

DANVILLE, OH

# VILLAGE STRATEGIC PLAN

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FINAL DRAFT: NOVEMBER 18, 2019

## ACKNOWLEDGMENTS

*Thank you to the members of the community who were involved in this planning process including the steering committee, residents, and members of Council. This plan is a reflection of their dedication to the future of Danville.*

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# EXECUTIVE SUMMARY

The Danville Village Strategic Plan envisions the future of growth, development, and quality of life for the Danville community over the next five to ten years. The planning process, spearheaded by a steering committee of community members and spanning approximately eight months, blended hard data, local expertise, and regional trends to create tangible strategies and actions for the future.

The Strategic Plan revealed unique community assets which Danville should aim to preserve and enhance; as well as challenges which should be addressed. Danville is uniquely situated in close proximity to Amish country, which drives a fair share of tourism in the region. Those passing through Danville en route to this attraction pose a somewhat captive audience to attract into the community. Danville also has opportunities to capitalize on regional hunting and hiking industries to attract visitors.

The strategic planning process revealed overarching themes to promote a healthy, safe, and economically viable community. The key takeaways are:

- Danville lacks a clear business district to serve as a central gathering space, promote commercial activity, and showcase community assets.
- There are opportunities to enhance Market Street's streetscape with landscaping, street furniture, street trees, and pedestrian-oriented improvements.
- A priority capital improvement project should be construction of a trail connection to promote tourism and enhance branding, improve safety, and provide alternative travel modes.
- Danville should encourage regional collaborative efforts to expand recreational tourism, particularly for trails.

The key takeaways are guiding principles in development of the Plan. The ultimate function of the Village Strategic Plan is to serve as a roadmap to prioritize and identify funding of future improvements. The Priority Strategies for the future of Danville, categorized by general theme and developed from the premise of the aforementioned key takeaways, are displayed in the table below and expanded upon within the Plan.

## PRIORITY STRATEGIES TO GUIDE THE FUTURE OF DANVILLE:

### Land Use & Development:

Cultivate a cohesive and recognizable business district.



### Housing & Neighborhoods:

Diversify the housing stock.



### Mobility & Infrastructure:

Connect the Kokosing Gap Trail and the Mohican Valley Trail.



### Parks & Recreation:

Promote regional trail tourism.



### Community Image & Brand:

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



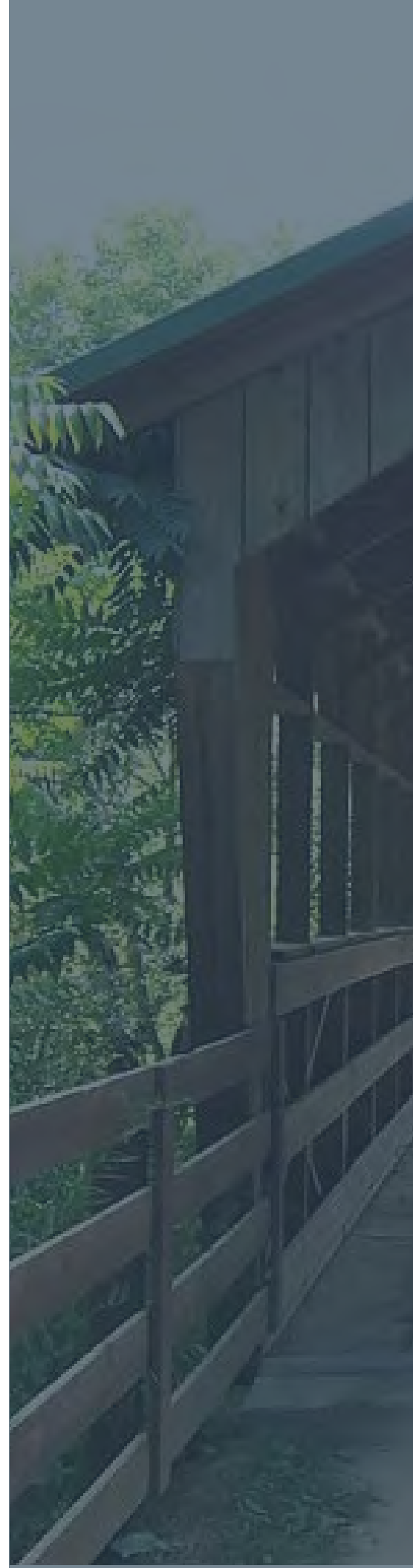
## CHAPTER CONTENTS:

**What is a Strategic Plan?**

**Why Plan?**

**How will Danville use the Plan?**

**What is the process for creating a Plan?**



CHAPTER 01

# PLAN OVERVIEW

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# CHAPTER 01

# PLAN OVERVIEW

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In 2019, the Area Development Foundation of Knox County, through funding from the Knox County Foundation, initiated the process to create guiding land use documents for the Villages of Centerburg, Danville, Fredericktown, and Gambier. The resulting documents - strategic plans for each village - are intended to reflect both county-wide and village-specific visions, market conditions, and long-term goals. The Village Strategic Plans will help guide the allocation of funding pledged to each Village from the Knox County Foundation over the next four years.

## WHAT IS A STRATEGIC PLAN?

The Danville Village Strategic Plan envisions the future of growth, development, and quality of life for the Danville community. Rooted in community aspirations and implementable goals, the Plan provides an honest evaluation of present and future needs. The planning process brings together community experts – including residents, employers, and community organizations – to establish long-term, multi-faceted goals around several topics. The strategic planning process allows for a dynamic conversation around the issues that matter most to the future of the community, but generally involves the following subject areas:

- Land Use & Zoning
- Economic Development
- Community Character
- Historic Preservation
- Mobility & infrastructure & Infrastructure
- Quality of Life and Place

Though initiated at a county-level, the Plan is asset-based and community-driven to ensure its success in addressing the specific strengths, opportunities, and challenges for Danville. Upon its completion, the Plan will provide immediate action steps on policy, projects, and programs, and will ultimately serve as a roadmap to help direct decision making for years to come.

## A STRATEGIC PLAN...

Documents where we are



Determines where we want to go



Directs us how to get there





## WHY PLAN?

The Ohio Constitution provides for municipalities to enact zoning and land use regulations as an exercise of police power. The impetus for local planning has generally been tied to the health, safety, and well-being of residents in that community. In addition to improving the lives of local residents, planning also helps to ensure the efficient allocation of resources by looking to the long-term goals and needs of the community.

The Village of Danville historically has worked with regional partners through the County-level planning processes. The Knox County Comprehensive Plan, last updated in 2018, emphasized a desire to preserve and protect Knox County's agricultural resources while diversifying its economic base through investment in infrastructure, education, and development and marketing of commercial or industrial sites. The Knox County Plan also described the importance of trails for tourism, resident attraction and retention, property values, and tax revenues. County-wide and regional trail investments are particularly important for Danville, given its location as a trailhead for both the Kokosing Gap Trail and the Mohican Valley Trail.

The Danville Village Strategic Plan aims to provide further insight and analysis specifically for the Danville community, including outlying land in Union Township.

## HOW DOES A COMMUNITY USE A PLAN?

### Roadmap for the Future

Strategic plans are legally-adopted documents used to guide decision-making in a community. Local officials should consult the strategic plan when making determinations about policies, projects, and programs; particularly as it relates to zoning, land use, and development. The Plan provides a one-stop shop for understanding local conditions and demographics, as well as long-term, inclusive objectives.

The Plan should be treated as a living document which is reviewed and updated on a regular basis so that it most accurately reflects the dynamic views, aspirations, and needs of the community.



*The planning process involves bringing together community members to identify local strengths, weaknesses, opportunities, and threats.*

*The Danville Village Strategic Plan can help guide land use, zoning, and development processes; and prioritize funding of capital improvement or other projects.*



*The Danville Village Strategic Plan should be consulted during routine village planning and zoning review processes, such as variance or permit requests.*

## WHAT IS THE PROCESS FOR CREATING A PLAN?

Creating a successful plan requires a careful balance of art and science; as well as the proper resources to develop a grand vision into a reality. The following section describes how the Danville Village Strategic Plan was created.

### Participants

The process was 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 collaborated 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 strategic plan recommendations are built from the pillars of community-wide participation. This involves all members of the community including:

- residents,
- businesses,
- employees, and
- local officials.

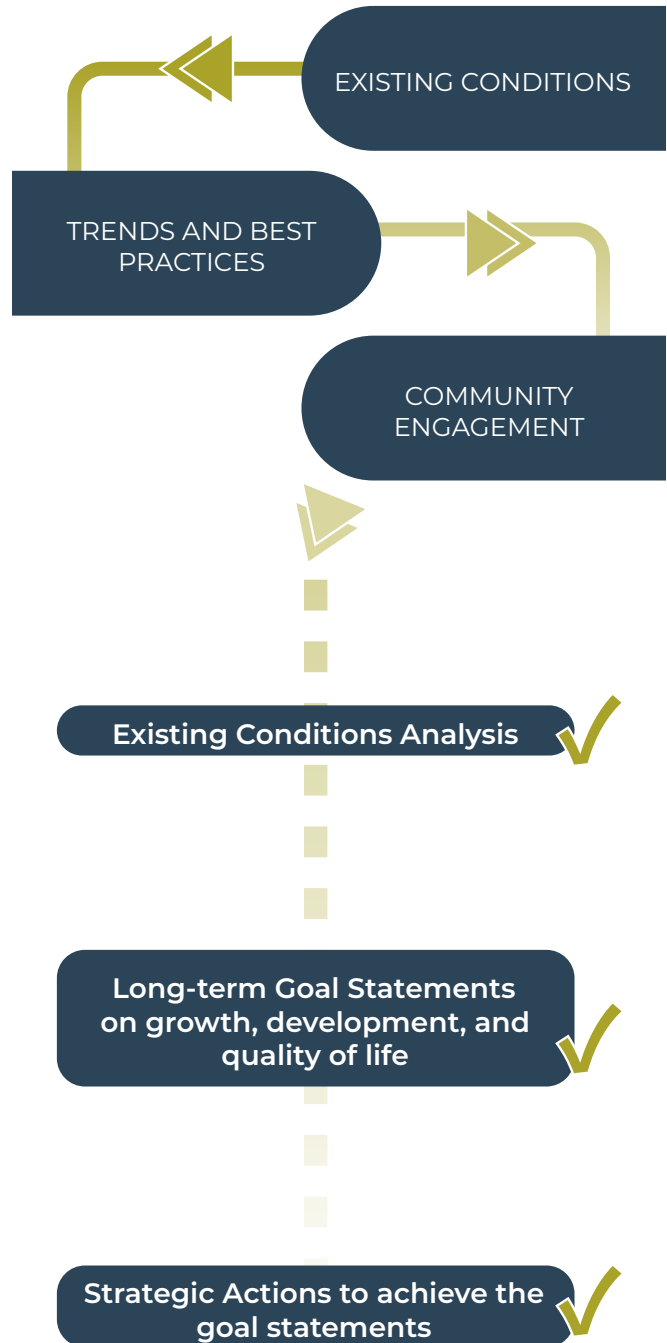
### Inputs

Multiple pieces go into the production of a strategic plan. Extensive data on the local community is reviewed through the framework of regional trends and national best practices in planning and development. The local existing conditions are then guided by community-led visioning which is informed by ongoing and comprehensive public engagement.

### Outcomes



The planning process provides opportunities to consider and debate how Danville would like to grow, adapt, and deliver its local services and identity. These conversations culminate in the production of the plan document which includes guiding statements, maps, and objectives for the future.

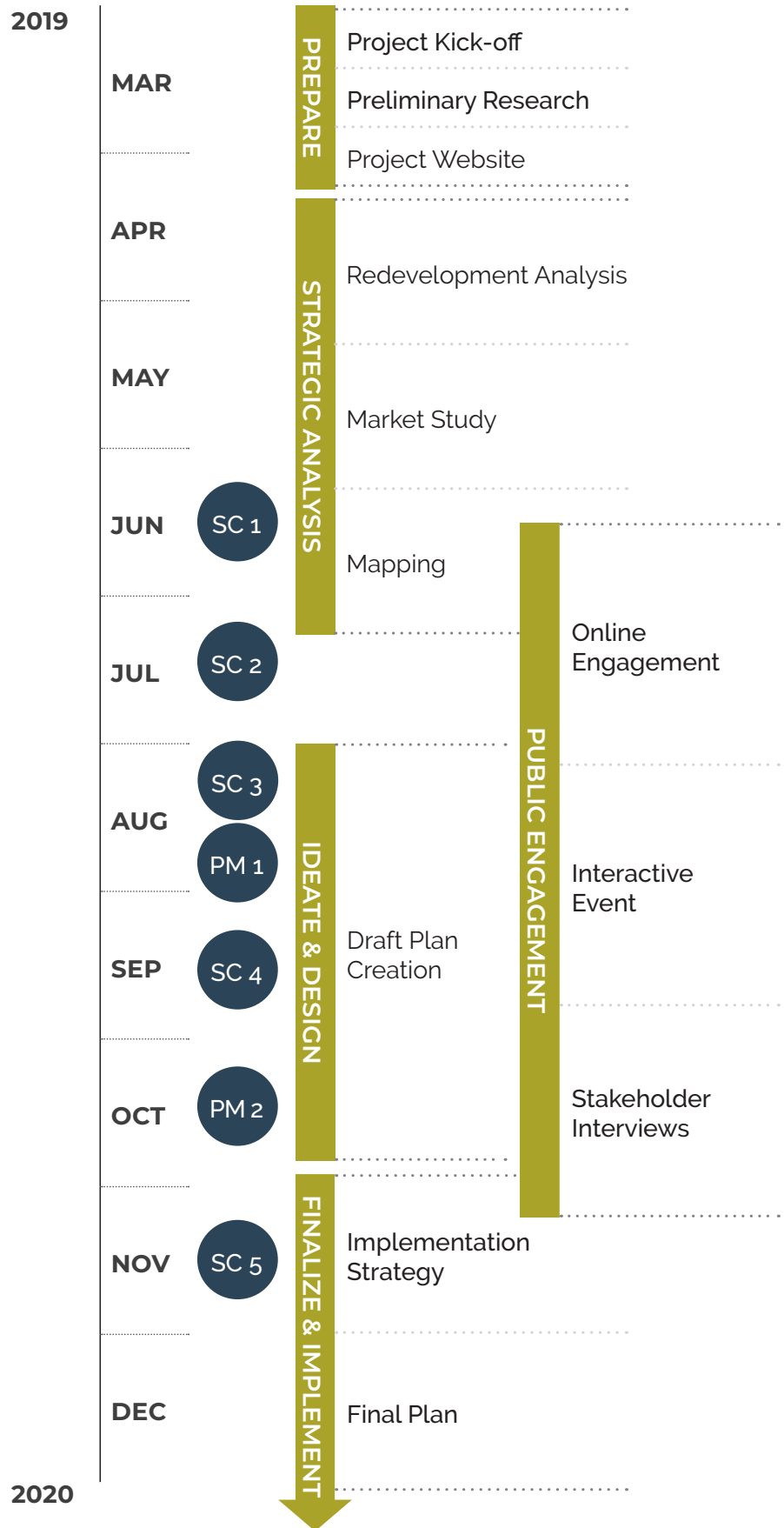
Figure 1 – The Planning Process



## Schedule

The Village of Danville Strategic Plan was completed during an eight-month planning process divided amongst five phases (as shown in the figure to the right). Each phase included distinct tasks and meetings which occurred at both discrete times and as ongoing actions throughout the process.

-  = Steering Committee Meeting
-  = Public Meeting



## CHAPTER CONTENTS:

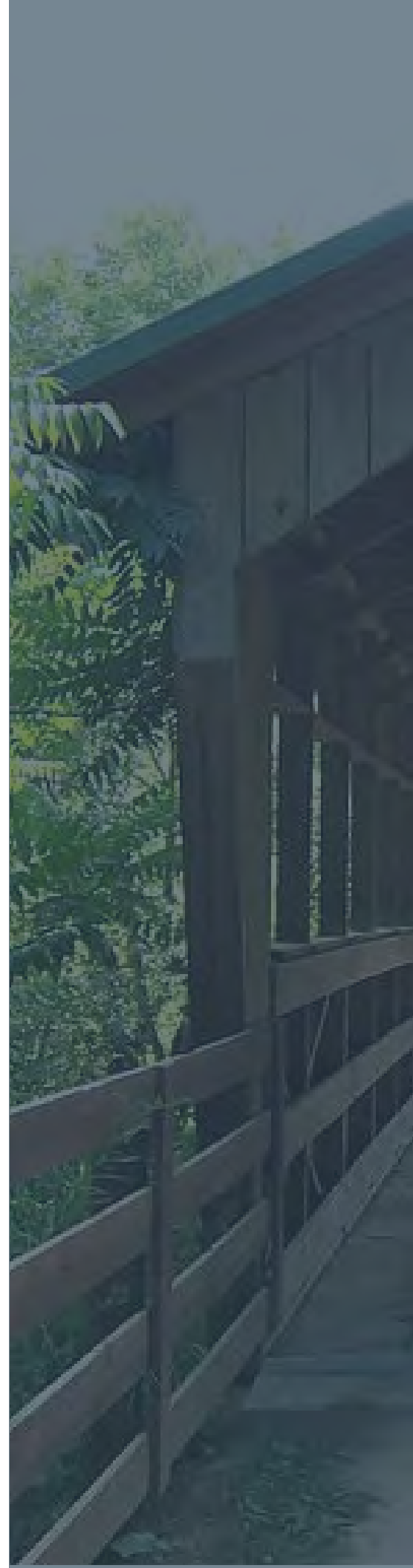
**Village Overview**

**Base Map**

**Demographics**

**Physical Environment**

**The Economy**



## CHAPTER 02

# COMMUNITY CONTEXT

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# CHAPTER 02

# COMMUNITY

# CONTEXT

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The Danville Village Strategic Plan aims to achieve long-term ambitious goals for the future while remaining grounded in market realities and an accurate portrayal of the community. The existing conditions for Danville are evaluated against regional and national trends and best practices related to land use and development to provide context and ensure objectives are implementable.

## THE VILLAGE OF DANVILLE

The Village of Danville, referred to as the “Gateway to Amish Country”, is located in the eastern portion of Knox County in the Central Ohio region. The population was 1,044 in 2010 with U.S. Census Bureau estimating similar figures in 2018.

The small community is rich in rural charm and recreation amenities. The community bisects the Kokosing Gap Trail and Mohican Valley Trail with trailheads for each. Nearby attractions include the second longest covered bridge in Ohio- The Bridge of Dreams, the Mohican River, Apple Valley Lake, and Mohican State Park. The community also has great pride in its hometown sports and features several athletic fields.

The following pages expand upon Danville's profile to provide a general overview of the community. The demographic data- primarily estimated by the U.S. Census Bureau- is provided as a general and broad snapshot of the community. As the Village works to implement the strategies and actions recommended in this Plan, it may wish to compare existing data with future, updated figures; including, but not limited to, the 2020 U.S. Census.



*The planning process revealed Danville's pride in its local schools, natural beauty, and close-knit community.*

Figure 2 – Danville Base Map





## DEMOGRAPHICS

### Population

Danville's population decreased slightly from 1,104 in 2000 to 1,044 in 2010, with estimates projecting a 2018 population of 1,014.<sup>1</sup> Danville's overall 8% decrease in population from 2000-2018 compares with a 14% growth for Knox County's total population during that same time period.

The Danville Village Strategic Plan is designed to reflect the current wants and needs of the community, in addition to assessing the Village's capacity for future scenarios. This assessment is performed with the understanding of potential impacts from national economic trends and regional trends in growth and development.

### Households & Families

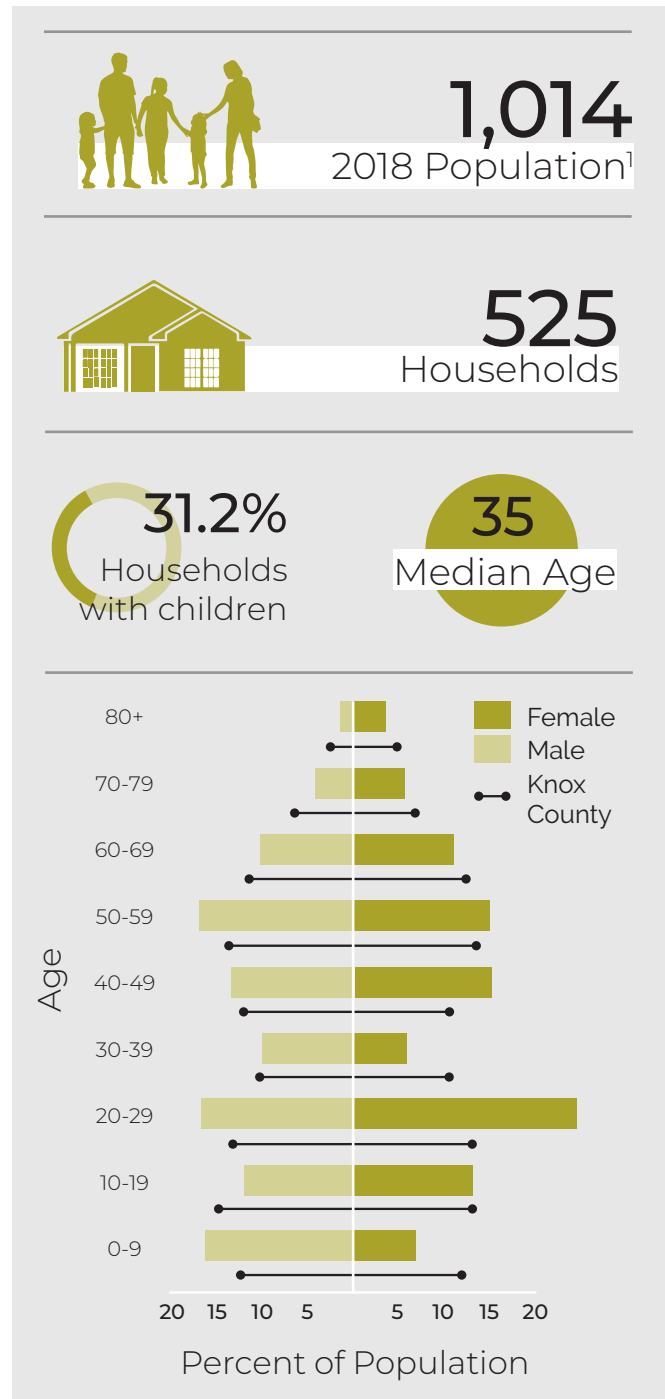
There are an estimated 525 households in Danville. At roughly 2.3, the average household size in Danville is slightly smaller than that of Knox County (2.47). Around 39.4% (207) of its households classify as non-family, meaning the occupants live alone or with roommates to whom they are not related by blood or marriage. The percent of households with children is nearly the same as those with seniors (age 60 and above) at approximately 31.2% and 30.3%, respectively. About one-third of households in Danville are occupied by people living alone and about 9.1% of households are seniors living alone. These numbers are likely to increase as the population continues to age.

## PHYSICAL ENVIRONMENT

### Housing

The U.S. Census Bureau estimates that the majority of occupied housing units in Danville are renter-occupied (53.7%), compared to 28.7% in Knox County. More updated analysis by Urban Decision Group estimate the share of renters in 2019 to be lower at about 32.3% with 2024 projections at 31.0%. The median year built for housing in Danville is approximately 1939 which reflects the historic and aging nature of the building stock more generally. As shown in Figure 4, the number of home sales in 2019 is on pace to be the highest in 10 years; though the value of average sales is relatively low in comparison

Figure 3 – Danville Population



*\*Unless otherwise stated, data is derived from the U.S. Census Bureau, American Community Survey (2013-2017).*

*1. Source: U.S. Census Bureau, 2010 Census; & Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2018*



with the region. The most recent home built was constructed in 2006; further supporting the evidence of an aging housing stock.

## Natural Environment

Danville's rural aesthetic and natural features were identified as a community asset during the planning process. In order to protect the health and safety of both residents and the environment, this Plan aimed to promote green and open space and respect development barriers poised by waterways and floodplains. Flood hazard areas, as designated by the Federal Emergency Management Agency (FEMA), are located solely adjacent to the East Branch Jelloway Creek.

## THE ECONOMY

### Employment

The most common industry classification for employed Danville residents is "educational services, health care, and social assistance" (22.7%), which is also the top category for the County as a whole. The estimated total population and total daytime population are very similar, demonstrating a lack of workers commuting into Danville for jobs. This is not surprising, given that the community is primarily comprised of neighborhood businesses. Almost all of Knox County's top employers (by number of employees) are located in Mount Vernon, about 25 minutes from Danville.

### Income

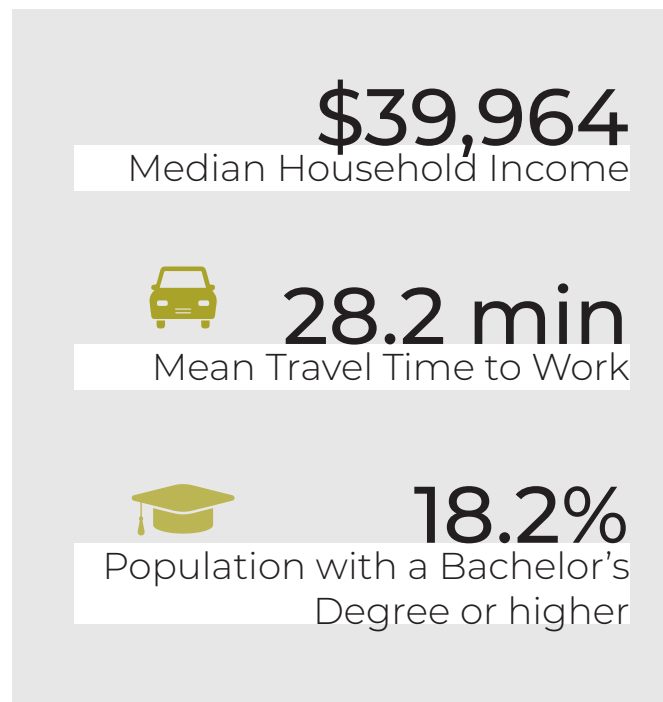
The median household income in Danville is approximately \$39,964, similar to Centerburg (\$37,368) and Fredericktown (\$42,222), compared to \$51,211 in Knox County. Income is closely associated with educational attainment. For Knox County as a whole, about 90.9% of the population 25 years and older is a high school graduate and 29.8% have attained an associate's degree or higher. The figures for Danville are slightly lower at 87.2% with a high school diploma or equivalent and 27.3% with at least an associate's degree. The strong presence of manufacturing and agriculture in the regional labor market is likely to be impacted by future trends in automation. Continuing support for educational and job skill investment should be a priority for Danville moving forward.

Figure 4 – Danville Housing

Year	Number of Sales	Average Sales Value	Average Year Built	Average Living Area
2019	11	\$86,000	1939	1,551
2018	11	\$95,091	1929	1,420
2017	4	\$74,625	1929	1,483
2016	9	\$73,748	1935	1,218
2015	4	\$91,500	1931	1,352
2014	8	\$68,525	1934	1,502
2013	4	\$70,750	1945	1,440
2012	2	\$32,500	1926	1,862
2011	5	\$98,700	1943	1,388
2010	3	\$78,500	1929	1,910
2009	3	\$63,333	1942	1,707

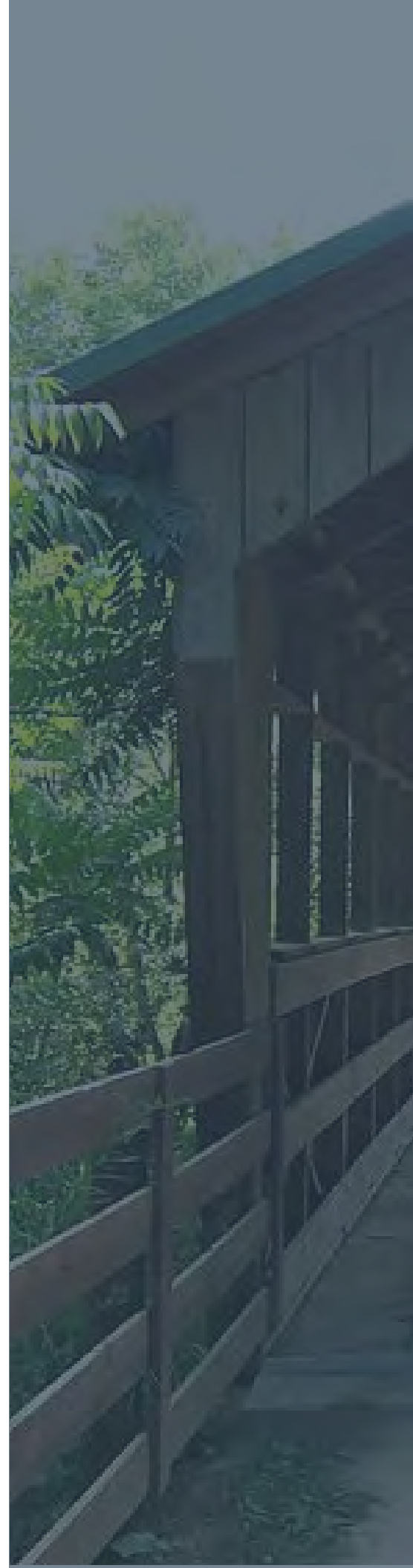
Source: Urban Decision Group (2019)

Figure 5 – Danville Economics



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

**CHAPTER CONTENTS:**  
**Engagement Process**  
**Summary of Engagement Results**



CHAPTER 03

# PUBLIC ENGAGEMENT

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# CHAPTER 03

# PUBLIC

# ENGAGEMENT

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Inclusive and comprehensive community engagement helps ensure the Strategic Plan both reflects an authentic community-wide vision and is implementable in the long term. To make this mission a reality, the planning team actively engaged residents, businesses, employees, civic leaders, and the general public throughout creation of the Plan. This chapter summarizes the public engagement process and the feedback received.

## ENGAGEMENT PROCESS

The strategic plan framework is founded in community-wide aspirations and shepherded by a steering committee comprised of leaders with local expertise and a passion for the future of Danville. Steering committee members helped develop and test activities to engage the general public in the planning process and recommended additional community members for in-depth stakeholder interviews. The general public was invited to participate throughout the process; both in-person and online. An overview of each public engagement element is provided below, followed by a summary of results.

### Community Workshop

Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Danville Village Strategic 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 informal discussions, were conducted with business

COMMUNITY  
WORKSHOP



STAKEHOLDER  
INTERVIEWS



COMMUNITY  
SURVEY



ONLINE  
ACTIVITIES



OPEN HOUSE



---

**MORE THAN 100  
ENGAGEMENT RESULTS!**



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

## Online Activities

The project website -KnoxCoPlans.com- provided updates, planning materials, and the activities conducted at the community workshops. 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 was created, draft ideas were also available online for viewing and comment.

## Public Hearing

A complete draft of the Plan was presented to the public at a Village Council meeting before formal adoption of the Plan.

# ENGAGEMENT RESULTS

## General

According to community survey results and general feedback received at the community workshop and stakeholder interviews, some of 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 6.

## Land Use & Development



"Picture This!" cards asked community members to picture their "dream Danville" in 10 years.



The planning team attended the St. Luke's Community Festival to gather feedback on what residents would like to see for the future of Danville.

When asked on the survey "What do you think is the most important development priority to focus on over the next ten years?", nearly two-thirds of respondents said attract, grow, and retain small businesses (Figure 7). The second most popular response was to promote the desired community character through zoning and development guidelines. The preference for these development priorities aligns with feedback related to a need for more commercial activity and better overall upkeep of properties. In addition to attracting new businesses and services for residents, a desire was also expressed during the engagement process to use redevelopment and land use strategies to bring in new visitors and revenue.

### Business District

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 8). 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 Blonde Robin (Figure 9). There was also not consensus on where a downtown ideally 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 new business district.

Regardless of exact location, cultivating a successful business 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

Figure 6 – 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 7 – 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?

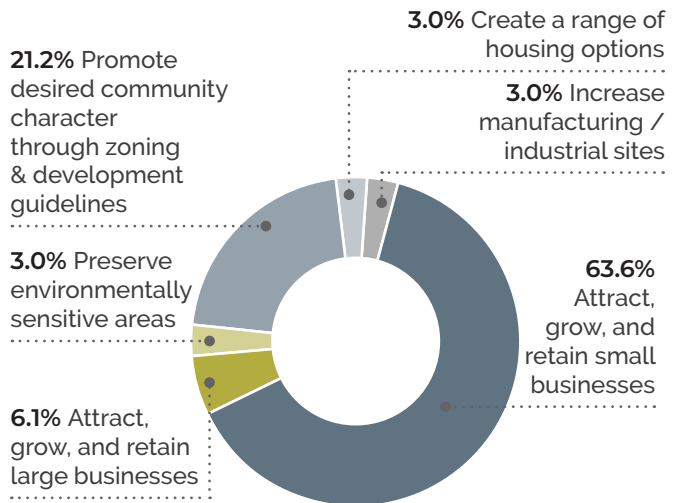
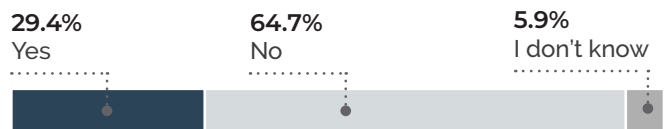


Figure 8 – Community survey results : Downtown

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





in the business district 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 10). 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.

The development of new, affordable, multi-family housing options would alleviate many of the concerns voiced by residents and shown in Figure 10 such as maintenance of housing and amenities, affordability, aging in place, and high-quality rental options. In the future, should an effort to rezone the community is undertaken, additional public engagement will be necessary to determine areas of the community amenable to multi-family development and which amenities the community would prefer to see in new development. A visual preference survey may also be utilized to determine preferred architectural qualities and to indicate to developers which style of construction would be viewed as favorable by the greater Danville community.



*Lowrise apartments can offer the community new rental options with increased property maintenance without sacrificing quality development.*

Figure 9 – Community survey results : Downtown Continued

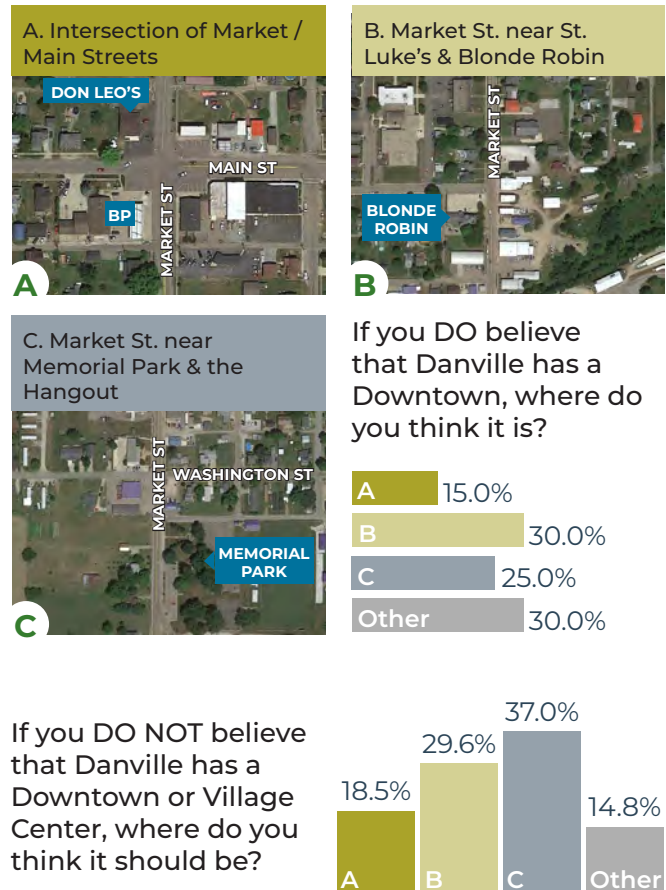
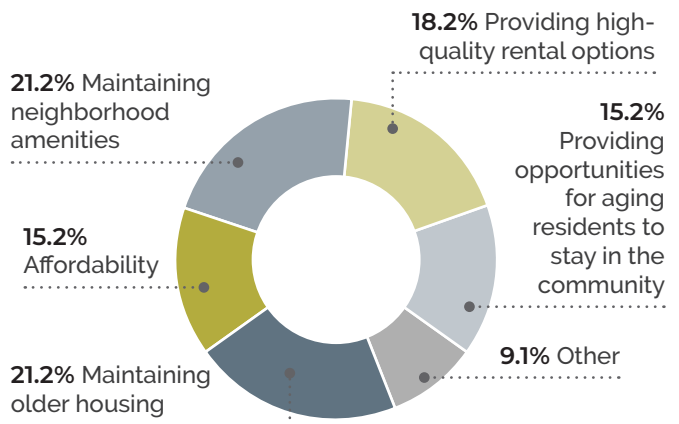


Figure 10 – Community survey results : Housing

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



## 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 11). 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 11 shows the complete breakdown of responses for both current and future conditions.

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 12).

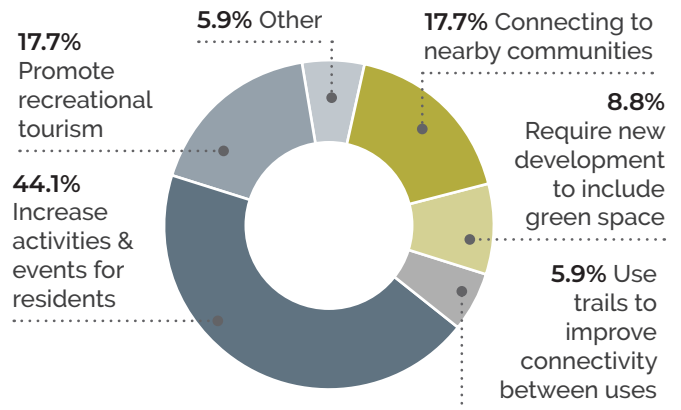
Figure 11 – Community survey results : Mobility, Infrastructure, & Services

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

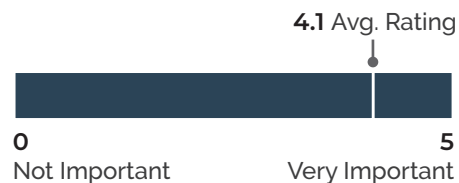
ISSUE	% (currently)	% (future)
Road maintenance	29.0%	9.4%
Maintenance of public properties	19.4%	18.8%
Quality of, or access to, utilities	16.1%	21.9%
Planning and zoning services	12.9%	15.6%
Public safety services	12.9%	9.4%
Village fiscal operations/ taxes	9.7%	21.9%
Traffic	0.0%	3.1%

Figure 12 – 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?





## 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 business 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.



*Residents showed support for outdoor dining and spaces for small events such as performances by a local musician to enliven the business district and attract visitors.*

## CHAPTER CONTENTS:

**Goal Statements**

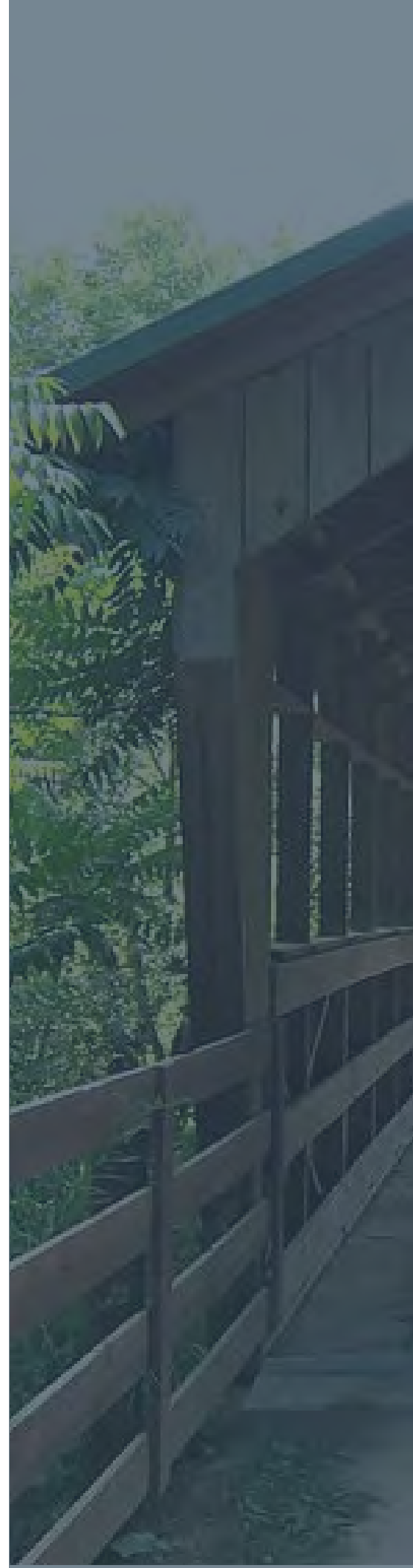
**Strategies: Land Use & Development**

**Strategies: Housing & Neighborhoods**

**Strategies: Mobility & Infrastructure**

**Strategies: Parks & Recreation**

**Strategies: Community Image & Brand**



## CHAPTER 04

# GOALS & STRATEGIES

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# CHAPTER 04

# GOALS & STRATEGIES

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A successful plan acts as a roadmap by defining clear goals and strategic steps to achieve those goals. The following goal statements for the future of Danville serve as a framework upon which the Village Strategic Plan was created and set the stage for the recommendations described in the Implementation Matrix.

The recommendations of this Plan are structured around three parts:

- A **Goal Statement** describes the long-term, broad objective around an overarching theme.
- The **Strategies** break down the goal into smaller components.
- The **Actions** provide straight-forward and specific items to work toward the initial Goal Statement.

The goal statements generally express how steering committee members and public engagement participants would like to see the community evolve, while the strategies offer a realistic path forward. Each strategy was identified during the planning process through a combination of public engagement, steering committee discussions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in the long-term, with an emphasis on the priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

*Broad View*

*Specific*



*Long Term*

*Short Term*

## GOAL STATEMENTS

### LAND USE & DEVELOPMENT

“

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

”

### HOUSING & NEIGHBORHOODS

“

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

”

### MOBILITY & INFRASTRUCTURE

“

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

”

### PARKS & RECREATION

“

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

”

### COMMUNITY IMAGE & BRAND

“

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

”

# LAND USE & DEVELOPMENT

## The Big Picture

Land use and development patterns define a community through function and form. How Danville property owners, including the Village and private developers, use their land is both an organic process and a deliberate response to regulation and investment. In this way, Danville codes, policies, and the overall attitude toward development shape how the community evolves over time. Formation of a cohesive and coherent vision for the future of land and development strengthens the impact of improvements, provides stability for property owners, garners a sense of community, and improves the overall quality of life for Danville residents.

The existing building stock in Danville is in various states of condition; with many properties aging and in need of repair. The Village should work to elevate existing land uses to their highest purpose while creating opportunities to attract investment from outside the community (i.e. recreational tourism). Future land use and development decisions should seek to expand revenue for the Village and improve the standard of living.



## Summary of Public Engagement

- There is a general desire for more dining, retail, and entertainment in the Village.
- Community survey respondents said that the most important development priority for Danville to focus on is to attract, grow, and retain small businesses.



*Property maintenance varies throughout the Village with some property owners investing in landscaping and beautification.*

1. Source: Urban Design Group (2019)





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

## Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of action steps. Each strategy was identified during the planning process through a combination of public engagement, steering committee contributions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in an effort to work toward the long-term and inclusive goal statement. This Strategic Plan highlights a priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

For a complete list of strategies and actions, please see the Implementation Matrix (p.52).

1

**Cultivate a cohesive and recognizable business district.**

2

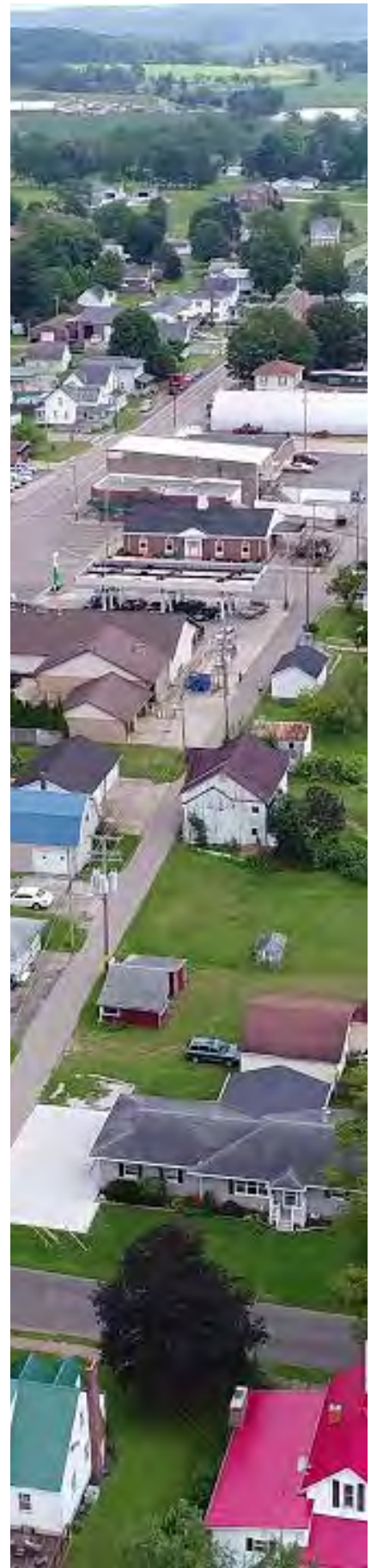
**Encourage a mix of uses in the business district.**

3

**Market developable properties for redevelopment.**

4

**Strengthen and enhance historical assets.**



# PRIORITY STRATEGY :

## LAND USE & DEVELOPMENT



Cultivate a cohesive and recognizable business district.

### Actions

ACTION 1	Determine the desired area to be encompassed in the business district and give it a unique name such as Main & Market.
ACTION 2	Enhance the Market Street streetscape to improve safety, pedestrian comfort, and to create a sense of place with a recognizable brand.
ACTION 3	Install signage to direct trail users to the business district.
ACTION 4	Utilize Village- and school-owned recreation and park facilities for more strategic events (i.e. regional sports tournaments, festivals, etc.).
ACTION 5	Utilize community events to showcase the downtown businesses and civic space (i.e. marketing, sponsorships, extended hours, discounts, etc.).
ACTION 6	Promote a sense of place through a public art program in the downtown.
ACTION 7	Create a downtown business organization (ie Main Street Program, Special Improvement District, etc.)

### Why prioritize this strategy?

Business districts can naturally showcase a community's image and brand, create a walkable retail and dining environment, and provide public gathering space. A community's downtown area is also the common image one might conjure up when thinking of a particular place. Danville lacks a recognizable area to call its downtown - creating a visually and physically divided main corridor. As Danville plans for long-term future investments, prioritizing business district enhancements will help catalyze community-wide improvements and strengthen Danville's sense of place.

Additionally, prioritizing physical improvements, programming, and branding of one area allows for a streamlined and leveraged approach which can then be used to attract additional funding and resources.

### How to prioritize this strategy

Identifying and cultivating a vibrant downtown district which both reflects and serves as the community's image and brand requires a myriad of actions. Some actions should be local, while others will involve a regional framework. Existing efforts, whether by community organizations or private property owners, should be supported and strengthened through this Plan. The community should also encourage regional collaboration of marketing and economic development efforts to leverage local resources. For example, new signage related to the business district and trails may be financed and designed in part through the Knox County Convention & Visitors Bureau signage and wayfinding package.



# BUILDING ECONOMIC RESILIENCY

Strong business districts with a mix of uses and historical value are natural locations to implement the principals of economic resiliency. The Village of Danville should concentrate building economic resiliency through targeted investments in existing and potential future business enterprises and their nearby uses- including civic services and public spaces. The necessary factors to build economic resiliency into Danville's future include:

- **Support for innovative solutions:** Local businesses, community leaders, and everyday citizens should feel empowered to take risks for the betterment of their community. Danville can foster an entrepreneurial attitude by providing resources to rehabilitate and creatively re-imagine underutilized properties. Examples may include facade improvement grants, property acquisition and sale, land swaps, small business loans, or networking opportunities.
- **Investment in human and social capital:** Human resources, and the social networks which support them (i.e. education, social services, community organizations, etc.), help foster a productive and collaborative local economy.
- **Prioritization of asset-driven improvements:** Every community has unique qualities and history. Future initiatives should deliberately harness Danville's existing strengths such as recreational amenities or thriving local businesses.
- **Creation of vibrant, safe, and inspiring public spaces:** Identification and cultivation of a business district, and Village-wide improvements to the public realm, set the tone for private investment in the community. Streetscape enhancements- such as elements to improve walkability- should be prioritized within a mixed-use business district.
- **Regional engagement:** The Village of Danville is heavily affected by housing and employment trends across Knox County and Central Ohio. Local initiatives should operate within the context of regional efforts in order to enhance their impact.



*A growing preference for walkable mixed-use neighborhoods can be supported through downtown revitalization.*



*Historic preservation and celebration of local assets can strengthen Danville's economic resiliency.*

# HOUSING & NEIGHBORHOODS

## The Big Picture

The character and condition of neighborhoods speaks to the overall ability for people to thrive within the local community. Danville should be concerned not only with delivering quality housing and neighborhood services to the existing population, but also ensuring its residential options align with the wants and needs of future residents. Convenient, multi-modal access to work, recreation, retail, and other amenities, is vital in shaping the livability of residential communities. Furthermore, walkability and affordability are driving market demands across the Central Ohio region. Consideration of real estate trends and dedication to supporting holistic communities will help position Danville's housing stock and residential neighborhoods for the future.

### Summary of Findings

- About 10% of housing units in Danville are vacant.
- The most recent residential property construction was in 2006.
- 55% of housing in Danville was built prior to 1940 (compared to 24.8% in Knox County).
- There is only one property of market-rate multi-family housing options with more than 4 units in Danville.
- County-wide housing demand estimates indicate a need for 323 more rental units over the next 5 years.
- The average home sale price in Danville for 2018 was \$88,000.



Sources: Urban Design Group (2019); U.S. Census Bureau, 2010 Census; & U.S. Census Bureau, American Community Survey (2013-2017)

Duplexes and townhomes allow for small increases in density, while maintaining neighborhood character and housing affordability.



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

## Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of action steps. Each strategy was identified during the planning process through a combination of public engagement, steering committee contributions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in an effort to work toward the long-term and inclusive goal statement. This Strategic Plan highlights a priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

For a complete list of strategies and actions, please see the Implementation Matrix (p. 54).

1

Diversify the housing stock.

2

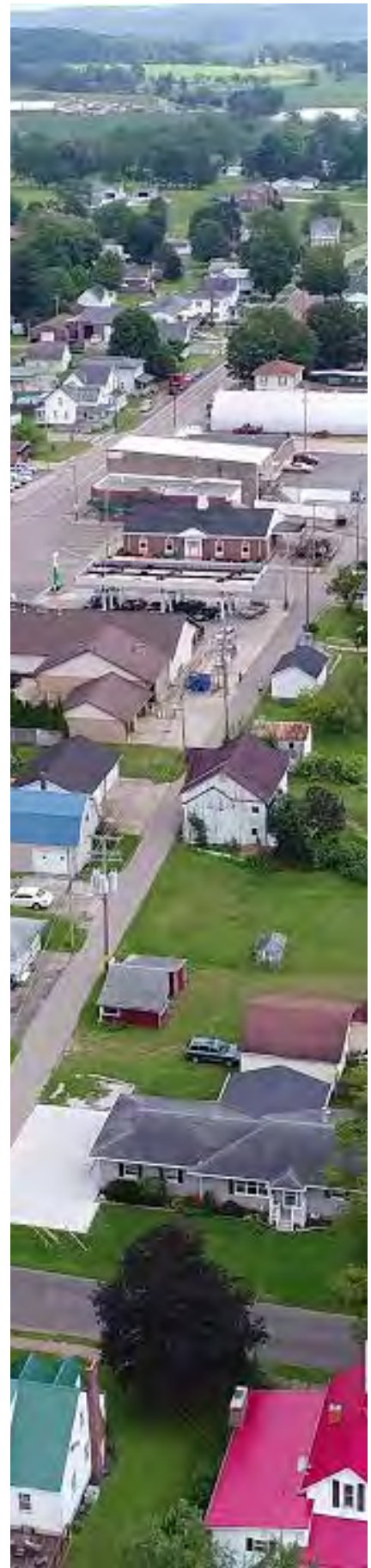
Increase and enforce property maintenance standards.

3

Enhance the quality of life in residential neighborhoods.

4

Utilize housing to highlight Danville's rural and natural character.





PRIORITY STRATEGY :

**HOUSING & NEIGHBORHOODS**



**Diversify the housing stock.**

**Actions**

ACTION 1	Reduce parking minimums for residential uses to provide flexibility in adapting to changing demographics and household structures.
ACTION 2	Update the zoning code to allow for residential mixed-use properties on Market Street (i.e. apartments over retail or office).
ACTION 3	Acquire and assemble parcels to be redeveloped for multi-family housing via a Community Improvement Corporation (CIC) and/or the Knox County Land Bank.
ACTION 4	Coordinate with nearby jurisdictions and regional partners to develop marketing materials for potential residential development sites.

**Why prioritize this strategy?**

The current lack of diversity in Danville’s housing stock is restricting consumer choice, perpetuating issues of affordability, and homogenizing the character of neighborhoods. The majority of residential land use in the Village is classified as detached single-family and multi-family housing options are primarily limited to Danville Commons in which 6 of 48 units are market rate.

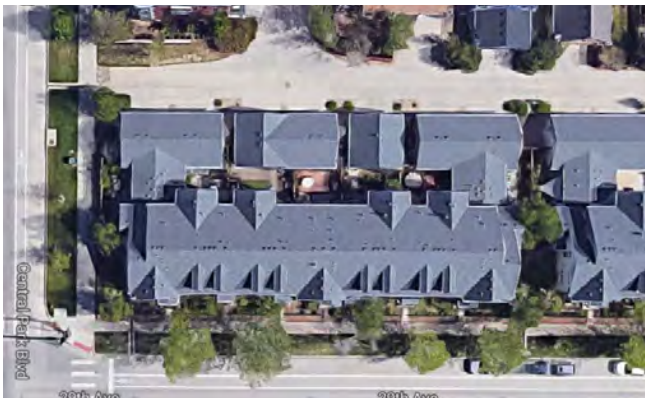
When there is an insufficient supply of market-rate multi-family housing to meet demand, single-family homes are converted to rental properties; often by out-of-town investors. This decreases the supply and increases the price of for-sale single-family homes. It also impacts renters by providing a product which tends to be more expensive and/or of lower quality than housing development designed for multi-family living.

**How to prioritize this strategy**

Danville can diversify its housing stock by encouraging and promoting appropriate development of rental and/or multi-unit housing to better meet the needs of existing and future residents.

Additionally, Danville should coordinate with regional efforts, including the residential building code study recommended by the Knox County Comprehensive Plan as part of its goal to diversify the County’s housing stock.

Enforcement of high-quality design standards and property maintenance, as well transparency and education related to supporting a variety of housing types will help guide implementation. It is important that the Village be flexible enough in its code and policies to attract future residential development of a varying styles and price points, while providing enough regulation to ensure development most appropriately serves the community.



*Attached townhomes with alley-access garages and private backyards provide a mix of single family amenities and multi-family affordability that can easily integrate into an existing neighborhood.*

# DIVERSIFYING HOUSING OPTIONS

A homogeneous housing stock of detached, single-family units does not negate the need for rental housing within Danville. Variations in wealth, household composition, and lifestyle preferences still create a need for diverse housing options in the community. When the options are not available, the market adjusts through exclusion, distorted prices, and conversion of single-family homes to rental properties.

Once a home is converted from a single-family, owner-occupied dwelling to a rental unit, it is difficult to return the home to the market for its original purpose. Ensuring a diverse mix of housing types are available throughout the community can help better align residential properties with the needs and wants of residents.

Diversifying the housing stock will also help Danville better meet trends in housing preferences, such as a desire for walkable neighborhoods and aging-friendly homes, therefore making it more attractive to future residents. It will also help balance supply and demand so that residents can more efficiently choose a housing option which aligns with their financial resources.

Multi-family options may be apartment buildings, apartments over retail, accessory dwelling units, senior living communities, condominiums, or townhomes. Regardless of type or tenure, zoning code and development policies should promote high-quality design. Multi-family housing should incorporate green space, communal areas, and resident amenities. Examples include dog parks, walking paths, or gardens. The design should be pedestrian-oriented with parking located to the side or rear lot.

Determining the right height, density, and architectural regulations for multi-family development in Danville will require a balance between the needs of the community, the design flexibility of developers, and the opinions of neighboring homeowners. However, once a balance is struck, the community as a whole will benefit from increased amenities and customer base for its local shops and restaurants. Thus, the community should keep an open mind towards different rental options during any future rezoning or redevelopment discussions.



*An accessory dwelling unit (ADU) such as this carriage house allows for an added rental option as well as passive income for the homeowner.*



*Multi-family development doesn't necessarily mean multi-story. This modest building is home to eight apartments and three storefronts.*

# MOBILITY & INFRASTRUCTURE

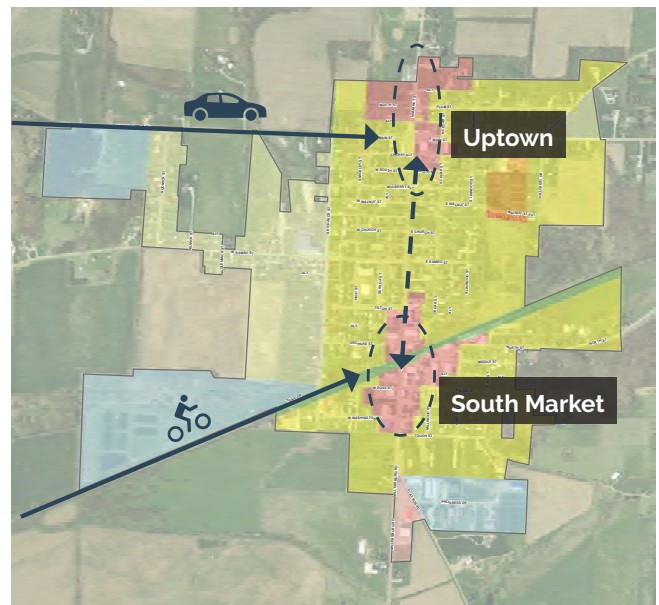
## The Big Picture

While land use and development considers the overall form and function of the community, mobility and infrastructure encompasses the utilities, services, and transportation networks of the built environment. Fire, safety, water, and sewer services are provided by the Village of Danville. The public engagement process revealed some concern regarding quality and cost of water and sewer, as well as continued road maintenance. Some utility concerns may be met through an increase in residents by allowing for a more efficient use of existing utilities and a general reduction in individual costs by an increase in users. Strategies for accomplishing this increase in residents are discussed in the previous section, Housing & Neighborhoods (p. 34).

This section will instead focus on infrastructure improvements that serve to attract new residents and visitors to Danville, namely by focusing on the visitor's experience and capitalizing on Danville's existing natural assets. Pictured below is a graphic depicting the two forms of entry into Danville, either by vehicle or by bicycle. These two modes and points of entry require differing amenities but can each benefit from the other. Re-imagining the intersection of Main Street and Market Street can reinforce the notion of a gateway into Danville, while also creating a safer environment for cyclists. Similarly, signage directing trail users into the business district along Market Street will double as directional signage for visitors walking through the area after arriving by car. Layering these improvements in the public realm can stretch funding while simultaneously fostering a sense of community for residents and visitors alike.

### Summary of Public Engagement

- The greatest current challenge related to infrastructure and Village services in Danville according to about 29% of community survey respondents is road maintenance
- Community members are generally concerned about the cost and quality of utilities in the future; particularly water services.



*Visitors enter the Village of Danville using vehicular and multi-modal forms of infrastructure.*





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

## Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of action steps. Each strategy was identified during the planning process through a combination of public engagement, steering committee contributions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in an effort to work toward the long-term and inclusive goal statement. This Strategic Plan highlights a priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

For a complete list of strategies and actions, please see the Implementation Matrix (p. 56).

1

**Connect the Kokosing Gap Trail and Mohican Valley Trail.**

2

**Re-imagine the Market Street - Main Street intersection.**

3

**Promote walkability & bikeability throughout the Village.**



# PRIORITY STRATEGY :

## MOBILITY & INFRASTRUCTURE



### Connect the Kokosing Gap Trail and Mohican Valley Trail.

#### Actions

ACTION 1	Identify and coordinate with impacted parcel property owners to establish proper easements.
ACTION 2	Package a range of regional, state, federal, and private funding sources to leverage local dollars.
ACTION 3	Install signage and wayfinding to welcome trail users to Danville and direct them to local destinations.
ACTION 4	Align the trail connection project with a recreational tourism strategy.

#### Why prioritize this strategy?

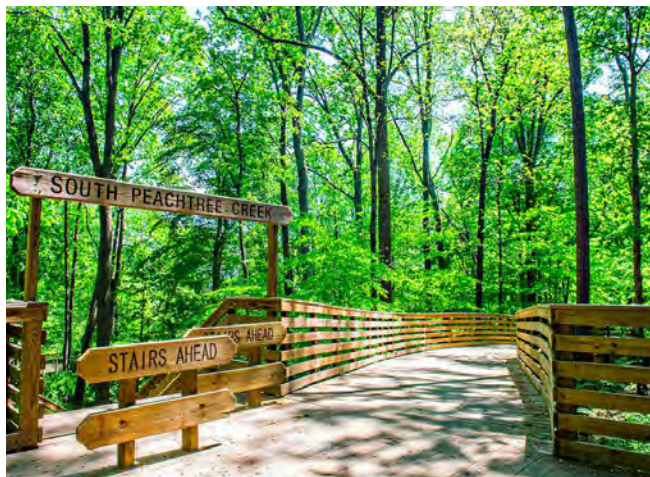
Trails are highly popular community assets yielding recreational, economic, and environmental benefits. Nationally, running (including trail running) was the most popular activity among Americans, followed closely by bicycling in which more than 47.5 million people participate.<sup>1</sup> In Ohio, trail-related activities have the highest participation rates of any outdoor recreation activity. Additionally, a statewide survey found that the percentage of Ohioans which bicycled on a trail as a means of transportation increased from 13% in 2013 to 25% in 2018.<sup>2</sup>

Trails are an important part of the local community as well. Built on a former line of the Pennsylvania Railroad, the Kokosing Gap Trail is 14 miles of recreational trail connecting Danville to Mount Vernon. The Mohican Valley Trail is one of the few paths in Ohio which is open to all non-motorized travel including bikes, Amish buggy, and horse. Convenient trail access is not only a community asset for Danville, but also a potential way to attract more visitors, and revenue, to the Village.

Creating a safe trail connection can also serve as a tool to attract regional trail users to Danville's local attractions.

#### How to prioritize this strategy

Leveraging local funding dollars to access significant grant funding will likely be necessary for successful implementation of trail connections. Performing an initial site assessment and engineering study will bolster a grant application and set the community on the path to larger goals. Funding may then be used for acquisitions, construction, signage, marketing, and more.



*Elevated bike trails can be utilized to bridge creeks, slopes, and wetlands creating a necessary trail connection with an interesting view.*

1. Source: Outdoor Foundation, *Outdoor Participation Report (2018)*

2. Source: ODNR, *Ohio Statewide Comprehensive Outdoor Recreation Plan (2018)*



# ESTABLISHING A TRAIL CONNECTION

## Overview

There are multiple ways in which the Village of Danville can connect two of its greatest amenities - the Kokosing Gap Trail and the Mohican Valley Trail. The simplest and low budget method is through wayfinding signage, directing trail users along existing streets to the next trailhead. This is a valid strategy, however, with some creativity the Village may highlight their unique position at the terminus of these two trails and create a more robust and bike-friendly connection.

## Trail Easements

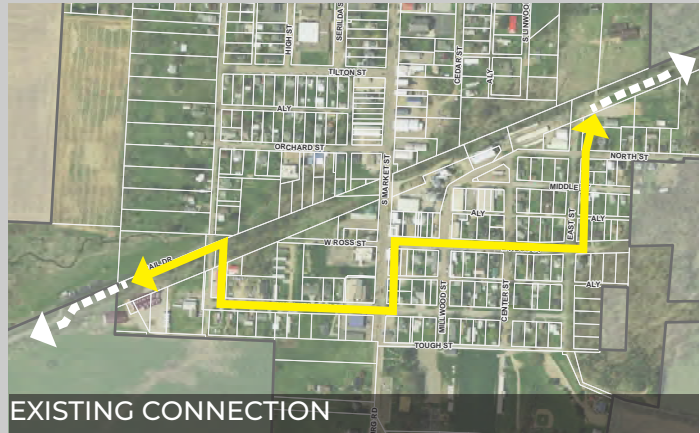
It is not always feasible for a municipality to rely solely on right-of-way space to enhance the public realm. Easements are a legal tool in which a property owner retains ownership of the land, but grants public use for a particular purpose (i.e. trail development). This is a partnership where the Village maintains the easement portion of the parcel and the landowner is absolved of any insurance claims by trail users.

## Funding

A myriad of federal, state, and regional funding sources may be compiled to establish the trail connection. Small grants and loans should be utilized to leverage additional funding sources. Potential opportunities include:

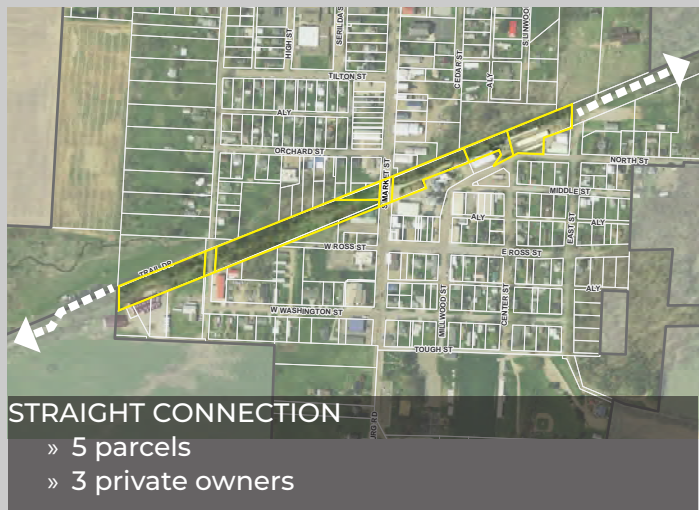
- Clean Ohio Trails Fund (COTF) - ODNR
- Land and Water Conservation Fund (LWCF) - ODNR
- Rural Community Development Initiative Grants -USDA
- Transportation Alternative Program - MORPC / USDOT
- Hazard Mitigation Grant Program - OEMA / FEMA

Once appropriate trail funding is secured, a marketing strategy for the completed project should be factored into overall cost, see Celebrating Public Spaces p. 45.



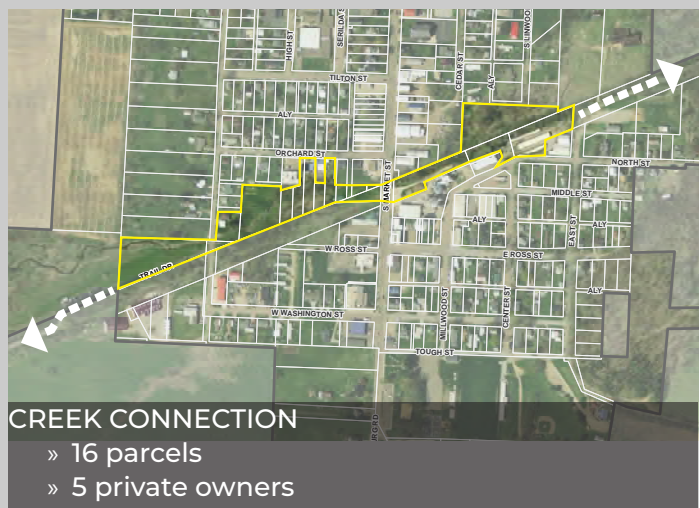
EXISTING CONNECTION

- » On-street
- » Add directional signage
- » Add bike lanes / sharrows



STRAIGHT CONNECTION

- » 5 parcels
- » 3 private owners



CREEK CONNECTION

- » 16 parcels
- » 5 private owners

# PARKS & RECREATION

## The Big Picture

Ample quantity, high quality, and accessibility of parks and recreation amenities are significant contributors to a community's well-being. Parks, trails, open space, and recreation programming serve both residents and employers; providing health, environmental, and financial benefits. With access to regional trails and waterways and strong local support for parks and recreation, the Village of Danville is well-suited to capitalize on existing strengths and prepare for a healthy, active future.

Danville is located at the terminus of the Kokosing Gap Trail and Mohican Valley Trail with trailheads for each. Nearby attractions include the second longest covered bridge in Ohio- The Bridge of Dreams, the Mohican River, Apple Valley Lake, and Mohican State Park. Additionally, hunting season attracts visitors to the area from across the region.

### Summary of Findings

- The Mohican State Park and state forest offer water recreation, hunting, fishing, and a variety of trails.
- The Kokosing Gap Trail is a 14-mile paved path from Danville to Mount Vernon.
- The Mohican Valley Trail is a 5-mile path, one of the few in the state accessible to horse riders, from Danville to Brinkhaven.
- Trail-related activities have the highest participation rates of any outdoor recreation activity in Ohio.
- The most important priority for Danville in regards to parks, trails, and open space according to 44% of survey participants is an increase in activities and events for residents.
- The community expressed a desire for improvements to Memorial Park.
- Hometown sports and recreation are very important components of the local community.



*Trails bring community members together and can act as a regional recreational asset and economic development driver.*





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

## Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of action steps. Each strategy was identified during the planning process through a combination of public engagement, steering committee contributions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in an effort to work toward the long-term and inclusive goal statement. This Strategic Plan highlights a priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

For a complete list of strategies and actions, please see the Implementation Matrix (p. 58).

1

Promote recreational tourism.

2

Increase and enhance Memorial Park amenities.

3

Ensure future development respects environmental barriers and natural assets.



# PRIORITY STRATEGY :

## PARKS & RECREATION



### Promote recreational tourism.

#### Actions

ACTION 1	Align improvements to the built environment with regional marketing efforts.
ACTION 2	Utilize digital and online marketing platforms to promote recreational assets.
ACTION 3	Expand existing recreational events.
ACTION 4	Support expansion of local businesses in the outdoor industry.

#### Why prioritize this strategy?

Danville's population, along with Knox County in general, is growing at a fairly slow pace. Attraction and marketing strategies will continue to be important drivers in the local economy. Capitalizing on Danville's location - as the terminus for two regional trails and near recreational attractions - is an asset-driven approach to generating increased revenue and prominence.

Trails are highly popular community assets yielding recreational, economic, and environmental benefits. Nationally, running (including trail running) was the most popular activity among Americans, followed closely by bicycling in which more than 47.5 million people participate.<sup>1</sup> In Ohio, trail-related activities have the highest participation rates of any outdoor recreation activity. Additionally, a statewide survey found that the percentage of Ohioans which bicycled on a trail as a means of transportation increased from 13% in 2013 to 25% in 2018.<sup>2</sup>

#### How to prioritize this strategy

The Village should work with regional partners, including the Knox County Visitors Bureau and other communities, to support increased investment in recreational tourism.

As demonstrated in the actions to the left, promotion of recreational tourism should involve improvements to the built environment, programming and events, and online content. The Village of Danville should work with regional allies to combine resources, apply for grants and funding, and plan for long-term recreational capital investments.



*Providing cycling amenities in the business district encourages trail users to venture off the trail and frequent area businesses.*

1. Source: Outdoor Foundation, *Outdoor Participation Report (2018)*

2. Source: ODNR, *Ohio Statewide Comprehensive Outdoor Recreation Plan (2018)*

# TAKING A REGIONAL APPROACH

Local promotion of recreational tourism means that Danville resources are used to highlight the many outdoor amenities available to residents and visitors. Additional signage and wayfinding, social media campaigns, new trail connections, sporting tournaments, and accommodations for visitors to Mohican State Park and forest are a few ways to prioritize recreational assets.

Danville's recreational assets are unique, yet complimentary to the general strengths and opportunities of Knox County at-large. Local efforts to strengthen improvements and marketing of parks, trails, rivers, and open spaces should be performed in conjunction with similar regional efforts.

For example, Danville may work with other communities to jointly fund the hiring of marketing personnel to revamp municipal websites. The same collaboration may be used to identify opportunities to better serve businesses in the outdoor industry, or to plan regional events. Series of bike path projects across communities may be packaged as a single county capital project for funding applications. Regardless of the project, coordination and communication- between jurisdictions and across silos- is crucial.



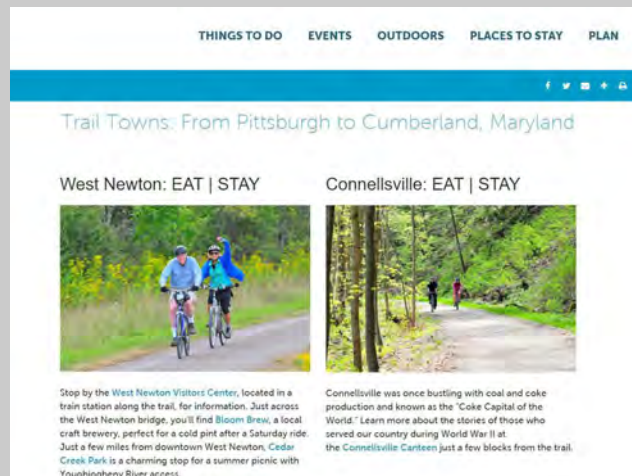
*The Village of Danville should utilize regional marketing and community events to showcase local initiatives; such as new trail connections.*

## Case Study: The Laurel Highlands

The Laurel Highlands is a region in southwestern Pennsylvania featuring nearly 120,000 acres of state parks and 700 miles of hiking and biking trails. One particular multi-use trail - the Great Allegheny Passage - serves as an economic source for the trail towns located along its 150-mile stretch.

The Laurel Highlands Visitors Bureau acts as a regional marketing resource to promote the communities and amenities along the passage. In addition to a hard copy visitors brochure, the Visitors Bureau uses its web presence to showcase social media posts featuring the trail, a calendar with upcoming events in the area, blogs with travel ideas, and a "trail towns" section with information on where to eat and stay in each community along the trail.

The Laurel Highlands Visitors Bureau also created a position for a trail concierge specifically designed to provide information and materials related to the trail, furthering its role as a regional economic resource.



*The "Trail Towns" section of the Laurel Highlands Visitors Bureau website features info on where to eat and stay in each community along the trail.*



# COMMUNITY IMAGE & BRAND

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## The Big Picture

A community's image and brand describes the qualities which set it apart from other places. These qualities include both an aesthetic, sense of place and the set of services and amenities delivered to residents, workers, and visitors. Every decision made within Danville should aim to align with an overarching, unified vision for the direction of the community. When visitors cross into the Village, whether by road or trail, do they know they've entered Danville? How would a resident describe the community? How would an outsider describe the community? These are all questions which can be defined through an image and branding strategy.

## Summary of Findings

- Danville is known as "The Gateway to Amish Country".
- The Village of Danville currently operates a website, but no social media accounts.
- The Knox County Visitors Guide features a one-page section on Danville specifically and includes mentions of local points of interests and events such as trails, shops, lodging, and the Annual Danville Lions Raccoon Dinner.
- The Village currently lacks a coherent business district or association.



*A community's image and brand can be reflected in a cohesive signage strategy.*



*Community events provide an excellent opportunity to showcase local assets.*



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

## Strategies

The following strategies are designed to break down the goal statement into tangible, subcomponents. Each strategy is then further supported by a list of action steps. Each strategy was identified during the planning process through a combination of public engagement, steering committee contributions, existing conditions research, and market analysis.

Danville should strive to pursue each strategy in an effort to work toward the long-term and inclusive goal statement. This Strategic Plan highlights a priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.

For a complete list of strategies and actions, please see the Implementation Matrix (p. 60).

1

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

2

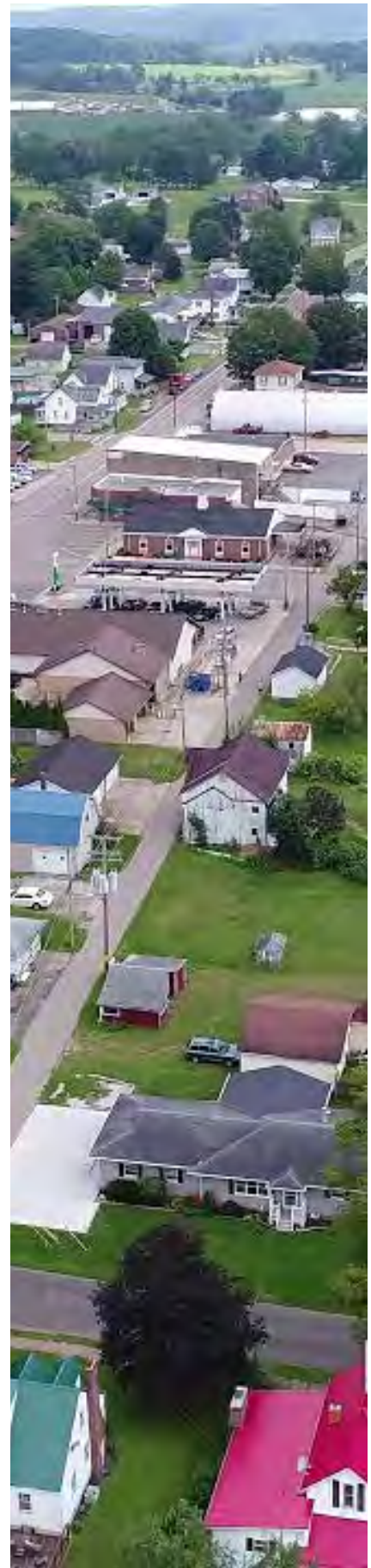
Strengthen the connection between residents and agricultural, forest, and park land.

3

Increase Danville's regional visibility.

4

Develop a local branding strategy around recreational assets.



# PRIORITY STRATEGY :

## COMMUNITY IMAGE & BRAND



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

### Actions

ACTION 1	Implement a zoning overlay on Market Street to enhance property maintenance and site design.
ACTION 2	Install cohesive signage at gateways.
ACTION 3	Encourage and support private property owners in enhancing their facade and frontage (i.e. planters, seating, etc.).
ACTION 4	Engage with community members on opportunities to incorporate local arts, history, and culture into the streetscape.

### Why prioritize this strategy?

How a person interacts with the physical realm relates to their perceptions of a place. Prioritizing enhancement of public spaces (i.e. the streetscape, gathering spaces, Village property, parks, schools, etc.) can provide the catalyst to improve the overall appearance and character of a community.

### How to prioritize this strategy

Determining the design direction of a branding strategy is the first step to ensuring new improvements to the physical realm reflect the overarching brand. The current Danville logo featured on the website and gateway signage has many elements incorporated into its design. It may be necessary to create a simplified version of this design to be used in things such as benches and bike racks, or perhaps a new logo to distinguish the designated business district.

Additionally, many communities have found success integrating public art into their streetscapes. One tactic to installing public art is to create functional art, such as a sculptural bike rack or an interesting bench, which becomes a useful tool in the streetscape. Another tactic is to create a rotating art display, such as temporary murals that are printed on vinyl and heat-treated to building surfaces. These are generally updated annually creating renewed interest and intrigue when visiting the Village.

Finally, by creating a zoning overlay on Market Street, Danville can ensure that future development incorporates the desired elements of the community's brand such as certain landscaping, lighting, and signage. Having these restrictions or requirements can help solidify the notion of a business district by creating a recognizable aesthetic in the area.



*The community of Sequim, WA chose to install custom benches in their downtown showcasing the City's logo on the end cap.*



# CELEBRATING PUBLIC SPACES

Time and time again communities have turned to public art and placemaking to reinvigorate their business districts. Placemaking can sound like an invented term, but in general it means creating public spaces where people want to visit and spend their time and, often, money. There are many strategies for incorporating public art into the built environment from murals, to sculptures, to intriguing light installations.

Public art and placemaking can increase visitors, inspire young residents, and showcase local artists; but oftentimes smaller communities can struggle to get started in their efforts to bring new and creative ideas to reality. Luckily a community-minded organization in Wyoming has created a toolkit for the implementation of public art that is directly aimed at assisting smaller and rural communities tap into their creative side.

The Places of Possibility: A Public Art and Placemaking Toolkit for Rural Communities guides users through the many steps of successful implementation including deciding between temporary or permanent art installation, evaluating locations for the

chosen artwork, and developing a call for artists interested in completing the work.

The Toolkit includes tips and example events to try out in your community as well as a methodology for capitalizing on early success. Also included are steps toward creating and funding an organization to guide the implementation of art and maintain finished pieces once installed.

Last but not least, the Toolkit reminds communities that the work doesn't end with the artistic installation. In order to fully celebrate the work done and garner interest and support for future projects, the community must amplify the art by marketing to the larger region. There are ideas on celebrating the art with unveilings, repeat events, and special lighting - anything that calls attention to the success.

Implementing this type of organization and artistic effort in Danville would help to reinvigorate the business district and potentially inspire business owners to renew their investment in the community character through further revitalization.



*Excerpts from the Places of Possibility: A Public Art and Placemaking Toolkit for Rural Communities created by the Jackson Hole Public Arts organization to aid communities through successful implementation of public art and placemaking.*

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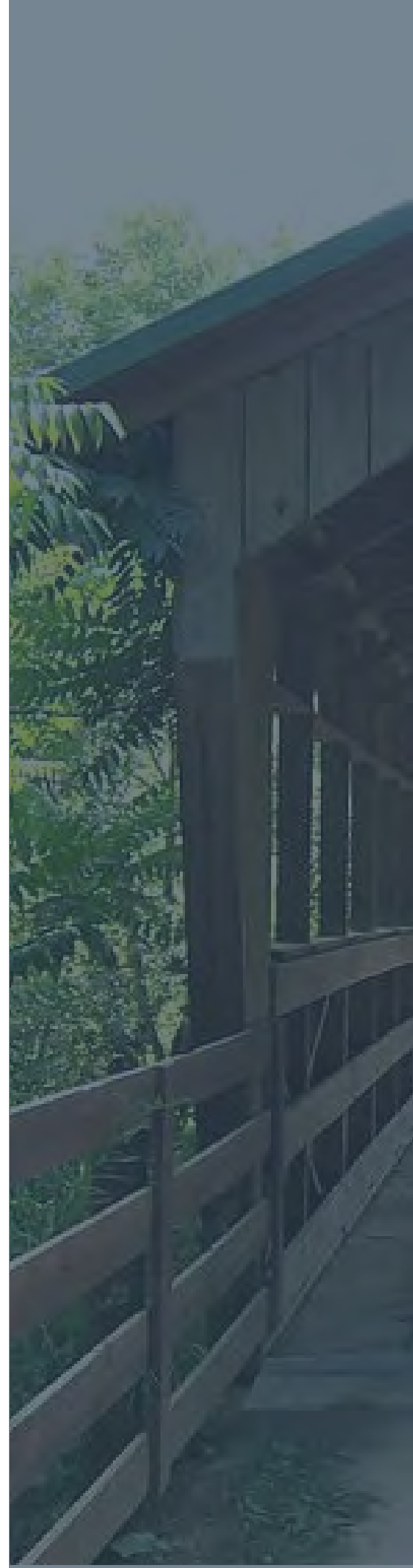
**Land Use & Development**

**Housing & Neighborhoods**

**Mobility & infrastructure**

**Parks & Recreation**

**Community Image & Brand**





## CHAPTER 05

# IMPLEMENTATION MATRIX

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## Funding the Plan

The Knox County Foundation has partnered with the Area Development Foundation of Knox County to solicit this Strategic Plan and create a vision for the future. Funding has been set aside by the Knox County Foundation to implement the strategies of this Plan; however, it is likely that additional funding may be needed to see all strategies come to fruition. The Implementation Matrix strives to identify possible funding sources for each strategy, further information for those sources follows.

## Additional Funding Resources

### Clean Ohio Trails Fund - ODNR

The Clean Ohio Trails Fund works to improve outdoor recreational opportunities for Ohioans by funding trails for outdoor pursuits of all kinds. Up to 75% matching State of Ohio funds are reimbursed under Clean Ohio Trails Fund. Eligible projects include: land acquisition for a trail, trail development, trailhead facilities, engineering and design

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

### Recreational Trails Program (RTP) - ODNR

The RTP is a reimbursement grant program that provides up to 80% project funding. This grant program is federally funded and is administered by the ODNR in cooperation with the FHWA. Funds can be used to assist government agencies and trail groups in the rehabilitation, development, maintenance, and acquisition of recreational trails and related facilities. The trails may be motorized, non-motorized, or multiple use trails. RTP funds can also be used for environmental protection and safety education projects related to trails.

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

### Rural Community Development Initiative Grants – U.S. Dept. of Agriculture

RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas.

*For more info, visit: <https://www.rd.usda.gov/programs-services/rural-community-development-initiative-grants>*

### Certified Local Governments (CLG) Grant Program – State Historic Preservation Office

Certified Local Governments may compete annually for grants to help carry out a wide range of historic preservation activities. Funding for grants to Certified Local Governments (CLG) comes from the U.S. Department of the Interior's Historic Preservation Fund (CFDA 15.904), administered by the National Park Service, which provides financial support to State Historic Preservation Offices. Under provisions of the National Historic Preservation Act, 10% of the annual appropriation to Ohio is set aside for CLG grants. Eligible projects include those which strengthen community historic preservation, protect and preserve cultural resources, or promote economic development.

*For more info, visit: <https://www.ohiohistory.org/preserve/state-historic-preservation-office/clg/clggrants>*

### Cultural Heritage Tourism Grants - Ohio Humanities

Ohio Humanities, a private nonprofit organization, promotes the humanities in Ohio through collaborations with cultural and educational institutions. The cultural heritage tourism grant



*In 2018, ODNR granted over \$9 million dollars through both the Clean Ohio and Recreational Trails programs, including for connections along the Ohio to Erie Trail.*

supports projects which explore history, highlight culture, and foster appreciation of local tourism assets. Proposed projects should work toward enhancing community life and focus on tourism as a learning opportunity for travelers and local residents.

For more info, visit: <http://www.ohiohumanities.org/grants-2/>

**Attributable Funding for Transportation - MORPC**

The Mid-Ohio Regional Planning Commission uses a regional process for allocation of federal transportation funding. MORPC, of which Knox County is a member, selects eligible projects to receive federal dollars from the **Surface Transportation Block Grant Program (STBG), the Congestion Mitigation & Air Quality Improvement Program (CMAQ), and the Transportation Alternatives Program (TAP)**. Each funding source differs slightly in purpose and eligible projects, but all have potential to assist Gambier in preparing for and completing a trail connection.

For more info, visit: <http://www.morpc.org/tool-resource/funding-grants/>

**The State of Ohio's biennial Capital Budget**

The capital budget provides appropriations for the maintenance, repair, and construction of capital assets of public interest in context of the state's Capital Improvements Plan. Previous budgets



*ODOT's Safe Routes to School program provides grants up to \$400,000 for infrastructure projects that improve the built environment for students to walk and bike to school.*

included a portion for projects of local or regional significance. Funding is determined through coordination with local economic development agencies, the State Legislature, and the Administration.

For more info, visit: <https://budget.ohio.gov/Budget/capital/>

**BUILD - U.S. Dept. of Transportation**

BUILD Transportation grants are for investments in surface transportation infrastructure and are to be awarded on a competitive basis for projects that will have a significant local or regional impact. BUILD funding can support roads, bridges, transit, rail, ports or intermodal transportation.

For more info, visit: <https://www.transportation.gov/BUILDgrants>

**Land and Water Conservation Fund (LWCF) - ODNR**

The Land and Water Conservation Fund (LWCF) grant program provides up to 50% reimbursement assistance for state and local government subdivisions for the acquisition, development, and rehabilitation of recreational areas. Funding is issued to the state and it is at the state's discretion how much of that funding will be made available for local government. To be eligible for federal LWCF grant assistance, Ohio prepares and updates the Ohio Statewide Comprehensive Outdoor Recreation Plan (SCORP). Ohio reviews LWCF grant applications and submits recommended projects to the National Park Service for final approval. All recommended projects must be in accord with Ohio's SCORP priorities.

For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

**Safe Routes to School (SRTS) - ODOT**

The Safe Routes to School (SRTS) program encourages and enables k-8 students to walk or ride their bicycle to school. In order to apply for funding, a community must develop a School Travel Plan or Active Transportation Plan. There are three categories of funding: 1) Infrastructure Projects, including planning, design and construction; 2) Non-Infrastructure



IMPLEMENTATION MATRIX | DANVILLE VILLAGE STRATEGIC PLAN

Projects including education, encouragement, enforcement, and evaluation activities,; and 3) School Travel Plan Development Assistance, available in the form of ODOT consultant assistance or reimbursed funding for a locally selected consultant.

*For more info, visit: <http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/ActiveTransportation/Pages/SRTS>*

**NatureWorks - ODNR**

The NatureWorks grant program provides up to 75% reimbursable assistance to local government subdivisions for the acquisition or development of public outdoor recreation areas. Each county receives a \$150,000 allocation each year and can award that amount to one project or spread the amount among multiple recipients. Examples of eligible projects include land acquisition, picnic/camping and support facilities, swimming and boating facilities, outdoor games and sports field, and recreational trails.

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

**Additional Financing Tools**

**Joint Economic Development Districts (JEDD)**

A JEDD is a partnership between municipalities and townships to promote economic development in a defined area. The land in the area remains unincorporated, but the services provided and the income tax revenue generated in the area are shared among the jurisdictions per terms of a contractual agreement.

*For more info, visit: <http://codes.ohio.gov/orc/715.70>*

**Special Improvement District (SID)**

A SID is an economic development tool which allows private property owners in a self-defined area to establish a program for services paid for with assessments on all properties in the defined area. This area can be any size, as long as it is contiguous. SIDs are governed by a private, nonprofit corporation created by the property owners and run by an elected board. Government-owned properties and churches are exempt from SID assessments, however, they may

contribute voluntarily.

*For more info, visit: <http://codes.ohio.gov/orc/1710>*

**Community Reinvestment Area (CRA)**

Ohio's CRA program provides real property tax exemptions for property owners who renovate or construct new buildings. A municipality or county government can establish a CRA in order to allow property owners to receive these tax benefits. CRAs are approved by the State of Ohio via an application process administered by the Development Services Agency.

*For more info, visit: [https://development.ohio.gov/bs/bs\\_comreinvest](https://development.ohio.gov/bs/bs_comreinvest)*

**New Community Authority (NCA)**

An NCA is an area established by a developer that owns all of the property within the area, allowing for the assessment of a community development charge. The community development charge is used to finance community facilities, public infrastructure improvements, and almost any other improvement that benefits the community. NCAs are often combined with TIFs to maximize infrastructure improvements.

*For more info, visit: <http://codes.ohio.gov/orc/349>*



*Special Improvement District funds can be used for beautification and landscaping in commercial areas.*



**Community Improvement Corporation (CIC)**

A CIC is a nonprofit organization created to advance, encourage, and promote the industrial, economic, commercial, and civic development of an area. Once designated as an agent for a political subdivision, CICs may sell land owned by that subdivision for development without advertising and bidding. This allows political subdivisions to choose how to develop property they own, in the interest of public welfare and economic development.

*For more info, visit: <http://codes.ohio.gov/orc/1724>*

**Tax Increment Financing (TIF)**

A TIF is an economic development tool used to finance public infrastructure improvements. It works by locking in the taxable worth of real property at the value it holds at the time of the TIF's implementation. The increase in value, typically over a 30-year time period, is then captured and directed to a fund used to finance public infrastructure.

*For more info, visit: <http://codes.ohio.gov/orc/5705>*

**The Implementation Matrix**

The implementation matrix on the following pages summarizes the strategies and actions for each goal statement. In addition to consolidating the Plan recommendations into an easy-to-follow table, the implementation matrix also provides insight to the responsible parties, projected timeline, and potential funding sources for each action. Though the matrix is designed to be simple and straightforward, these recommendations should not be treated rigidly, but may adapt to accommodate future needs and circumstances within Danville.

IMPLEMENTATION MATRIX KEY	
<b>PRIORITY</b>	Measures the importance of the listed Action in fulfilling the Goal Statement and may be used to determine the order of investments
H	High Priority
M	Medium Priority
L	Low Priority
<b>TIMELINE</b>	Provides an estimate on how long it may take to complete an action
<b>RESPONSIBLE PARTIES</b>	Lists potential partners in implementation of the strategy
<b>FUNDING</b>	Lists potential sources or financing strategies in funding implementation of the strategy

# LAND USE & DEVELOPMENT

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Cultivate a cohesive and recognizable business district.</b>				
<b>A1.1</b> Determine the desired area to be encompassed in the business district and give it a unique name such as Main & Market.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Business Organization</li> <li>• Cultural Heritage Tourism Grant</li> <li>• MORPC Attributable Funds</li> <li>• Safe Routes to School Grant</li> </ul>
<b>A1.2</b> Enhance the Market Street streetscape to improve safety, pedestrian comfort, and to create a sense of place with a recognizable brand.	M	0-3 yrs		
<b>A1.3</b> Install wayfinding signage to direct trail users to the business district.	H	0-2 yrs		
<b>A1.4</b> Utilize Village- and school-owned recreation and park facilities for more strategic events (i.e. regional sports tournaments, festivals, etc.).	M	0-3 yrs		
<b>A1.5</b> Utilize community events to showcase the downtown businesses and civic space (i.e. marketing, sponsorships, extended hours, discounts, etc.).	H	0-1 yrs		
<b>A1.6</b> Promote a sense of place through a public art program in the downtown.	L	0-3 yrs		
<b>A1.7</b> Create a business organization (ie Main Street Program, Special Improvement District, etc.)	H	0-1 yrs		
<b>Strategy 2: Encourage a mix of uses in the business district.</b>				
<b>A2.1</b> Update the zoning code to include a mixed-use commercial district, supporting office and residential over retail, lodging, and higher residential densities.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Land Bank</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A2.2</b> Encourage and promote small scale lodging options (i.e. bed and breakfasts & short-term rentals).	H	0-2 yrs		
<b>A2.3</b> Increase the options for multi-family or medium density residential in and around the business district through rezoning.	H	0-1 yrs		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>A2.4</b> Implement shared parking agreements to reduce overall surface parking needs.	M	0-2 yrs	<i>see previous page</i>	see previous page
<b>A2.5</b> Identify underutilized sites for infill redevelopment and market in the region.	M	0-3 yrs		
<b>Strategy 3: Market developable properties for redevelopment.</b>				
<b>A3.1</b> Work with the Knox County Land Bank to identify tax delinquent and/or underutilized parcels which may be appropriate for redevelopment.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Land Bank</li> <li>• Union Township</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A3.2</b> Create a registry for vacant properties.	H	0-1 yrs		
<b>A3.1</b> Develop a brochure or website highlighting developable sites within and around the Village.	M	0-2 yrs		
<b>A3.2</b> Evaluate site constraints and create informational materials for each site, including land use, zoning, utilities, and infrastructure.	M	0-2 yrs		
<b>A3.3</b> Implement a Community Reinvestment Area (CRA).	H	0-1 yrs		
<b>A3.4</b> Work with regional partners, including Union Township, to identify potential joint economic development district (JEDD) opportunities.	L	1-5 yrs		
<b>Strategy 4: Strengthen and enhance historical assets.</b>				
<b>A4.1</b> Identify properties eligible for historic designation.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Certified Local Governments Grant</li> </ul>
<b>A4.2</b> Utilize historic tax credits to spur redevelopment of historic properties.	M	0-3 yrs		
<b>A4.3</b> Promote adaptive reuse of underutilized historic buildings into offices, retail, or residential uses through strategic renovation.	M	0-3 yrs		
<b>A4.4</b> Conduct a thorough assessment of downtown's historic character (i.e. Heritage Ohio's Downtown Assessment Team Visit (DART) or similar study) to document existing conditions and preservation needs.	H	0-1 yrs		

# HOUSING & NEIGHBORHOODS

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Diversify the housing stock.</b>				
<b>A1.1</b> Reduce parking minimums for residential uses to provide flexibility in adapting to changing demographics and household structures.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Land Bank</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A1.2</b> Update the zoning code to encourage residential mixed-use properties on Market Street (i.e. apartments over retail or office).	H	0-1 yrs		
<b>A1.3</b> Acquire and assemble parcels to be redeveloped for multi-family housing via a Community Improvement Corporation (CIC) and/or the Knox County Land Bank.	M	1-3 yrs		
<b>A1.4</b> Coordinate with nearby jurisdictions and regional partners to develop marketing materials for potential residential development sites.	L	2-5 yrs		
<b>Strategy 2: Increase and enforce property maintenance standards.</b>				
<b>A2.1</b> Develop a code for property maintenance.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Land Bank</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A2.2</b> Create a program to subsidize home improvements such as a Revolving Loan Fund.	M	0-2 yrs		
<b>A2.3</b> Coordinate with the Knox County Auditor's office to identify ownership of single-family homes serving as rental properties.	H	0-1 yrs		
<b>A2.4</b> Explore implementation of a Property Assessed Clean Energy (PACE) district to provide a financing mechanism for energy efficiency upgrades.	M	0-2 yrs		



	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Enhance the quality of life in residential neighborhoods.</b>				
<b>A3.1</b> Facilitate evaluation of local access to health and safety services.	<b>M</b>	0-2 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Safe Routes to School Grant</li> </ul>
<b>A3.2</b> Support the functions of neighborhood civic organizations such as block parties or community gardens.	<b>L</b>	0-3 yrs		
<b>A3.3</b> Continue to maintain residential sidewalks, street trees, and public infrastructure.	<b>H</b>	0-5 yrs		
<b>Strategy 4: Utilize housing to highlight Danville’s rural and natural character.</b>				
<b>A4.1</b> Update zoning regulations to ensure future residential development includes green space and landscaping standards.	<b>H</b>	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Safe Routes to School Grant</li> <li>• ODNR Recreation Grants</li> </ul>
<b>A4.2</b> Engage residents with nearby agricultural uses (i.e. Community Supported Agriculture (CSA) program).	<b>M</b>	0-3 yrs		
<b>A4.3</b> Connect residential streets to regional trails via signage and potential easements.	<b>H</b>	0-2 yrs		

# MOBILITY & INFRASTRUCTURE

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Connect the Kokosing Gap Trail and the Mohican Valley Trail.</b>				
<b>A1.1</b> Identify and coordinate with impacted parcel property owners to establish proper easements.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• ODNR Recreation Grants</li> <li>• Cultural Heritage Tourism Grant</li> </ul>
<b>A1.2</b> Package a range of regional, state, federal, and private funding sources to leverage local dollars.	H	0-1 yrs		
<b>A1.3</b> Install signage and wayfinding to welcome trail users to Danville and direct them to local destinations.	H	0-1 yrs		
<b>A1.4</b> Align the trail connection project with a recreational tourism strategy.	M	0-3 yrs		
<b>Strategy 2: Re-imagine the Market Street - Main Street intersection.</b>				
<b>A2.1</b> Install crosswalks to increase pedestrian safety.	M	0-3 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Safe Routes to School Grant</li> </ul>
<b>A2.2</b> Delineate between private parking lots and the street using curbing, landscaping, etc.	M	0-3 yrs		
<b>A2.3</b> Utilize a commercial zoning overlay on Market Street to enhance landscape and buffering standards.	H	0-1 yrs		
<b>A2.4</b> Install signage to promote Danville's branding and pedestrian safety.	H	0-1 yrs		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Promote walkability &amp; bikeability throughout the Village.</b>				
<b>A3.1</b> Evaluate existing sidewalk infrastructure and identify opportunities to address gaps and improve ADA compliance.	<b>M</b>	0-2 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> <li>• Danville Local School District</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• ODNR Recreation Grants</li> <li>• Safe Routes to School Grant</li> </ul>
<b>A3.2</b> Implement sharrow pavement markings and signage on Market Street from Main Street to Orchard Street.	<b>H</b>	0-2 yrs		
<b>A3.3</b> Encourage local businesses to include bike storage and access.	<b>H</b>	0-2 yrs		
<b>A3.4</b> Promote creation of a School Travel Plan to pursue Safe Routes to School Funding.	<b>H</b>	0-2 yrs		

# PARKS & RECREATION

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Promote recreational tourism.</b>				
<b>A1.1</b> Align improvements to the built environment with regional marketing efforts (i.e. branding, signage, bike racks, etc.).	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• Cultural Heritage Tourism Grant</li> </ul>
<b>A1.2</b> Utilize digital and online marketing platforms to promote recreational assets.	M	0-2 yrs		
<b>A1.3</b> Expand existing recreational events.	M	0-3 yrs		
<b>A1.4</b> Support expansion of local businesses in the outdoor industry.	M	0-5 yrs		
<b>Strategy 2: Increase and enhance Memorial Park amenities.</b>				
<b>A2.1</b> Expand upon existing facilities and play features to include more activities for a range of ages.	H	0-3 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> <li>• ODNR NatureWorks Grant</li> </ul>
<b>A2.2</b> Engage regional schools and recreation leagues to host sporting and community events.	M	0-3 yrs		
<b>A2.3</b> Convert parking lot adjacent to Market Street to street parking to accommodate additional or larger park amenities.	L	2-5 yrs		
<b>A2.4</b> Strengthen the connection between Memorial Park and regional bike trails with signage and programming.	H	0-3 yrs		



	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Ensure future development respects environmental barriers and natural assets.</b>				
<b>A3.1</b> Encourage cluster / conservation housing development.	<b>H</b>	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Land Bank</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A3.2</b> Incorporate green infrastructure practices into future streetscape improvements.	<b>M</b>	0-3 yrs		
<b>A3.3</b> Collaborate with regional partners to identify areas appropriate for land conservation.	<b>M</b>	0-5 yrs		
<b>A3.4</b> Support preservation of the Kokosing River Water Trail.	<b>H</b>	0-5 yrs		

# COMMUNITY IMAGE & BRAND

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Utilize public spaces to celebrate Danville’s strengths and community brand.</b>				
<b>A1.1</b> Implement a zoning overlay on Market Street to enhance property maintenance and site design.	H	0-1 yrs	• Village of Danville	• Village of Danville
<b>A1.2</b> Install cohesive signage at gateways.	H	0-2 yrs	• Area Development Foundation (ADF)	• Knox County Foundation
<b>A1.3</b> Encourage and support private property owners in enhancing their facade and frontage (i.e. planters, seating, etc.).	M	0-3 yrs	• Business Organization	• Knox County Convention & Visitors Bureau
<b>A1.4</b> Engage with community members on opportunities to incorporate local art, history, and culture into the streetscape.	M	1-3 yrs	• Knox County Convention & Visitors Bureau	• Cultural Heritage Tourism Grant
<b>Strategy 2: Strengthen the connection between residents and agricultural, forest, and park land.</b>				
<b>A2.1</b> Collaborate with local farmers and makers on opportunities to market their products in Danville.	M	0-2 yrs	• Village of Danville	• Village of Danville
<b>A2.2</b> Encourage educational programming around parks, trails, and waterways.	L	0-3 yrs	• Area Development Foundation (ADF)	• Knox County Foundation
<b>A2.3</b> Utilize public property and events to promote local resources.	H	0-1 yrs	• Business Organization	• Knox County Convention & Visitors Bureau
			• Knox County Convention & Visitors Bureau	• Cultural Heritage Tourism Grant
			• Danville Local School District	

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Increase Danville’s regional visibility.</b>				
<b>A3.1</b> Enhance Danville's digital and social media presence.	H	0-1 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A3.2</b> Encourage local businesses to collaborate regionally on marketing and networking efforts.	H	0-2 yrs		
<b>A3.3</b> Create a centralized community calendar and newsletter.	H	0-1 yrs		
<b>A3.4</b> Engage with the Amish community to identify opportunities for collaboration.	M	0-2 yrs		
<b>Strategy 4: Develop a local branding strategy around recreational assets.</b>				
<b>A4.1</b> Create themed weekend itineraries to highlight local attractions (ex: Cambridge/Guernsey County VCB Itinerary Ideas).	M	1-3 yrs	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Danville</li> <li>• Knox County Foundation</li> </ul>
<b>A4.2</b> Install signage and streetscape elements for cohesive branding of the trails, river, and business district.	H	0-2 yrs		
<b>A4.3</b> Support regional partnerships to strengthen collaborative marketing of nearby attractions including Apple Valley and Mohican State Park.	M	0-3 yrs		
<b>A4.4</b> Facilitate public visioning on opportunities for expansion of existing, or creation of new, community events.	H	0-1 yrs		