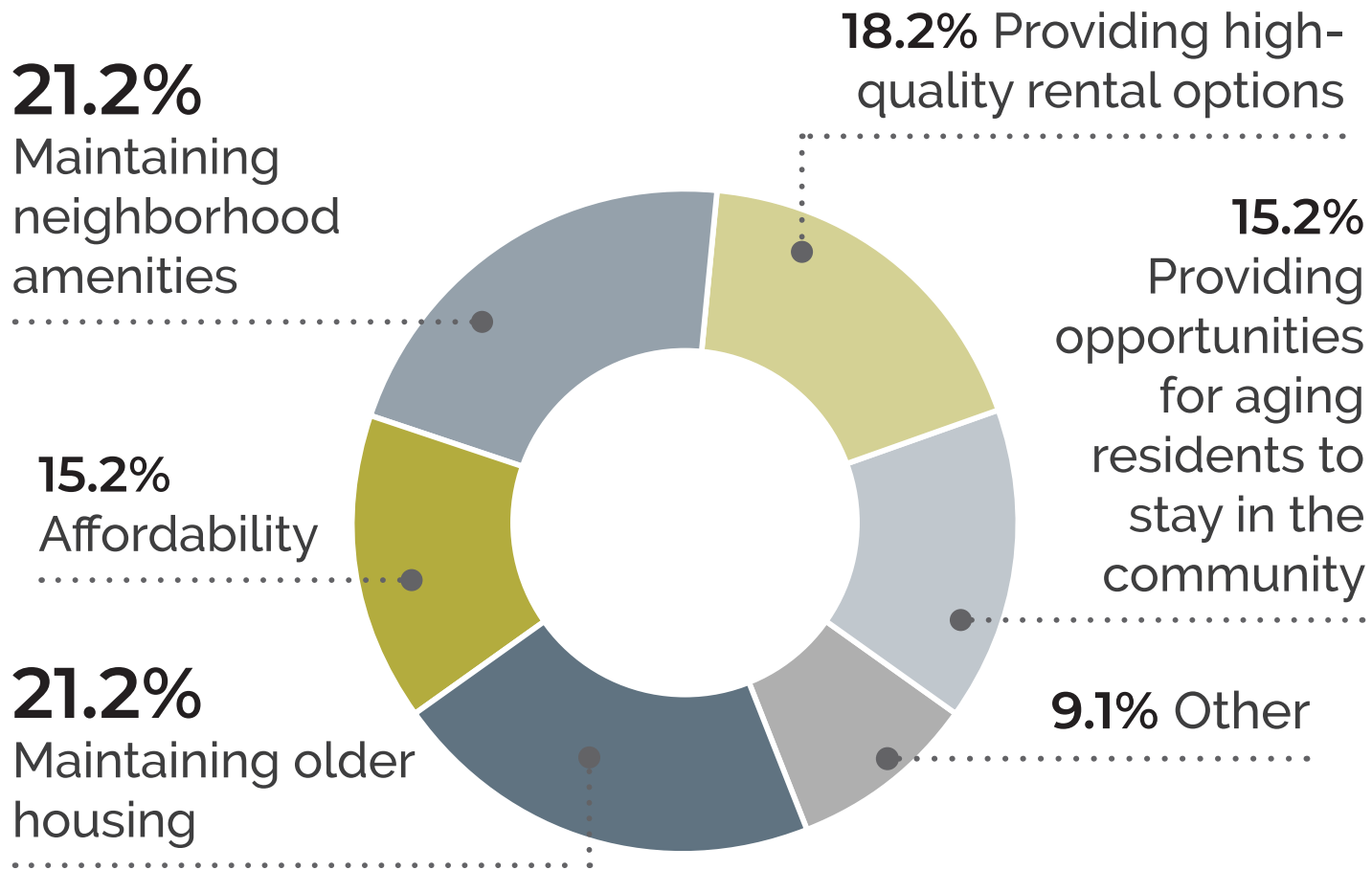
HOUSING & NEIGHBORHOODS

PUBLIC ENGAGEMENT

HOUSING & NEIGHBORHOODS

34 survey responses

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

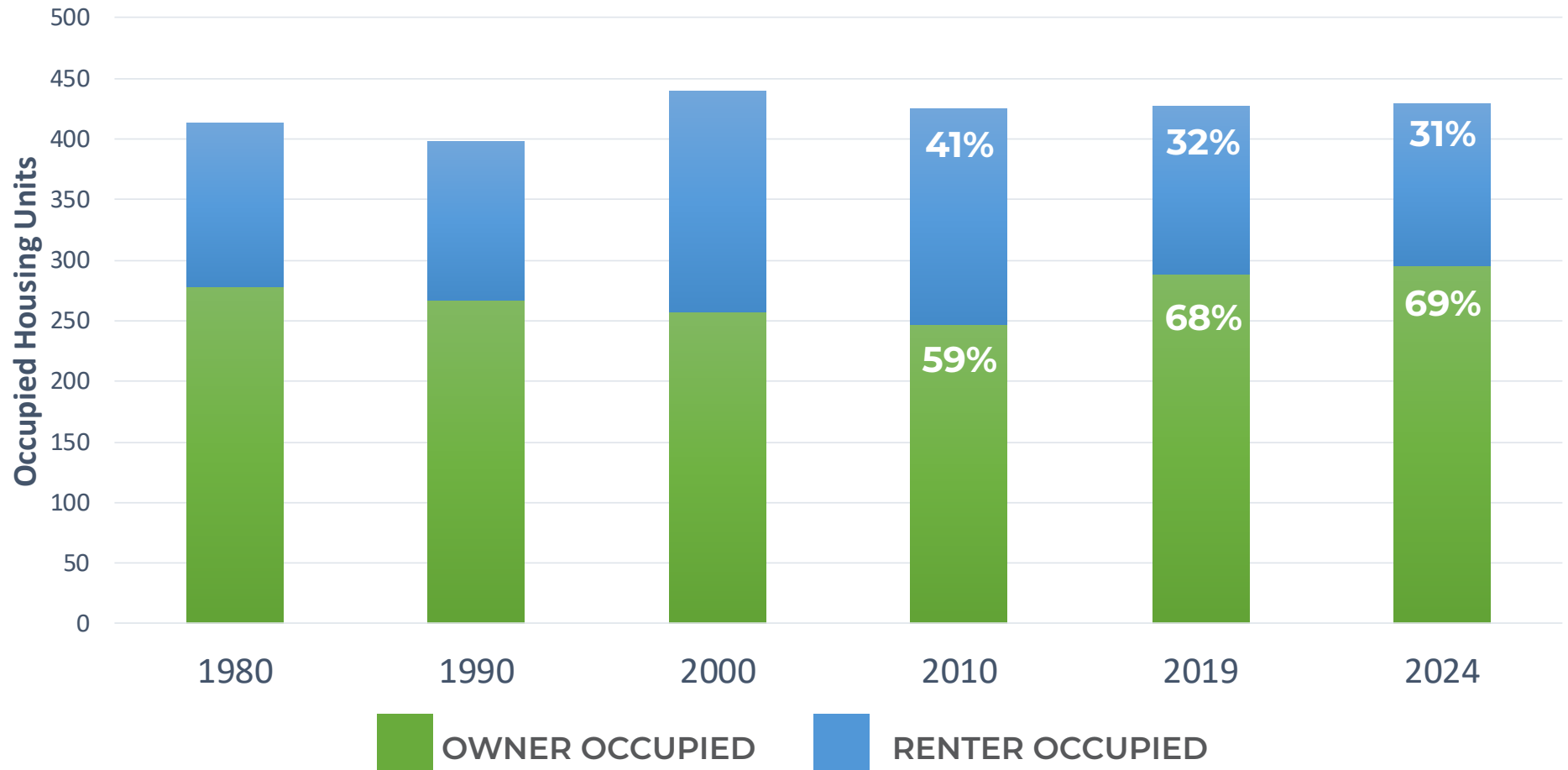


MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

Housing is increasingly
Owner Occupied

Danville
Housing Units by Tenure
1980 to 2024



MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

EXISTING HOUSING STOCK

est. 450 housing units

Land Use Description	% of Housing Units
Apartment Complex with 4 to 19 families	12%
Manufactured Home	8%
One-Family Dwelling	69%
Two-Family Dwelling	10%
Three-Family Dwelling	1%

MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

EXISTING HOUSING STOCK

- » No market rate multi-family housing with more than 4 units in Danville other than Danville Commons
- » Potential for infill Multifamily housing



Multifamily : Danville Commons

- » 48 units/ 0 available
- » Complex built in 1978.
- » 32 1-bedroom and 16 2-bedroom apartments.
- » USDA 42 of 48 are rental assistance eligible
- » 6 units are market rate, 2-bedroom \$550/ month

MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

55% of housing built
prior to 1940
(24.8% in Knox County)

HOUSING STOCK BY YEAR BUILT

Year Built	% of Total Housing Structures
2000+	1.7%
1980-1999	7.2%
1960-1979	15.9%
1940-1959	19.9%
1920-1939	17.6%
1900-1919	34.4%
<1900	3.2%

MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

Avg Sales Price
\$88,000

FOR SALE HOMES - OCT 2019

- » Few houses for sale
- » Extended days on market
- » Larger homes on average

	count	Price (average)	Square Feet (average)	Number of Bedrooms (average)	Number of Bathroom (average)	Days on Market (average)	Price per Square Foot (average)	Year Built (average)	Acres (average)
Centerburg	2	\$144,450	2,128	4	2	62	\$71	1903	0.15
Danville	2	\$86,500	1,992	4	2	197	\$46	1961	0.24
Fredericktown	7	\$126,300	1,499	3	1	48	\$87	1949	0.35
Gambier	3	\$188,300	1,548	3	2	275	\$120	1969	1.29
	Source: Zillow.com. October 2019								

MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

FOR SALE HOMES - OCT 2019



MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

KNOX COUNTY HOUSING DEMAND: 5 YEAR PROJECTION

323

**RENTAL
HOUSING**

7,974 UNITS IN 2019

905

**FOR SALE
HOUSING**

16,023 UNITS IN 2019



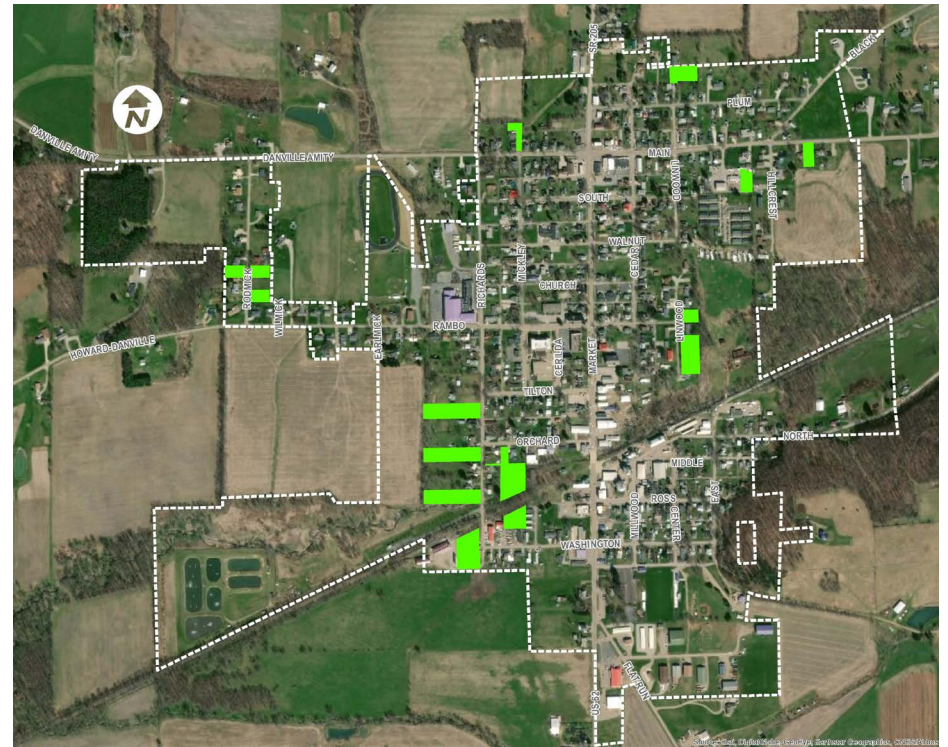
MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

DANVILLE RESIDENTIAL BUILD OUT CAPACITY

Residential Zoning Regulations:

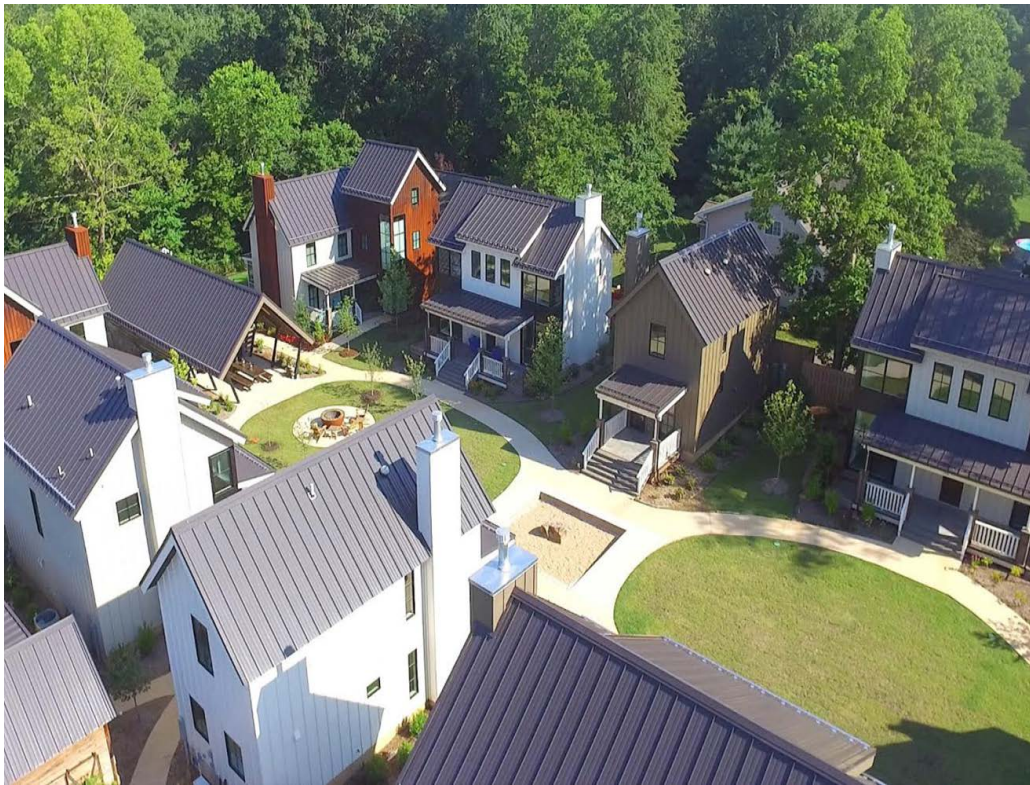
- » 10,000 sq ft min lot size in R-2 (equivalent to approximately 4 Dwelling-Units per Acre)
- » 17 Undeveloped Parcels Totaling 9.4 Acres
- » Maximum of 41 Buildable Single-Family Units



MARKET ANALYSIS

HOUSING & NEIGHBORHOODS

DISCUSSION: CLUSTERED HOUSING



STRATEGY PRIORITIZATION

HOUSING & NEIGHBORHOODS

Enhance and maintain the quality and affordability of existing residential neighborhoods while diversifying housing options for the future.

STRATEGY 1

Increase and enforce property maintenance standards.

STRATEGY 2

Identify properties for acquisition and redevelopment.

STRATEGY 3

Diversify the housing stock.

STRATEGY 4

Strengthen safety & health of existing neighborhoods through youth programming.

STRATEGY PRIORITIZATION

HOUSING & NEIGHBORHOODS

PRIORITY STRATEGY

Diversify the housing stock.

- » Identify areas for increased density standards
- » Determine design regulations and/or amenities to be included
- » Collaborate with Knox County / other villages to attract development



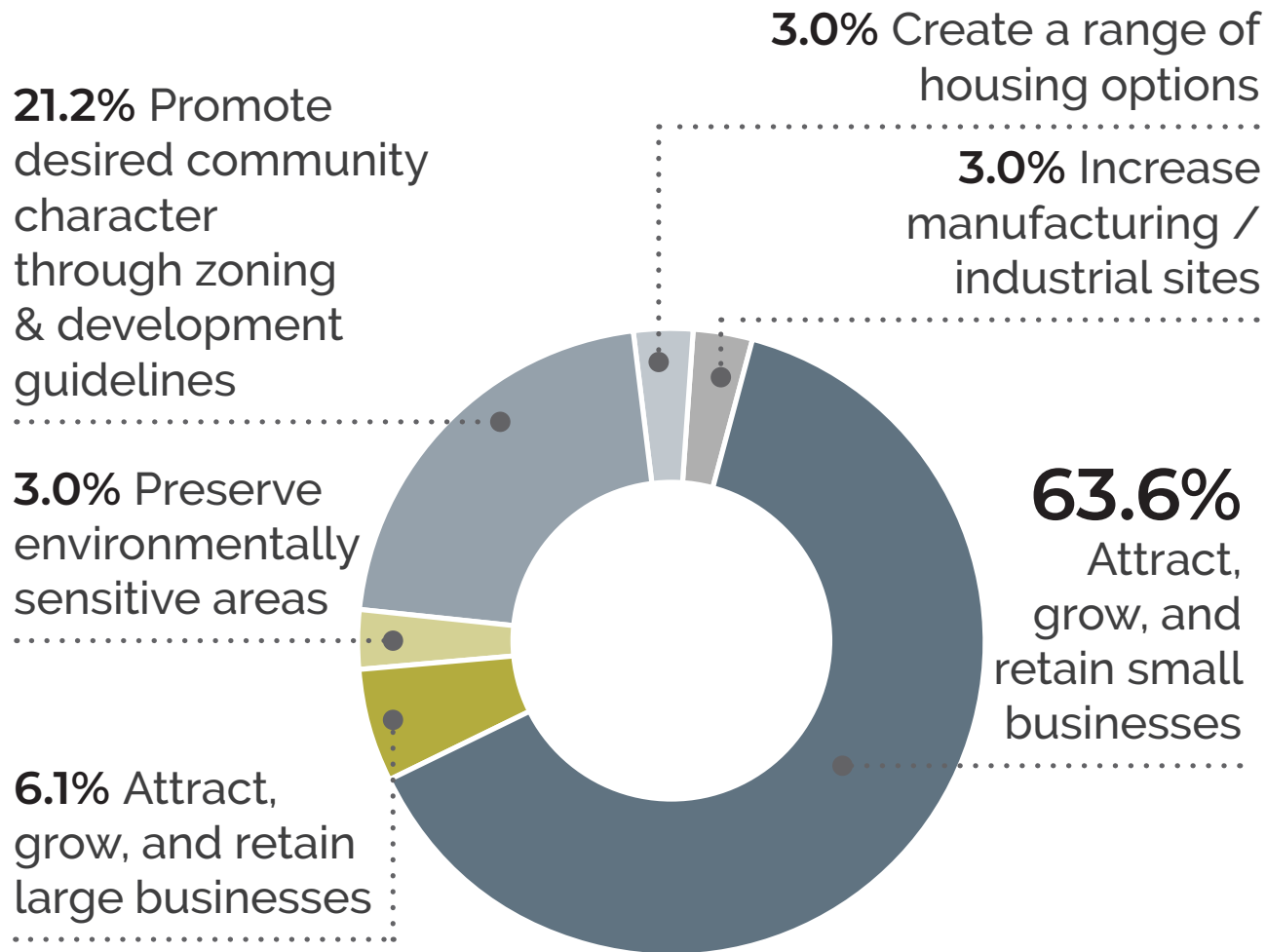
A photograph of a covered wooden walkway leading to a building with a sign that reads "MEMORIAL QUARTERS". The walkway is flanked by wooden railings and is covered with fallen leaves. The building has a green roof and a sign above the entrance. The background shows trees with yellow and orange leaves, suggesting an autumn setting. The entire image has a dark green overlay.

LAND USE & DEVELOPMENT

PUBLIC ENGAGEMENT

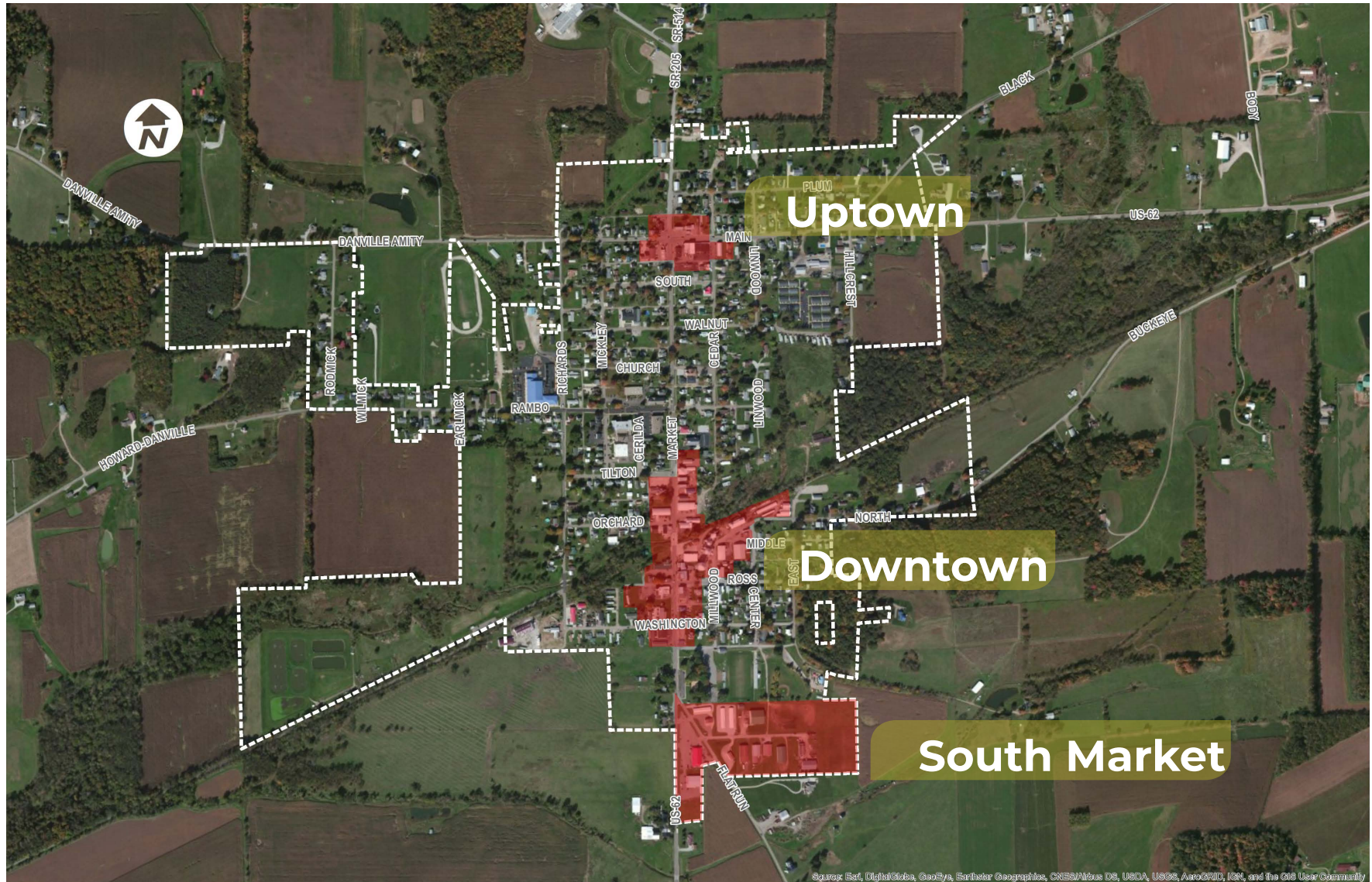
LAND USE & DEVELOPMENT

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



MARKET ANALYSIS

LAND USE & DEVELOPMENT

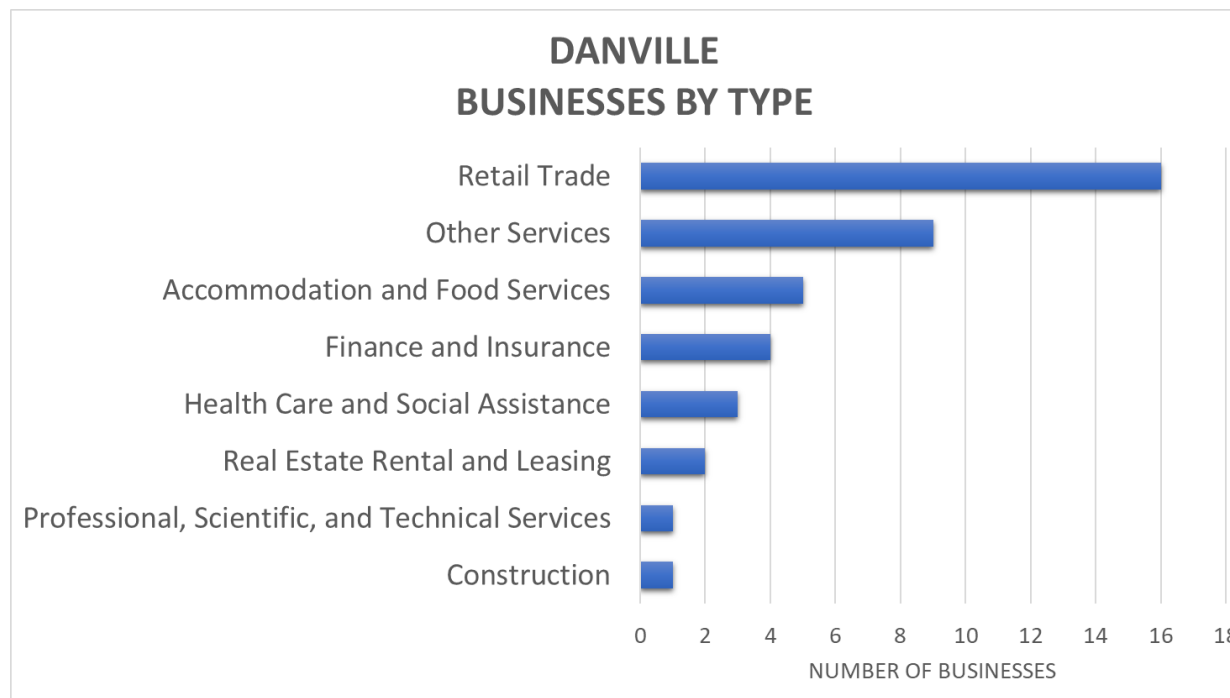


Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

MARKET ANALYSIS

LAND USE & DEVELOPMENT

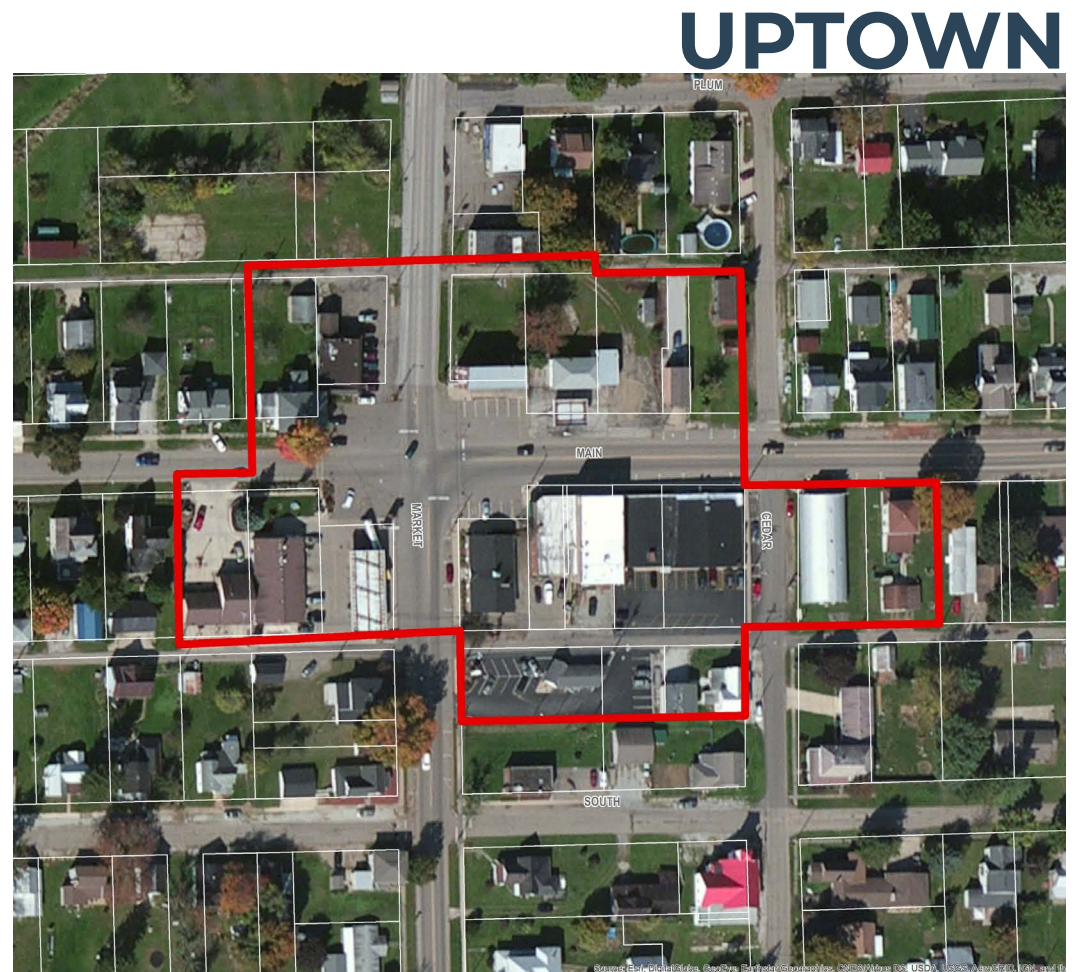
- » Significantly, more money is spent in Danville by those outside of the Village
- » Many own the building in which they operate their business
- » Danville Outdoors, in Downtown, operated cabin accommodations. They are selling the cabins and getting out of the lodging business.



MARKET ANALYSIS

LAND USE & DEVELOPMENT

- » No crosswalks, no delineation between the parking and street
- » Opportunity site for festivals, farmers markets
- » Recent addition of Conway's Pharmacy and Don Leo's Market are encouraging
- » Main and Market Street sees roughly 5,000 cars daily (US-62)
- » Better branding, signage, façade improvements



MARKET ANALYSIS

LAND USE & DEVELOPMENT

UPTOWN

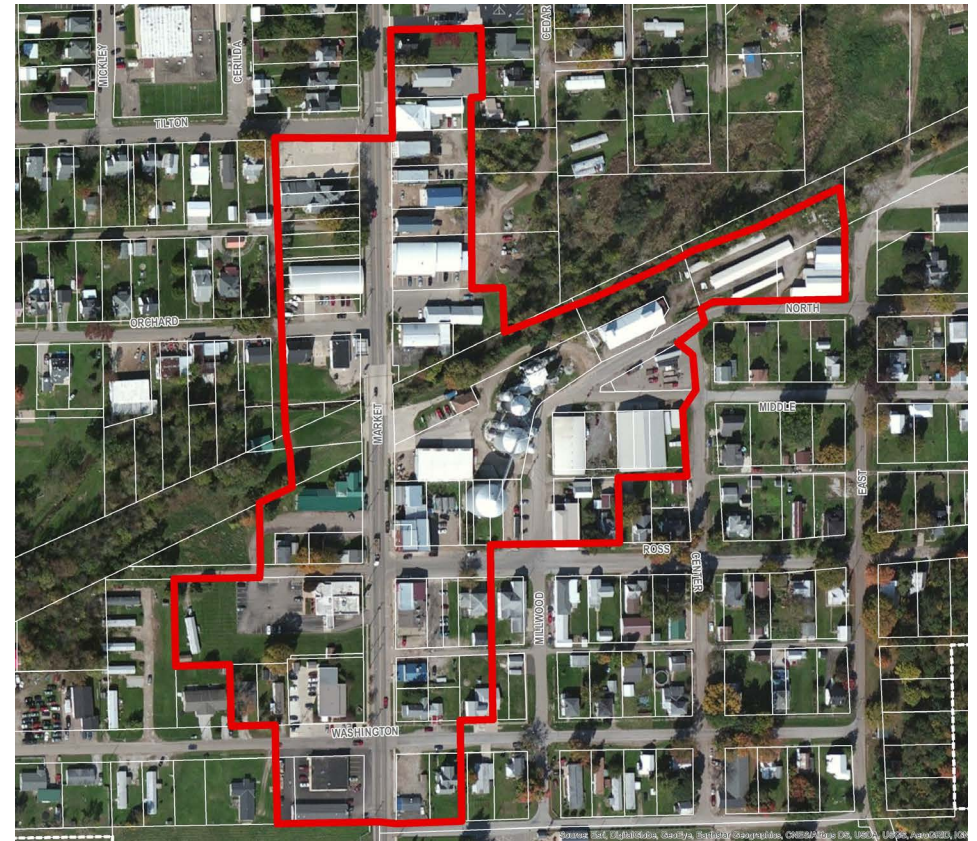


MARKET ANALYSIS

LAND USE & DEVELOPMENT

- » Alignment to old RR corridor, bike trail
- » Outdoor recreation hub
- » Streetscape and branding needed to solidify area
- » Update zoning to allow Apts over Retail

DOWNTOWN



MARKET ANALYSIS

LAND USE & DEVELOPMENT

- » Some business have invested in landscaping, sidewalk improvements
- » Establish beautification program for all of market

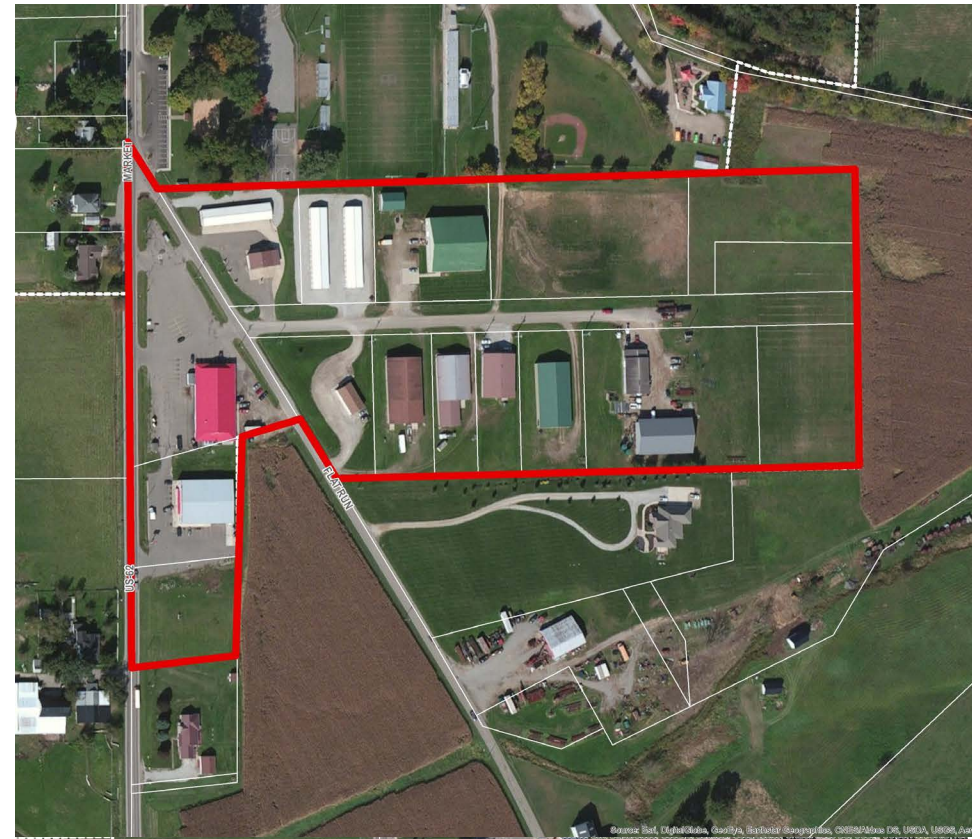


MARKET ANALYSIS

LAND USE & DEVELOPMENT

- » Majority of uses are light industrial warehouse along Progress Drive
- » Hometown Grocery parking lot is underutilized/needs maintenance
- » Family Dollar Store is newest building, built in 2009

SOUTH MARKET



MARKET ANALYSIS

LAND USE & DEVELOPMENT



MARKET ANALYSIS

LAND USE & DEVELOPMENT

» Strategically incentivize historic and commercial corridor assets

- Streetscape improvement at major intersections and activity nodes.
- Build out from Market Street anchors
- Main Street, Façade, Historic Tax credits, TIF

» Develop toolbox to build business districts together along Market Street

- Coordinate landscaping, parking, driveways, and signage
- Task for a resurgent business association

» New Development should allow for a mix of housing styles and price points

MARKET ANALYSIS

LAND USE & DEVELOPMENT

- » **Promote Amish, Agriculture, and Outdoor opportunities**
 - Identify Amish business leaders, recruit them to open shops/markets in Danville
 - Satisfy local grocery and restaurant demand
 - Scale up for festivals or out-of-town demand
- » **Encourage and Promote Various Lodging Options for visitors attracted to Danville.**
 - Bed and Breakfasts, AirBnB, etc
- » **Circulate well marked bike network through Downtown and to neighborhoods, shopping, schools, (restrooms), and businesses anchoring Market Street.**

STRATEGY PRIORITIZATION

LAND USE & DEVELOPMENT

Promote a healthy mix of residential and income-generating uses which support a vibrant commercial district and high quality of life.

STRATEGY 1

Identify and cultivate a downtown district.

STRATEGY 2

Partner with regional agencies to identify underutilized sites for potential redevelopment.

STRATEGY 3

Create an inventory of developable sites for attraction of future employers.

STRATEGY 4

Explore opportunities to expand Danville's boundary.

STRATEGY PRIORITIZATION

LAND USE & DEVELOPMENT

PRIORITY STRATEGY

Identify and cultivate a downtown district.

- » Prioritize streetscape improvements, beautification, & connection
- » Update zoning for mix of uses / residential
- » Market vacant spaces regionally
- » Use the Land Bank or CIC to acquire vacant parcels for repositioning





MOBILITY &
INFRASTRUCTURE

STRATEGY PRIORITIZATION

MOBILITY & INFRASTRUCTURE

Ensure safe and efficient access to utilities, Village services, and regional amenities.

STRATEGY 1

Re-imagine the Market Street - Main Street intersection.

STRATEGY 2

Connect the Kokosing Gap Trail and Mohican Valley Trail.

STRATEGY 3

Explore opportunities to strengthen access to broadband services.

STRATEGY 4

STRATEGY PRIORITIZATION

LAND USE & DEVELOPMENT

PRIORITY STRATEGY

Connect the Kokosing Gap Trail and Mohican Valley Trail.

- » Facilitate any necessary land acquisition
- » Determine creek access/bridge
- » Market the connected trail to Central Ohio recreationalists



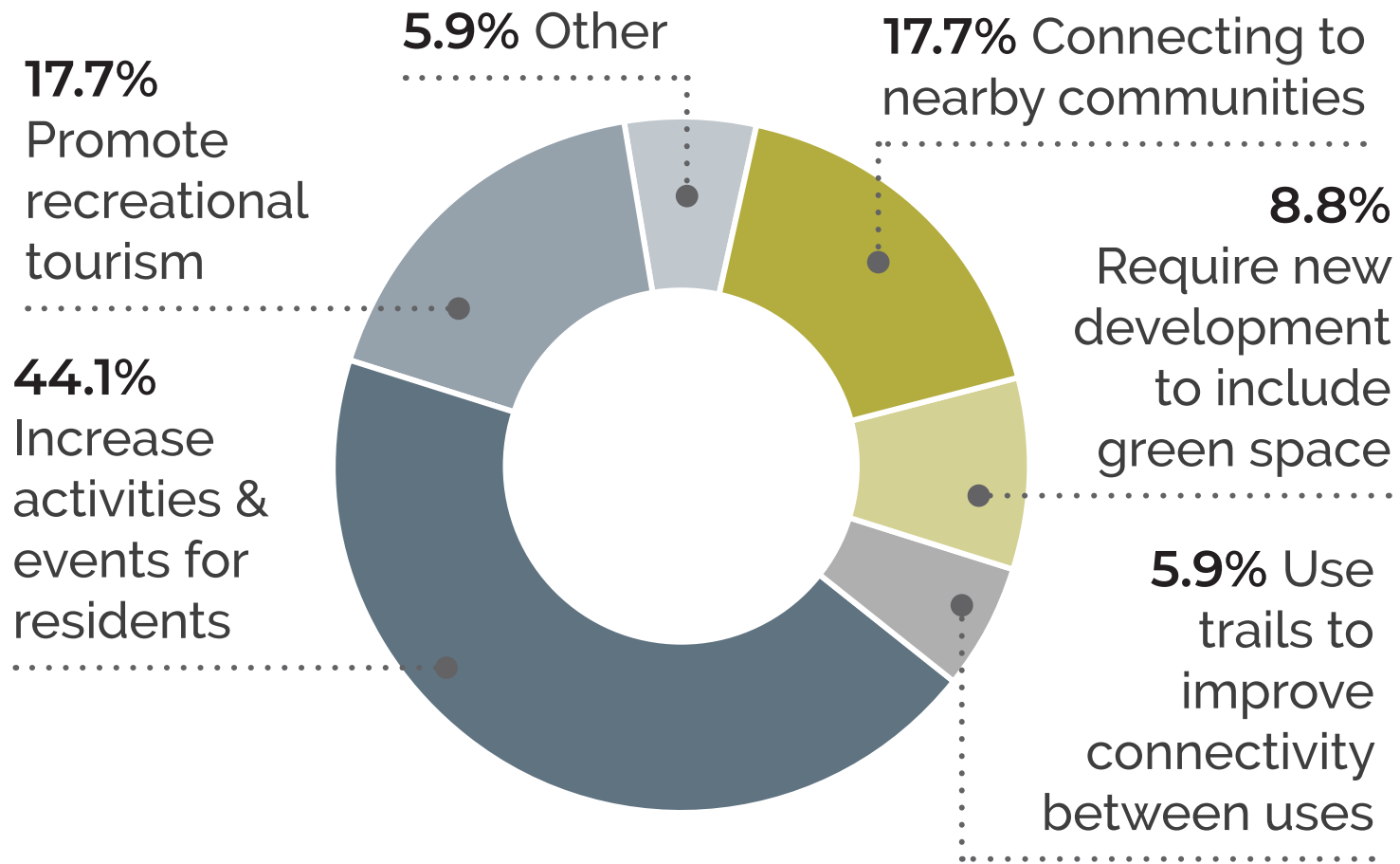
A photograph of a long, covered wooden bridge with a green roof and a sign above the entrance. The bridge is surrounded by trees with autumn foliage. The text "PARKS & RECREATION" is overlaid in white on a dark green rectangular background.

PARKS & RECREATION

PUBLIC ENGAGEMENT

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?



STRATEGY PRIORITIZATION

PARKS & RECREATION

Preserve and protect Danville's natural beauty while enhancing opportunities for recreational tourism, parks amenities, and community events.

STRATEGY 1

Ensure future development retains Danville's rural aesthetic and includes open and green space.

STRATEGY 2

Increase and enhance recreational amenities at Memorial Park.

STRATEGY 3

Promote regional trail tourism.

STRATEGY 4

STRATEGY PRIORITIZATION

PARKS & RECREATION

PRIORITY STRATEGY

Promote regional trail tourism.

- » Align built environment improvements with regional marketing efforts
- » Enhance online & social media presence
- » Expand existing events (i.e. Bridge of Dreams appreciation dinner)



Trail Towns: From Pittsburgh to Cumberland, Maryland

West Newton: EAT | STAY



Stop by the West Newton Visitors Center, located in a train station along the trail, for information. Just across the West Newton bridge, you'll find Bloom Brew, a local craft brewery, perfect for a cold pint after a Saturday ride. Just a few miles from downtown West Newton, Cedar Creek Park is a charming stop for a summer picnic with Youghiogheny River access.

Connellsville: EAT | STAY



Connellsville was once bustling with coal and coke production and known as the "Coke Capital of the World." Learn more about the stories of those who served our country during World War II at the Connellsville Canteen just a few blocks from the trail.

A photograph of a wooden covered walkway leading to a building entrance, with a semi-transparent green overlay and a white text box. The walkway is flanked by wooden railings and leads towards a building with a sign above the entrance. The background shows trees with autumn foliage.

COMMUNITY IMAGE & BRAND

STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

Promote Danville's rural charm and close-knit community through the built environment, marketing and programming.

STRATEGY 1

Utilize public spaces to celebrate Danville's strengths and community brand.

STRATEGY 2

Strengthen the connection between residents and agricultural, forest, and park land.

STRATEGY 3

Increase Danville's regional visibility.

STRATEGY 4

STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

PRIORITY STRATEGY

Utilize public spaces to celebrate Danville's strengths and community brand.

- » Incorporate bike amenities in fun, engaging way
- » Create permanent farmer's market venue & regular advertising





Retain & Re-Imagine

- Place GREEN dots on areas you would like to RETAIN or preserve.
- Place RED dots on places you do NOT WANT ACCESS or expansion.

Q & A

NEXT STEPS

- » Public Hearing / Open House
- » Draft Plan Review
- » Final Steering Committee Meeting