

DANVILLE, OH

VILLAGE STRATEGIC PLAN

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Prepared by ms consultants, inc. in conjunction with the
Area Development Foundation of Knox County and
the Knox County Foundation

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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KNOX COUNTY VILLAGE STRATEGIC PLANS
CENTERBURG | DANVILLE | FREDERICKTOWN | GAMBIER

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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.



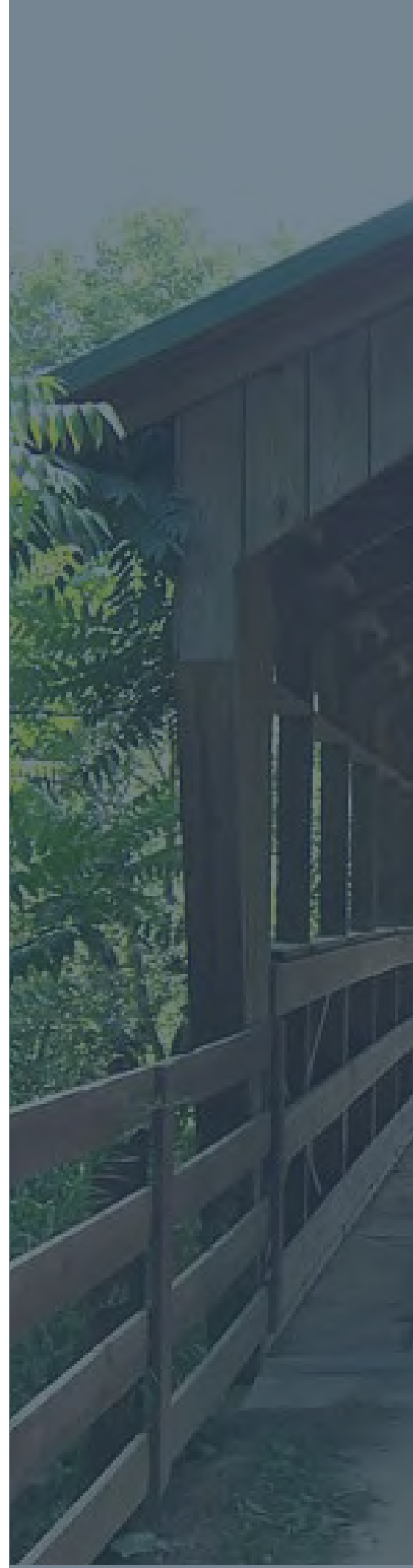
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What is a Strategic Plan?

Why Plan?

How will Danville use the Plan?

What is the process for creating a Plan?



CHAPTER 01

PLAN OVERVIEW



CHAPTER 01

PLAN OVERVIEW

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.

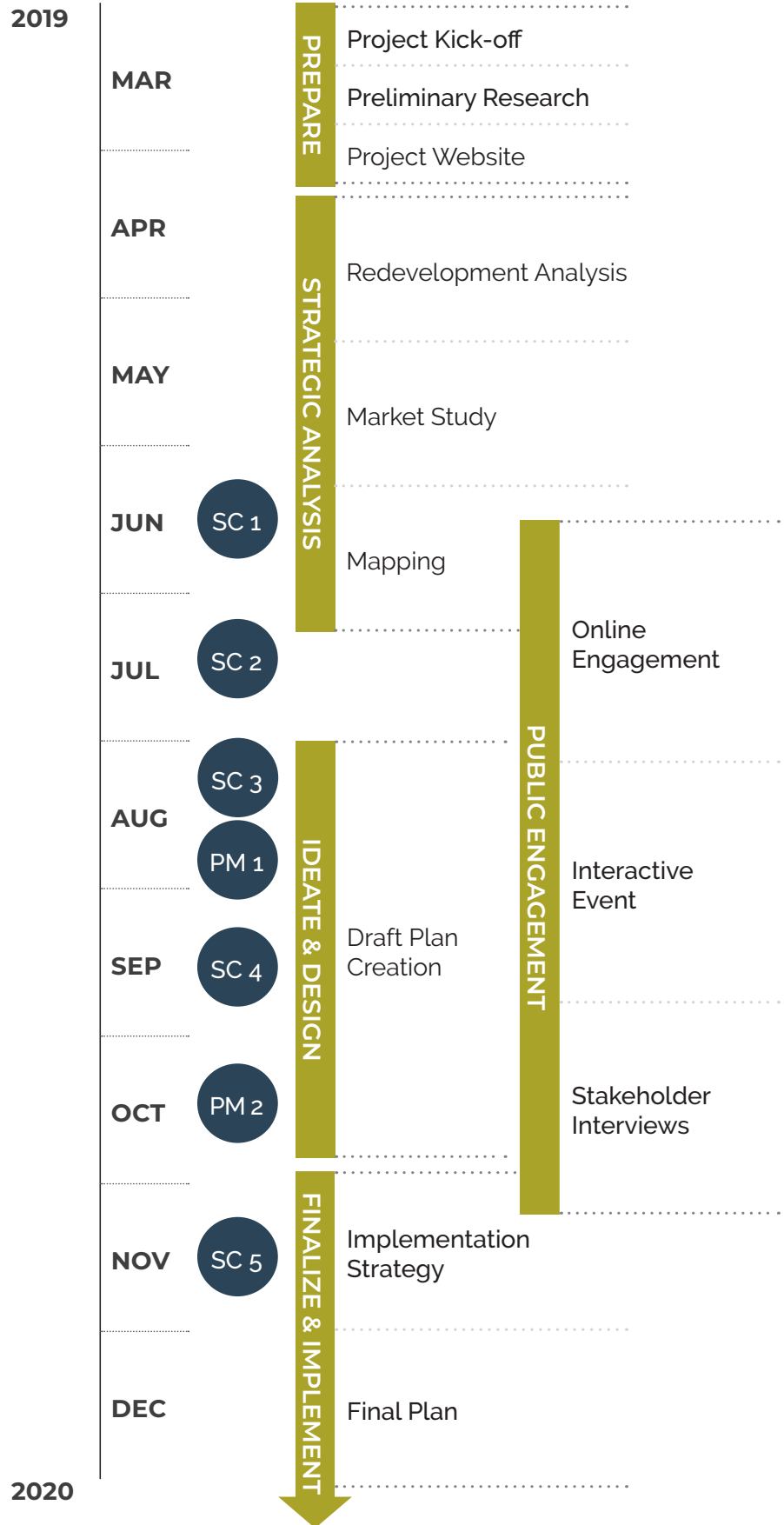
Figure 1 – The Planning Process



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.

- SC** = Steering Committee Meeting
- PM** = Public Meeting



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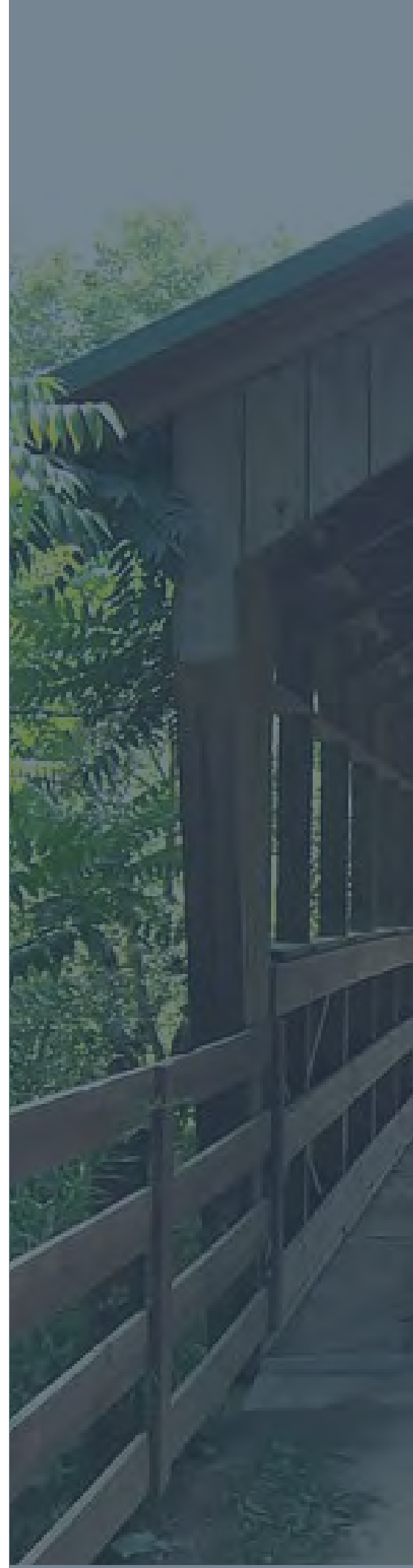
Village Overview

Base Map

Demographics

Physical Environment

The Economy



CHAPTER 02

COMMUNITY CONTEXT



CHAPTER 02

COMMUNITY CONTEXT

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 is largely based on U.S. Census Bureau 2013-2017 estimates and is provided as a general snapshot of the community. As the Village works to implement the recommendations of this Plan, it may wish to compare existing data with future, updated figures; including, but not limited to, the 2020 U.S. Census. A more detailed technologically-informed market analysis is provided in the Appendix.



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

DEMOGRAPHICS

Population

Danville's population decreased slightly from 1,104 in 2000 to 1,044 in 2010, with the 2018 population estimated at 1,014.¹ 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

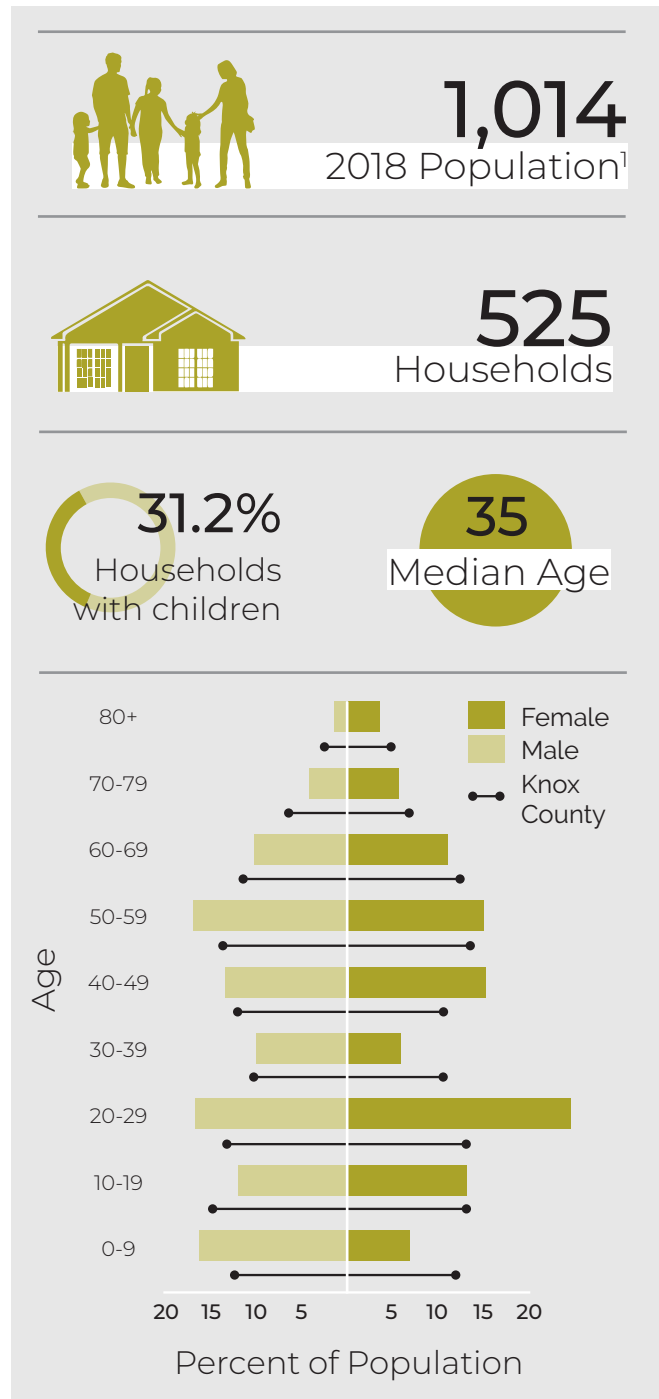
There are an estimated 525 households in Danville. At roughly 2.3, the average household size in Danville is slightly smaller than that of Knox County (2.47). Around 39.4% (207) of its households classify as non-family, meaning the occupants live alone or with roommates to whom they are not related by 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 estimates 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 with

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

the region. The only market-rate rental housing in the Village is Danville Commons which was built in the 1970s. 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 industries for employed Danville residents are health care and manufacturing. 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

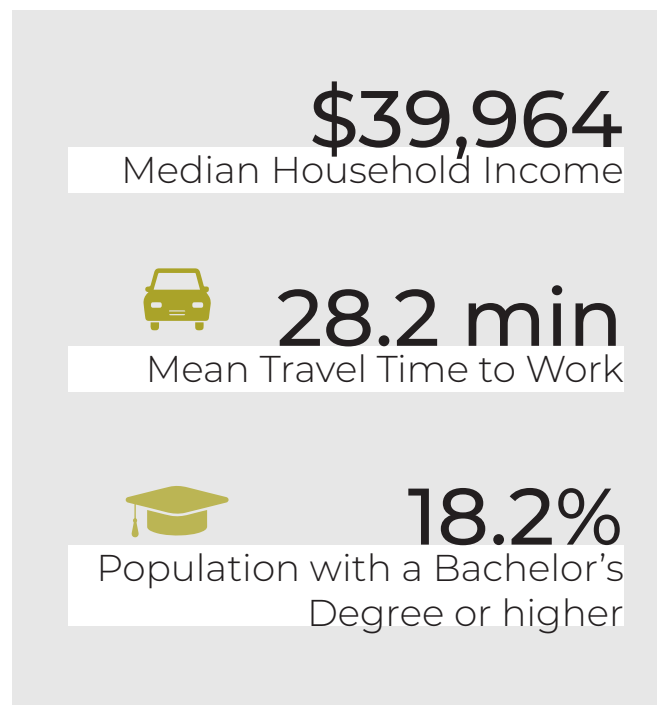
The median household income in Danville is approximately \$39,964, similar to Centerburg (\$37,368) and Fredericktown (\$42,222), compared to \$51,211 in Knox County. Income is closely associated with educational attainment. For Knox County as a whole, about 90.9% of the population 25 years and older 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 Home Sales Data (2009-2019)

Year of Sale	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

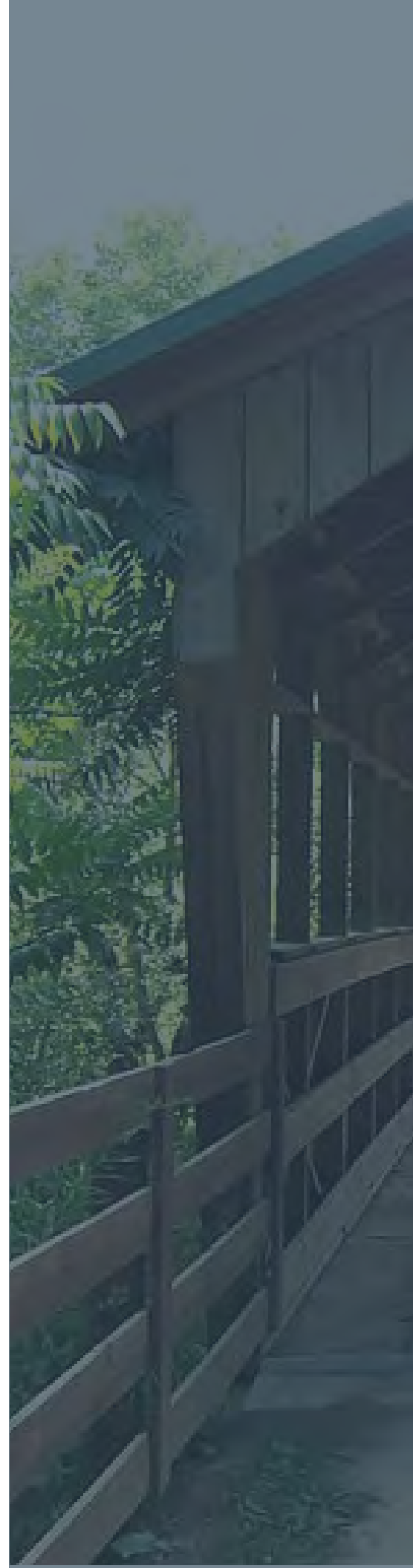
Source: Knox County Auditor

Figure 5 – Danville Economics



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

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Engagement Process
Summary of Engagement Results



CHAPTER 03

PUBLIC ENGAGEMENT



CHAPTER 03

PUBLIC ENGAGEMENT

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



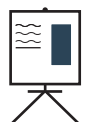
COMMUNITY SURVEY



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.

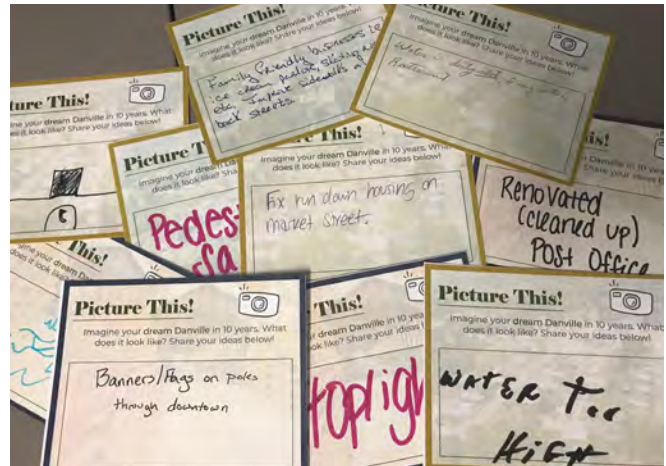
ENGAGEMENT RESULTS

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?

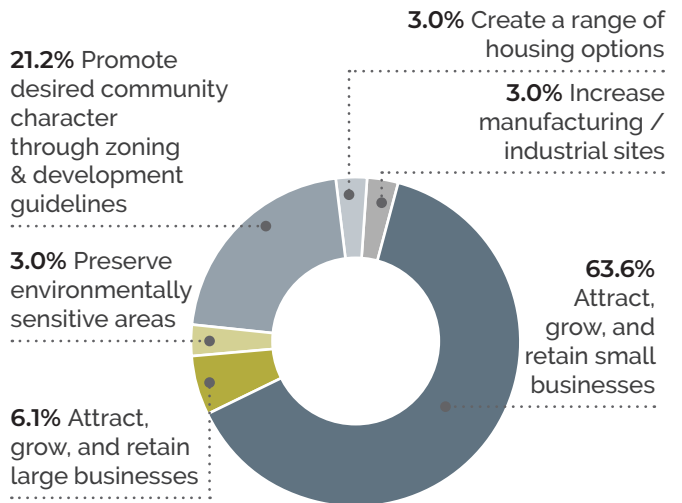
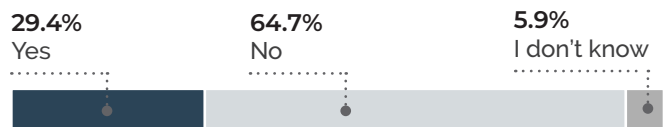


Figure 8 – Community survey results: Downtown

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

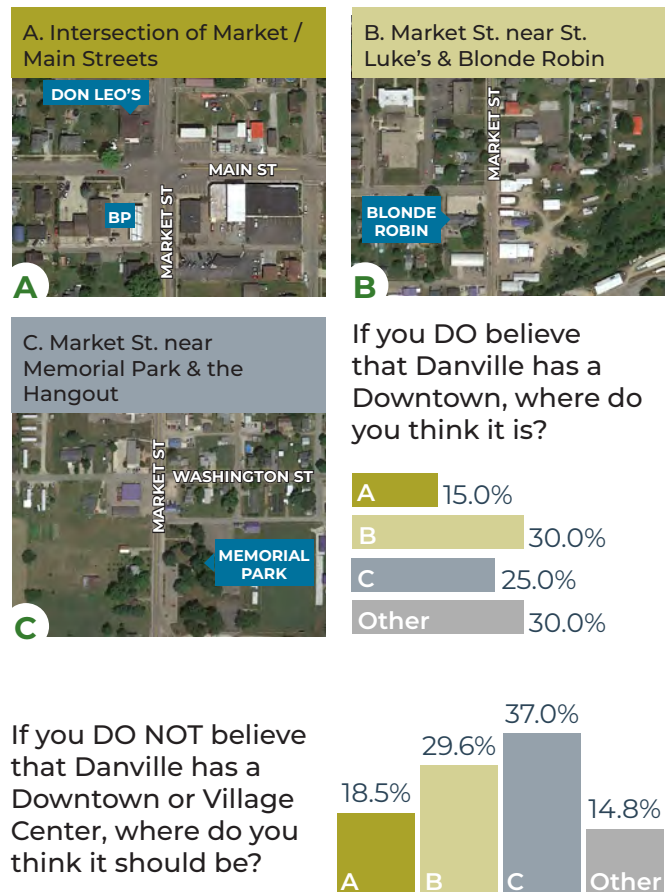
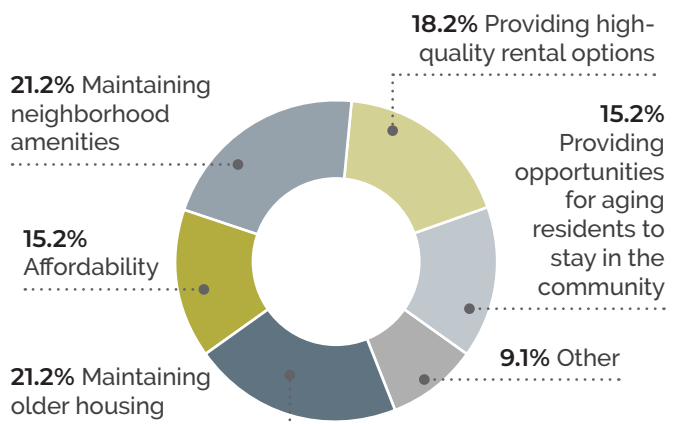


Figure 10 – Community survey results : Housing

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).

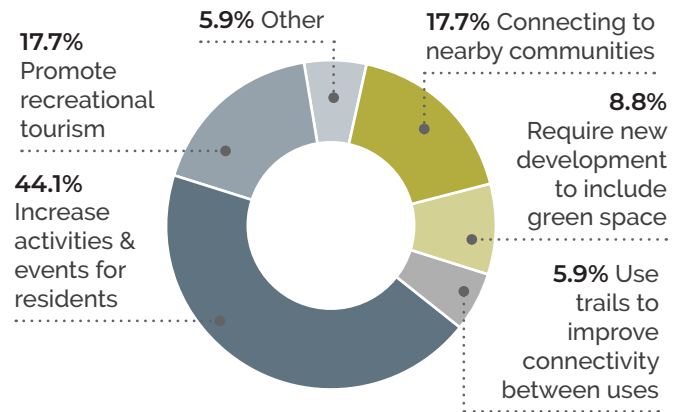
Figure 11 – Community survey results : Mobility, Infrastructure, & Services

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

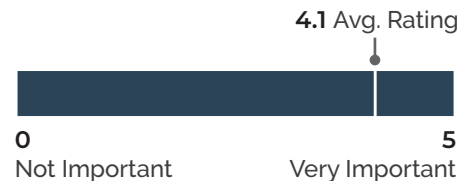
ISSUE	% (currently)	% (future)
Road maintenance	29.0%	9.4%
Maintenance of public properties	19.4%	18.8%
Quality of, or access to, utilities	16.1%	21.9%
Planning and zoning services	12.9%	15.6%
Public safety services	12.9%	9.4%
Village fiscal operations/ taxes	9.7%	21.9%
Traffic	0.0%	3.1%

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

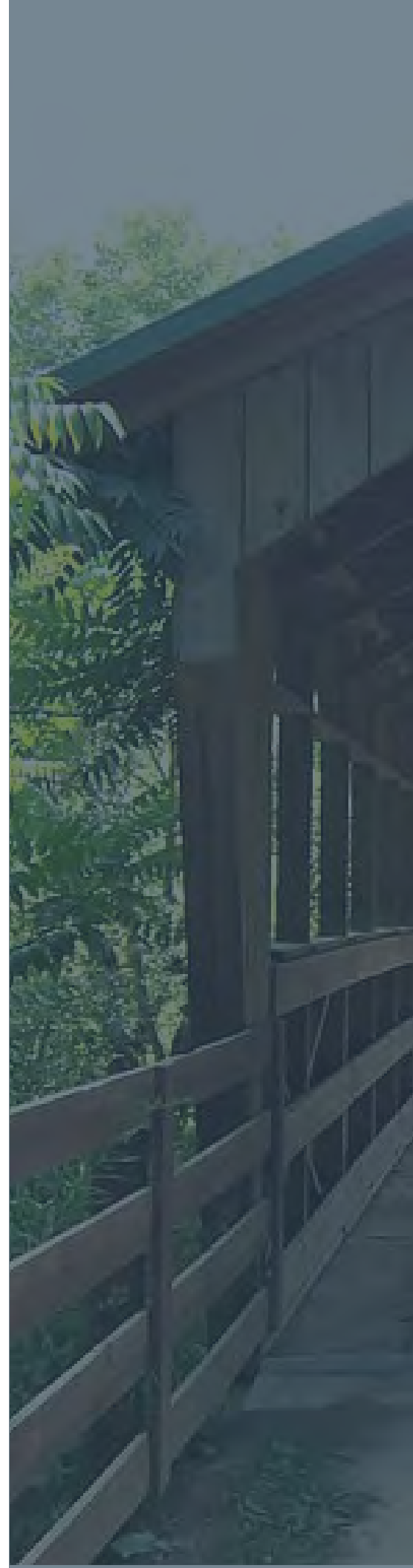
Strategies: Land Use & Development

Strategies: Housing & Neighborhoods

Strategies: Mobility & Infrastructure

Strategies: Parks & Recreation

Strategies: Community Image & Brand



CHAPTER 04

GOALS & STRATEGIES



CHAPTER 04

GOALS & STRATEGIES

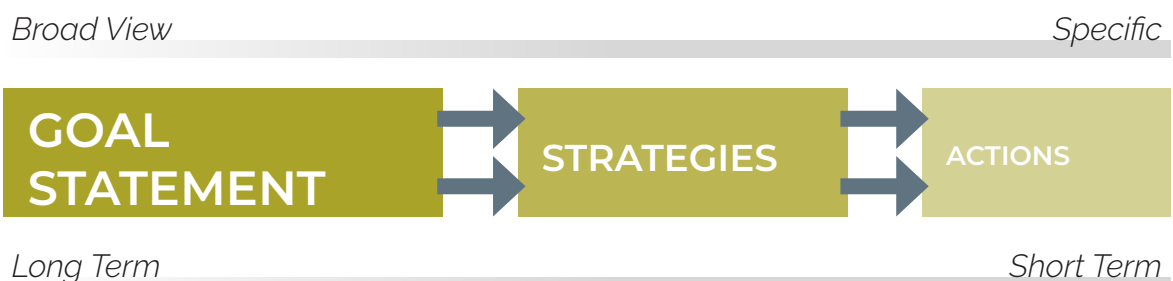
A successful plan acts as a roadmap by defining clear goals and strategic steps to achieve those goals. The following goal statements for the future of Danville serve as a framework upon which the Village Strategic Plan was created and set the stage for the recommendations described in the Implementation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



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.



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

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.

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

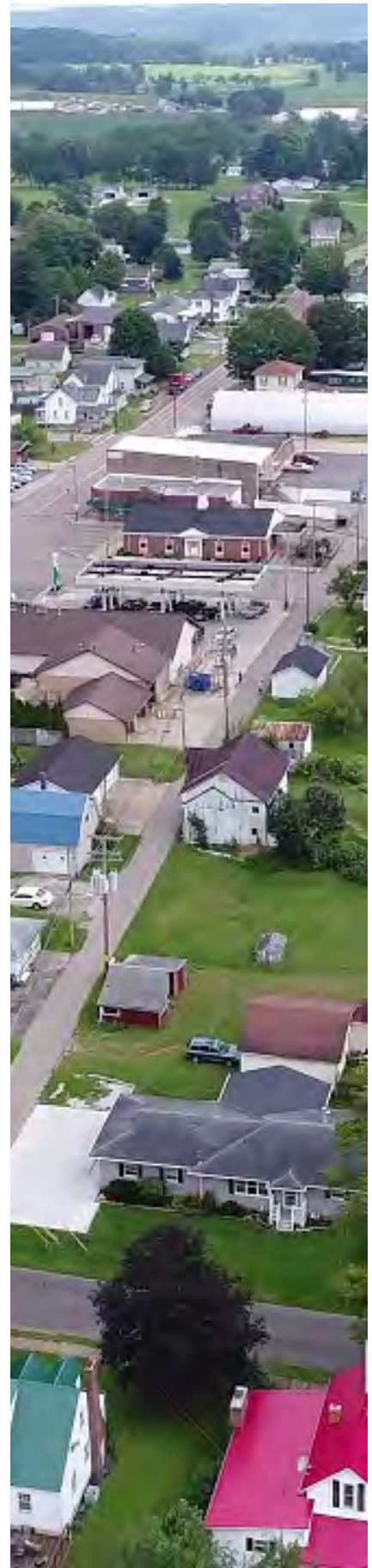
Encourage a mix of uses in the business district.

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

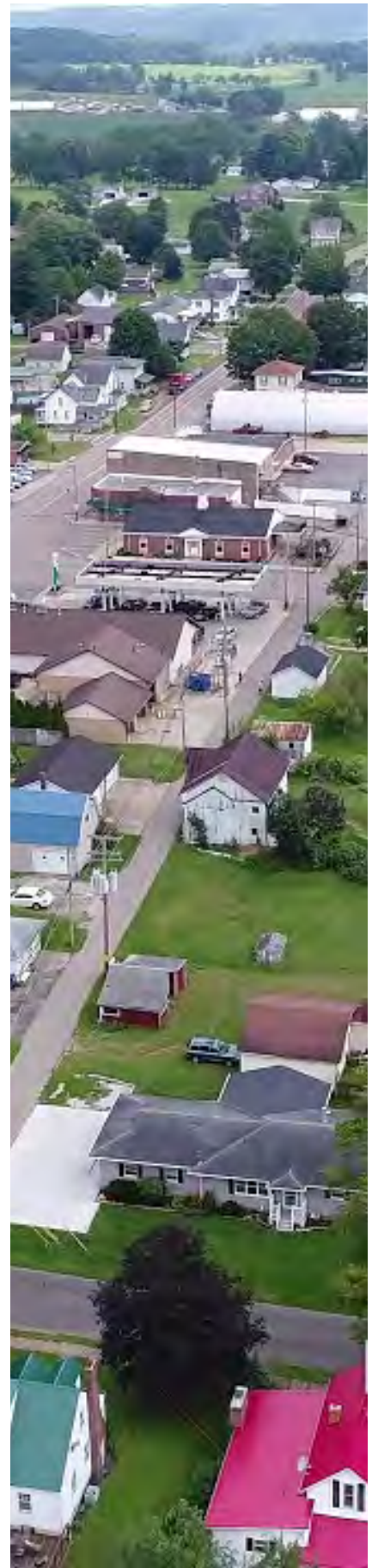
Increase and enforce property maintenance standards.

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.

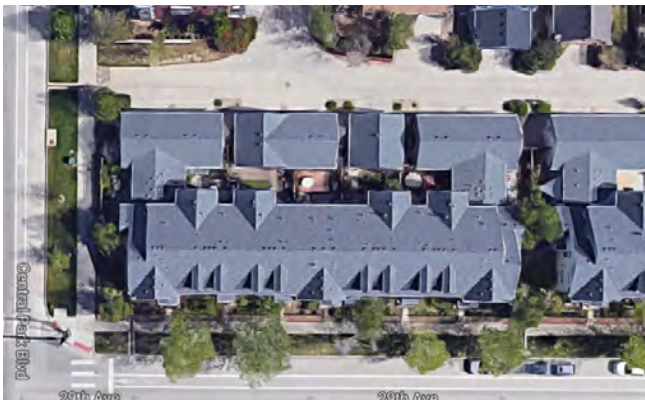
When there is an insufficient supply of market-rate multi-family housing to meet demand, single-family homes are converted to rental properties; often by out-of-town investors. This decreases the supply and increases the price of for-sale single-family homes. It also impacts renters by providing a product 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

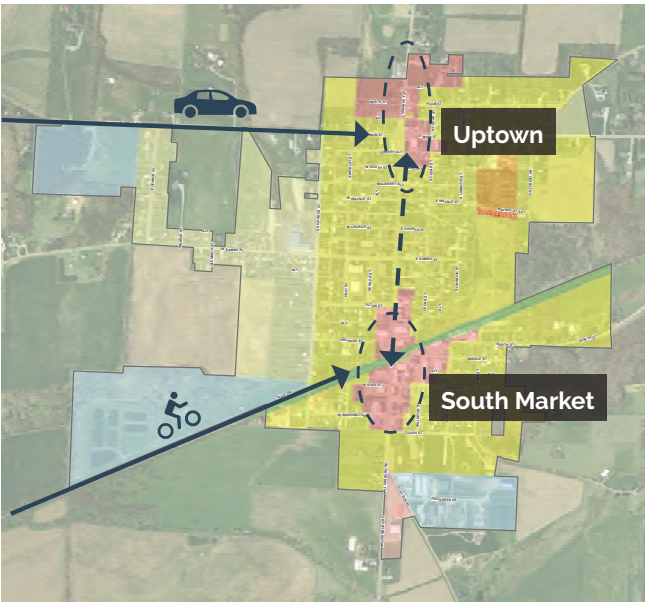
The Big Picture

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

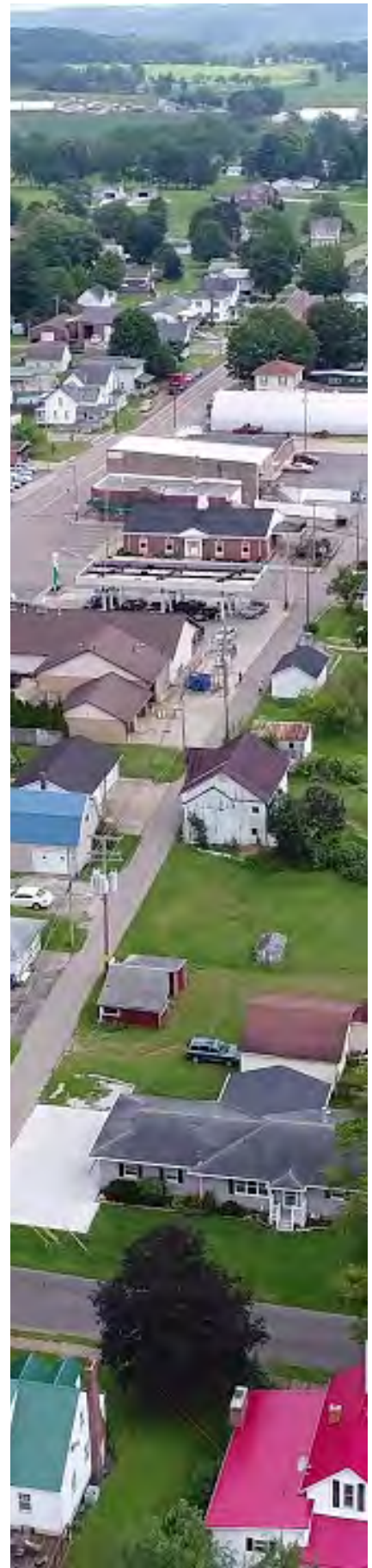
Connect the Kokosing Gap Trail and Mohican Valley Trail.

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?

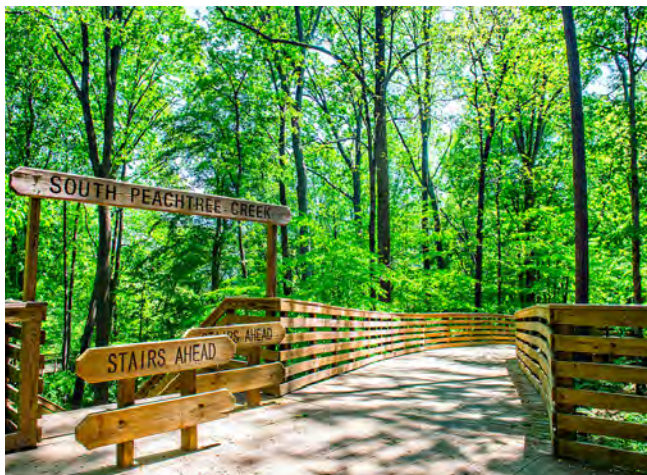
Trails are highly popular community assets yielding recreational, economic, and environmental benefits. Nationally, running (including trail running) was the most popular activity among Americans, followed closely by bicycling in which more than 47.5 million people participate.¹ In Ohio, trail-related 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 2018.²

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

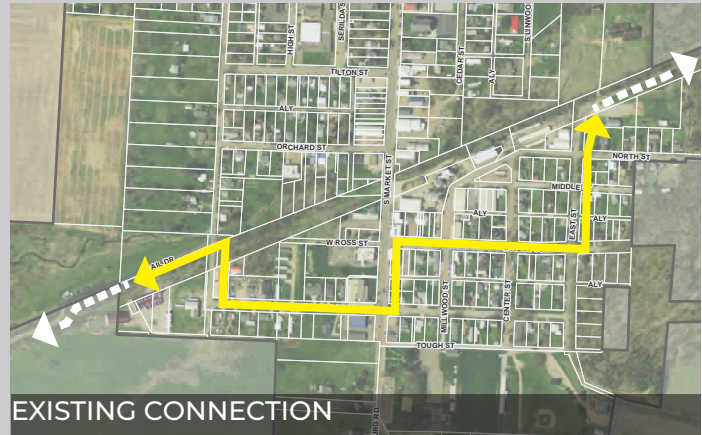
It is not always feasible for a municipality to rely solely on right-of-way space to enhance the public realm. Easements are a legal tool in which a property owner retains ownership of the land, but grants public use for a particular purpose (i.e. trail development). This is a partnership where the Village 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:

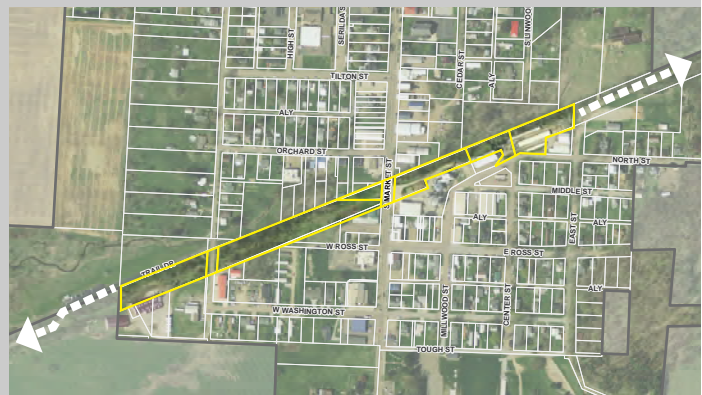
- Clean Ohio Trails Fund (COTF) - ODNR
- Land and Water Conservation Fund (LWCF) - ODNR
- Rural Community Development Initiative Grants -USDA
- Transportation Alternative Program - MORPC / USDOT
- Hazard Mitigation Grant Program - OEMA / FEMA

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.



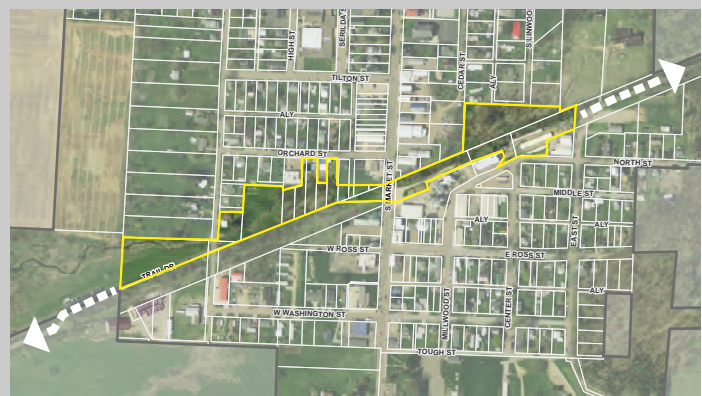
EXISTING CONNECTION

- » 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

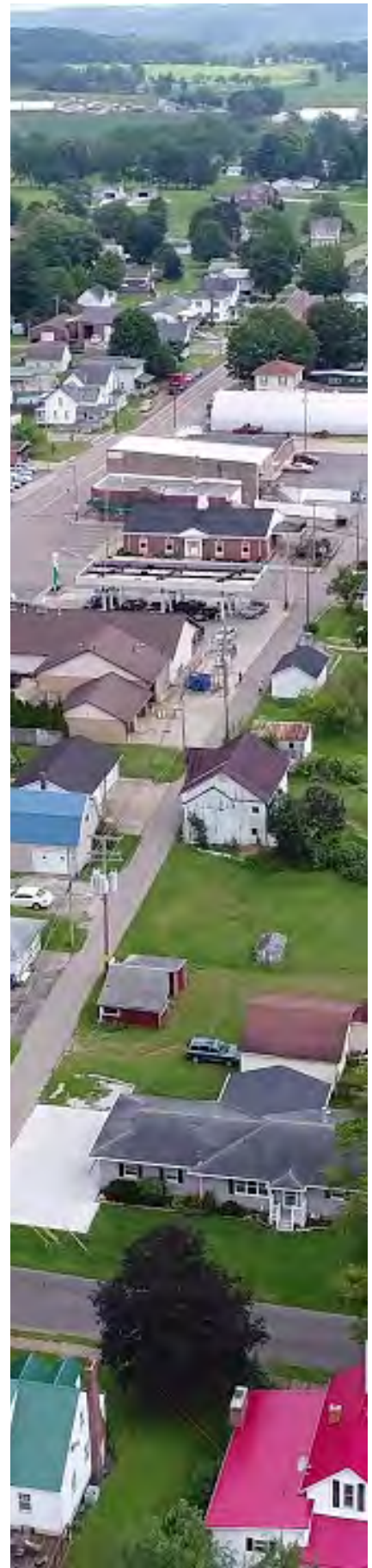
Promote recreational tourism.

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.¹ 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 2018.²

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.



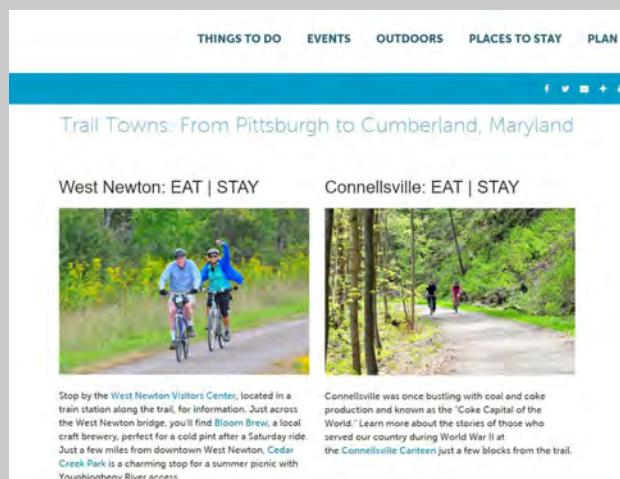
The Village of Danville should utilize regional marketing and community events to showcase local initiatives; such as new trail connections.

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

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

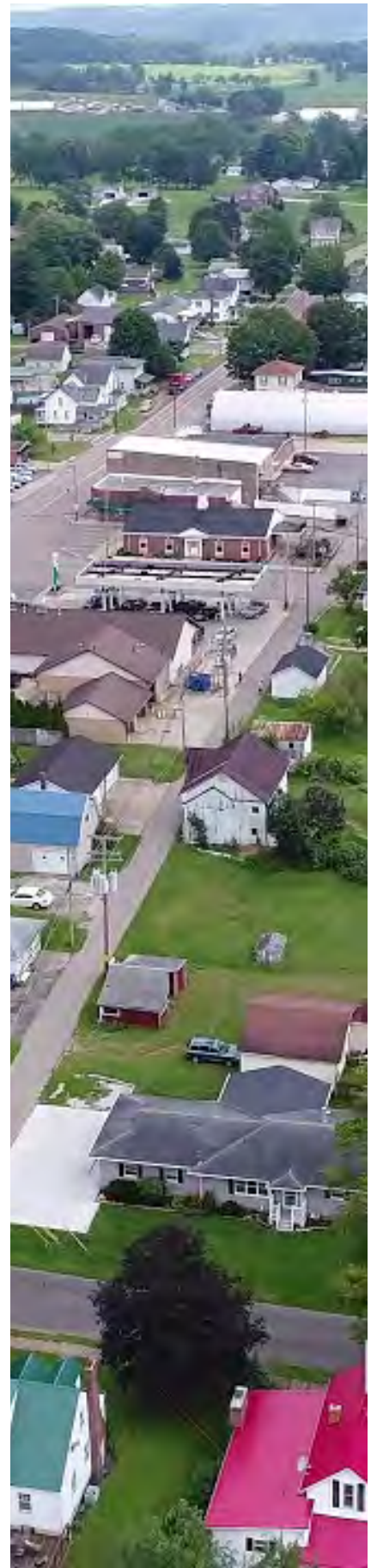
Strengthen the connection between residents and agricultural, forest, and park land.

3

Increase Danville's regional visibility.

4

Develop a local branding strategy around recreational assets.



PRIORITY STRATEGY :

COMMUNITY IMAGE & BRAND

1 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.



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

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.

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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Funding the Plan

Implementation Matrix:

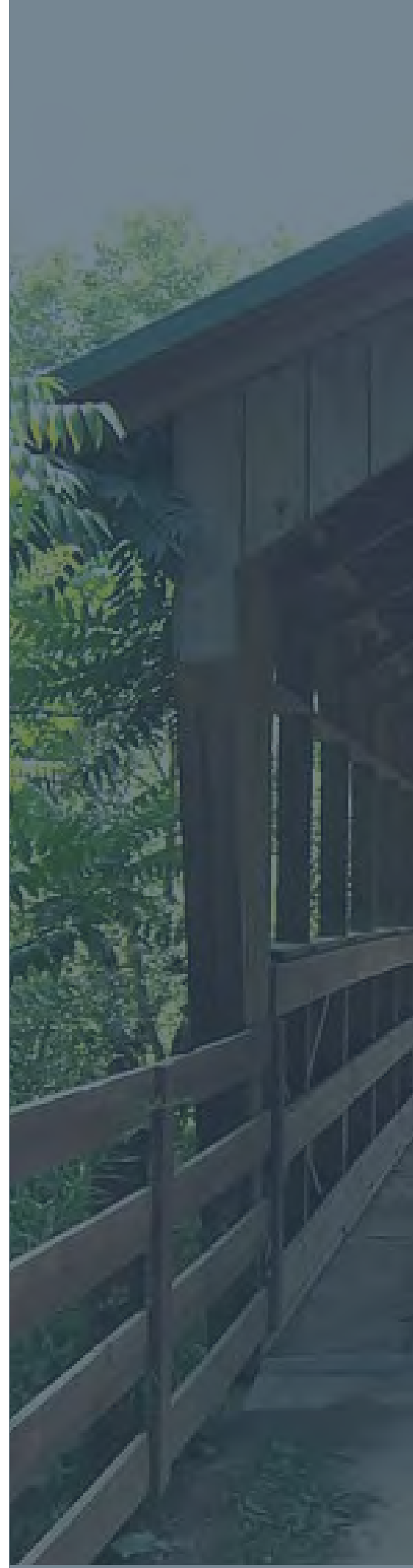
Land Use & Development

Housing & Neighborhoods

Mobility & infrastructure

Parks & Recreation

Community Image & Brand



CHAPTER 05

IMPLEMENTATION MATRIX



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 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

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>

Community Improvement Corporation (CIC)



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

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	
PRIORITY	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
TIMELINE	Provides an estimate on how long it may take to complete an action
RESPONSIBLE PARTIES	Lists potential partners in implementation of the strategy
FUNDING	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
Priority Strategy: Cultivate a cohesive and recognizable business district.				
A1.1 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"> • Village of Danville • Area Development Foundation (ADF) • Business Organization 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • Business Organization • Cultural Heritage Tourism Grant • MORPC Attributable Funds • Safe Routes to School Grant
A1.2 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		
A1.3 Install wayfinding signage to direct trail users to the business district.	H	0-2 yrs		
A1.4 Utilize Village- and school-owned recreation and park facilities for more strategic events (i.e. regional sports tournaments, festivals, etc.).	M	0-3 yrs		
A1.5 Utilize community events to showcase the downtown businesses and civic space (i.e. marketing, sponsorships, extended hours, discounts, etc.).	H	0-1 yrs		
A1.6 Promote a sense of place through a public art program in the downtown.	L	0-3 yrs		
A1.7 Create a business organization (ie Main Street Program, Special Improvement District, etc.)	H	0-1 yrs		
Strategy 2: Encourage a mix of uses in the business district.				
A2.1 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"> • Village of Danville • Area Development Foundation (ADF) • Knox County Land Bank 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation
A2.2 Encourage and promote small scale lodging options (i.e. bed and breakfasts & short-term rentals).	H	0-2 yrs		
A2.3 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
A2.4 Implement shared parking agreements to reduce overall surface parking needs.	M	0-2 yrs	<i>see previous page</i>	see previous page
A2.5 Identify underutilized sites for infill redevelopment and market in the region.	M	0-3 yrs		

Strategy 3: Market developable properties for redevelopment.

A3.1 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"> • Village of Danville • Area Development Foundation (ADF) • Knox County Land Bank • Union Township 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation
A3.2 Create a registry for vacant properties.	H	0-1 yrs		
A3.1 Develop a brochure or website highlighting developable sites within and around the Village.	M	0-2 yrs		
A3.2 Evaluate site constraints and create informational materials for each site, including land use, zoning, utilities, and infrastructure.	M	0-2 yrs		
A3.3 Implement a Community Reinvestment Area (CRA).	H	0-1 yrs		
A3.4 Work with regional partners, including Union Township, to identify potential joint economic development district (JEDD) opportunities.	L	1-5 yrs		

Strategy 4: Strengthen and enhance historical assets.

A4.1 Identify properties eligible for historic designation.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Danville • Area Development Foundation (ADF) 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • Certified Local Governments Grant
A4.2 Utilize historic tax credits to spur redevelopment of historic properties.	M	0-3 yrs		
A4.3 Promote adaptive reuse of underutilized historic buildings into offices, retail, or residential uses through strategic renovation.	M	0-3 yrs		
A4.4 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
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.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Danville • Area Development Foundation (ADF) • Knox County Land Bank 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation
A1.2 Update the zoning code to encourage residential mixed-use properties on Market Street (i.e. apartments over retail or office).	H	0-1 yrs		
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.	M	1-3 yrs		
A1.4 Coordinate with nearby jurisdictions and regional partners to develop marketing materials for potential residential development sites.	L	2-5 yrs		
Strategy 2: Increase and enforce property maintenance standards.				
A2.1 Develop a code for property maintenance.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Danville • Area Development Foundation (ADF) • Knox County Land Bank 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation
A2.2 Create a program to subsidize home improvements such as a Revolving Loan Fund.	M	0-2 yrs		
A2.3 Coordinate with the Knox County Auditor's office to identify ownership of single-family homes serving as rental properties.	H	0-1 yrs		
A2.4 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
Strategy 3: Enhance the quality of life in residential neighborhoods.				
A3.1 Facilitate evaluation of local access to health and safety services.	M	0-2 yrs	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • Safe Routes to School Grant
A3.2 Support the functions of neighborhood civic organizations such as block parties or community gardens.	L	0-3 yrs		
A3.3 Continue to maintain residential sidewalks, street trees, and public infrastructure.	H	0-5 yrs		
Strategy 4: Utilize housing to highlight Danville’s rural and natural character.				
A4.1 Update zoning regulations to ensure future residential development includes green space and landscaping standards.	H	0-1 yrs	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • Safe Routes to School Grant • ODNR Recreation Grants
A4.2 Engage residents with nearby agricultural uses (i.e. Community Supported Agriculture (CSA) program).	M	0-3 yrs		
A4.3 Connect residential streets to regional trails via signage and potential easements.	H	0-2 yrs		

MOBILITY & INFRASTRUCTURE

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

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
Strategy 3: Promote walkability & bikeability throughout the Village.				
A3.1 Evaluate existing sidewalk infrastructure and identify opportunities to address gaps and improve ADA compliance.	M	0-2 yrs	<ul style="list-style-type: none"> • Village of Danville 	<ul style="list-style-type: none"> • Village of Danville
A3.2 Implement sharrow pavement markings and signage on Market Street from Main Street to Orchard Street.	H	0-2 yrs	<ul style="list-style-type: none"> • Area Development Foundation (ADF) • Business Organization 	<ul style="list-style-type: none"> • Knox County Foundation • ODNR Recreation Grants
A3.3 Encourage local businesses to include bike storage and access.	H	0-2 yrs	<ul style="list-style-type: none"> • Danville Local School District 	<ul style="list-style-type: none"> • Safe Routes to School Grant
A3.4 Promote creation of a School Travel Plan to pursue Safe Routes to School Funding.	H	1-3 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
Priority Strategy: Promote recreational tourism.				
A1.1 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"> • Village of Danville • Area Development Foundation (ADF) • Business Organization • Knox County Convention & Visitors Bureau 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • Knox County Convention & Visitors Bureau • Cultural Heritage Tourism Grant
A1.2 Utilize digital and online marketing platforms to promote recreational assets.	M	0-2 yrs		
A1.3 Expand existing recreational events.	M	0-3 yrs		
A1.4 Support expansion of local businesses in the outdoor industry.	M	0-5 yrs		
Strategy 2: Increase and enhance Memorial Park amenities.				
A2.1 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"> • Village of Danville • Area Development Foundation (ADF) • Business Organization • Knox County Convention & Visitors Bureau 	<ul style="list-style-type: none"> • Village of Danville • Knox County Foundation • ODNR NatureWorks Grant
A2.2 Engage regional schools and recreation leagues to host sporting and community events.	M	0-3 yrs		
A2.3 Convert parking lot adjacent to Market Street to street parking to accommodate additional or larger park amenities.	L	2-5 yrs		
A2.4 Strengthen the connection between Memorial Park and regional bike trails with signage and programming.	H	0-3 yrs		

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

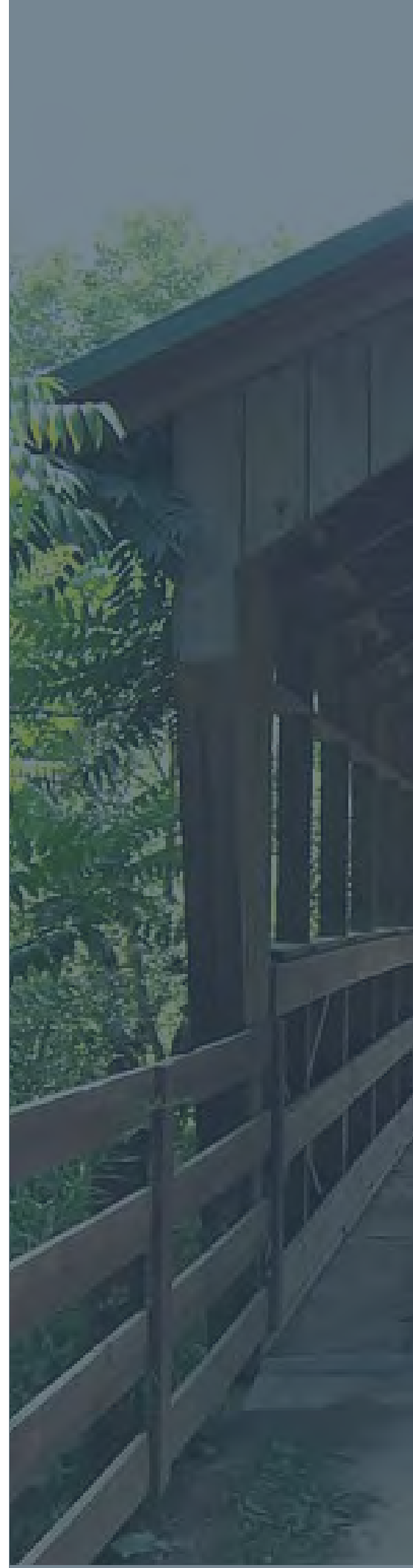
COMMUNITY IMAGE & BRAND

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

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
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.	H	0-1 yrs	• Village of Danville	• Village of Danville
A1.2 Install cohesive signage at gateways.	H	0-2 yrs	• Area Development Foundation (ADF)	• Knox County Foundation
A1.3 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
A1.4 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
Strategy 2: Strengthen the connection between residents and agricultural, forest, and park land.				
A2.1 Collaborate with local farmers and makers on opportunities to market their products in Danville.	M	0-2 yrs	• Village of Danville • Area Development Foundation (ADF)	• Village of Danville • Knox County Foundation
A2.2 Encourage educational programming around parks, trails, and waterways.	L	0-3 yrs	• Business Organization • Knox County Convention & Visitors Bureau	• Knox County Convention & Visitors Bureau
A2.3 Utilize public property and events to promote local resources.	H	0-1 yrs	• Danville Local School District	• Cultural Heritage Tourism Grant

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
Strategy 3: Increase Danville's regional visibility.				
A3.1 Enhance Danville's digital and social media presence.	H	0-1 yrs	• Village of Danville	• Village of Danville • Knox County Foundation
A3.2 Encourage local businesses to collaborate regionally on marketing and networking efforts.	H	0-2 yrs	• Area Development Foundation (ADF)	
A3.3 Create a centralized community calendar and newsletter.	H	0-1 yrs	• Knox County Convention & Visitors Bureau	
A3.4 Engage with the Amish community to identify opportunities for collaboration.	M	0-2 yrs	• Business Organization	
Strategy 4: Develop a local branding strategy around recreational assets.				
A4.1 Create themed weekend itineraries to highlight local attractions (ex: Cambridge/Guernsey County VCB Itinerary Ideas).	M	1-3 yrs	• Village of Danville	• Village of Danville • Knox County Foundation
A4.2 Install signage and streetscape elements for cohesive branding of the trails, river, and business district.	H	0-2 yrs	• Area Development Foundation (ADF)	
A4.3 Support regional partnerships to strengthen collaborative marketing of nearby attractions including Apple Valley and Mohican State Park.	M	0-3 yrs	• Knox County Convention & Visitors Bureau	
A4.4 Facilitate public visioning on opportunities for expansion of existing, or creation of new, community events.	H	0-1 yrs	• Business Organization	

CHAPTER CONTENTS:
Community Survey Results
Market Analysis



APPENDIX



APPENDIX

COMMUNITY SURVEY RESULTS

The following pages provide the complete raw results of the Danville Village Strategic Plan Community Survey as summarized in Chapter 03 Public Engagement. An overview of the 34 survey respondents (as provided by voluntary demographic questions) is shown first, followed by multiple choice questions then open-ended responses.

SURVEY PARTICIPANTS

Q1 Do you live in the Village of Danville?

ANSWER CHOICES	RESPONSES	
Yes, I live in Danville Village limits	47.06%	16
No, but I live in the Danville School District	29.41%	10
No, I live elsewhere	23.53%	8
TOTAL		34

Q2 Do you work in the Village of Danville?

ANSWER CHOICES	RESPONSES	
Yes, I work in Danville	35.29%	12
I don't work	5.88%	2
I'm Retired	17.65%	6
No, I work elsewhere	41.18%	14
TOTAL		34

Q19 How would you describe your gender?

ANSWER CHOICES	RESPONSES	
Male	5.88%	2
Female	85.29%	29
Non-binary / third gender	0.00%	0
Prefer not to say	8.82%	3
TOTAL		34

Q20 How would you describe your household type? (select all that apply)

ANSWER CHOICES	RESPONSES	
I live alone	8.82%	3
I live with children (under the age of 18)	38.24%	13
I live without children (under the age of 18)	2.94%	1
I live with my spouse / partner	64.71%	22
I live with at least one family member	14.71%	5
None of these apply to me	0.00%	0
Total Respondents: 34		

Q21 What is your age?

ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	11.76%	4
25-34	5.88%	2
35-44	29.41%	10
45-54	11.76%	4
55-64	23.53%	8
65-74	11.76%	4
75+	5.88%	2
TOTAL		34

Q22 Do you rent or own?

ANSWER CHOICES	RESPONSES	
I rent	8.82%	3
I own	85.29%	29
Prefer not to say	5.88%	2
TOTAL		34

MULTIPLE CHOICE RESPONSES

Q3 What is your favorite thing about Danville?

ANSWER CHOICES	RESPONSES	
The school system	9.09%	3
Rural character	15.15%	5
Outdoor recreation and trails	6.06%	2
Community events	3.03%	1
Cost of living	6.06%	2
The sense of community	48.48%	16
Local businesses	6.06%	2
Other (please specify)	6.06%	2
TOTAL		33

Other (please specify):

- N/a
- All of above

Q6 Is your preferred housing type available in Danville?

ANSWER CHOICES	RESPONSES	
Yes	60.61%	20
No	18.18%	6
I don't know	21.21%	7
TOTAL		33

Q7 Would you be willing to live on a smaller lot than you currently do if it meant you would be in walking distance of parks, shops, restaurants, and other amenities?

ANSWER CHOICES	RESPONSES	
Yes	18.18%	6
No	51.52%	17
I don't know	6.06%	2
N/A (I already live in a walkable area)	24.24%	8
TOTAL		33

Q8 Which housing issue do you think will be the most pressing for Danville to address in the next ten years?

ANSWER CHOICES	RESPONSES	
Maintaining older housing	21.21%	7
Affordability	15.15%	5
Maintaining neighborhood amenities	21.21%	7
Providing high-quality rental options	18.18%	6
Providing opportunities for aging residents to	15.15%	5
Other (please specify)	9.09%	3
TOTAL		33

Other (please specify):

- Provide high quality new housing; most people now seem to opt for Apple Valley
- More lots and land for ppl to build on
- All of above

Q9 Do you believe that Danville has a Downtown or Village Center?

ANSWER CHOICES	RESPONSES	
Yes	29.41%	10
No	64.71%	22
I don't know	5.88%	2
TOTAL		34

Q10 If you DO believe that Danville has a Downtown or Village Center, where do you think it is?

ANSWER CHOICES	RESPONSES	
The intersection of Market Street and Main Street	15.00%	3
Market Street near St. Luke's Church and Blonde Robin	30.00%	6
Market Street near Memorial Park and the Hangout	25.00%	5
Other (please specify)	30.00%	6
TOTAL		20

Other (please specify):

- Old stop light
- The whole town
- Doesn't have one
- No center identifiable
- postoffice
- All of market street

Q11 If you DO NOT believe that Danville has a Downtown or Village Center, where do you think it should be?

ANSWER CHOICES	RESPONSES	
The intersection of Market Street and Main Street	18.52%	5
Market Street near St. Luke's Church and Blonde Robin	29.63%	8
Market Street near Memorial Park and the Hangout	37.04%	10
Other (please specify)	14.81%	4
TOTAL		27

Other (please specify):

- Main to tough
- Old stop light
- At present, there just does not seem to be a place with the type of look and businesses that make a village center. Fredericktown and Mount Vernon are two that come to mind as having a village center/square that lead to downtown businesses
- Market Street

Q12 What do you think is the most important development priority for Danville to focus on over the next ten years?

ANSWER CHOICES	RESPONSES	
Attract, grow, and retain small businesses	63.64%	21
Attract, grow, and retain large businesses	6.06%	2
Increase manufacturing / industrial sites	3.03%	1
Promote the desired community character through zoning or development guidelines	21.21%	7
Preserve environmentally sensitive areas	3.03%	1
Create a range of housing options	3.03%	1
Improve walkability / bikeability	0.00%	0
Other (please specify)	0.00%	0
TOTAL		33

Q13 How would you rate the following?:

The quality of existing parks in Danville

1 (Poor Quality)	2	3 (Average)	4	5 (Excellent Quality)
8.82%	11.76%	55.88%	14.71%	8.82%
3	4	19	5	3
WEIGHTED AVERAGE: 3.03				

The quality of existing trails in Danville

1 (Poor Quality)	2	3 (Average)	4	5 (Excellent Quality)
2.94%	2.94%	32.35%	32.35%	29.41%
1	1	11	11	10
WEIGHTED AVERAGE: 3.82				

Q14 How would you rate the following?:

The importance of parks and trails for the future of Danville

1 (Not Important)	2	3 (Average)	4	5 (Very Important)
0.00%	2.94%	32.35%	17.65%	47.06%
0	1	11	6	16
WEIGHTED AVERAGE: 4.09				

Q15 What types of parks/open space do you think Danville needs more of? (select all that apply)

ANSWER CHOICES	RESPONSES	
Sports fields	21.21%	7
Nature trails	24.24%	8
Passive parks (open, un-programmed space)	9.09%	3
Community garden	12.12%	4
Programmed community space	45.45%	15
Playgrounds	48.48%	16
Water activities (ex: canoeing, kayaking, etc.)	21.21%	7
Multi-use paths	24.24%	8
Pocket parks	12.12%	4
Other (please specify)	18.18%	6
Total Respondents: 33		

Other (please specify):

- Fishing pond
- Splash pad for summer
- Swimming pool
- Pool
- We do NOT need the village moving the varsity sports fields around.
- Splash park for children

Q16 What do you think is the most important priority for Danville to focus on over the next ten years regarding its parks, trails, and open space?

ANSWER CHOICES	RESPONSES
Promote recreational tourism	17.65% 6
Require new development to include green space	8.82% 3
Use trails to improve connectivity between residential, commercial, and civic uses	5.88% 2
Increase activities and events for residents	44.12% 15
Connecting to nearby communities	17.65% 6
Other (please specify)	5.88% 2
TOTAL	34

Other (please specify):

- continue to assess interests of the community, for example, pickle ball courts and safe play areas for children in addition to the park;
- Again, get the drugs put of the community

Q17 What is the greatest challenge related to infrastructure and Village services currently in Danville?

ANSWER CHOICES	RESPONSES
Road maintenance	29.03% 9
Quality of, or access to, utilities	16.13% 5
Village fiscal operations / taxes	9.68% 3
Traffic	0.00% 0
Planning and Zoning services	12.90% 4
Public Safety services	12.90% 4
Maintenance of public properties	19.35% 6
TOTAL	31

Q18 What do you think will be the greatest challenge related to infrastructure and Village services in the future?

ANSWER CHOICES	RESPONSES
Road maintenance	9.38% 3
Quality of, or access to, utilities	21.88% 7
Village fiscal operations / taxes	21.88% 7
Traffic	3.13% 1
Planning and Zoning services	15.63% 5
Public Safety services	9.38% 3
Maintenance of public properties	18.75% 6
TOTAL	32

OPEN-ENDED RESPONSES

Q4 What is your least favorite thing about Danville?

WHAT IS YOUR LEAST FAVORITE THING ABOUT DANVILLE?
RITA
The curb appeal of existing properties and multi-family rental properties where ownership is lacking.
there's not a lot of commerce
The people of Danville are changing. It doesn't feel as safe as it did when I grew up.
Drugs
Drugs
Crime rates going up.
It has gotten so dirty!
That the cost of living is lower so we have become a place where random people move that are not making the healthiest choices for our community and children.
No place to eat, the cost of water, the drugs, run down buildings,
Overpriced grocery
The rumor mills
People that didn't leave and never grew up. Still in everyone else's business and spreading rumors
too many rentals and no one takes care of their property which results in lower home values for actual homeowners
Trashy, drug people moving here.
Location of police department
Too much low income housing brings too many shady characters to town
Limits of business opportunities, especially for new start-up types.
All the pot holes
Lack of county agency's doing events in Danville
Post office boxes outdated! Hard to open- antiquated
Run down buildings/appearance
It was a beautiful town,, too many homes in disrepair.
Water bill
The drugs
Not really anything I don't like but would like for the residents to take better care of their property
Property owners not maintaining their property appearance etc
Community not embracing/benefiting from our uniqueness

Q5 If you could change ONE thing about Danville, what would it be?

IF YOU COULD CHANGE ONE THING ABOUT DANVILLE, WHAT WOULD IT BE?
No more RITA
Improvement and addition of single family homes and more diverse retail options.
have more stores in the "down town" so it's a shopping destination
Drugs out
More families moving in town buying homes
More families moving in town buying homes
Cleaner
Clean it back up!
More restaurants and activities for children.
Make it Granville
I would want to make sure all the kids that have rough home lives could be welcomed into loving homes where all here needs a retaken care of.
Less bulling and more cop patrolling at night and weekends!
More focus on education and less on sports. The football team raises money and has like 7 different jerseys but the social studies class doesn't have the money to buy a book for every student and kids can't bring the books home for learning. I know there are different funding sources but it seems a little lopsided.
need some cultural differences, homeowner & landowner responsibilities
Updated school building
Commitment to support local businesses
Relocate the the police department to give them a larger space to accommodate all of their needs.
Clean up much of the housing
More incentive for people to come to town
Getting a pharmacy.
Nothing
Bring in more business
Add a splash pad at the park
Make it a place people want to stay or visit.
That we seem to be more concerned about the Amish than we do about things like the library and keeping cost down
The need for a more suitable building/location for the police dept.
Route 62 is the State route going thru our village - businesses to maintain good appearance & signs - also residents keeping properties maintained
GROW IT, make \$\$\$ from all the people who pass through

MARKET ANALYSIS

As part of the strategic planning process, Urban Decision Group (UDG) conducted a market analysis to evaluate current conditions and trends related to land use, development, economics, and housing. Key takeaways are integrated throughout the Plan and the complete report is provided below.

Background

Danville is in the northeast quadrant of Knox County, Ohio, in Union Township. Danville is approximately 1 hour and 20 minutes from Downtown Columbus. Routes that combine US Highway 62, US Highway 36, Interstate 71, and Interstate 70 in a variety of ways clock in around 1 hour and 20 minutes from Danville to Downtown Columbus.

US Highway 62 heading south from Danville meets US Highway 36 just north of the Kokosing River. Gambier, Mount Vernon, and Centerburg are located along US Highway 36. US Highway 36 is known along its diagonal path through Knox County as Columbus Road west of Mount Vernon and Coshocton Avenue east of Mount Vernon. US Highway 62, Main Street (3,300 vehicles per day, AADT, ODOT 2017 estimate), and State Route 205, also known as Market Street (2,300 vehicles per day), lead east and north out of town to hilly and wooded areas. Danville Amity Road, or West Main Street (1,500 vehicles per day), heads west connecting to the north side of Apple Valley and on to Fredericktown. Rambo Street (1,700 vehicles per day), along which the high school and combined elementary and junior high schools for the Danville Local Schools District are located, heads west and then south from the center of Danville in the direction of Howard, which is located along US Highway 36.

The Kokosing Gap Trail, a multi-use trail along a former rail line, and the Mohican Valley Trail cut diagonally between north Danville where the village offices, the schools, and many churches and restaurants are located and south Danville, or Buckeye City, where the feed store, the gun store, the grocery, and the village park are located. The Kokosing Gap Trail is part of the regional trail system that connected to Downtown Columbus and other communities in the region. Kokosing Trail has recently been designated part of the first multiuse Great American Rail-Trail that crosses the country.

The following describes how the Village compares statistically to the geographies within Knox County.



Figure 1.
Vehicles per day on major thoroughfares

Population Characteristics

The population of Danville increased from 981 in 2000 to 1,044 in 2010, a change of 6.4%. The estimated population for Danville in 2019 is 1,048 and projected to increase to 1,055 by the year 2024, at an annual rate of 0.13%. Danville increases in size by three people each year. The population increase between 2000 and 2019 of 6.8% is growth in a positive direction but behind the rate of change of Centerburg (33.2%) and Gambier (25.5%). In terms of percent change, Danville is comparable to Fredericktown (0.9%), Mount Vernon (5.1%), and Knox County (14.9%). The State of Ohio has grown by 3.7% since 2000 but almost all of Ohio's growth during this time has been concentrated in and around Columbus and suburban Cincinnati.

The following table describes each village in Knox County in terms of population, by the number of households, the number of families, and the size of households and families. The 2000 and 2010 figures are from the Decennial U.S. Census. The 2019 and 2024 figures are estimates. A household includes all the people occupying a housing unit. The size of family includes the family householder and all other people in the living quarters who are related to the householder by birth, marriage, or adoption.¹ The column pertaining to Danville Village is highlighted. Other places within the county and Knox County are included for comparison.

No people in Danville were reported to live in group quarters. Group quarters include college or university student housing, correctional facilities, residential treatment centers, and nursing facilities. No correctional facilities are known within the four villages. Fifty-one people in Centerburg live in group quarters, assumed to be senior facilities. Nearly 1500 (75%) of the population of Gambier live in group quarters, most likely all to be in college dormitories.

Household composition within Danville has remained steady since 2000. The average household size for those within Danville is 2.46 persons. Family households account for over 70 percent of all households in Danville. This characteristic is shared with Centerburg Village and rural Knox County.

The median age of the population of Centerburg, Danville, and Fredericktown is in the upper 30s. The median age of Centerburg is projected to increase to 39, moving ahead of Fredericktown. With a slow rate of population growth, those who do move in to Danville may not necessarily be young families.

¹ U.S. Census Current Population Survey (CPS) subject definitions

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Population Summary						
2000 Total Population	1,471	981	2,514	1,947	16,196	54,500
2010 Total Population	1,773	1,044	2,493	2,391	16,904	60,921
2019 Total Population	1,960	1,048	2,536	2,436	17,022	62,611
2019 Group Quarters	51	0	2	1,448	1,295	3,510
2024 Total Population	2,068	1,055	2,571	2,455	17,191	63,751
2019-2024 Annual Rate	1.08	0.13	0.27	0.16	0.20	0.36
2019 Total Daytime Population	1,939	1,022	2,825	2,931	23,523	58,148
Workers	1,036	504	1,412	1,637	13,874	24,998
Residents	903	518	1,413	1,294	9,649	33,150
Household Summary						
2000 Households	506	402	1,056	295	6,496	19,975
2000 Average Household Size	2.79	2.44	2.38	2.54	2.27	2.56
2010 Households	622	425	1,050	343	7,064	22,607
2010 Average Household Size	2.77	2.46	2.37	2.78	2.21	2.54
2019 Households	699	426	1,076	352	7,163	23,377
2019 Average Household Size	2.73	2.46	2.36	2.81	2.20	2.53
2024 Households	740	429	1,095	359	7,263	23,868
2024 Average Household Size	2.73	2.46	2.35	2.81	2.19	2.52
2019-2024 Annual Rate	1.15	0.14	0.35	0.39	0.28	0.42
2010 Families	474	306	695	150	4,172	15,693
2010 Average Family Size	3.19	2.90	2.90	3.24	2.85	3.04
2019 Families	525	301	697	147	4,109	15,935
2019 Average Family Size	3.17	2.93	2.90	3.28	2.87	3.05
2024 Families	554	302	703	148	4,123	16,170
2024 Average Family Size	3.16	2.93	2.90	3.27	2.87	3.05
2019-2024 Annual Rate	1.08	0.07	0.17	0.14	0.07	0.29

Table 1. Total population, total number of families, total number of households, average family size, and average household size for geographies in Knox County in 2000, 2010, estimated for 2019, and projected for 2024.

Population Summary

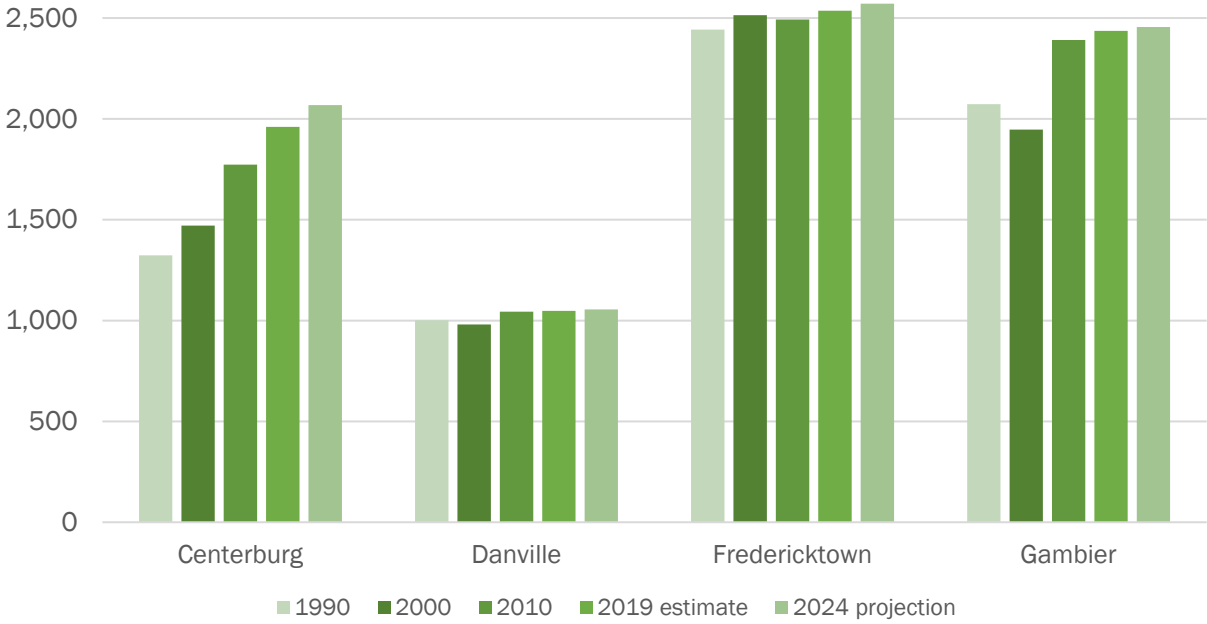


Figure 2. Population in each village counted in 1990, 2000, and 2010 US Census with third party estimates for 2019 and 2024.

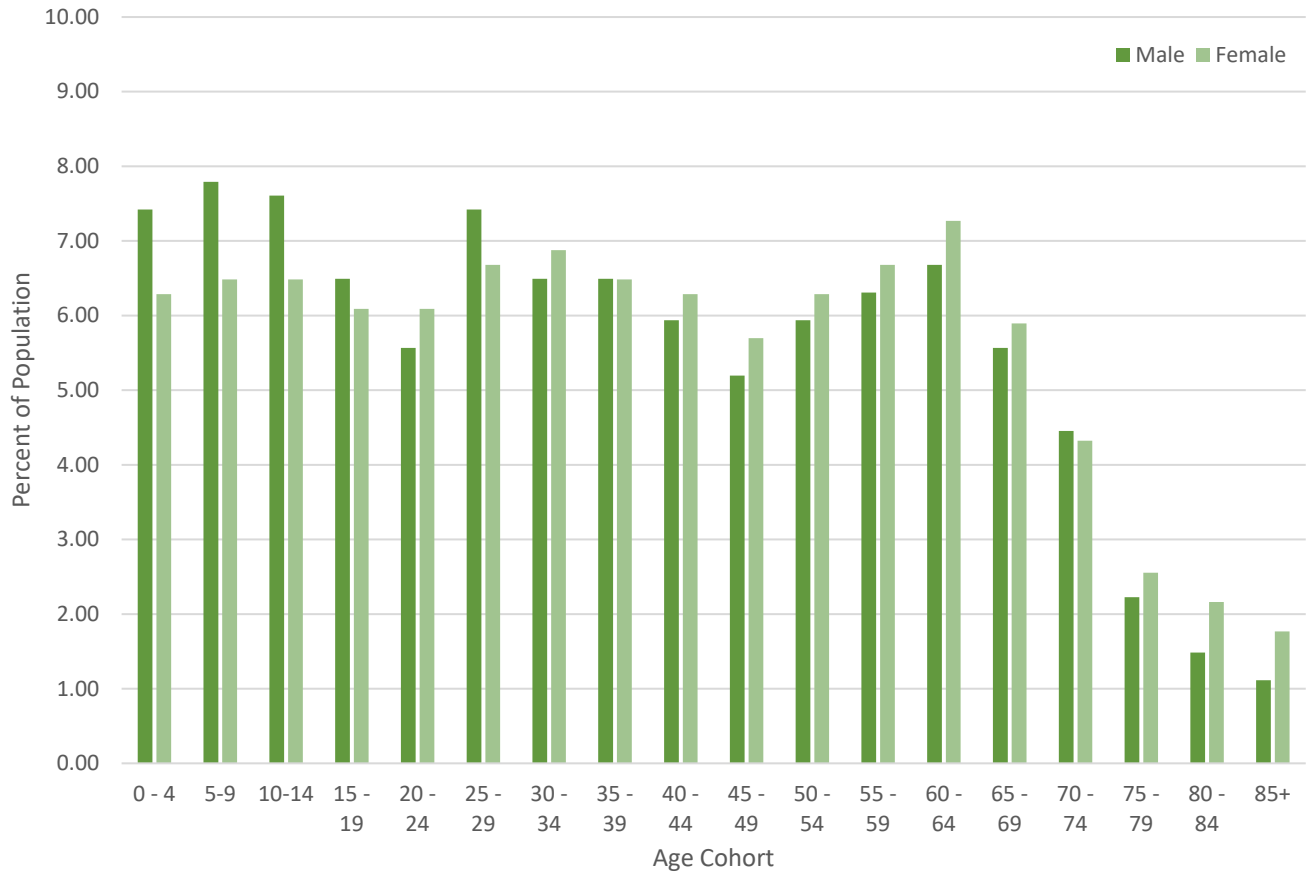


Figure 3. Population cohort for village in 2019.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Median Age 2010	36.6	35.9	37.2	22.1	38.6	38.1
Median Age 2019	37.6	37.4	38.1	22.2	40.2	39.7
Median Age 2024	36.0	39.0	38.5	22.3	41.5	40.7

Table 2. Median Age by year with accompanying chart to expand on the age by sex cohort for the village in 2019.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Household Income Base	699	426	1,076	352	7,163	23,377
Percent within cohort						
<\$15,000	11.4	14.3	9.9	9.1	15.2	10.7
\$15,000 - \$24,999	8.9	10.1	10.2	7.4	12.3	9.1
\$25,000 - \$34,999	6.7	11.3	19.6	6.3	12.8	11.1
\$35,000 - \$49,999	9.4	21.6	16.2	12.5	17.5	16.3
\$50,000 - \$74,999	18.7	19.2	17.0	19.6	20.5	20.2
\$75,000 - \$99,999	21.3	12.2	14.8	8.2	10.2	14.3
\$100,000 - \$149,999	19.2	6.8	8.1	27.3	7.6	12.0
\$150,000 - \$199,999	3.6	3.1	1.9	8.2	1.7	3.9
\$200,000+	0.7	1.4	2.2	1.7	2.1	2.5
Median Household Income	\$65,994	\$43,593	\$43,227	\$67,121	\$41,948	\$52,427
Average Household Income	\$70,581	\$56,788	\$59,494	\$80,772	\$56,399	\$67,814
Per Capita Income	\$25,187	\$20,761	\$25,090	\$14,986	\$23,592	\$25,425
Income Disparity Ratio	0.07	0.30	0.38	0.20	0.34	0.29

Table 3. Household Income

The average and median income for households within Danville is \$43,593 and \$56,788, respectively. Income in Danville is on the lower end of the spectrum for the geographies included in the chart above.

Approximately 20 percent of households within Knox County live below the federal poverty guideline of \$25,100 (for a family of four). Nationally, the poverty rate has declined since 2014 when the rate was 14.8 percent. Today, the national poverty rate sits at 12.3 percent, which is almost identical to that in the State of Ohio.

Workforce Analysis

Over 40 percent of Danville residents 25 and over have some college experience or have earned a degree. Nine percent in Danville have an associate degree which is a rate ahead of all other municipalities villages and statistical units within Knox County except Centerburg. Fifteen percent of the residents of Danville have a bachelor's degree. Gambier is home to Kenyon College and as a college town is statistically different where age, and income cluster on the low end for most residents who live in group quarters for 9 months out of the year in pursuit of higher education. Data for Gambier also reflect the age, income, and education of professors at the college. In Danville and the other villages in Knox County, the data represent households across many life stages and experiences. In Danville, 6.13% of the residents left high school before graduating. For 41 percent of Danville Villagers over the age of 25, a high school diploma is the highest level attained. In Knox County and the State of Ohio approximately 37 percent and 39 percent respectively, have achieved a high school diploma as their highest level of educational attainment.

In Knox County, 17 percent are employed in manufacturing, 13 percent in educational services, and 12 percent in educational services. In Danville, employment is concentrated in the health care industry (20.48%) and the manufacturing industry (18.99%), and – further down the line – agriculture (6.15%); proportions larger than that of any other community in the comparison chart. At this level of analysis, we can ascertain that Danville residents are compensated at a level commensurate to educational attainment for a single income earner in the household.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Total Age 25+	1,291	702	1,717	562	11,614	41,868
Highest Level Attained (%)						
Less than 9th Grade	0.62	4.42	1.34	0.53	3.27	3.34
9th - 12th Grade, No Diploma	3.49	6.13	5.88	0.00	6.90	5.14
High School Graduate	40.98	41.31	31.04	13.35	37.02	36.98
GED/Alternative Credential	2.40	2.85	2.21	0.00	4.72	4.10
Some College, No Degree	17.35	17.09	26.21	10.50	18.58	19.28
Associate Degree	10.77	8.97	8.44	2.67	6.39	7.40
Bachelor's Degree	19.05	15.10	14.15	30.25	15.00	15.89
Graduate/Professional Degree	5.34	4.13	10.72	42.70	8.12	7.86

Table 4. Educational Attainment

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
2018 Employed Population 16+ by Industry						
Total	1,089	557	1,179	1,220	7,866	31,064
Agriculture	7	33	3	0	16	535
Mining	3	3	0	0	3	34
Construction	157	38	94	85	313	2,590
Manufacturing	168	102	222	13	1,385	5,082
Wholesale Trade	44	4	16	0	65	690
Retail Trade	143	52	135	68	683	2,485
Transportation	34	5	30	0	221	1,101
Utilities	7	4	0	2	25	315
Information	11	11	50	19	68	487
Finance/Insurance	72	8	62	77	310	1,352
Real Estate	10	13	5	17	97	317
Professional/Tech Services	37	8	30	27	148	827
Management	0	0	0	0	0	0
Admin/Waste	33	10	24	35	201	888
Educational Services	84	45	96	576	1,148	3,636
Health Care	99	110	207	74	1,179	4,010
Arts/Entertainment	6	0	0	10	46	195
Accommodation/Food Services	32	26	85	108	870	2,418
Other Services	72	34	53	58	438	1,744
Public Administration	47	31	26	6	199	1,027

Note: percent values for each village greater than the percent value for the whole of Knox County, Ohio are highlighted. Source: 2019 ESRI Business Analyst estimates.

Table 5. Employment by Industry

Commute for Work	Estimate	PCT
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Danville ACS 2013-2017

Worked in Place of Residence	105	17.3%
Worked Outside Place of Residence	501	82.7%
Worked in Knox County	408	67.3%
Worked outside Knox County	193	31.8%
Worked Outside Ohio	5	0.8%
Total Workers 16 and Over	606	100.0%

Table 6. Commute for work. American Community Survey

The Knox County Comprehensive Plan 2018 Update by reference to analysis within Mid-Ohio Regional Planning Commission (MORPC) and Columbus2020 planning documents found that approximately 10,300 Knox County Residents commute to jobs outside the county. The majority of whom work in Licking and Franklin County. Those who travel north tend to work in Mansfield and Wooster. The majority of those who commute into Knox County work in manufacturing. Manufacturing is concentrated in Mount Vernon. The largest employers in Knox County are also in Mount Vernon.

Among the most common job types in Knox County with the best pay, postsecondary teachers top the list with nearly 500 employed at an average annual wage over \$77,000. Over 400 registered nurses average over \$64,000 annually. Elementary and middle school teachers average nearly \$55,000 per year among the 440 counted in a study by Celmar in 2017². Seven of the top ten most common jobs in Knox County, paid wages less than 150 percent of the federal poverty threshold.

² Turnover Basics and Wage Survey Trend Review. Bethany Celmar PHR. Referenced in The Knox County Comprehensive Plan 2018 Update

Housing Analysis

Through October of 2019, 11 homes were sold in Danville at an average value of \$86,000. According to Zillow, the sales include a range of modestly scaled and adorned homes. The average sales value for the 11 homes sold in 2018 was \$95,000. There are no contemporary subdivisions within or adjacent to Danville. Danville is the furthest away from Columbus, Mansfield, or Newark, compared to the Villages of Centerburg, Fredericktown, and Gambier. Apple Valley may absorb demand for newer homes. Building sites are available in this community built around a lake.

In Danville Village, 35 homes have sold since 2016. Sales as recorded with the Knox County Auditor are summarized in the table below. The two homes listed on Zillow in October of 2019 were listed at \$80,000 and \$93,000, which would average to the average sales price for homes in Danville in 2019.

Market-rate rental housing within the study area includes Danville Commons apartment community off Walnut Street, east of Market Street and south of Main Street. Danville Commons Apartments include one- and two-bedroom options. This is the one apartment complex in the village. It was built in the late 1970s and there are no vacancies. Outside of Mount Vernon, Centerburg has the most multi-family rental options in Knox County. An account of the limited data on multi-family apartment communities is provided below.



	count	Price (average)	Square Feet (average)	Number of Bedrooms (average)	Number of Bathroom (average)	Days on Market (average)	Price per Square Foot (average)	Year Built (average)	Acres (average)
Centerburg	2	\$144,450.00	2,128.00	4.00	2.00	62.50	\$71.80	1903	0.15
Danville	2	\$86,500.00	1,992.00	4.00	2.00	197.00	\$46.94	1961	0.24
Fredericktown	7	\$126,300.00	1,499.29	3.29	1.57	48.57	\$87.38	1949	0.35
Gambier	3	\$188,300.00	1,548.00	3.33	2.00	275.33	\$120.42	1969	1.29

Table 7. Homes for sale October 2019. Zillow.com

Year	Number of Sales	Average Sales Value	Average Living Area	Sales Value per Sq. Ft.
2019	11	\$86,000	1,551	55
2018	11	\$95,091	1,420	67
2017	4	\$74,625	1,483	50
2016	9	\$73,748	1,218	61
2015	4	\$91,500	1,352	68
2014	8	\$68,525	1,502	46
2013	4	\$70,750	1,440	49
2012	2	\$32,500	1,862	17
2011	5	\$98,700	1,388	71
2010	3	\$78,500	1,910	41
2009	3	\$63,333	1,707	37

Table 8. Danville home sales data. Valid sales of single-family homes. Knox County Assessor

The table of Danville home sales data shows the relatively low demand for homes in Danville as indicated by number of sales and the average sales value. The number of sales in 2019 is on pace to be the highest in 10 years.

Housing Units by Occupancy Status and Tenure						
	Census 2010		Census 2019		Census 2024	
Danville	Number	%	Number	%	Number	%
Total Housing Units	474		476		481	
Occupied	425	89.66%	427	89.71%	429	89.19%
Owner	308	64.98%	289	60.71%	296	61.54%
Renter	117	24.68%	138	28.99%	133	27.65%
Vacant	49	10.34%	50	10.50%	52	10.81%

Table 9. Danville Housing Occupancy and Tenure. Share of Owner-Occupied units changed from 58.1% to 67.7% in 2010 to 2019.

Name/Address	Village	Total Units	Available Units	Age or Income Restrictions	Notes
Danville Commons	Danville	48	0	42 of 48 Units Income Restricted (RD 515 Subsidy)	Market-Rate: 2 BR \$550/month RD 515: Renters pay 30% of Household Income
51 Cleveland Ave	Centerburg	36	0	no	would not disclose
53 Cleveland Ave	Centerburg	36	2	affordable	3-bedroom apartments \$451-\$478/month,
64 Heart Court	Centerburg	25	0	affordable	3 to 4-bedroom homes with garages \$556-\$682/ month
164 W Houck Street	Centerburg	20	0	62+, affordable	
4 Posey Drive	Fredericktown	32	0	no	2-bedrooms \$610 per month
411 Chase Ave	Gambier	24	0	affordable	5 person waiting list; 15 1-bedroom at \$400base, 8 2-bedrooms \$435
would not disclose	Gambier	2	1		\$675/month

Table 10. Limited data on apartments in Knox County from various sources including Apartments.com and interviews with property managers.

Multi-family is permitted in high density residential zoned areas. Other than the site identified in this chart, there are no market rate multi-family buildings with more than four units in Danville. Danville Commons was built in 1978 with 32 1-bedroom and 16 2-bedroom apartments. The majority of units, 42 of 48, are eligible for rental assistance (USDA). The 6 market rate 2-bedroom unit rent for \$550 per month. No units are available as of the writing of this memo.

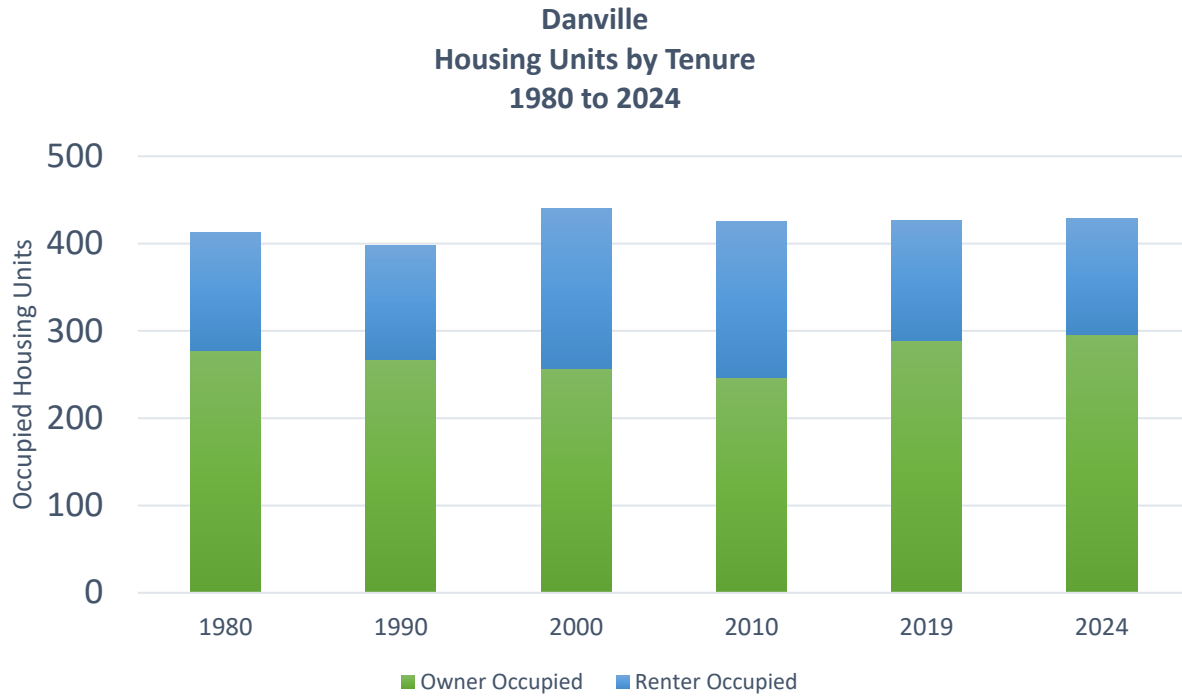


Figure 4. Historic estimate of Housing Units by Tenure in Danville.

The percent of owner-occupied housing in Danville has increased since 2010 which would indicate more renters occupied homes in previous years. It would appear that the vacancy rate decreased between 2000 and 2010, as shown in this graph.

Using tax assessor land-use codes to estimate the number of units, we are able to conservatively estimate that there are 450 units currently within Danville. This does not describe homes that are vacant or whether they are owner or renter occupied. The average year built of single family homes in Danville is 1930. Fifty-five percent of housing was built prior to 1940 (compared to 24.8% in Knox County).

Historic homes have a certain appeal but may not have the bedrooms or amenities common in contemporary construction. Twenty-four residential use properties have been constructed in 30 years (since 1989). The most recent of which was completed in 2006, including the cluster of nine homes on East and West Washington Street built between 1989 and 2006.

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

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

Tables 11 and 12. Description of the composition and age of housing stock in Danville. Knox County Assessor.

Rental Housing Demand

In order to understand the future demand for rental housing in Centerburg, we first analyzed the rental housing supply and demand in Knox County. According to estimates from Esri, a third-party data provider, the number of renter-occupied households in Knox County is projected to decline between 2019 and 2024 by 128 households after gaining 1,137 renter households between 2010 and 2019.

Although renter households are projected to decline overall, we anticipate demand for 323 new multi-family housing units within the next five years. In order to calculate the total units needed, we used the 2024 projected renter household figure and then added 5 percent, with the goal being a 5 percent vacancy rate needed for a balanced market. We then subtracted the existing rental units

(both occupied and vacant) and any planned and proposed units. Through our research, we could identify only 16 units proposed in Mt Vernon. Finally, we estimated that around 3 percent of rental housing would need to be replaced in the next 5 years because of age and quality. This leaves us with 323 additional units needed to achieve a balanced market with a 5 percent vacancy rate.

Outside of Mt Vernon, Centerburg is in the best positions to absorb some of market-rate multi-family housing demand because of its proximity to Columbus and higher incomes relative to other villages in the county. There are very few market-rate, multi-family housing options in and around Centerburg. The last market-rate apartment property was built in 1997 and is 100% occupied. Based on analysis of single-family home parcels that in Centerburg that are not receiving the 2.5 percent owner-occupancy credit 44.9 percent, much of this demand is being absorbed by single-family homes being used as rental properties.

Short-Term Rental Demand Scenario	Rental Housing 5-Year Demand					
	All Incomes	< \$30K	\$30K to \$60K	\$60K to \$100K	\$100K to \$150K	\$150K and up
2019 Households	7,974	3,447	2,368	1,822	210	127
2024 Households	7,945	3,227	2,348	2,030	188	152
Rental Units Needed for Balanced Market (95% Occupied)	8,363	3,397	2,472	2,136	198	160
- Existing Occupied Rental Product (2019 Households)	7,974	3,447	2,368	1,822	210	127
- Existing Vacant Units For Rent	265	116	80	61	7	0
- Planned & Proposed Projects	16	0	0	0	0	0
+ Units Needed to Replace Obsolete Rental Housing Stock	199	105	50	38	4	1
Total Units Needed Over 5 Years	323	-61	73	291	-15	35

For-Sale Housing Demand

Based on our understanding of the housing market through data analysis and field work, we have determined the HMA for Danville to be Knox County. While we understand that some support for new housing will come from outside of the county, any new housing development in Danville will draw the majority of support from within Knox County.

In the for-sale housing market, we are projecting that demand will outpace supply by 2026. This scenario assumes a 0.8 percent vacancy rate in the for-sale market (based on Census data) and that 1.0 percent of the housing stock will need to be replaced within 5 years. Based on projected owner-occupied housing growth, we anticipate that 803 available single-family homes will need to be available in Knox County. We also anticipate that 131 homes will be available as “vacant for rent” and that 162 homes will need replaced because of age and quality. Once we take all of these factors into consideration, we anticipate demand for 905 new single-family homes in Knox County by 2024.

Based on projected income by tenure trends, the demand for homes will come primarily from those households making \$100,000 to \$150,000. It is projected that these types of homeowners will continue to grow through 2026.

Looking at the 10-year growth projections, we anticipate demand for single-family housing in Knox County to be 1,690 new homes.

Short-Term For-Sale Demand Scenario	For-Sale Housing 5-Year Demand				
	All Incomes	< \$50K	\$50K to \$100K	\$100K to \$150K	\$150K and up
Income Range					
2019 Households by Income	16,023	5,817	6,243	2,592	1,371
2024 Households by Income	16,642	5,867	6,315	2,883	1,576
For-Sale Units Needed for Balanced Market (98.5% Occupied)	16,896	5,957	6,412	2,927	1,600
- Existing Occupied For-Sale Product (2019 Households)	16,023	5,817	6,243	2,592	1,371
- Existing Vacant Units For Sale	130	47	51	21	11
+ Units Needed to Replace 1% of For-Sale Housing Stock	162	59	63	26	14
Total Units Needed Over 5 Years	905	152	181	340	232

Table 13. Short-Term for-sale housing demand scenario. Urban Decision Group.

Mid-Term For-Sale Growth Scenario	For-Sale Housing 10-Year Demand (Current Trends)				
	All Incomes	< \$50K	\$50K to \$100K	\$100K to \$150K	\$150K and up
Income Range					
2019 Income Qualified Households	16,023	5,817	6,243	2,592	1,371
2029 Income Qualified Households	17,261	5,918	6,387	3,174	1,782
For-Sale Units Needed for Balanced Market (98.5% Occupied)	17,524	6,008	6,485	3,222	1,809
- Existing Occupied For-Sale Product	16,023	5,817	6,243	2,592	1,371
- Existing Vacant Units For Sale	134	47	51	23	13
+ Units Needed to Replace 2% of For-Sale Housing Stock	323	117	126	52	28
Total Units Needed Over 10 Years	1,690	261	317	659	453

Table 14. Mid-term for-sale housing demand scenario. Urban Decision Group.

Build Out Analysis

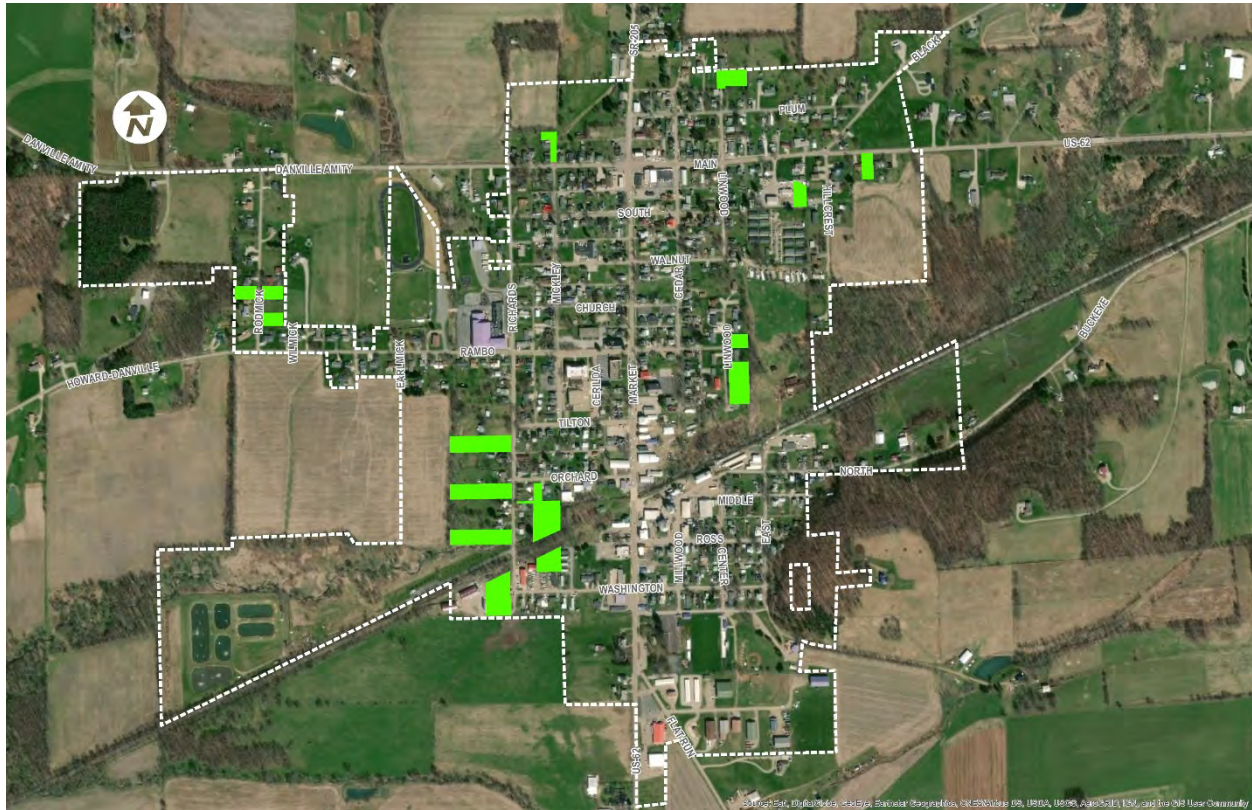


Figure 5. Vacant residential parcels in Danville.

There are 17 undeveloped Residentially zoned parcels over 10,000 square feet - the minimum lot size for a single-family dwelling - in Danville. Mathematically, 41 single-family units could be constructed on 9.4 vacant acres. A single-family house is an easy-to-imagine unit of measure. These sites may also be attractive for rental and senior housing.

This map attempts to identify opportunities within the existing Village boundaries, on existing roads and services, that may be part of development strategies for Danville. The larger vacant parcels are a few blocks from the Market Street commercial corridor, west of Downtown, adjacent to the trail, and both sides of Jelloway Creek. This cluster, in communities with higher demand pressures, may be an interesting opportunity to assemble and develop around a common theme. In Danville, the large single-family lots west of Market Street, between Main and the multi-use trail may be more attractive if owners willing to sell/develop.

We identified 41 businesses in Danville located primarily in one of three distinct commercial nodes on Market Street. Uptown, the center of the original village of Danville is located at the intersection of Market Street and Main Street to the north. Downtown, or Buckeye City, is located along the alignment of the former railroad. South Market at the south end of the village includes the grocery. A fourth node on the north edge of Buckeye City at the intersection of Rambo Street includes the schools and churches.

Retail is established in all three commercial districts. Food services, or restaurants, are located in the Buckeye City, or Downtown, district. Financial services (banks) are located in the Uptown and Downtown districts. A new pharmacy is opening on Main Street near the First-Knox National Bank in Uptown Danville. Killibuck Savings Bank, in Downtown, caters to the Amish community that is increasingly prevalent east of Danville.

Municipal services including police and a branch of the Knox County Library system operate out of a modest building Downtown. The Family Dollar and Hometown Market grocery are both on the south end of Market Street. Don Leo’s Market is on the north side of Market Street which is smaller, sells more specialty items, but does have fresh produce.

There are some signs pointing in the direction of the Kokosing Gap Trail and the Mohican Valley Trail, but not much else promoting recreation. Banners were observed while in Danville promoting events. The Danville Outdoors gun shop says they get customers from over 100 miles away that come into town every year for hunting season. Until fall 2019, they also operated cabins via Airbnb Downtown. One of the restaurant owners also mentioned they get people from all over that come in every year.

Market Street north of Memorial Park is lined with street trees and sidewalks on both sides of the street. It is easy to walk between the three distinct commercial zones.

	ANNUAL RENT/SF LOW	ANNUAL RENT/SF HIGH	ANNUAL RENT/SF MEDIAN	AVG YEAR BUILT
RETAIL	\$7	\$19.50	\$13	1980
OFFICE	\$8	\$22.00	\$12	1983

Table 15. Commercial lease rates in Knox County. Many own the building in which they operate their business. In Danville, renters would not disclose the terms of their lease.

The Retail sector is divided into several groups or subsectors. Retail analysis usually takes the form of a supply and demand analysis. When demand exceeds supply, we refer to the market as experiencing “leakage,” which means sales are “leaking” outside of the trade area. Conversely, when supply exceeds demand, we refer to the market as having a surplus. This generally indicates that people residing outside of the trade area are absorbing the excess supply. A retail subsector experiencing leakage can indicate a market opportunity for new entrants. All retail subsectors have varying degrees of demand elasticity. In other words, consumers will travel a certain distance to procure a good or service, depending on its price and the scarcity of the good. This is best demonstrated by comparing two very different goods – grocery items and luxury goods.

Items found at a grocery are generally readily available (not scarce) and low cost. We call these low-order goods. Low-order goods are *inelastic*. This means the consumer will generally travel to the closest establishment to procure the goods because differences in price among competitors is usually very small.

Conversely, luxury goods are *elastic*, as those items (i.e. automobiles) are harder to find, and the scarcity usually results in higher prices. Consumers are generally willing to travel greater distances to procure a car if it means they are buying the car that they are explicitly seeking, and/or they are saving a significant amount of money by traveling the required distance to procure it.

Because goods and services have varying degrees of demand elasticity, their respective trade areas should vary accordingly. For example, the trade area for a convenience store is relatively compact – often less than five minutes in travel time. Conversely, the trade area for an automobile dealership may be as large as a one-hour drive from the dealership. In addition to demand elasticity, trade areas vary with travel friction (how easy or hard it is to get from one place to another) and the number of competitors.

Complicating matters even further is the impact of retail sales online. Although online sales currently account for less than 12 percent of all retail sales, that number is steadily increasing. Within the next five years, online sales may account for as much as 20 percent of all retail sales. Further, omnichannel sales are emerging as the platform of choice for retail sales. Omnichannel simply means a retailer is utilizing more than one channel for sales – generally a brick and mortar store with an online store.

For the purpose of simplicity, this exercise examines retail subsectors within the context of a single trade area – Danville Village. Assessing the degree to which retail subsectors are affected by online sales is difficult; however, low-order goods (excluding most common grocery items) are currently more susceptible to online sales while high-order goods (like automobiles) are less susceptible.

2017 Industry Summary	Demand	Supply	Retail Gap	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$12,247,283	\$18,126,893	(\$5,879,610)	19.4	18
Total Retail Trade	\$11,149,417	\$17,195,738	(\$6,046,321)	21.3	15
Total Food & Drink	\$1,097,866	\$931,154	\$166,712	8.2	3
2017 Industry Group					
Motor Vehicle & Parts Dealers	\$2,504,958	\$2,176,155	\$328,803	7.0	4
Automobile Dealers	\$2,027,559	\$672,173	\$1,355,386	50.2	1
Other Motor Vehicle Dealers	\$242,586	\$0	\$242,586	100.0	0
Auto Parts, Accessories & Tire Stores	\$234,813	\$1,013,809	(\$778,996)	(62.4)	3
Furniture & Home Furnishings Stores	\$309,697	\$850,259	(\$540,562)	(46.6)	2
Furniture Stores	\$186,709	\$745,521	(\$558,812)	(59.9)	1
Home Furnishings Stores	\$122,988	\$104,738	\$18,250	8.0	1
Electronics & Appliance Stores	\$321,608	\$0	\$321,608	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	\$861,287	\$770,384	\$90,903	5.6	1
Bldg Material & Supplies Dealers	\$788,132	\$461,346	\$326,786	26.2	1
Lawn & Garden Equip & Supply Stores	\$73,154	\$0	\$73,154	100.0	0
Food & Beverage Stores	\$1,889,175	\$1,535,606	\$353,569	10.3	1
Grocery Stores	\$1,702,699	\$702,792	\$999,907	41.6	1
Specialty Food Stores	\$106,689	\$0	\$106,689	100.0	0
Beer, Wine & Liquor Stores	\$79,787	\$832,814	(\$753,027)	(82.5)	1
Health & Personal Care Stores	\$834,849	\$1,435,193	(\$600,344)	(26.4)	1
Gasoline Stations	\$1,286,516	\$8,937,493	(\$7,650,977)	(74.8)	2
Clothing & Clothing Accessories Stores	\$471,467	\$124,574	\$346,893	58.2	1
Clothing Stores	\$310,903	\$124,574	\$186,329	42.8	1
Shoe Stores	\$70,505	\$0	\$70,505	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$90,060	\$0	\$90,060	100.0	0
Sporting Goods, Hobby, Book & Music Stores	\$236,032	\$330,326	(\$94,294)	(16.6)	1
Sporting Goods/Hobby/Musical Instr Stores	\$197,704	\$330,326	(\$132,622)	(25.1)	1
Book, Periodical & Music Stores	\$38,328	\$0	\$38,328	100.0	0
General Merchandise Stores	\$1,781,551	\$631,380	\$1,150,171	47.7	1
Department Stores Excluding Leased Depts.	\$1,225,583	\$0	\$1,225,583	100.0	0
Other General Merchandise Stores	\$555,968	\$631,380	(\$75,412)	(6.4)	1
Miscellaneous Store Retailers	\$480,916	\$144,078	\$336,838	53.9	2
Florists	\$20,825	\$0	\$20,825	100.0	0
Office Supplies, Stationery & Gift Stores	\$94,977	\$95,246	(\$269)	(0.1)	1
Used Merchandise Stores	\$59,485	\$48,832	\$10,653	9.8	1
Other Miscellaneous Store Retailers	\$305,630	\$0	\$305,630	100.0	0
Nonstore Retailers	\$171,360	\$260,290	(\$88,930)	(20.6)	1
Electronic Shopping & Mail-Order Houses	\$103,826	\$0	\$103,826	100.0	0
Vending Machine Operators	\$16,344	\$260,290	(\$243,946)	(88.2)	1
Direct Selling Establishments	\$51,190	\$0	\$51,190	100.0	0
Food Services & Drinking Places	\$1,097,866	\$931,154	\$166,712	8.2	3
Special Food Services	\$32,442	\$0	\$32,442	100.0	0
Drinking Places - Alcoholic Beverages	\$37,386	\$0	\$37,386	100.0	0
Restaurants/Other Eating Places	\$1,028,038	\$931,154	\$96,884	4.9	3

Table 16. Retail Supply and Demand for Danville.

Overall, the various retail subsectors (including food, drink, and gasoline stations) are oversupplied in the Danville market. Danville is over 5 miles from Howard and 15 miles from Mount Vernon and Loudenville. A map of Market Street includes a variety of restaurants greater than the immediate population may support. With few other towns in the area, residents outside of Danville must come to Danville for goods and experiences. Demand for the majority of retail sectors (where the value in the demand column is greater than the supply column) is fulfilled outside of the bedroom village of Danville. In these cases, the consumers residing within Danville are traveling (or ordering online) outside of Danville to procure these goods.

Some subsectors, including Automobile Dealers, Electronics and Appliances Stores, and Specialty Food and Drinking Places are not represented in Danville, according to data aggregated on a national scale in 2017.

Secondary Market Area Retail Analysis

In order to account for the demand for retail goods within the immediate area surrounding Danville we examined supply and demands factors within a secondary market area – a 15-minute drive time from the grocery store on the south side of Danville (Hometown Market). Danville is 25 minutes from Mount Vernon where a variety of grocery stores including Walmart and Kroger are located.

Danville retail and restaurants serve a population larger than the village. This chart illustrates the industries with the highest unmet demand in Danville. Automobile dealer tops the list, that is a high per unit expenditure that many are willing to travel to purchase. Auto dealers typically locate on highly visible corridors such as an interstate. This demand likely will not be met within the village.

Grocery stores, however, represent an opportunity. The 15-minute drive time trade area around Danville parallels the segments in greatest demand, however at a magnitude greater than Demand just within Danville Boundaries. The 15-minute drive time includes Apple Valley, Brickhaven, and approached the outskirts of Mount Vernon and even Martinsburg to the south. This area includes 15,500 people, 5,000 households, Demand for grocery stores: \$27.7 M, and Demand for Restaurants: \$16.7 M. A small part of this demand is fulfilled within Danville currently.

Significantly more money is spent in Danville by those outside of the Village according to third party estimates from 2017. The retail gap for the 5-minute drive time from the Hometown Market is charted below.

2017 Industry Summary	Demand	Supply	Retail Gap	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$24,800,593	\$26,754,417	(\$1,953,824)	3.8	26
Total Retail Trade	\$22,581,687	\$25,449,439	(\$2,867,752)	6.0	21
Total Food & Drink	\$2,218,905	\$1,304,978	\$913,927	25.9	5
2017 Industry Group					
Motor Vehicle & Parts Dealers	\$5,081,269	\$2,834,074	\$2,247,195	28.4	5
Automobile Dealers	\$4,113,872	\$860,578	\$3,253,294	65.4	1
Other Motor Vehicle Dealers	\$492,157	\$0	\$492,157	100.0	0
Auto Parts, Accessories & Tire Stores	\$475,240	\$1,370,361	(\$895,121)	(48.5)	4
Furniture & Home Furnishings Stores	\$625,932	\$1,265,372	(\$639,440)	(33.8)	2
Furniture Stores	\$377,372	\$1,133,192	(\$755,820)	(50.0)	1
Home Furnishings Stores	\$248,560	\$132,180	\$116,380	30.6	1
Electronics & Appliance Stores	\$650,083	\$0	\$650,083	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	\$1,745,137	\$1,625,118	\$120,019	3.6	2
Bldg Material & Supplies Dealers	\$1,597,065	\$1,244,861	\$352,204	12.4	1
Lawn & Garden Equip & Supply Stores	\$148,072	\$0	\$148,072	100.0	0
Food & Beverage Stores	\$3,824,485	\$2,227,473	\$1,597,012	26.4	2
Grocery Stores	\$3,447,207	\$961,596	\$2,485,611	56.4	1
Specialty Food Stores	\$215,997	\$0	\$215,997	100.0	0
Beer, Wine & Liquor Stores	\$161,281	\$1,265,877	(\$1,104,596)	(77.4)	1
Health & Personal Care Stores	\$1,690,830	\$1,837,466	(\$146,636)	(4.2)	1
Gasoline Stations	\$2,608,884	\$13,584,984	(\$10,976,100)	(67.8)	3
Clothing & Clothing Accessories Stores	\$952,367	\$189,352	\$763,015	66.8	1
Clothing Stores	\$628,187	\$189,352	\$438,835	53.7	1
Shoe Stores	\$142,616	\$0	\$142,616	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$181,565	\$0	\$181,565	100.0	0
Sporting Goods, Hobby, Book & Music Stores	\$477,167	\$484,070	(\$6,903)	(0.7)	1
Sporting Goods/Hobby/Musical Instr Stores	\$399,814	\$484,070	(\$84,256)	(9.5)	1
Book, Periodical & Music Stores	\$77,353	\$0	\$77,353	100.0	0
General Merchandise Stores	\$3,604,046	\$808,350	\$2,795,696	63.4	1
Department Stores Excluding Leased Depts.	\$2,478,326	\$0	\$2,478,326	100.0	0
Other General Merchandise Stores	\$1,125,721	\$808,350	\$317,371	16.4	1
Miscellaneous Store Retailers	\$975,009	\$259,932	\$715,077	57.9	3
Florists	\$41,961	\$0	\$41,961	100.0	0
Office Supplies, Stationery & Gift Stores	\$192,042	\$121,943	\$70,099	22.3	2
Used Merchandise Stores	\$120,106	\$62,519	\$57,587	31.5	1
Other Miscellaneous Store Retailers	\$620,900	\$0	\$620,900	100.0	0
Nonstore Retailers	\$346,478	\$333,247	\$13,231	1.9	1
Electronic Shopping & Mail-Order Houses	\$209,997	\$0	\$209,997	100.0	0
Vending Machine Operators	\$33,051	\$333,247	(\$300,196)	(82.0)	1
Direct Selling Establishments	\$103,429	\$0	\$103,429	100.0	0
Food Services & Drinking Places	\$2,218,905	\$1,304,978	\$913,927	25.9	5
Special Food Services	\$65,513	\$0	\$65,513	100.0	0
Drinking Places - Alcoholic Beverages	\$75,315	\$0	\$75,315	100.0	0
Restaurants/Other Eating Places	\$2,078,077	\$1,304,978	\$773,099	22.9	5

Table 17. Retail Supply and Demand within 5 minutes of Hometown Market

The Village of Danville feels much more rural and spread out than the other villages of study. The commercial corridor stretches from the Family Dollar on Market Street all the way to the downtown area at the intersection of Main and Market Streets. The Danville Hometown Market sits at the intersection of Market and Flint Streets adjacent to the Family Dollar where they share a driveway. The market parking lot was mostly empty and so was the store. The parking lot seems like a turnaround for trucks and is underutilized.

To the east of the market is a Subway and a Whit's Frozen Custard both occupying the same building. Flat Run Road almost feels like a sidewalk between the two because there is so little traffic, but it is 50 mph, so crossing with no intersection is still dangerous. To the east of Subway along Progress Drive are older smaller warehouse buildings and a very large barn that sells used furniture called This & That. Just north of this is Memorial Park where the football field is located. The entire area from the park south, is a great redevelopment opportunity. Sidewalks on Flat Run Road and maybe a signalized intersection could connect the market and Family Dollar to the park.

Heading further north along Market Street past the park it begins to feel more like a small town. There is a small sign pointing in the general direction of the Kokosing Trail, but no signs or banners promoting the city. Just past the entrance to the park is a small drive-in with some bench seating outside. It was closed at the time, but I assume it is popular during the school year and around football games.

Along this stretch of Market Street is where the commercial corridor really starts. There are all of the small town neighborhood staples: a dentist, a gun store, a few restaurants and bars and a few banks. Walking up and down this strip, I saw very few kids out and no kids on bikes.

The Danville Feed and Supply appears to be one of the largest employers and one of the largest land owners downtown. They have a large mill, some retail and office space, a hardware and lumber store and several warehouses. Normally this type of use would be considered a nuisance in the middle of a business district, but it appears the businesses grew around the mill.

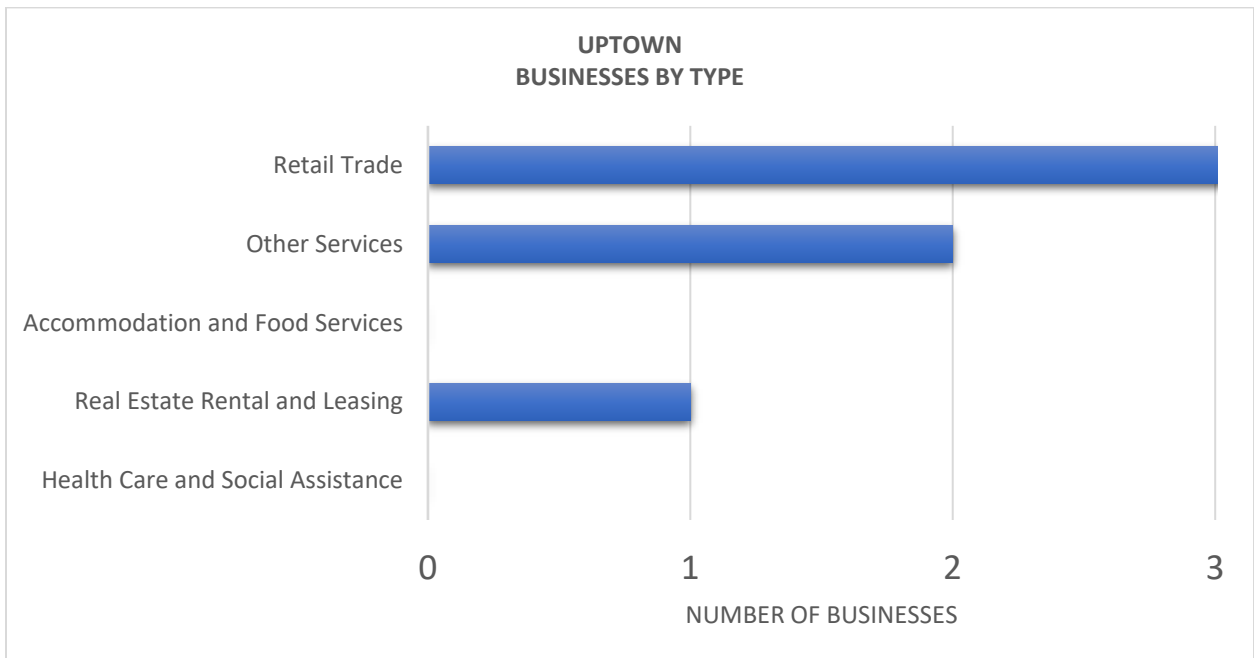
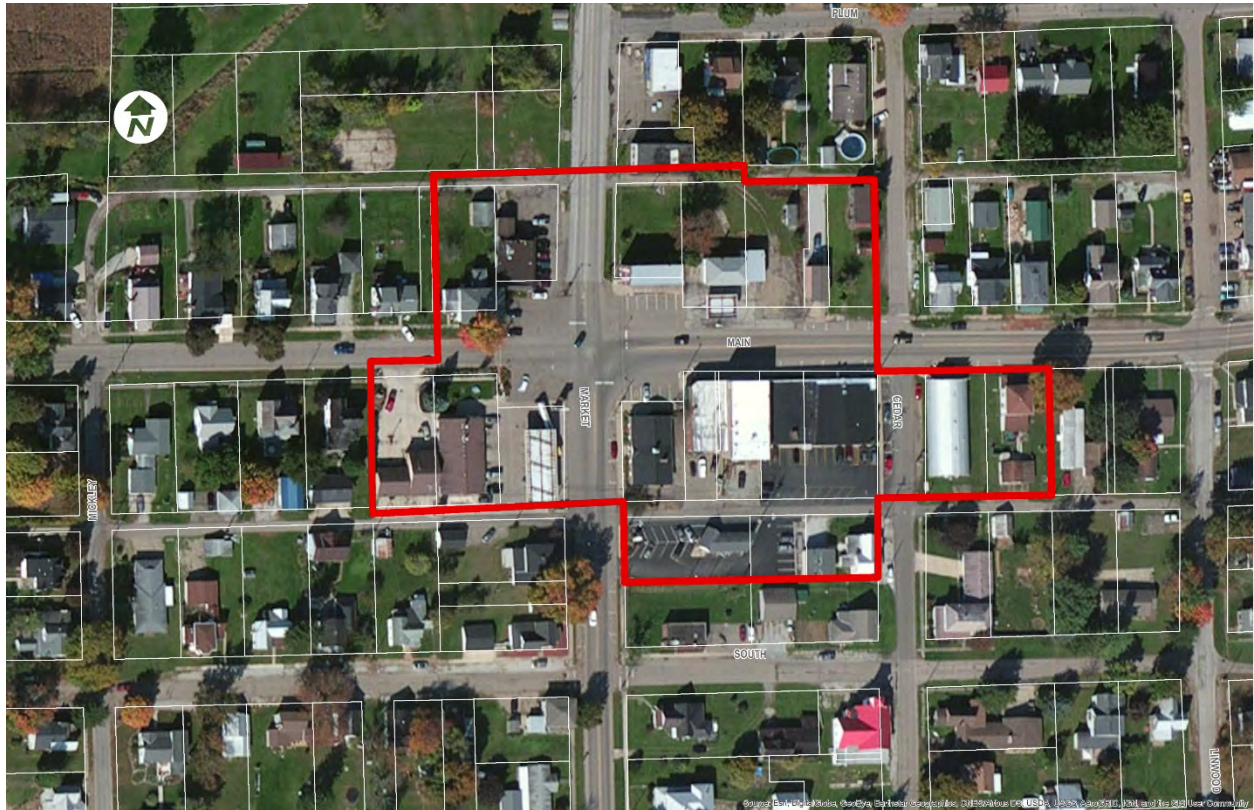
Killibuck Savings Bank is located across from DFS and according to one of the managers, they specialize in servicing the Amish. I did not notice any Amish stores; it may be a good idea to sit down with the bank manager to better understand the Amish and their relationship with the village.

The downtown area has some small town charm, but poor property maintenance. Many of the businesses have well-worn paint and signage, parking lots in disrepair, and there are several stretches of sidewalk that need patched. The two-lane road and on street parking give the sense of more walkability, but the sidewalks and lack of shade from street trees is a hindrance.

The Danville municipal building, which houses the police station and the library has a large, flat stucco façade which doesn't add character to the streetscape. A new building with an enhanced presence in the neighborhood would add to this section of Market Street. Another good location for these facilities would be further north closer to Rambo Street and schools. It would also create another developable parcel on Market Street.

The Blonde Robin across from the municipal building is very unique. It is a large home converted to a clothing boutique that also sells home goods and coffee. It is one of the few retail clothing options found along Market Street. Across from the Blonde Robin and adjacent to the Bender Pub is a vacant two-story brick building that appears to have been vacant for some time and will likely need demolished. Adding another new space here with either commercial or housing or a mix would benefit the other businesses around Market Street greatly.

Uptown Danville



Compared to downtown, the uptown district is a much smaller scale. After passing the post office, a few churches and the high school, there is a stretch of Market Street that is primarily residential until you reach the intersection of Market Street and Main Street and the “Uptown District”.

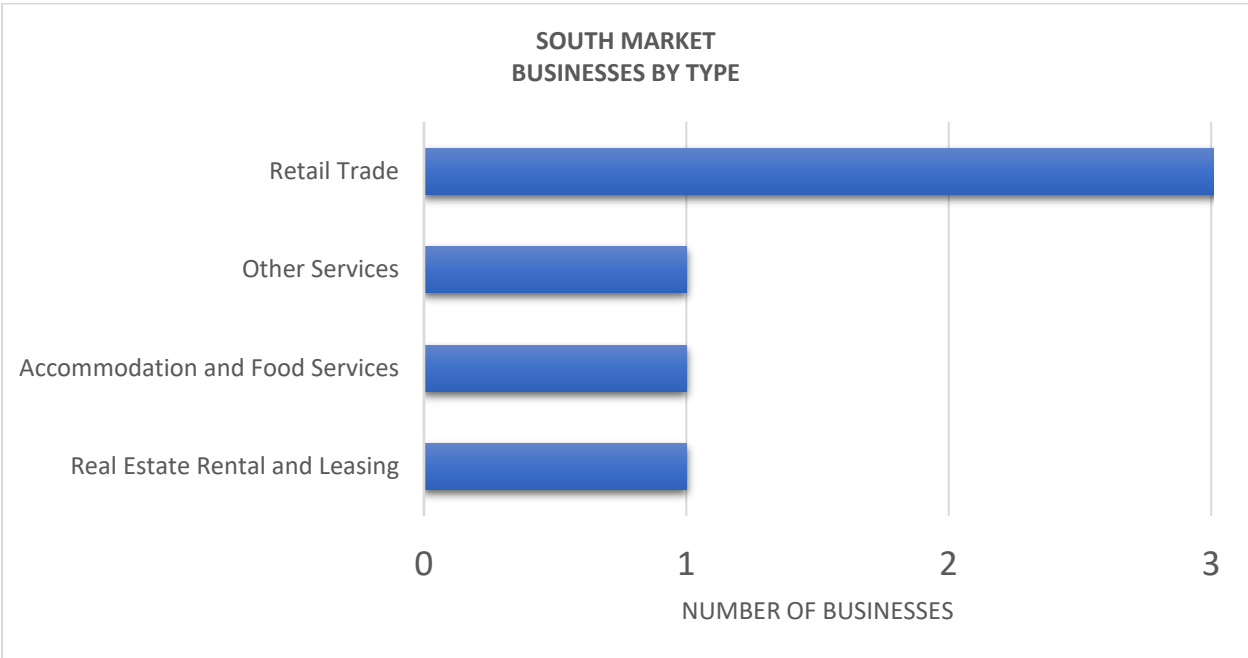
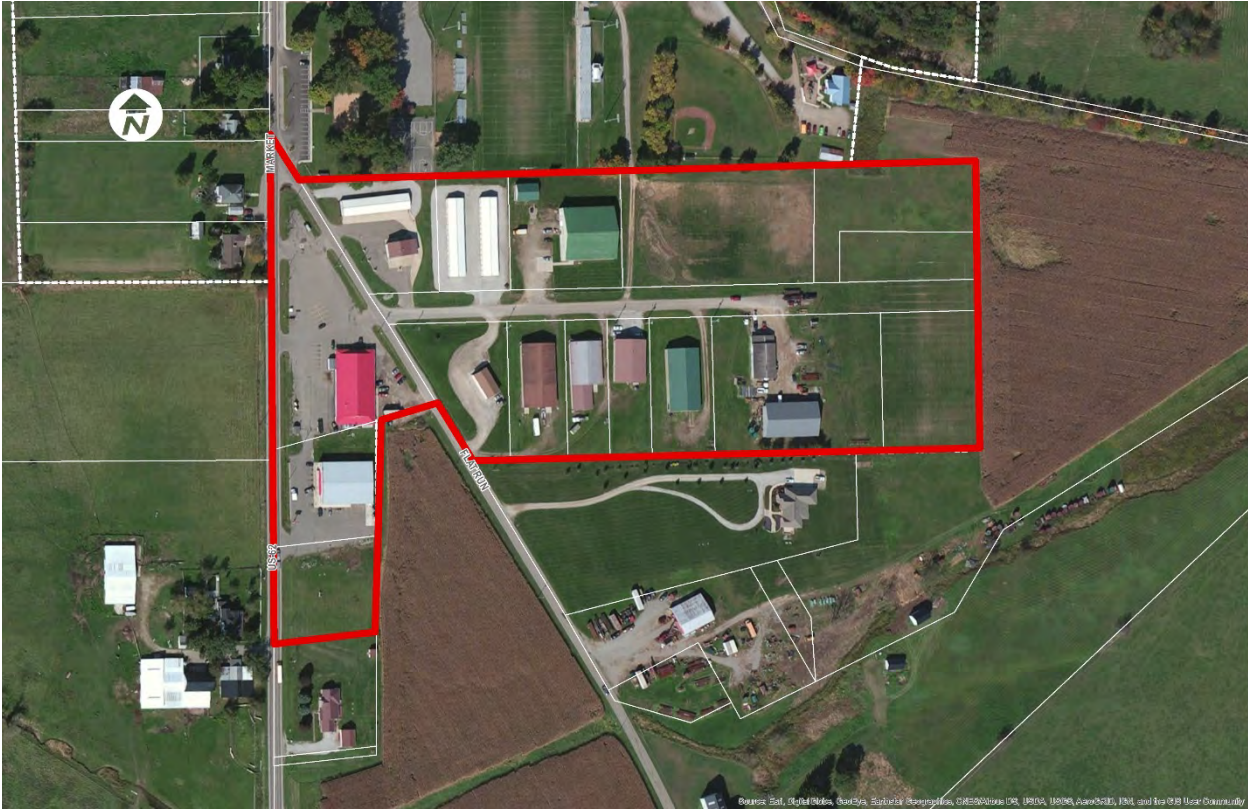
The recent addition of Conway’s Pharmacy and Don Leo’s Market is encouraging. Strong anchor tenants in Uptown, including Don Leo’s Market, new Conway’s Pharmacy, and the First Knox National Bank. Retail trade accounts for 30% of businesses in Uptown with Other Services at 20%. Main and Market Street sees roughly 5,000 cars daily (US-62).

There is an opportunity for multi-family/mixed use just north of Main Street (would require zoning change). The on-street parking spaces lining the public square are an opportunity for festivals and farmers markets. We recommend better branding, signage, pedestrian facilities, and façade improvements to amplify this zone.

Thirty eight percent (38%) of the establishments in Downtown Danville, or Buckeye City are Retail and Other Services. Public Administration comprises another 21% of the businesses Downtown.

An eclectic mix of business types were observed along the strip with opportunities to redevelop vacant commercial buildings along Market Street. The municipal offices are located here. There is a wide variety of retail, restaurants, service, and medical office Downtown. All of the restaurants in Danville are located in this zone. Danville Feed & Supply is the most prominent business Downtown. Blonde Robin, which also doubles as a café, has a large online presence and attracts some customers all the way from Columbus.

South Market Street



The majority of the uses in the South Market Street zone are light industrial warehouse along Progress Drive. Family Dollar Store, built in 2009, is the newest building. Hometown Grocery, the largest grocery in the immediate area of Danville, has a large parking lot in need of maintenance.





Recreation and Tourism

Many of the recreational and cultural assets in Knox County are located to the north of and along the Kokosing River, putting Danville in the center of a landscape attractive to trail hikers, hunters, and kayakers. The landscape is generally flat and agricultural in nature with hills and woods along the Mohican River. A long distance cyclist could reach Danville via the Kokosing Gap Trail and the Heart of Ohio Trail in approximately 5 ½ hours. The trip to Westerville would take at least four hours.

The Industrial Heartland Trail Coalition³ developed a tourism strategy based on research involving state, local, and trail users in their network areas such as Cleveland and Pittsburg. The Coalition recommends states dedicate more funding to tourism and completing the trail network. Users and local officials emphasized the experiences and attractions along the route that capture the distinctiveness of the region. The report called attention to the industrial history, Underground Railroad tours, Native American history, agricultural tours, breweries, crafts, and the specific natural beauty of the region that could be explored through walking tours or while on route.

Self-selected survey respondents (majority male, age 46 to 65, and weekly trail users) preferred camping followed by hotels and bed and breakfasts for over-night trips. The nearest campground in the region is in Fredericktown which is off route, or Mount Vernon. The nearest hotels and bed and breakfasts were found in Mount Vernon. Upon a call to Danville Outdoor Lodging operated by the Danville Outdoors supplier, we learned that those cabins would be sold to frequent visitors to the area. Taigan Hills, northwest of Danville, has a winery and appeals to travelers looking for the agricultural tourism experience. No other lodging was identified in Danville on several windshield surveys of the Village. No results were returned in online searches for hotels, campgrounds, or bed and breakfasts. A wide variety of lodging is available in the Columbus metropolitan region. Auto and cycling tourists alike may opt to continue through Danville for the full service hotels in larger cities close to other amenities. At the same time, the unique character and location may make it an attractive or necessary location to stay for an evening. A formal lodge or airbnb presence could connect Danville to active, outdoor enthusiasts.

³ Industrial Heartland Trails Coalition. I Heart Trails Tourism Strategy. January 2016.

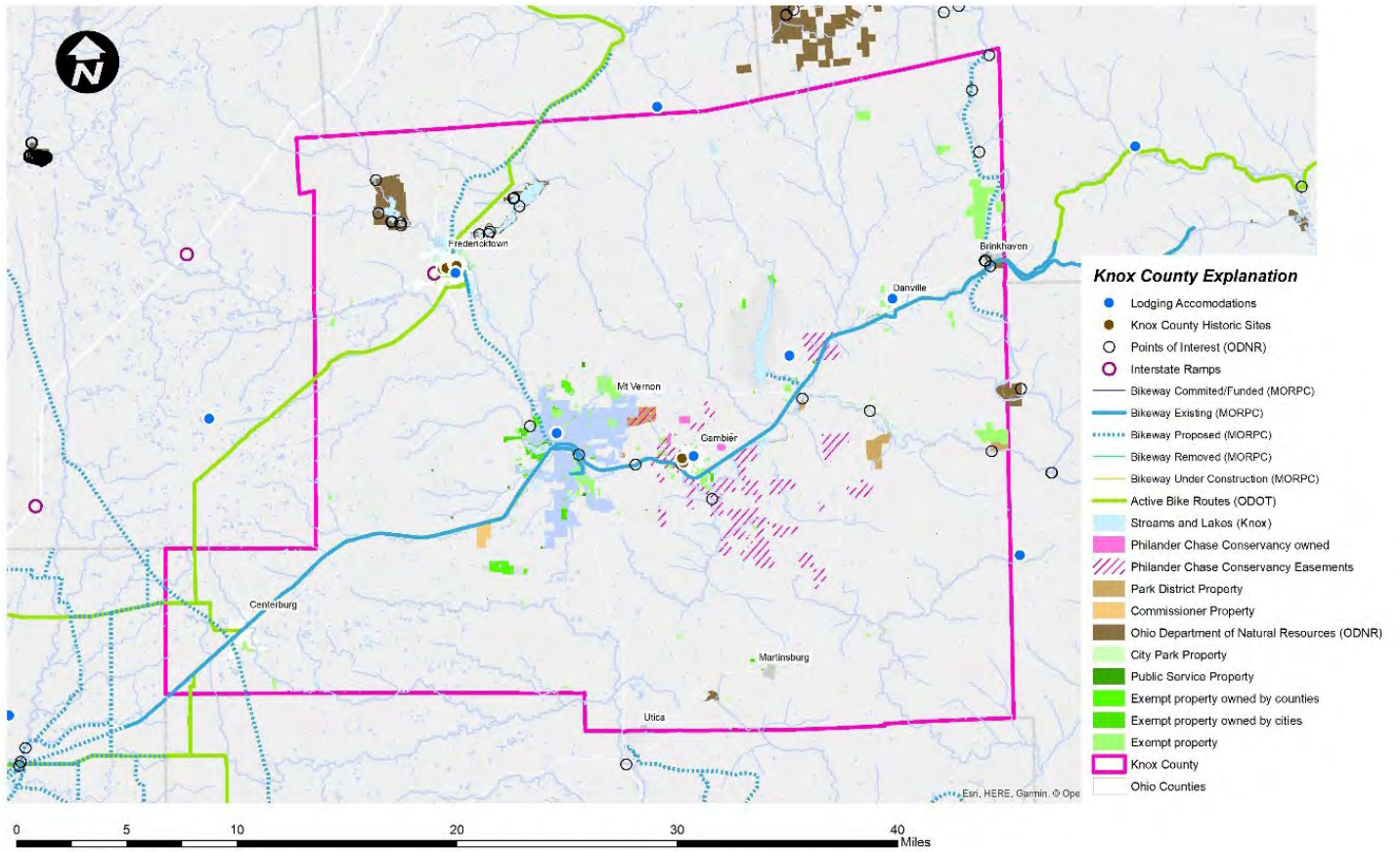


Figure 6. Map of recreational and cultural assets in Knox County with lodging options and multiuse trail routes.

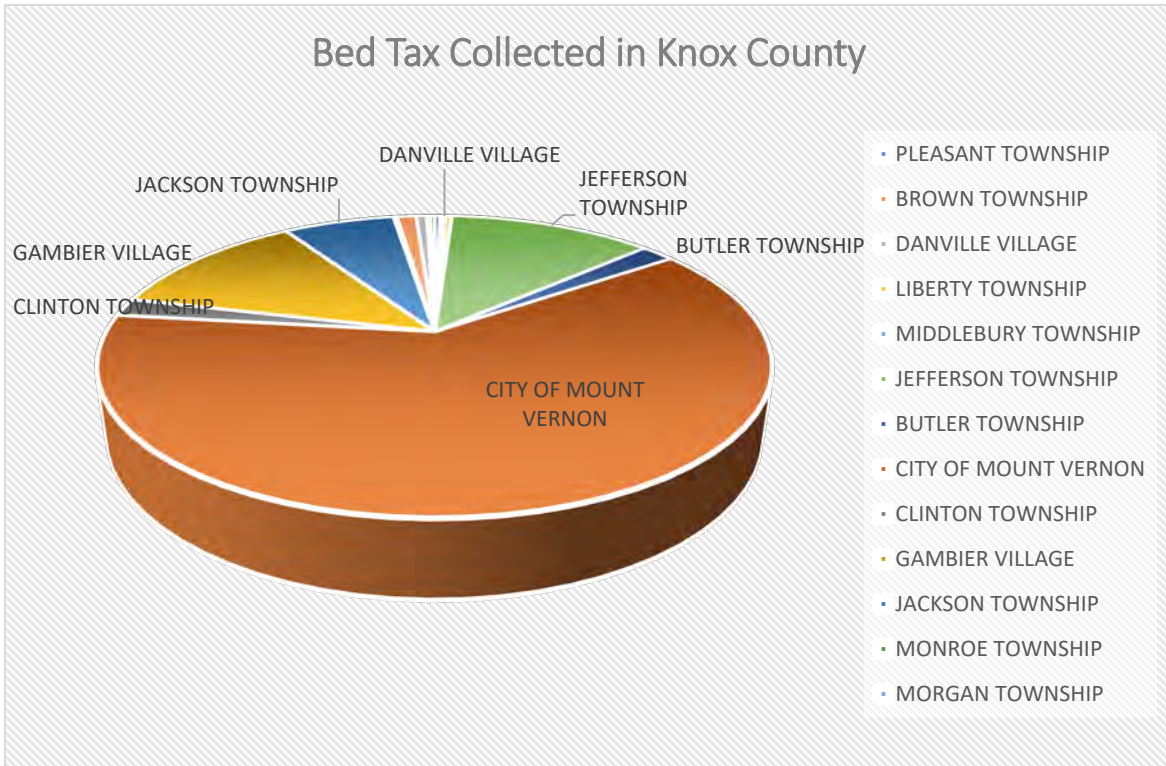


Figure 7. Bed Tax Revenue collected in August 2018 to August 2019 in Knox County by incorporated place or township. Revenue is aggregated by month by jurisdiction. This chart illustrates in relative terms where people stayed in Knox County in a 12-month period. Knox County Convention and Visitors Bureau.

Type	count	Weekday rate	Weekend rate
BNB	11	\$110.17	\$131.00
Lodge	2	N/A	N/A
Motel	2	\$67.50	\$72.00
Hotel	7	\$134.86	\$161.71
Campground	4	\$42.25	\$42.25
Cabin	6	N/A	N/A
Cottage	1	N/A	N/A
AirBNB House	1	\$99.00	\$99.00

Figure 8. Lodging accommodations in Knox County with average weekday and weekend rates where available.

The Industrial Heartland Trail Coalition survey found that long distance (multi-day) cyclists likely bike two days on a single trail or visit multiple trails in hub-and-spoke fashion. Regional day-trippers and local trail users spend less than overnight visitors. The services and amenities respondents desired included restaurants and public restrooms/water. Those looking for food options seek out locally sourced and regionally favored foods. Convenience stores and bike shops were noted, though trail users may be more likely to seek out a local brewery than the essentials.

The newly designated cross country Great American Rail Trail from the District of Columbia to Washington State would follow the Kokosing Gap Trail through Danville to the Ohio to Erie Trail through Downtown Columbus, Ohio. The trail is a new way to see the country and may attract tourists to shops, restaurants, and lodges along the way. Danville is the last stop eastbound before a two-hour bike ride along the Holmes County Trail to Millersburg. Danville is the only location for regional cyclists to stop for a moment for a meal or refreshments.

The Mon River Trail System in West Virginia links a series of “trail towns” that supports hikers with services, promotes the trail to its citizens, and embraces the trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the trail, and its volunteers.⁴

With the Knox County Comprehensive Plan focus of building up existing communities through planning principle guidelines to ensure responsible growth and preserve environmental character, Villages may enjoy continued distinct identities. The spatial separation protected by the comprehensive plan⁵ reinforces the attractiveness of the trail for the recreational cyclist looking for an escape into the rural Heart of Ohio.

Parkersburg, Fairmont, and Morgantown along the Parkersburg to Pittsburg (P2P) trail corridor in West Virginia have adopted comprehensive plans that recognize existing trails as tourist attractions.⁶ The trails are the backbone of their shared-use path network which advances quality-of-life, transportation, recreation, and economic development objectives for those in each city. The Parkersburg Plan (2011) goes a step further in recommending bicycle and pedestrian facilities for all new and redevelopment projects.

The Mid-Ohio Regional Planning Commission (MORPC) has proposed a greenway trail along the Mohican River through Brickhaven. A parking area has been built at the end of the Kokosing Gap Trail on the west edge of Danville.

The Knox County Convention and Visitors Bureau estimates the total impact of tourism on the county to generate \$94 Million in sales which employees over 1,500 (5.8 percent in private sector employment) who earned over \$33 Million in 2017.⁷ Tax revenues associated with tourism is estimated to exceed \$12 Million according to a report from 2018. Of the \$60.5 Million in direct sales in Knox County in 2017, approximately one third went to retail trade where over 200 were employed and another third to food and beverage sector where over 500 were employed. The report asserts that tourism supports 1 in every 17 jobs in Knox County.

⁴ North Country Trail Association.

⁵ Knox County Comprehensive Plan 2018 Update.

⁶ Connecting Parkersburg to Pittsburg by Rail-Trail – Bringing a world-class trail network to West Virginia. A rail-trail feasibility study of the Industrial Heartland Trails Coalition’s Parkersburg to Pittsburg Corridor. Published April 24, 2018.

⁷ The Economic Impact of Tourism in Knox County, Ohio by Tourism Economics, prepared for the Knox County Convention and Visitors Bureau. June 2018.

More information on the trails in Danville may be found at <https://knoxcountyparks.org/> and <http://www.railstotrails.org/greatamericanrailtrail/>.

Taking steps to prepare is the first item the Village can undertake to arrange itself for tourism surrounding cycling. Others may, with or without incentives and encouragement, establish group rides or bed and breakfasts based in Danville. The regional trail network requires many actors to expand and maintain. Readiness is key.

We recommend installing wayfinding signage at the edges of the village along the Kokosing Trail to direct recreational cyclists to downtown eateries and the grocery store. Ideally a highly visible and physically separated bike trail could be constructed from the trail and circulate through the village. Low cost and low stress solutions should be evaluated to allow cyclists to confidently leave the main trail to explore and spend money in Danville.

Cyclists are self-sufficient. A restroom, drinking water, and a secure, robust, purpose-built bike rack at the main entrance of a place to rest suits most. Well-marked, well-lit, visible, sheltered, and secure bike parking at local eateries and the grocery store could establish a cultural identity around cycling for the village. A unified wayfinding plan that includes a sign on US Highway 62 may encourage car commuters to experience the trail and local businesses. A gateway concept at the western edge of the Village where the trail crosses US Highway 62 may enhance the visibility of Danville and the attractiveness of cycling within the community in a signature project.

To develop tourism around the trail, we recommend establishing a bed and breakfast in the traditional center of the village that takes advantage of proximity to the trail. Candidate sites that may appeal to travelers looking to experience Danville include historic homes. Connecting local leadership with regional and national cycling coalitions may inform the feasibility analysis and strategies Danville pursues. The Knox County Convention and Visitors Bureau and Parks Commission will be integral to the success of the trails.

In addition to developing a culture around cycling, Danville should promote its downtown and outdoor recreation options. Danville is on the edge of a natural landscape distinctly different than the villages and farms in Knox County.

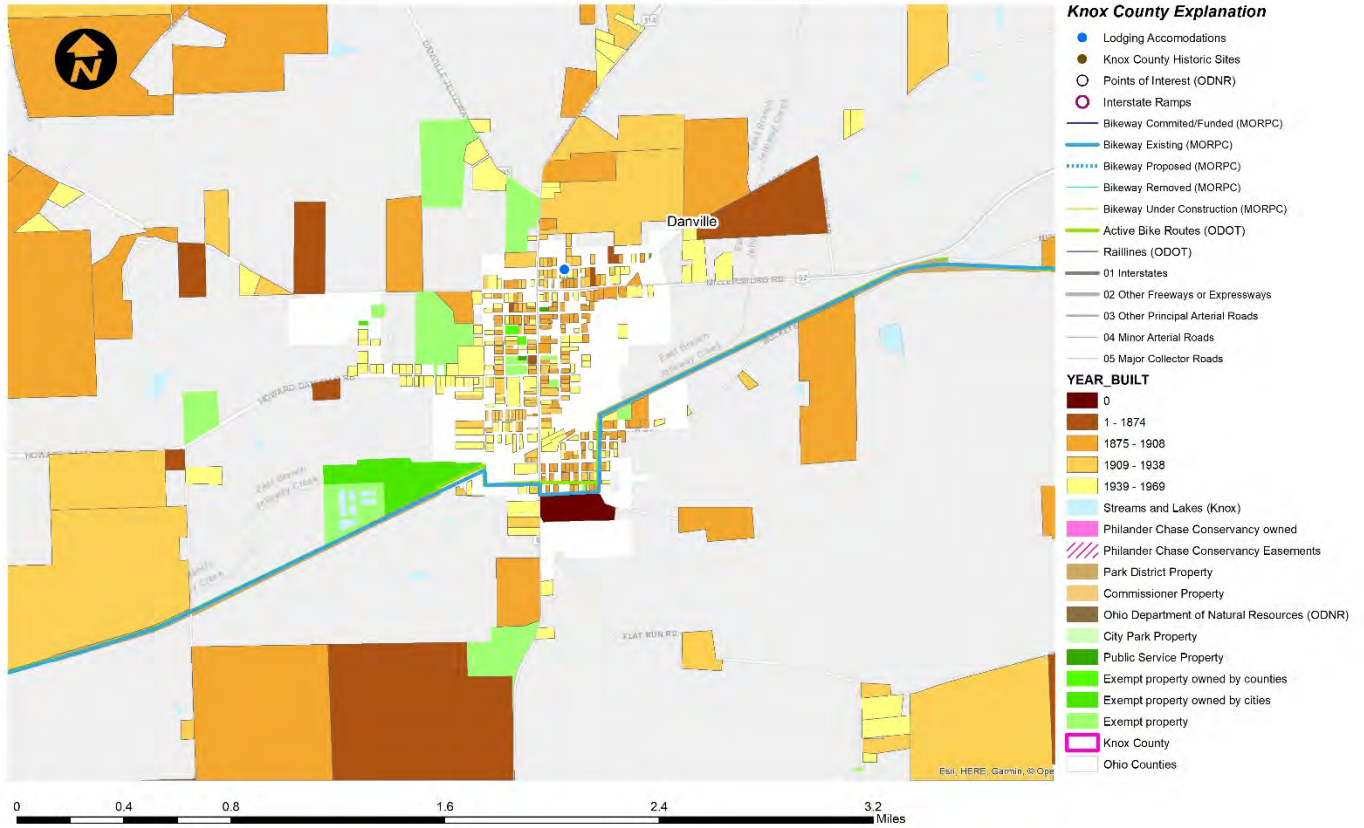


Figure 9. Trails (blue and green lines) and public use property (green polygons) in Danville are shown with properties old enough to be considered historic (orange and yellow polygons). The trails end on either side of Danville, requiring through cyclists to cut through via city streets.

Recommendations

We recommend Danville develop a toolbox to stitch business districts together along Market Street and coordinate landscaping, parking, driveways, and signage. We also recommend to build out from Market Street anchors and strategically incentivize historic and commercial corridor assets. New development should allow for a mix of housing styles and price points. Streetscape improvements at major intersections and activity nodes, along with Main Street programs, façade improvements, Historic Tax credits, and Tax Increment Financing (TIF) incentives may be utilized. A new, or resurgent business association, could pilot some small programs to drive up interest.

Danville is known for its hunting and outdoor sports. The Village is located on the edge of Ohio's Amish country. We recommend Danville promote Amish, agriculture, and outdoor opportunities. This can be done by identifying Amish business leaders and recruiting them to open shops/markets in Danville, and adding Danville businesses to the Amish business directory and maps. Additionally, we recommend Danville circulate a well-marked bike network through Downtown and to neighborhoods, shopping, schools, (restrooms), and businesses anchoring Market Street. By taking these steps Danville may be able to simultaneously increase grocery and restaurant options while scaling up festivals to increase out of town visitors. However, there are not at present any lodging options in Danville. We recommend the Village encourage and promote various lodging options for visitors attracted to Danville (Bed and Breakfasts, AirBnB, etc).