



DANVILLE VILLAGE STRATEGIC PLAN

KNOX COUNTY AREA DEVELOPMENT FOUNDATION

STEERING COMMITTEE MEETING #5 | NOV 7, 2019

AGENDA

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NOVEMBER 7, 2019

1. STRATEGY PRIORITIZATION
2. NEXT STEPS
3. Q&A

STRATEGY PRIORITIZATION

THE FRAMEWORK

Broad View

Specific



Long Term

Short Term

STRATEGY PRIORITIZATION

LAND USE & DEVELOPMENT

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

STRATEGY 1

Cultivate a cohesive and recognizable downtown district.

STRATEGY 2

Encourage a mix of uses in the downtown.

STRATEGY 3

Market developable properties for redevelopment.

STRATEGY 4

Strengthen and enhance historical assets.

STRATEGY PRIORITIZATION

LAND USE & DEVELOPMENT

PRIORITY STRATEGY

Cultivate a cohesive and recognizable downtown district.

A1.1 Enhance the Market Street streetscape to improve safety, pedestrian comfort, and to create a sense of place with a recognizable brand.

A1.2 Install wayfinding signage to direct trail users to the downtown.

A1.3 Utilize Village- and school-owned recreation and park facilities for more strategic events (i.e. regional sports tournaments, festivals, etc.).

A1.4 Utilize community events to showcase the downtown businesses and civic space (i.e. marketing, sponsorships, extended hours, discounts, etc.).

A1.4 Promote a sense of place through a public art program in the downtown.



STRATEGY PRIORITIZATION

HOUSING & NEIGHBORHOODS

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

STRATEGY 1

Diversify the housing stock.

STRATEGY 2

Increase and enforce property maintenance standards.

STRATEGY 3

Enhance the quality of life in residential

STRATEGY 4

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

STRATEGY PRIORITIZATION

HOUSING & NEIGHBORHOODS

PRIORITY STRATEGY

Diversify the housing stock.

A1.1 Reduce parking minimums for residential uses to provide flexibility in adapting to changing demographics and household structures.

A1.2 Update the zoning code to allow for residential mixed-use properties on Market Street (i.e. apartments over retail or office).

A1.3 Acquire and assemble parcels to be redeveloped for multi-family housing via a Community Improvement Corporation (CIC) and/or the Knox County Land Bank.

A1.4 Coordinate with nearby jurisdictions and regional partners to develop marketing materials for potential residential development sites.



STRATEGY PRIORITIZATION

MOBILITY & INFRASTRUCTURE

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

STRATEGY 1

Connect the Kokosing Gap Trail and the Mohican Valley Trail.

STRATEGY 2

Re-imagine the Market Street - Main Street intersection.

STRATEGY 3

Promote walkability & bikeability throughout the Village.

STRATEGY PRIORITIZATION

MOBILITY & INFRASTRUCTURE

PRIORITY STRATEGY

Connect the Kokosing Gap Trail and the Mohican Valley Trail.

A1.1 Identify and coordinate with impacted parcel property owners to establish proper easements.

A1.2 Package a range of regional, state, federal, and private funding sources to leverage local dollars.

A1.3 Install signage and wayfinding to welcome trail users to Danville and direct them to local destinations.

A1.4 Align the trail connection project with a recreational tourism strategy.



STRATEGY PRIORITIZATION

PARKS & RECREATION

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

STRATEGY 1

Promote regional trail tourism.

STRATEGY 2

Increase and enhance recreational amenities at Memorial Park.

STRATEGY 3

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

STRATEGY PRIORITIZATION

PARKS & RECREATION

PRIORITY STRATEGY

Promote regional trail tourism.

A1.1 Align improvements to the built environment with regional marketing efforts (i.e. branding, signage, bike racks, etc.).

A1.2 Utilize digital and online marketing platforms to promote recreational assets.

A1.3 Expand existing recreational events.

A1.4 Support expansion of local businesses in the outdoor industry.



Trail Towns: From Pittsburgh to Cumberland, Maryland

West Newton: EAT | STAY



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

Connellsville: EAT | STAY



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

STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

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

STRATEGY 1

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

STRATEGY 2

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

STRATEGY 3

Increase Danville's regional visibility.

STRATEGY 4

Develop a local branding strategy around recreational assets.

STRATEGY PRIORITIZATION

COMMUNITY IMAGE & BRAND

PRIORITY STRATEGY

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

A1.1 Implement a zoning overlay on Market Street to enhance property maintenance and site design.

A1.2 Install cohesive signage at gateways.

A1.3 Encourage and support private property owners in enhancing their facade and frontage (i.e. planters, seating, etc.).

A1.4 Engage with community members on opportunities to incorporate local art, history, and culture into the streetscape.





Retain & Re-Imagine

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

Q & A

NEXT STEPS

- » Public Hearing
- » Council Resolution