



Final Report
December 2023

Downtown Danville

Revitalization Plan

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REDEVELOPMENT
RESOURCES

TABLE OF CONTENTS

Executive Summary

page 04

Introduction

page 08

Previous Plans, Studies, Reports

page 11

Community Engagement

page 14

Economic Analysis

page 20

Redevelopment Analysis

page 28

Placemaking

page 57

Transportation

page 60

Recommendations

page 73

Implementation Strategy

page 75

Appendix

page 80

Executive Summary

Project Overview and Purpose

In September 2022 the City of Danville received a grant from the Illinois Department of Commerce and Economic Activity (DCEO) to create a Downtown Revitalization Plan. Known as the RISE Local and Regional Planning Grant Program, the grant is designed to help governmental entities who have suffered detrimental impacts from the COVID-19 pandemic develop economic recovery plans. The Downtown Plan serves as a roadmap for economic recovery and is designed to help the city regain the economic momentum that was well underway prior to the pandemic.

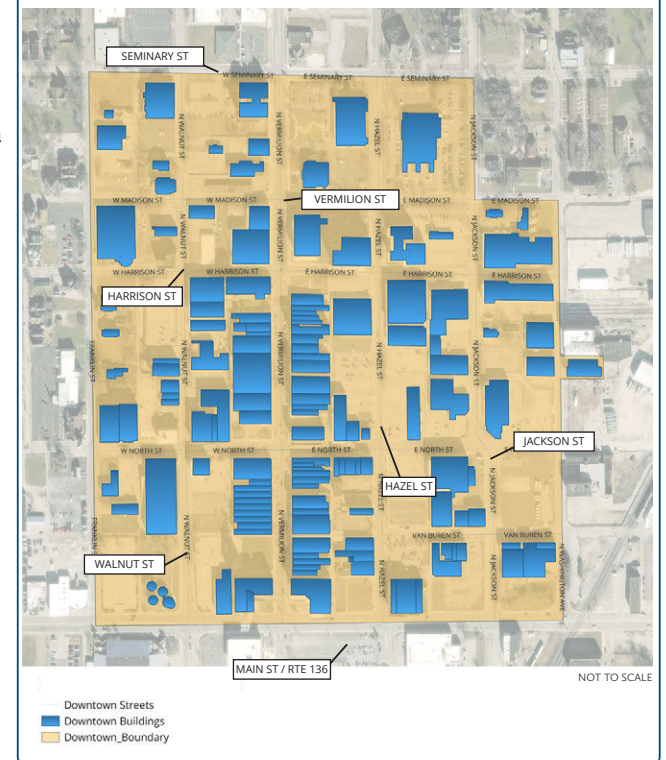
The Downtown Danville Revitalization Plan is centered around a variety of objectives that are part of a vibrant and productive downtown economy, including:

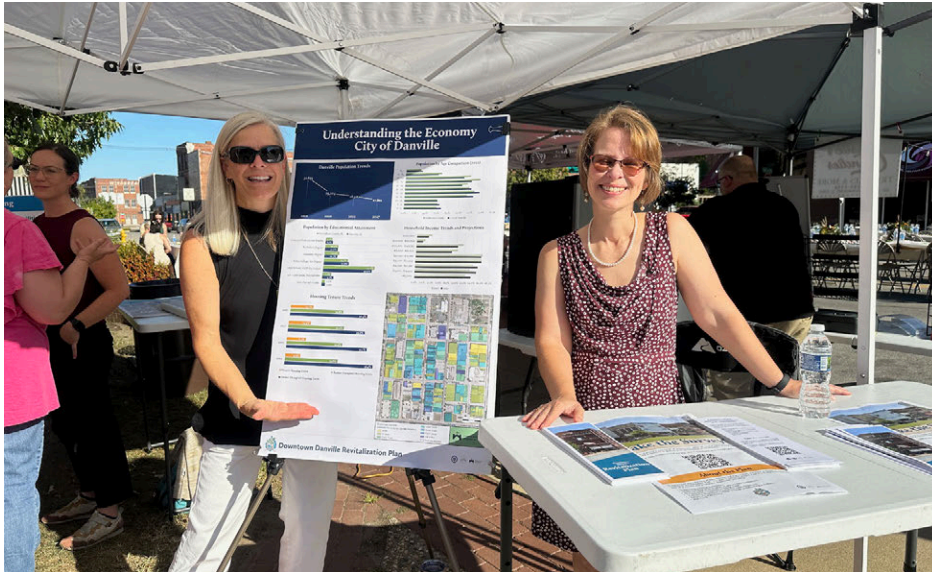
- Reviewing Existing Plans, Studies, and Reports;
- Engaging the Community;
- Understanding the Economy;
- Assessing Redevelopment Potential;
- Enhancing Downtown Activities; and
- Improving Connectivity.

Plan Study Area

The study boundaries for the Downtown Plan are: Seminary Street and Madison Street to the north; Main Street/Route 136 to the south; Washington Avenue to the east; and Franklin Street to the west. The study area is approximately 60 acres. Figure 1 shows that there are a total of 141 buildings in the study area at the time of this report.

Figure 1: Downtown Danville Study Area





Previous Plans, Studies, and Reports

The Downtown Plan incorporates relevant content from previously adopted plans, studies, and reports to ensure that municipal planning efforts remain both continuous and complementary. This includes:

- 2022 North & Walnut Parking Garage Adaptive Reuse Study;
- 2023 Downtown Parking Analysis;
- 2045 Long Range Transportation Plan Update;
- 2017 Downtown Plan;
- 2016 Re-Envisioning Danville: Downtown Riverfront Conceptual Plan;
- 2015 Danville Regional Bike Plan; and
- 2025 Comprehensive Plan Update.

Community Engagement

Community Engagement for the project consisted of three deliverables:

Key Stakeholder Meetings. The project team led three virtual meetings with 15 key stakeholders in July 2023. Stakeholders provided meaningful input on a variety of topics, including placemaking, downtown events, economic development, parking, and more.

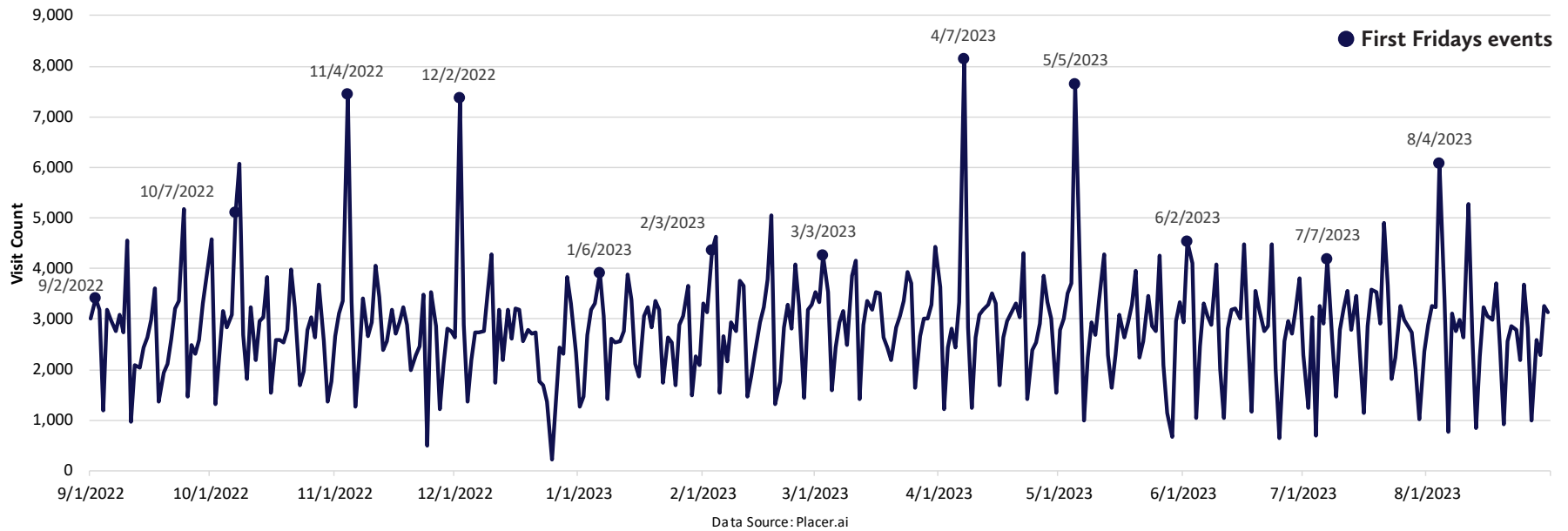
First Fridays: The project team participated in two 'First Fridays' events in Fall 2023:

- **Friday, August 4th: Back-to-School Bash.** This is a family-friendly event designed to equip students for the upcoming school year. For this event, the project team created a short, five-question survey targeted to adult attendees and distributed through a brochure which included an overview of the project and a QR code to the survey. A total of 47 respondents completed the survey.

- **Friday, September 1st: Artisan Table and Market.** This event features a ticketed harvest-themed dinner along with craft vendors and live music. The project team set up a booth that included community demographic data, maps to help visualize building use and conditions, and more. While the booth primarily served to inform guests about the project, most of the input that evening was gathered by means of an online survey distributed to market guests in general and a brief questionnaire distributed to the artisan table dinner guests in particular. A total of 12 respondents completed the nine-question survey. Of the 115 dinner guests, a total of 66 respondents completed the questionnaire.

One of the key takeaways from each deliverable was the demand to have additional restaurants downtown. Stakeholders expressed the desire to have a variety of restaurants that would encourage ground-floor activity and give patrons more options.

Figure 2: Daily Visit Count over Last 12 Months



Economic Analysis

This section provides an understanding of demographic trends, employment, educational attainment, and income levels for community members within the City of Danville and Vermilion County. This data provides insights about the types of opportunities that would be attractive to the residents who are most likely to benefit from investment downtown. Trends on population and income are forecasted; as trends change, however, they will need to be monitored, and services, shopping experiences, events, and housing will need to adapt accordingly.

The project team also analyzed data from Placer on visitor and consumer activity within the study area.

This data was used to ascertain visitor trends, understand visitor activity, and determine unmet consumer need. The findings indicate that monthly visitor traffic resumed to pre-COVID levels by Summer 2021 and has continued to increase, with visits consistently above 80,000 per month from January to August 2023 (See Figure 2 above). This increased activity may be attributed to First Fridays, which resumed in October 2021 and has drawn over 8,000 visitors to the downtown during key events.

Additional figures in this section break down visitor activity by day of the week, time of day, hour, and length of stay.

Redevelopment Analysis

The heart of this section is a Downtown Property Inventory which includes data on all 141 buildings in the study area. The data is organized under three topics: Building Conditions, Building Ownership, Use, and Activation, and Redevelopment Potential. A total of 15 building attributes within all three topics were analyzed, consisting of primary and secondary data sources from the City of Danville, licensed data sources, and data compiled by consultant staff. Recommendations.

After analyzing, the project team identified 9 buildings to be 'Catalytic Sites', those determined to have high suitability for development. Those buildings are as follows:



The Adams Building (141 N. Vermilion St.) is one of nine Catalytic Sites.

- The Adams Building (141 N. Vermilion St.)
- The Former Sears Building (138 N. Vermilion St.)
- The Dale Building (101 N. Vermilion St.)
- Crist Auction House (147 N. Walnut St.)
- Danville Paper & Supply (118 E. North St.)
- Former Danville Commercial News (17 W. North St.)
- 101-105 E. Main
- Former Peyton-Palmer Company (133 N. Jackson St.)
- 37 N. Vermilion

This section of the report is intended to be an easy-to-distribute reference for owners and developers interested in the redevelopment potential of a given building. Each Catalytic Site includes a Void Analysis which identifies a relative commercial fit based on regional demand and the square footage of the property. Some Catalytic Sites include additional resources such as a proforma financial analysis and exterior renderings.

The recommendations for this section fall under two categories: Marketing, Networking, and Resource-Building, and Redevelopment Funding and Policy Tools.

Placemaking

This section highlights the existing placemaking efforts already undertaken by city staff and stakeholders. It also emphasizes the importance of phasing and funding: Testing programs and interventions to garner interest before finalization and identifying funding sources to make the enhancements a reality.

The recommendations in the section consist of several activities and amenities for installation, such as conducting historic walking and biking tours, and expanding landscaping treatment along side streets.

Transportation

This section of the Downtown Plan attempts to answer the question, “What role does the transportation network in and around Downtown Danville play in the formation of an economically resilient district?” It begins by understanding the existing conditions of the transportation network, including road classifications and average annual daily traffic. It also includes visualizations of crash data over a 10-year period (2013-2022), notably a heatmap of crashes occurring at intersections.

The Transportation section provides a summary of the parking facilities both inside the study area and within 200 feet of the study area. Combined, on-street and off-street parking within 200 feet of the study area includes approximately 4,049 spaces. Of these spaces, 942 are owned by the City of Danville. This information is intended to serve as a primer to a downtown parking study, which has not yet been commissioned at the time of this report.

Finally, this section includes an accessibility analysis to estimate walk times to destinations within the study area. The analysis indicates a highly accessible, walkable downtown, with the majority of destinations being no further than a four-minute walk from the intersection of Vermilion and North Streets.

Recommendations, Implementation Strategy

Page 73 provides an easy-to-reference summary of the recommendations which conclude three sections of the Downtown Plan: Redevelopment Analysis, Placemaking, and Transportation. The Implementation Strategy on Page 75 takes these recommendations and assigns them to responsible parties, identifies potential funding sources, and schedules them by quarter and year.

Introduction

Project Overview and Purpose

In September 2022 the City of Danville received a grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) to create a Downtown Revitalization Plan. Known as the RISE Local and Regional Planning Grant Program, the grant is designed to help governmental entities who have suffered detrimental impacts from the COVID-19 pandemic develop economic recovery plans. The Downtown Danville Revitalization Plan serves as a roadmap for economic recovery and revitalization.

Like many communities throughout the United States, the City of Danville experienced severe economic setbacks throughout the worst of the pandemic. Voluntary and involuntary risk reduction strategies such as social distancing and stay-at-home orders reduced economic activity in many sectors, leaving many businesses struggling to stay afloat. The city's RISE grant application includes a number of data points that illustrate the impact of the pandemic on the downtown economy as well as essential governmental and nonprofit services:



- 60% of Downtown Danville businesses surveyed had to close their doors for “several months, if not longer” in 2020.
- 90% of Downtown Danville businesses surveyed experienced a significant decrease in revenue in 2020. One noted specifically that their sales had dropped by 66% compared to the prior year. Several others noted that they had lost tens of thousands of dollars.
- Transit ridership declined 53% in a two year

- timeframe: From 653,254 riders in 2019 to 347,964 riders in 2021.
- Vehicle Miles Traveled (VMT) in the Danville planning area declined nearly 41% from March 2nd 2020 to April 2nd 2021: From ~2,890,000 miles traveled to 1,720,000 miles traveled).
- Service organizations such as Crosspoint Human Services and New Directions Treatment Center noted much lower service statistics.



Image Courtesy of Rossi Photo Studios

The grant narrative also describes the need for a Downtown Revitalization Plan to regain the forward momentum in the downtown that was well underway prior to the pandemic. Danville was not exempt from the effects of deindustrialization which occurred throughout the country in the mid-to-late 20th century. The exporting of manufacturing jobs and subsequent closing of factories in turn reduced the vitality of many supportive local businesses downtown. Nonetheless, the grant narrative describes what consultant staff observed throughout the study period: That Downtown Danville remains a “hub of activity”, that there is “great consensus” in the downtown being deserving of attention and resources, and that investment in the built environment is being made by public and private actors alike.

The Downtown Danville Revitalization Plan is centered around a variety of actions that are part of a vibrant and productive downtown economy, including:

Reviewing Existing Plans, Studies, and Reports:

Ensuring that municipal planning efforts remain continuous and cohesive;

Engaging the Community: Gathering input from key stakeholders and the general public on visitor activity, redevelopment prospects, and more;

Understanding the Economy: Analyzing community demographics in general, and visitor activity in particular;

Assessing Redevelopment Potential: Creating a Downtown Property Inventory to better understand existing building stock and prioritize redevelopment efforts;

Enhancing Downtown Activities: Recommending placemaking strategies to augment ongoing activities; and

Improving Connectivity: Ensuring a safe, convenient transportation network related to the downtown area.

Throughout the report, the Downtown Danville Revitalization Plan may also be referred to as ‘the Downtown Plan’ or simply ‘the Plan’. The outline for the Plan follows these objectives and manifests into a series of recommendations. These recommendations are then added into an implementation strategy on page 75.

Plan Study Area

The study boundaries for the Downtown Plan are: Seminary Street and Madison Street to the north; Main Street/Route 136 to the south; Washington Avenue to the east; and Franklin Street to the west. The study area is approximately 60 acres. Figure 1 shows that there are a total of 141 buildings in the study area at the time of this report. Single-family homes (8 total) and multi-family properties (5 total) are included in the building count but are not the focus of the Plan. Additionally, the building count and associated data in Figure 1 includes the following properties with active demolition proceedings:

- Bresee Tower (4 N. Vermilion St.)
- The Courthouse Annex (7 N. Vermilion St.)
- The former Model Star building and adjacent properties (15 N. Jackson St., 208 Van Buren St., 20-24 Washington Ave.)

Downtown Danville

At a Glance

60

approximate acres
of Study Area

141

buildings

- 106 commercial
- 15 nonprofit/civic
- 8 single family
- 7 industrial
- 5 multifamily

square footage:

1,968,089

..... 141 buildings

number of floors:

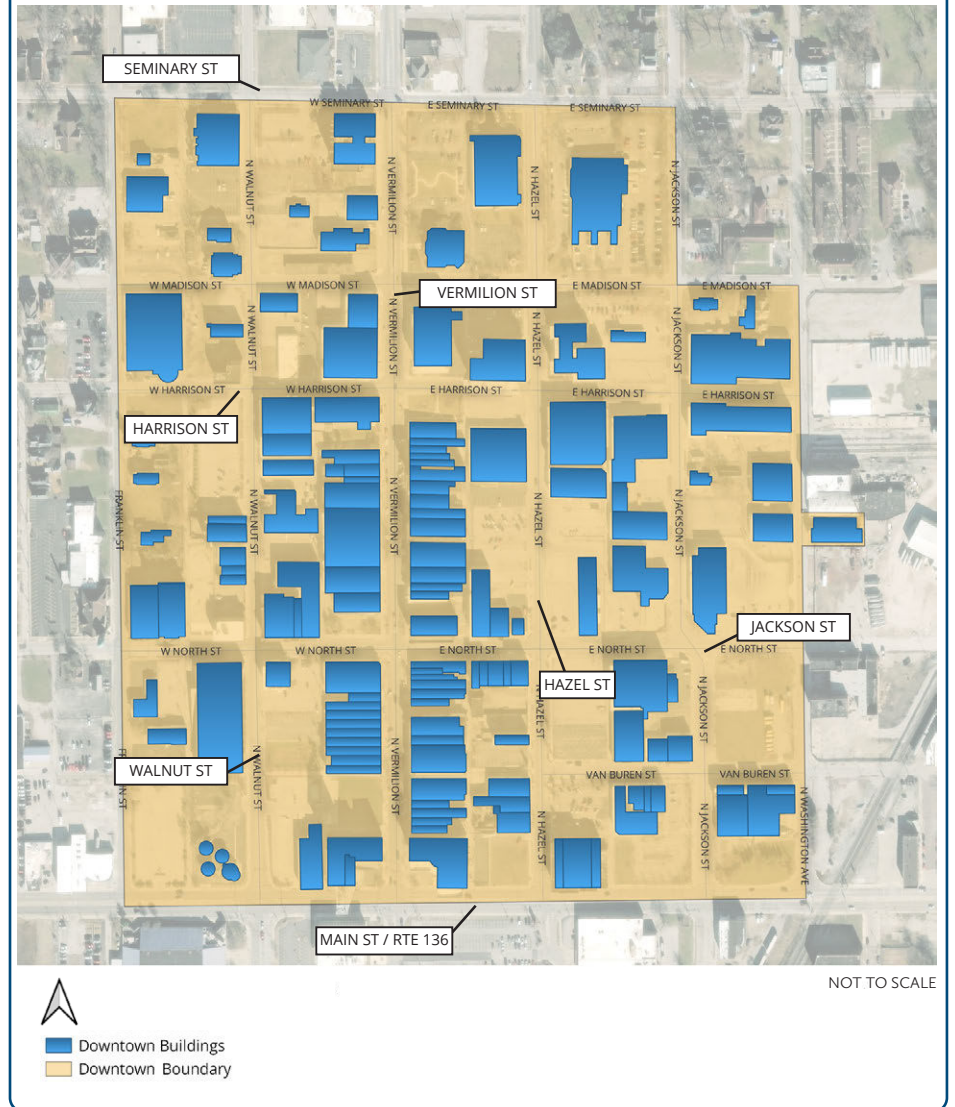
263

(above-ground, not including basements)

6

buildings
listed on the
National Register of
Historic Places

Figure 1: Downtown Danville Study Area



This data is accurate at the time of this report, the majority of which was written during August-November 2023. It does not omit properties which may have active demolition proceedings.

Previous Plans, Studies, Reports

The Downtown Plan incorporates relevant content from previously adopted plans, studies, and reports to ensure that municipal planning efforts remain both continuous and complementary. A summary of documents that align especially with the Downtown Plan is provided below. Other documents have been reviewed, albeit not explicitly summarized below, for the sake of the plan. This includes:

2021-2024 Transportation Improvement Program

2018 Greenways Plan

2013 Coordinated Human Services Transportation Plan

2011 West Downtown Neighborhood Plan

2003 Downtown Plan

2022 North & Walnut Parking Garage Adaptive Reuse Study



In 2022, the City of Danville engaged WGI, an engineering consulting firm, to explore the feasibility of adaptively reusing the city parking garage. In addition to rehabilitating the structure, the revitalization process would include reconfiguring the parking layout and circulation, creating a mobility hub, adding ground-floor retail, considering

sustainability and energy-efficiency upgrades, and more. The study will include illustrated reuse concepts as well as estimates for a number of scenarios, including:

- Demolishing the parking garage and constructing a new garage;
- Demolishing the parking garage and constructing a surface parking lot; and
- Adaptively reusing the structure as described above.

The Adaptive Reuse Study is in progress at the time of this report.

2024 Downtown Parking Analysis

During the formation of the Downtown Revitalization Plan, city staff mentioned a forthcoming downtown parking analysis would be produced. This analysis would incorporate recommendations from the 2022 North & Walnut Parking Garage Adaptive Reuse Study, thereby offering a more comprehensive picture of parking needs.

The Downtown Parking Analysis is in progress at the time of this report.

2045 Long Range Transportation Plan - Update

Created by the Danville Area Transportation Study (DATS), the 2045 Long Range Transportation Plan is a collaborative document that outlines existing and future transportation needs in the DATS Planning area. The study members for the plan include individuals who represent agencies with jurisdictional responsibilities

in and around Downtown Danville: City of Danville, Vermilion County, Danville Mass Transit, IDOT, and more. Stakeholder input was a key component of the plan, which involved interviewing transit providers, producing an employer input survey, and facilitating bicycle- and pedestrian-oriented focus groups.

The 2045 LRTP includes a number of recommendations that are centered around five goals:

- Prioritizing safety;**
- Encouraging a resilient economy;**
- Increasing accessibility and mobility;**
- Optimizing multimodal connectivity; and**
- Preserving the existing environment.**



Although the 2045 LRTP applies to the entire DATS planning area, of course, many plan objectives associated with the goals above are nonetheless relevant to Downtown Danville. This includes updating the existing sidewalk network, adopting a complete streets policy, analyzing crash data, and more.

The 2045 LRTP was adopted in June 2020.

2017 Downtown Plan



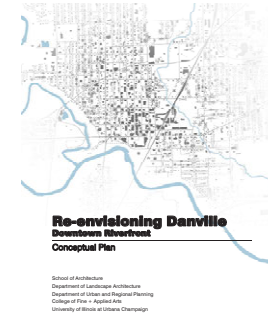
The 2017 Downtown Plan remains an active and relevant planning document for Downtown Danville. Developed by city staff and shaped by commission members and council members, the plan casts a vision for downtown being a catalyst for economic mobility, job growth, and overall quality of life. Several short- and long-term strategies are detailed in the plan, with topics ranging from streetscape amenities, arts and culture, parks and recreation, active transportation, partnership opportunities, infill strategies, and more.

The Downtown plan stresses the importance of each strategy being implementable, with action items that can be executed quickly, efficiently, and in the appropriate sequence. To that end, many tasks have been implemented in the years since the plan was adopted including downtown wayfinding, bike racks, improved crosswalk treatments, sidewalk reconstruction, art installations, landscaping, and more.

“...Not just historical downtown Danville is alive today with activity as business marches on, musicians fill the streets, food is served, and artists hone their craft. We invest in downtown because it is our biggest asset and the soul of a community that continues to make its mark.”

-Excerpt, 2017 Downtown Plan, Pg. 8

2017 Re-Envisioning Danville: Downtown Riverfront Conceptual Plan



In 2015, students from the Departments of Urban Planning, Architecture, and Landscape Architecture at the University of Illinois at Urbana-Champaign partnered with the City of Danville to produce a conceptual plan for the redevelopment of the Downtown Riverfront. The plan recognizes the immense value of the

Vermilion River as well as its potential to attract a wide variety of groups—residents, visitors, and developers—to discover the Danville community.

Naturally, the geographic focus of this plan is largely on the Vermilion River and adjacent land that is located outside of the Downtown Plan study area. However, the Downtown Riverfront Conceptual Plan states that the success of the riverfront area depends on the success of the city in general, and that the redevelopment principles outlined in the plan are especially relevant to the downtown building stock. To that end, the design concepts offered were informed by a series of ‘themes’ that remain salient for the Downtown Plan, including:

Hybrid Fabrics: This refers to mixed-use buildings incorporating commercial and residential activities downtown and near the riverfront; and

Accentuated Networks: This refers to the use of alleys and pathways to enhance connectivity from downtown to the riverfront.

The findings from the data analysis, existing conditions review, and community engagement tasks informed three redevelopment 'streams'. Stream 3 is most relevant, as it recommends infill development throughout downtown, mixed-income housing, and additional retail and commercial space in a portion of the Downtown Plan Study area (partially bounded by Walnut Street, North Street, Harrison Street, Hazel Street, and Highway 136/Main Street). The Conceptual Plan suggests a temporal progression for redevelopment, where the success of Stream 1 begets the success of Stream 2, and so on. This, in theory, would create large-scale, catalytic developments that would support the small-scale developments proposed for the existing building stock.

Figure 39. Stream 3 Proposed Land Use



Map of 'Stream 3' incorporating Downtown Area

2015 Danville Regional Bike Plan



Created by DATS, the 2015 Danville Regional Bike Plan is a multi-pronged approach to increasing bicycle mobility throughout the county, with recommendations ranging from infrastructure improvements to outreach activities and more.

The Regional Bike Plan includes a map of existing/planned facilities in the City of Danville. The map shows one on-street bike route within the study area; this consists of shared-lane markings (SLMs) on Vermilion Street between Harrison and Madison, and painted bike lanes from Madison continuing north. While routes are limited within the study area, the Regional Bike Plan contains a number of relevant items that are important in the development of a safe, connected, and comfortable bicycle network. This includes:

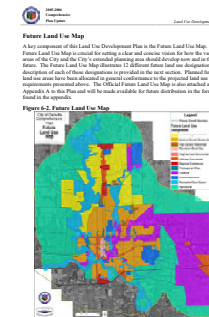
Reviewing crash data to better understand the location, frequency, and severity of crashes involving vulnerable road users;

Enhancing connectivity to key destinations within and between multiple jurisdictions;

Building cycling facilities that mitigate risk from existing roadway conditions, such as traffic volume and roadway capacity; and

Building end-of-trip facilities, such as bicycle racks and bikes on transit, to further enhance cycling mobility.

2025 Comprehensive Plan Update



The City of Danville 2025 Comprehensive Plan is a guidebook to facilitate the planned, orderly development of the city. To ensure that the plan remains dynamic and active, the Comprehensive Plan recommends a plan update to occur every 5-10 years. This would render the current plan out-of-date. Nonetheless, many of the findings outlined in the Existing Conditions and Issues & Trends sections appear relevant to the Downtown Plan:

Housing: The plan details a series of trends associated with neighborhood instability and housing insecurity, such as the age and condition of housing stock and the fragmentation of traditional neighborhoods adjacent to downtown.

Transportation: City staff recognizes the relationship between decreased residential density and increased vehicle trips. Issues related to downtown include the consideration of traffic-calming measures and the encouragement of alternative forms of travel (e.g. cycling, walking, transit).

Community Heritage/Urban Design: Residents recognize the significance of the historic building stock, not least in their downtown, and how it contributes to their unique identity.

The Danville Comprehensive Plan Update was adopted in 2006.

Community Engagement

Introduction

The project team worked with city staff to create a Stakeholder Engagement Strategy at the beginning of the project. This strategy outlined all engagement-specific tasks throughout the project and identified intended audiences, city staff roles, a timeline, and final deliverables. The plan content was shaped by both key stakeholders as well as the community at large. Focus groups, interviews, survey content, and an in-person booth yielded valuable community feedback and ultimately served a number of project aims, including:

Informing community members about the plan;

Equipping key stakeholders (e.g. business owners, property owners, downtown interest groups) with information to better understand building conditions and redevelopment opportunities; and

Providing city staff with a planning and development resource that can be distributed to developers, property owners, and other groups to help facilitate the ongoing revitalization efforts.

Summary: Key Stakeholder Meetings

The consultant team led three virtual meetings with community members during the week of July 17, 2023. The purpose of the virtual stakeholder meetings was to introduce the project to the key stakeholders and gather input on opportunities and challenges related to downtown revitalization efforts. Participants for the virtual meetings were selected by city staff and consultant staff as ‘key stakeholders’ based on a number of variables, including:

Location: This was a primary variable, ensuring that the participant list included individuals who live, work, own property, run a business, represent a business whose work has implications for the downtown study area (e.g. real estate), or otherwise frequent the study area.

Workforce Sector (e.g. public, private nonprofit).

Community Involvement and Advocacy: This includes individuals who participate in third-party, typically nonprofit entities that play a role in downtown revitalization efforts, such as the Danville Convention and Visitors Bureau and Downtown Danville, Inc.

A total of 32 key stakeholders were identified. 15 key stakeholders participated in at least one of the virtual meetings. These stakeholders represented the following entities:

Businesses located downtown: Tridan International, Sweet Repeats, Vermilion River Brewing Company, The Local Farmhouse, Adventure Arcade Escape Rooms, Monyok Leadership and Consulting

Business interest groups: Vermilion Advantage Chamber of Commerce, Downtown Danville, Inc.,

Real Estate and Development: Heartland Properties, RE/MAX

Public Sector: City of Danville, Danville Mass Transit, Danville Area Community College

Nonprofit: Danville Public Library Foundation

Consultant staff asked questions on a variety of topics related to sections of the plan, including economic development, redevelopment, placemaking, and transportation. Participant responses have been organized into the following themes:

Placemaking, Downtown Events

Key stakeholders were generally supportive of downtown events and programs, and specifically mentioned First Fridays, the Harry Potter Festival, and Fischer Theatre as being key attractions. These events, along with the programming at Fischer Theatre, have elevated the profile of downtown for visitors and locals alike.

First Fridays began in earnest in Fall 2021. For some, First Fridays was initially framed as an invitation to come downtown, specifically aimed at community members who may not otherwise frequent downtown. Live music, vendor booths, and themed events (e.g. back to school bash) make for an attractive program, an 'invitation' worth 'RSVP'ing to, so to speak.

When asked if downtown events have contributed to increased brick-and-mortar business activity, stakeholder input was mixed. Some stakeholders mentioned a positive relationship between First Fridays and local businesses, one that results in a mutual benefit: Vermilion River Brewing Company having a booth in addition to their storefront, for example, or The Local Farmhouse contributing flower arrangements for the Artisan Table and Market. Some were cautious about attributing increased business activity to downtown programming, while others highlighted the importance of communication to address 'missed opportunities', including:

- Businesses that are closed during First Fridays;
- Businesses that are open during First Fridays, but due to the traffic barricades installed during business hours the businesses is impacted from reduced visibility and access.

Alley improvements were also discussed during this section, and comments consisted of improvements that were both aesthetic and practical. One business

owner highlighted the need for improved lighting so her employees would feel safe walking back to their car after closing. Another liked the idea of murals and artwork to "pretty up" the alley.

Economic Development, Business Mix

Key stakeholders recognize that it is an "exciting time" to be downtown. There is "momentum" behind revitalization efforts. Most business owners want to be downtown, some of whom specifically chose downtown over other locations both in and out of Danville. Stakeholders recognized that downtown is much bigger than Vermilion Street; however, most people want to be on Vermilion because of its high visibility, architectural charm, and walkability.

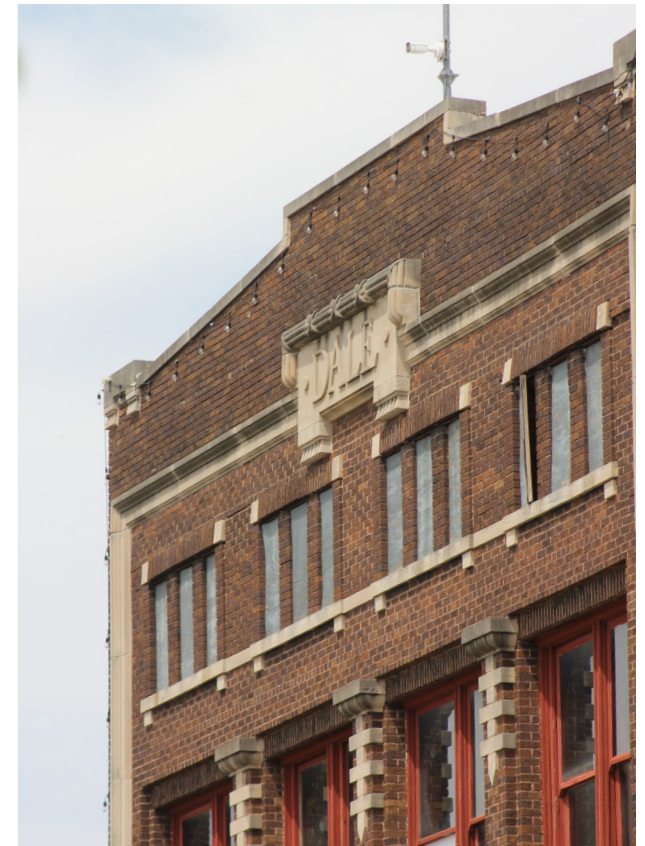
When asked if downtown events such as First Friday have catalyzed new development—for example, a successful vendor booth grows its business into a brick-and-mortar facility—stakeholder feedback was mixed. Some stakeholders said that the presence of new, thriving businesses gives prospective businesses the confidence they need to be downtown, not necessarily the downtown-related events.

Most of the discussion around business mix was centered around downtown having 'anchors' and 'missing gaps': Recognizing the former, filling in the latter. Regarding missing gaps, stakeholders expressed the need to have a variety of restaurants, a use which can attract weekend visitors but also be patronized by weekday traffic. One stakeholder mentioned potential traffic by courthouse visitors and public-sector workers, while another stakeholder mentioned the large amount of mid-size businesses in a four-mile radius of downtown being a broader source of potential traffic.

One stakeholder referred to the downtown consisting of 'niche businesses' and stated that, while 'niche' is unique and good, that residents living in and near downtown

“So many buildings [on Vermilion Street] from Main to North are empty. There are a few stores that attract people, like Vermilion River Beer and Lainey’s Ice Cream. But there needs to be more within the blocks to spend the day and shop.”

-Focus Group Participant



Vermilion River Beer Co., 103 N. Vermilion St.

must shop elsewhere for their day-to-day essentials. The stakeholder suggested that the Town Centre could help meet that need, ‘marrying’ the two districts, and offering products and services that the downtown itself may not be able to reasonably provide.

Redevelopment Climate, Potential

Stakeholders indicated a strong preference to have as many locally-owned buildings—and businesses—as possible. They stated that entrepreneurship is strong, that business ideas abound, and that demand for space is present. Insofar as that demand can be met through downtown space, however, a prospective business owner is considering many variables, including:

Size: Space needs would be 1,000-3,000 square feet;

Condition: Spaces are not turn-key ready, and many spaces will need a complete renovation;

Ownership: Prospective businesses owners will likely need to purchase the building. While some owners can find this process beneficial (i.e. establishing contact with property owner, negotiating a favorable purchase price, and ultimately building equity in a property), some owners will find those time costs prohibitive.

Stakeholders recognized the role that larger, potentially out-of-town developers could play in redevelopment prospects. They suggested that city staff have a process for identifying, possibly procuring, and marketing select buildings to a developer network. They stated that local owners have neither interest nor capacity in tackling larger buildings, and that owners of multi-story properties with an active commercial use on the ground floor “pay a huge premium” for upper-floor space that goes unused. They also stated that a larger developer could offer subdivide ground-floor uses in select properties (e.g. the former Sears building) and provide increased tenant leasing opportunities. However, a few stakeholders expressed discontent over out-of-town

owners of dilapidated buildings. These owners were characterized as having purchased property for cheap, making little to no improvements, keeping the property in a vacant state but not listing the building for sale, being difficult to contact even if someone was interested in purchasing, etc.

Stakeholders also discussed the overall building stock of downtown. There is a concern over losing the ‘big’ buildings such as the Adams Building and the former Sears building. While this was partially due to losing more architectural character downtown, many stakeholders were concerned about how a demolished building would create a ‘missing hole’ that would be difficult if not impossible to fill, especially on Vermilion Street. Additional discussion occurred around the building stock located off Vermilion Street. One person mentioned that the buildings on North Street are in fair-to-good condition, and that redevelopment on that block in particular would further catalyze revitalization efforts.

This topic also included a discussion on understanding potential housing opportunities. When asked about potential demand and rental rates, some stakeholders stated a need for one-bedroom units ranging from \$650-\$900, with higher price ranges being associated with higher-end finishes in newly renovated spaces. Another stakeholder indicated a need for executive housing and suggested that Danville loses professionals to nearby Champaign due to the lack of high-end units available. And another stakeholder was hesitant to ascertain downtown demand but instead stated that we may need to ‘create the market’ over time.

Recent commercial activity downtown seems to indicate a demand for existing buildings with small footprints.



Transportation

Nearly all of the stakeholder input within this section centered about downtown parking challenges. Chief among these challenges was the two-hour free parking limit. While stakeholders agreed with the concept of limiting parking time to ensure availability of parking spots, many expressed frustration with the results of the parking limit, stating:

- Two hours is not enough time for folks to visit one businesses, let alone multiple;
- Instead of moving their car and coming back to a give business, some just end up leaving altogether;
- Some customers get ticketed, and some businesses choose to pay the ticket for a customer; and
- Parking spaces are plentiful downtown during the weekday hours, and it is not an issue then.

Stakeholders admitted that this issue can be mitigated through both policy changes (e.g. updating the timed

parking limit) and improved communication with business owners and customers. To the latter point, one stakeholder mentioned that there is an abundance of off-street surface parking in multiple places one block from downtown. Stakeholders also mentioned that there's a lot of potential for improving the utilization of the parking garage, given its location, and stated that some visitors would pay for the convenience, covered parking, and security that comes with parking in a structure.

A detailed summary of participant responses from each meeting is included in the appendix.

Summary: First Fridays Outreach

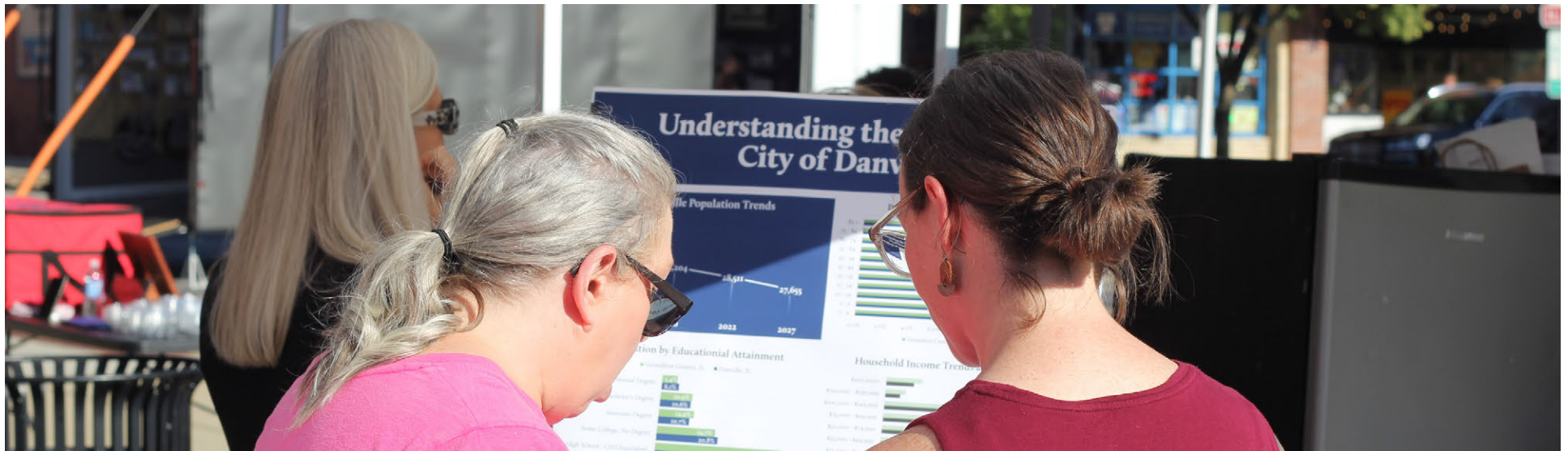
The Danville community is well aware of how instrumental the monthly First Fridays events have been in attracting a wide variety of people downtown, including community members and visitors. After the July 17th-20th key stakeholder interviews, the next two First Fridays events provided an opportunity for the team to gather critical input on visitor data in general.

Friday, August 4th: Back-to-School Bash

This is a family-friendly event designed to equip students for the upcoming school year. For this event, the project team created a short, five-question survey targeted to adult attendees and distributed through a brochure which included an overview of the project and a QR code to the survey. A total of 47 respondents completed the survey.

Friday, September 1st: Artisan Table and Market

This event features a ticketed harvest-themed dinner along with programming elements that many monthly guests are familiar with, such as craft vendors and live music. The project team set up a booth that included community demographic data, maps to help visualize building use and conditions, and more. While the booth primarily served to inform guests about the project, most of the input that evening was gathered by means of an online survey distributed to market guests in general and a brief questionnaire distributed to the artisan table dinner guests in particular. A total of 12 respondents



completed the nine-question survey. Of the 115 dinner guests, a total of 66 respondents completed the questionnaire.

A total of 11 unique questions were asked between the surveys and questionnaire. Brief surveys distributed to a critical mass of guests yielded a higher amount of responses. Conversely, the nine-question survey distributed to guests during the Friday, September 1st event did not generate a significant amount of data; nonetheless, consultant staff were able to talk with business owners, longtime community members, and downtown advocates about important issues that will help undergird the plan.

Participant responses are summarized as follows:

Figure 1: What is special about Downtown Danville?

Of the 124 responses, 46 indicated that ‘Community’ was the most special trait about the downtown, with programs and events such as First Fridays facilitating social opportunities.

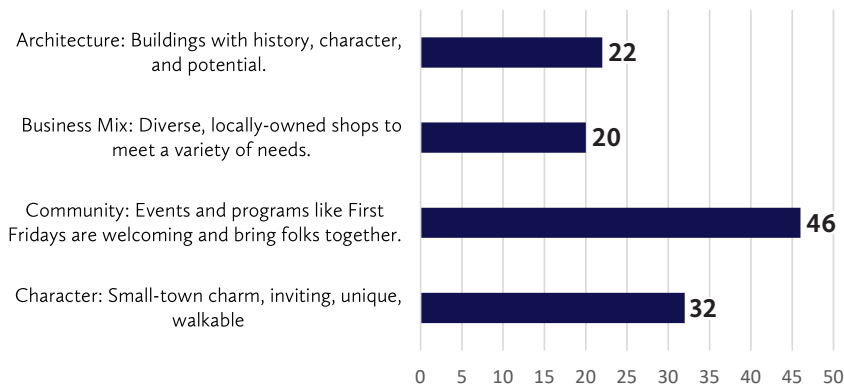


Figure 2: How often do you spend time in Downtown Danville?

Of the 58 responses, 17 indicated that they spend time in Downtown Danville once a week. As the chart illustrates, however, virtually all respondents (55 of 58, or 95%) frequent Downtown Danville at least once a month. It should be noted that the surveys and questionnaires were targeted to First Fridays guests in particular and not the Danville community at large, therefore the target audience may frequent downtown more than the average community member.

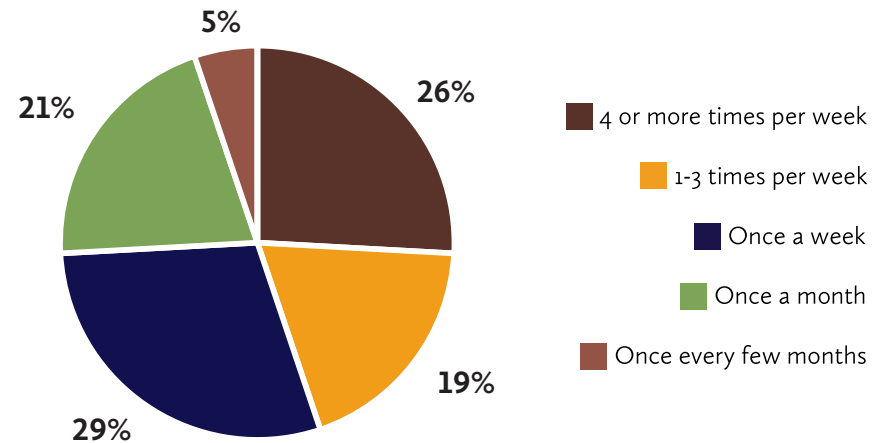
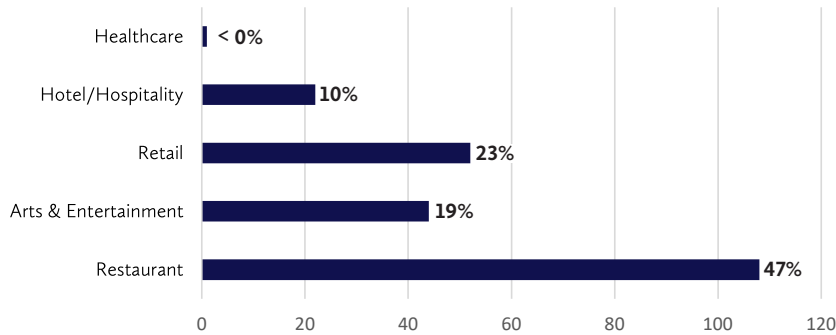


Figure 3: What types of businesses would you like to see in Downtown Danville?

Of the 229 responses, 108 (47%) indicated that they would like to see more restaurants in Downtown Danville. The response aligns with the input of the key stakeholders who stated that additional restaurants would be a valuable amenity for both weekday local traffic and weekend visitor traffic.



Many respondents of the questionnaire were more specific about the types of restaurants they would like to see, including:

- Ice Cream: 6 responses**
- Bakery: 6 responses**
- Italian Restaurant: 4 responses**
- Coffee: 3 responses**
- Wine Bar: 2 responses**
- Brunch/Breakfast: 2 responses**
- Salad Bar: 2 responses**
- Bars/Clubs: 2 responses**
- Diner-style food: 1 response**
- Old-Fashioned Soda Fountain: 1 response**
- Sandwich Shop: 1 response**
- Chocolatier: 1 response**
- Jewish Deli: 1 response**
- Sushi: 1 response**

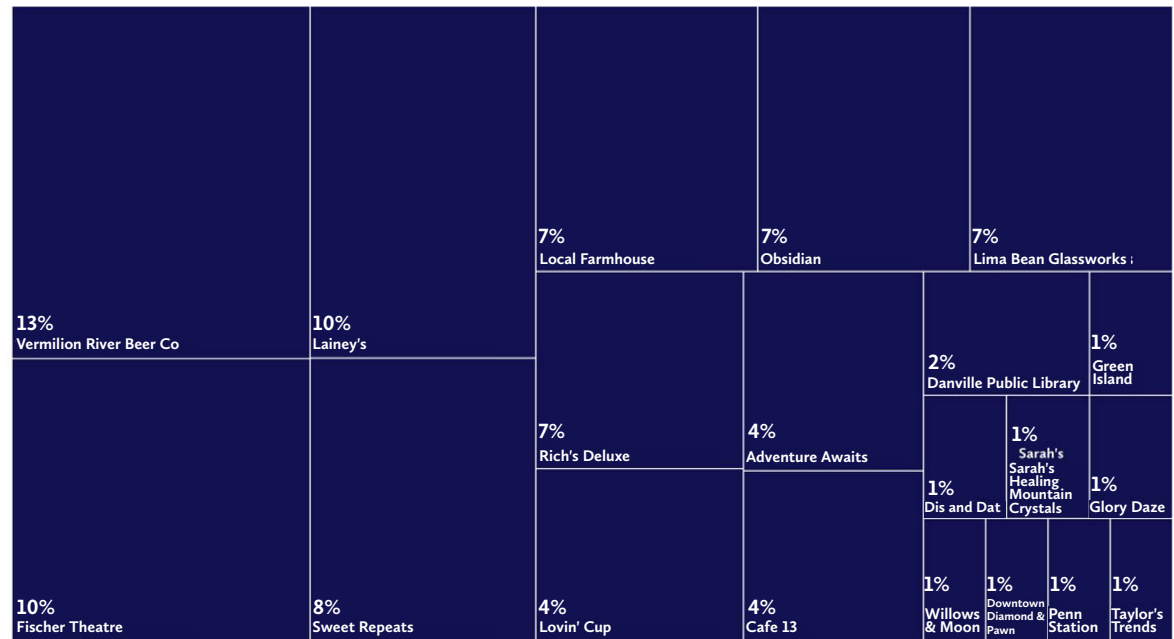
Figure 4: What are the top 3 businesses you've patronized in Downtown Danville in the last 12 months?

Respondents provided 321 responses to this question. Of the 46 destinations shared, there were five destinations in particular that respondents patronized most in the last 12 months: Vermilion River Beer Company, Fischer Theatre, Lainey's Ice Cream (this business closed at the time of writing this report), Sweet Repeats, and the Local Farmhouse. Notably, there are many other businesses and community facilities shared in the treemap that community members, expressed through survey data and commentary shared at the consultant booth, find valuable to the downtown, including:

Newer businesses, such as Taylor's Trends and Obsidian Coffee;

Older, 'staple' businesses, such as Rich's Deluxe; and

Cultural facilities, including the Danville Public Library.



Economic Analysis

Economic Overview

Like a triage nurse taking vital signs, there are several indicators of the overall health of a community such as population growth, income growth, and housing vacancy. The services demanded are generally derived from the demand of different age groups within the population. Finally, employment opportunities and income levels are dependent on the skill levels of the available workforce. Due to the study area size, the City of Danville overall was compared with Vermillion County as a baseline for these indicators.

Population Trends

Both the City of Danville and Vermillion County have been experiencing declining population. There may be several reasons for this which are outside the scope of this study. If there had been a difference (either positive or negative) further investigation would be encouraged.

Figure 1: Population Trends, Vermillion County

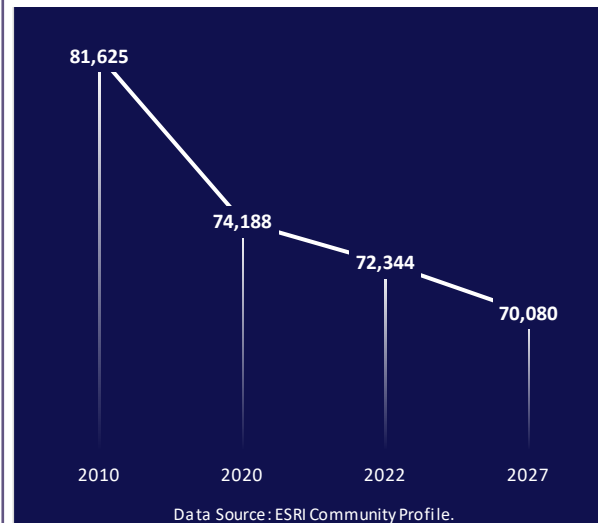


Figure 2: Population Trends, City of Danville

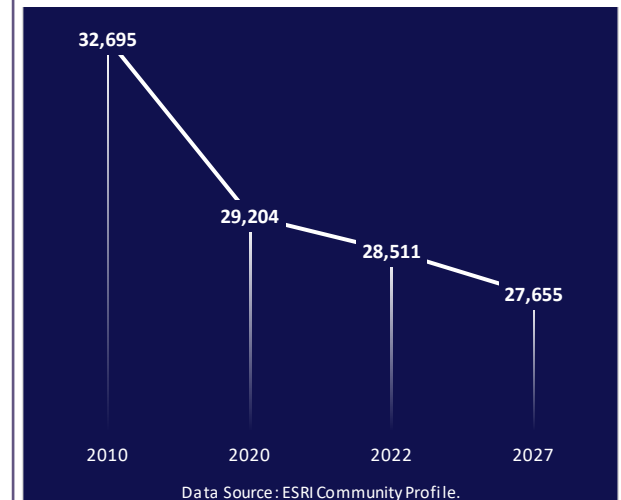
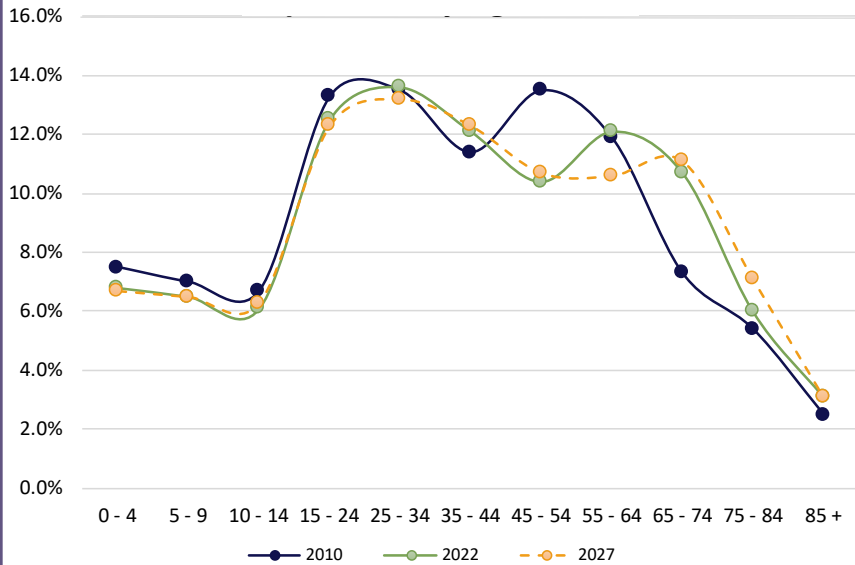


Figure 3: Population by Age Trends

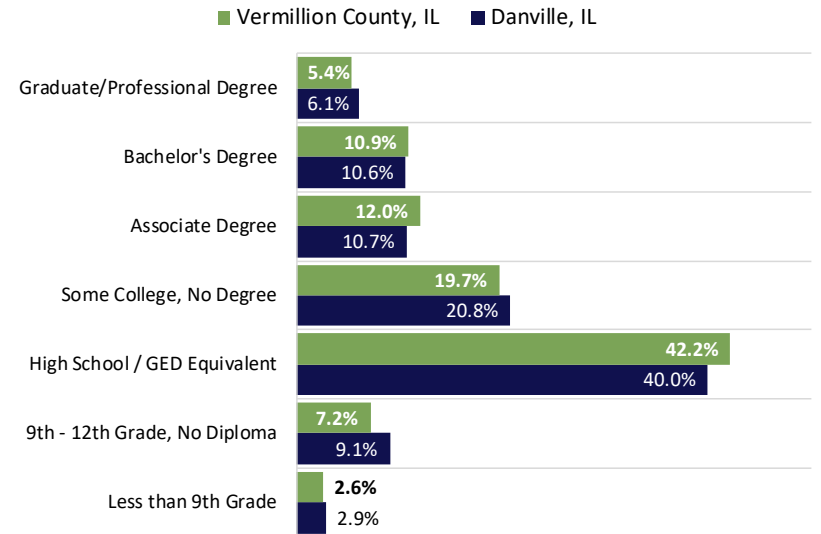
Esri estimates that the proportion of the population of Danville from ages 0-44 will remain unchanged from 2010 to 2027. However, the population over the age of 45 is projected to decline significantly. Therefore, these changing population trends will need to be monitored and services, shopping experiences, events, and housing adapted accordingly.



Data Source: ESRI Community Profile (2022)

Figure 4: Population by Educational Attainment

Employers often look at educational attainment in the area as an indication of the skill sets available in the labor pool. The types of businesses that would be attracted to Downtown Danville will more likely be those that require a high school diploma or certification for providing services such as a salon, spa, etc.

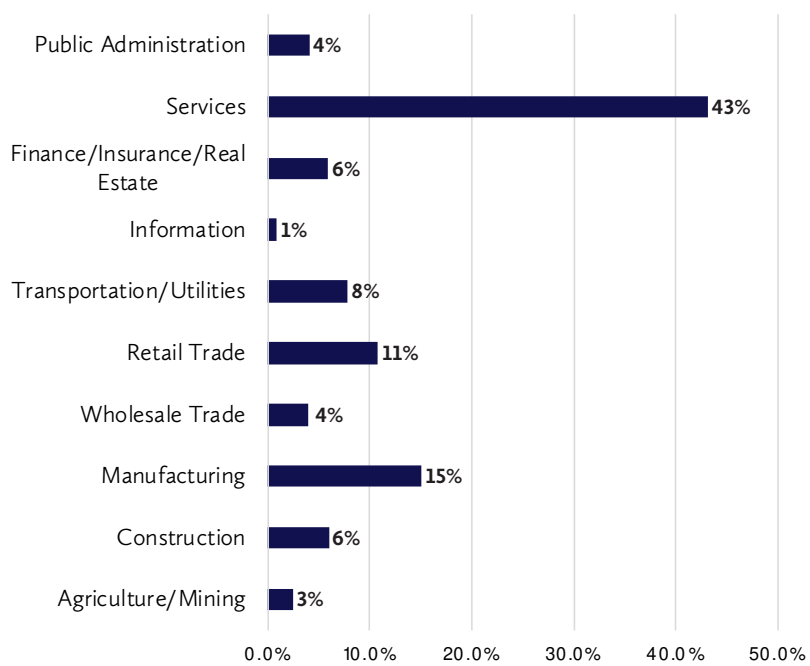


Data Source: ESRI Community Profile (2022)

Figure 5: City of Danville Employed Population Aged 16 and Over by Industry (2022)

According to Esri, approximately 46.1% of Danville residents are in the service industry which includes the following:

- Professional/Scientific/Tech Services
- Management of Companies/Enterprises
- Admin/Support/Waste Management Services
- Educational Services
- Health Care/Social Assistance
- Arts/Entertainment/Recreation
- Accommodation/Food Services
- Other Services



Data Source: ESRI Community Profile.

Figure 6: Danville, IL Household Income and Projections

While the share of Danville households with incomes above \$75,000 per year are expected to increase according to Esri, the largest proportions of households are earning less than that over all, with a very large proportion of households earning less than \$15,000 per year.

Furthermore, wages are generally determined by educational attainment and experience with few exceptions. According to ESRI, the median household income of both the City of Danville and Vermillion County are in the table below. Assuming these households include two working adults working full-time with two children, each household employee is then earning just \$9.44-\$11.16 per hour. Based on ESRI projections for 2027, the median household income is expected to increase to just \$10.38-\$12.65 per hour per adult under the previous assumptions. MIT has created a [Living Wage Calculator](#) which determines the hourly wage a full-time employee must earn to support their family for every county in the United States. The hourly rate is adjusted based on the number of workers and children in the household. Based on the previous stated assumptions, each worker in the household would need to earn between \$23.31 per hour to earn a living wage in the market area.

Median Household Income	City of Danville	Vermillion County
2022	\$39,289	\$46,442
2027	\$43,185	\$52,617
MIT Living Wage for Households with Two Working Adults with Two Children	N/A	\$96,970

Due to the availability of disposable income for city and county residents, retail and service offerings in Downtown Danville must either be essential or provide a higher value relative to the cost to consumers.

Visitor and Consumer Activity

The project team analyzed data from Placer on visitor and consumer activity within the study area. This data was used to ascertain visitor trends, understand visitor activity, and determine unmet consumer need.

Figure 7: Monthly Visits, January 2019-August 2023

While COVID-19 certainly impacted the amount of visits to the downtown, traffic resumed to pre-COVID levels by the summer of 2021. Additional activity may be attributed to First Fridays, which resumed in October 2021. Since Spring of 2022, visits to the downtown have exceeded pre-COVID levels.

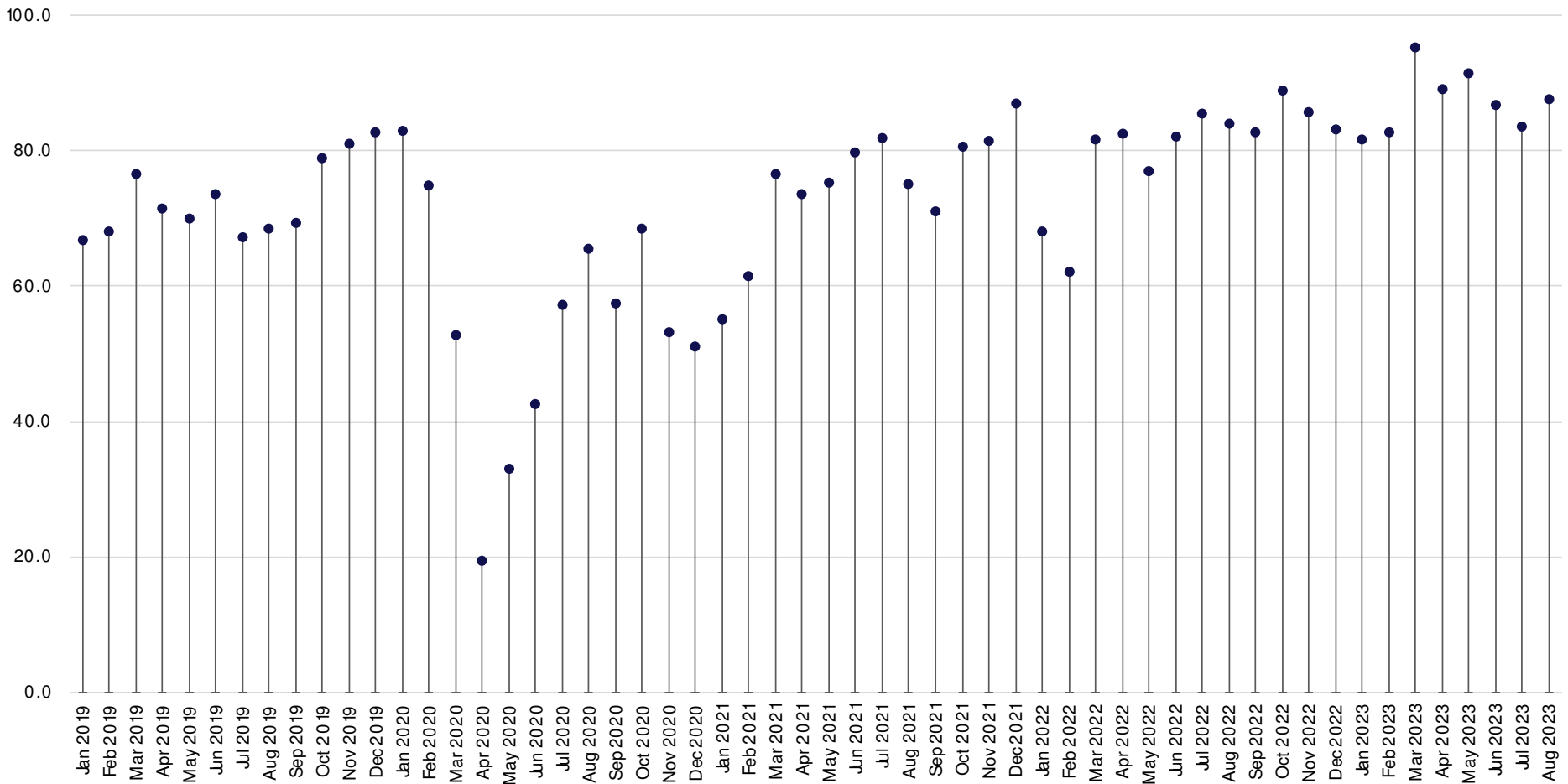


Figure 8: Daily Visit Count over Last 12 Months

Most visits to downtown occur on Fridays with the largest attendance of the month occurring on 'First Fridays' (illustrated in blue dots, below). First Fridays are free monthly events downtown with a variety of themes that attract families and visitors in the region.

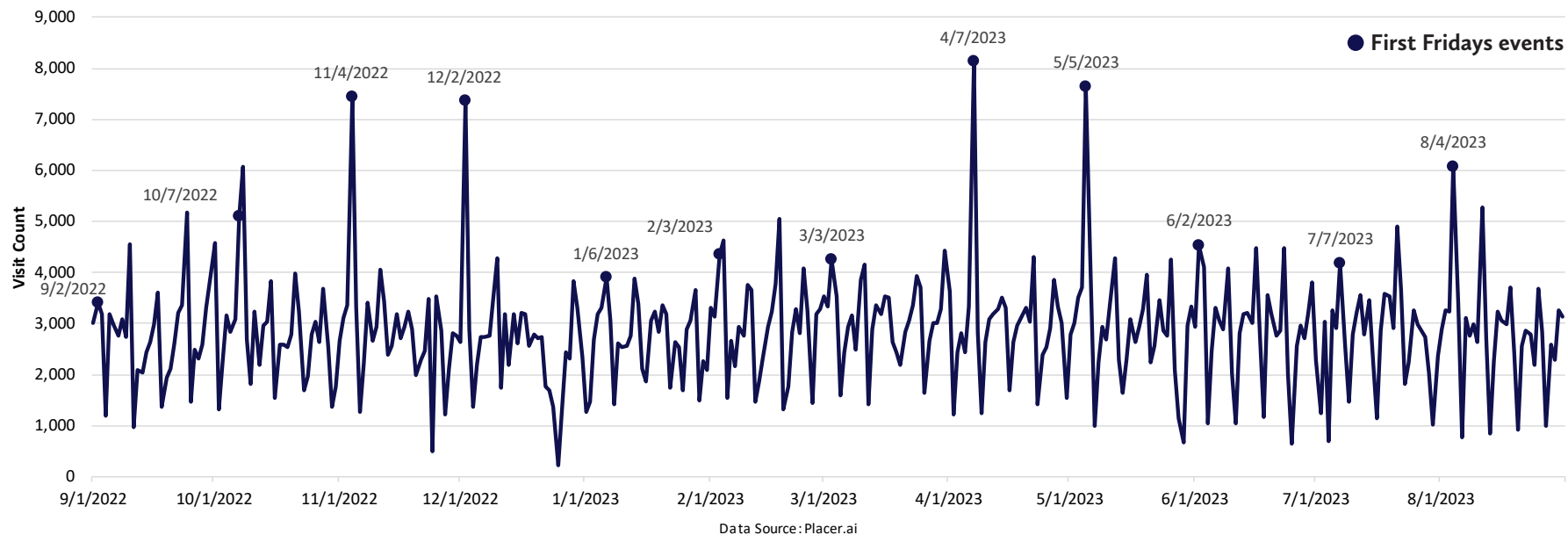


Figure 9: Visits per month, September 2022-August 2023

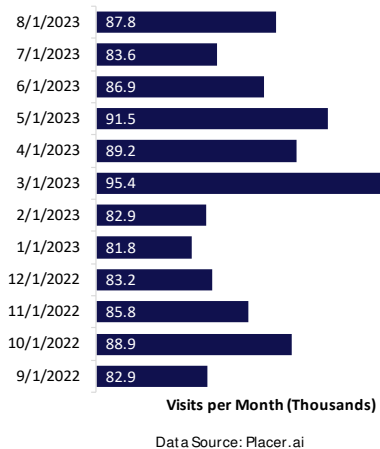
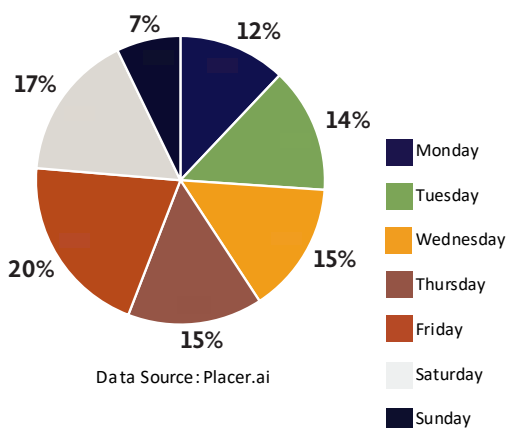


Figure 10: Visits by Day of the Week, September 2022-August 2023



Visit Trends

Figures 8-10 illustrate visit activities in the study area with monthly, daily, or day-of-the-week granularity.

Figure 9 indicates increased per-month visit activity in 2023 especially from March to June. This increase is likely due to seasonal changes, as visits tend to rise in summer months and drop in winter months.

Figure 10 illustrates the number of visits in the same time period of day of the week. 20% of all visits in the twelve-month timeframe occurred on a Friday, which is highly attributed to First Fridays events. 17% of all visits occurred on a Saturday, which may be associated with events at Fischer Theatre in addition to existing retail activity in the study area. There is a fairly even distribution of visits during the weekdays as well, which may be attributed to government-related visits such as trips to the courthouse or library.

Figure 11: Hourly Visits to Study Area in last 12 Months

Figure 11 illustrates the number of visits per hour to the study area in the last twelve months (September 2022-August 2022). This is inclusive of both weekday and weekend activities. Visit activity begins to trend upward around 6:00 a.m., rising sharply at 8:00 a.m., and peaking highest during 11:00 a.m. to 1:00 p.m. Visits increase again in the evening between 6:00 p.m. to 8:00 p.m. This activity is likely associated with primary commute trips in the daytime hours, with secondary trips (e.g. errands, recreational activities) occurring during peak visit activities.

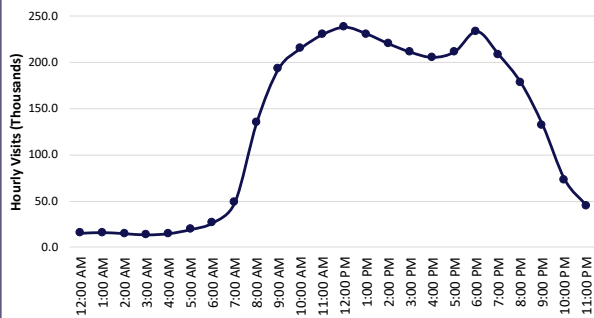


Figure 12: Share by Visits by Time of Day

Figure 12 illustrates the share of visits by three time-of-day segments 8:00 a.m. to 5:00 p.m., 5:00 p.m. to 11:00 p.m., and 12:00 a.m. to 7:00 p.m. Over two-thirds of visits are taking place between 8:00 a.m. and 5:00 p.m. 28 percent of all visits occur between 5:00 p.m. and 11:00 p.m., a number which is not only impressive on its own—and certainly related to activities such as First Fridays and Fischer Theatre events—but is also a strong base that could patronize new businesses that key stakeholders desire, such as restaurants.

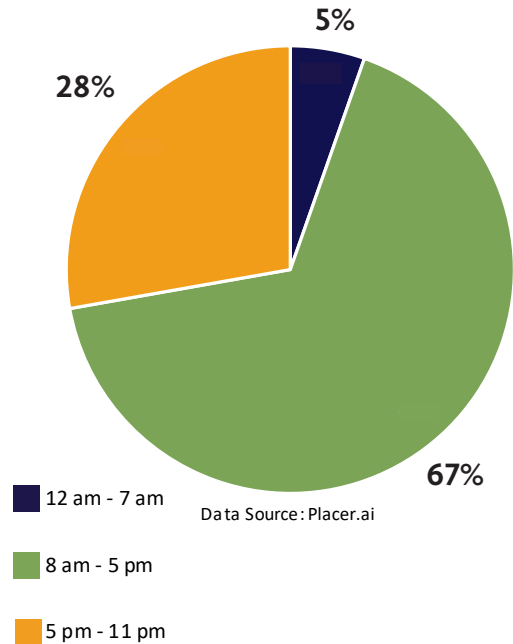


Figure 13: Share of Visits by Length of Stay

Most visitor traffic occurs between 8 AM and 9 PM and are either less than 30 minutes long or greater than 2.5 hours. This is important to note when programming activities and recruiting business types and or events. For example, to potentially spur more visitors on Saturday or an early-bird crowd, an artisan show could be held. Or if more of a nightlife crowd is desired, then an outdoor concert, drive-in movie, or comedy show could be events to pursue.

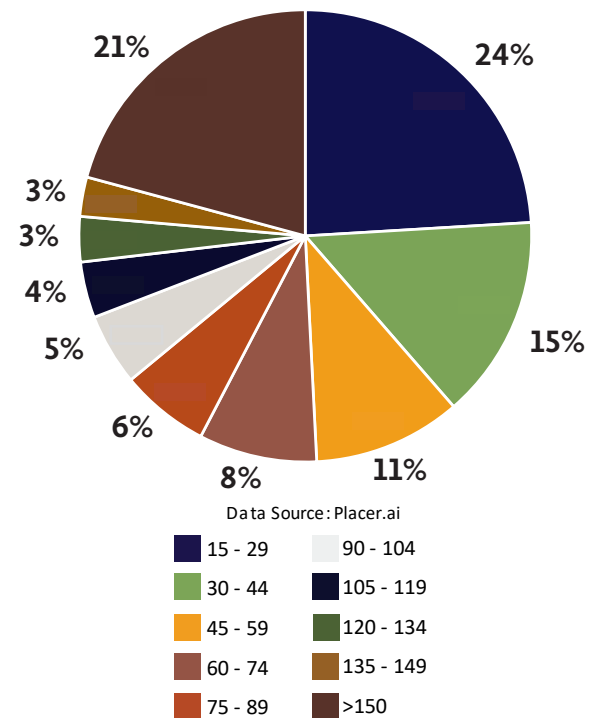
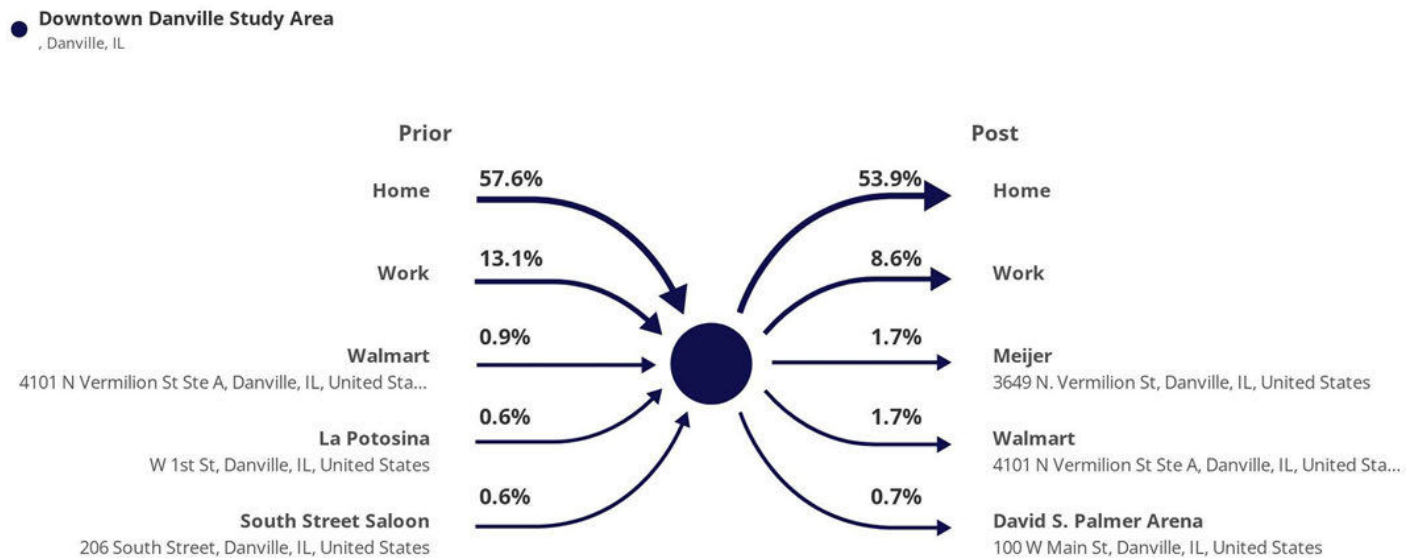


Figure 14: Visitor Journey

Placer provides a Visitor Journey report that tracks where visitors are coming from when they visit the study area and where they go to after they leave. It isn't surprising to find that most visitors come and go from work or home, but other destinations include La Potosina Mexican Restaurant (215 S Gilbert St), South Street Saloon (206 South Street), David S. Palmer Arena (100 W Main St), and Walmart (4101 N Vermilion St Ste A). The arena is adjacent to the study area just south of the boundary. La Potosina and South Street Saloon are also south of the study area boundary and within a mile of the study area. Walmart is approximately five miles north of the study area.

The good news is that the entertainment and restaurant establishments that visitors are coming from are near adjacent to the study area. Visitors then come to the study area for other goods, services, or experiences, and then may stop by Walmart for the goods they weren't able to find during their excursion. It is also helpful to understand the types of businesses that the City may desire to attract to the area to fill some of the vacant buildings.



Visitor Mosaic

Experian, the consumer credit and data analytics firm, has created a consumer segmentation system to help marketers target their ideal audience, anticipate behavior, attitudes and preferences and effectively communicate with them. Based on data collected by Placer and Experian, the two most common types of visitors to Downtown Danville are in the Autumn Years segment and Families in Motion segment. A brief description is provided by Experian, below.

Autumn Years

Mature couples in suburban and rural communities throughout the country. While nearly half are retired, those who are still in the workforce hold jobs in farming or blue-collar professions. These working-class jobs provide median household incomes of around \$50,000–\$75,000.

These couples are rooted in their communities, often belonging to veterans' clubs, unions, churches and temples. As consumers, Autumn Years admit that they're not very adventurous. They are loyal shoppers of mid-market and discount chains such as Kohls.

To ensure your brand messages grab the attention of Autumn Years consumers, resonate with their core American ideals of honor, respect, loyalty and pride. For your call to action, leverage loyalty programs and put your best foot forward when it comes to fostering this customer relationship. Outstanding customer service is key to maintaining this loyal consumer market.

Families in Motion

Dominated by young families. Most of the households contain married couples between 25 and 45 years old. Half have families with two or more children. The majority of adults work at blue-collar jobs, and while the pay may be average, these dual-income couples make enough to support outdoorsy, child-centered lifestyles.

These young families enjoy a lot of outdoor activities, including fishing and camping, as well as playing basketball, golfing, and taking weekend trip to bowling alleys. For vacations, they pile their kids into their trucks and head to family-friendly motels and campgrounds near to the state fair or zoo.

Conservative shoppers who prefer local retailers to national chains but, when they need a large selection of clothing or housewares, they're willing to drive an hour to a discount department store like Walmart, Kohls, Dollar General and Sam's Club. These households are proud gearheads, and they tend to buy used cars with American nameplates like Ford, Dodge, Chevrolet and GMC. They like to stay informed listening to radio, are average fans of satellite TV, and read automotive and outdoor magazines. They donate to relatively few causes, outside of religious charities.

They want to appear trendy, but they recognize the value of a dollar. Resonate with their American home-grown values and conventions and focus marketing dollars on tailoring your messages to their work hard, play hard mentality—you will earn their customer loyalty in no time.

Redevelopment Analysis

Redevelopment Overview

During the focus group discussions key stakeholders stated that local entrepreneurship is strong, that community members have business ideas, and that there is a demand for brick-and-mortar space. While such demand could be met in other areas—turn-key commercial spaces in other parts of the city, for example, or even in neighboring communities—stakeholders and business owners stated that downtown is attractive to prospective business owners. This is due not only to the charm and sense of place that the downtown conveys but also to the ‘early adopters’, business owners who have helped grow the economic activity downtown.

The input of key stakeholders and business owners paired with past downtown-related planning documents seems to indicate a shared vision: That community members want their downtown to be an “economic hub”, a district that catalyzes economic mobility with places to apply one’s professional aspirations. For many prospective business owners, property owners, and developers, however, there are many obstacles to redeveloping the existing building stock that become difficult to navigate. Some of these include:

Square footage needs: Sizing the needs of a business within the footprint of prospective buildings, with many owners indicating a preference for small (1,000-3,000 square feet) spaces.

Existing conditions: Many spaces are not turn-key ready and require not only a tenant buildout but a complete renovation of the entire building. Further, vacant, dilapidated buildings compound redevelopment efforts.

Ownership: Prospective business owners will likely need to purchase the building. While some business owners can find this process beneficial (i.e. establishing contact with property owner, negotiating a favorable purchase price, and ultimately building equity in a property), some prospective owners will find those time costs prohibitive. Absent, non-responsive owners compound redevelopment prospects for developers and frustrate the redevelopment efforts of city staff and downtown advocates.

Funding and finance: Banks may be hesitant to provide a commercial loan if it does not ‘appraise out’, and potential funding sources may be unknown or difficult to understand.

Finding tenants: Property owners and developers may be unsure of the demand, not knowing how much to charge, and what their vacancy rate may look like.



This section addresses many of these obstacles through the creation of a Downtown Property Inventory. Detailed further below, this inventory attempts to answer the question, “**What attributes are most important to consider when analyzing the redevelopment potential of a building in Downtown Danville?**”

Downtown Property Inventory

The Downtown Property Inventory includes data on all 141 buildings in the study area which is organized under three topics: Building Conditions, Building Ownership, Use, and Activation, and Redevelopment Potential. A total of 15 building attributes within all three topics were analyzed, consisting of primary and secondary data sources from the City of Danville, licensed data sources, and data compiled by consultant staff.

A detailed list of each building attribute, its description, and data source is provided in the Appendix.

After analyzing, the consultant staff identified 9 buildings to be 'Catalytic Sites', those determined to have high suitability for development. These recommendations were shaped by quantitative and qualitative data

including GIS attributes, Placer.ai consumer data, and input gathered from key stakeholders and other community members. Some catalytic sites have additional resources to assist in redevelopment efforts; this includes a proforma financial feasibility model as well as exterior renderings.

Given the active demolition proceedings occurring at Bresee Tower, the Courthouse Annex, and the former Model Star building, these properties are omitted from figures where redevelopment potential is analyzed. This means that, while data on 141 buildings were inventoried and analyzed, any recommendations related to redevelopment potential omits these properties and draws from a total of 135 buildings.

Downtown Property Inventory Data

Building Conditions:

- Square Footage, Roof
- Number of Floors
- Square Footage, Building

Building Ownership, Use and Activation:

- City-Owned Designation
- Mailing Address of Building Owner
- Fair Market Value
- Zoning Use
- Existing Residential
- Residential Mail Delivery
- USPS Vacancy Indicator
- Ground Floor Commercial Vacancy
- Upper Floor Vacancy

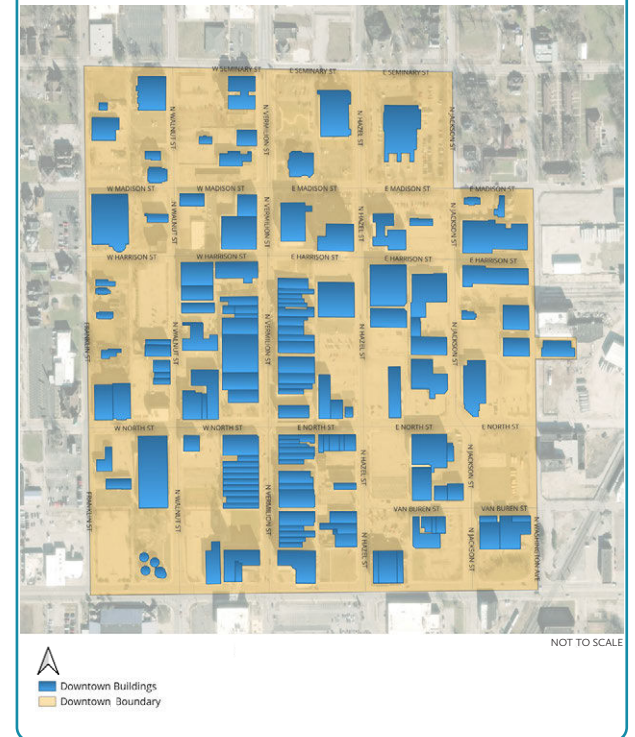
Redevelopment Potential:

- National Register listed properties
- 'Contributing Building' potential in a Historic District
- Upper Floor Residential Potential

Figure 15: Downtown Danville Study Area

The Downtown Danville Study Area includes 141 buildings with 263 floors totaling 1,968,089 square feet on 292 parcels.

Some Figures in the following pages omit buildings that face imminent demolition.



Ground Floor Activity

Figure 16 illustrates ground-floor activity on commercial, recreational, institutional, and industrial properties. It does not include single-family homes, duplexes, multi-family properties (e.g. The Wolford and New Holland apartments), religious institutions, and the municipal parking deck. It should be noted that the 'inactive' status given to The Wolford and New Holland apartments is due to their vacant commercial space on the main floor. Both properties are otherwise 'active' in that they contain occupied residential units.

69% of buildings downtown are active on the ground floor (89 of 141 buildings total). Square footage for the buildings considered active totals 649,151 square feet, or 66% of all ground-floor space available.

26% of the buildings are inactive on the ground floor (33 of 141 buildings total). Square footage for the buildings considered inactive totals 242,245 square feet, or 26% of all ground floor space available.

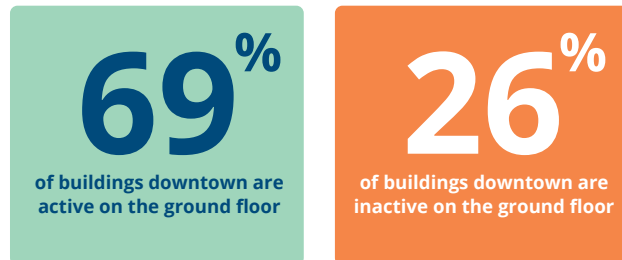
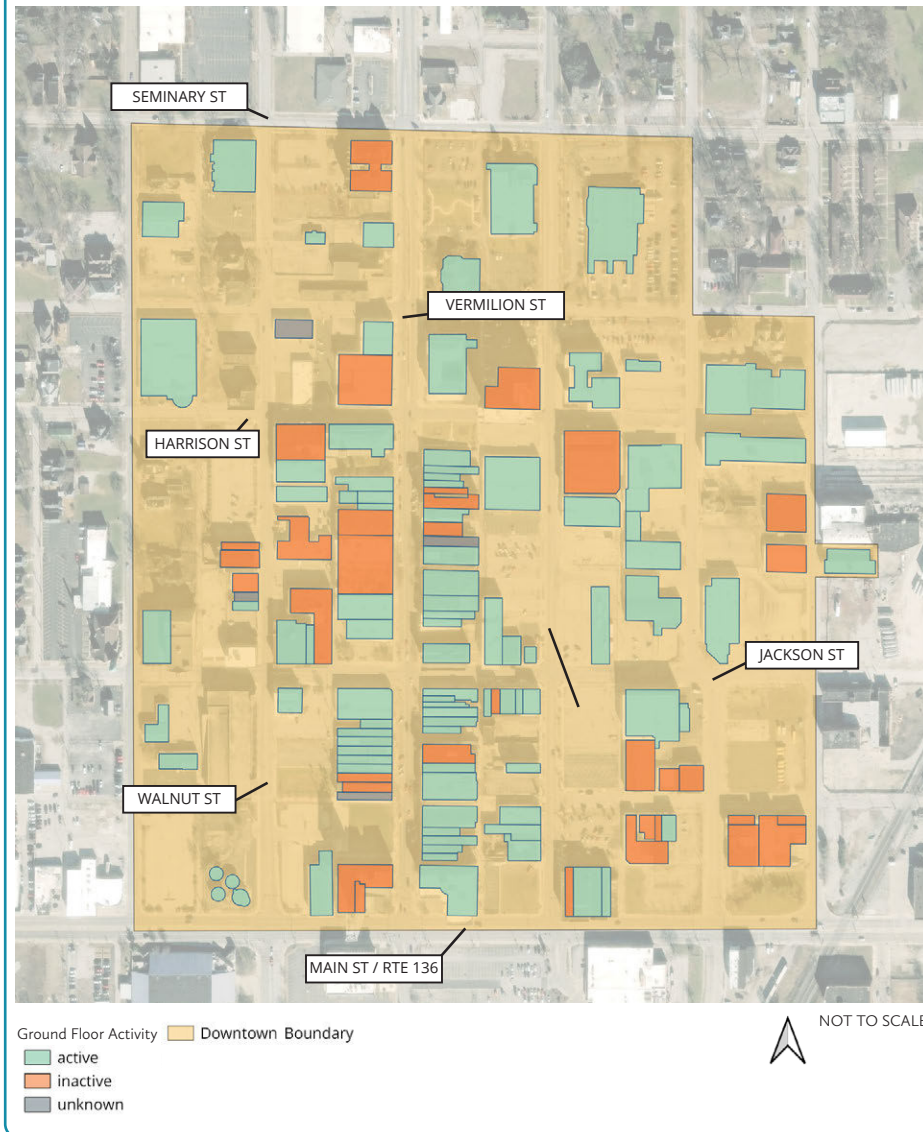


Figure 16: Ground Floor Activity



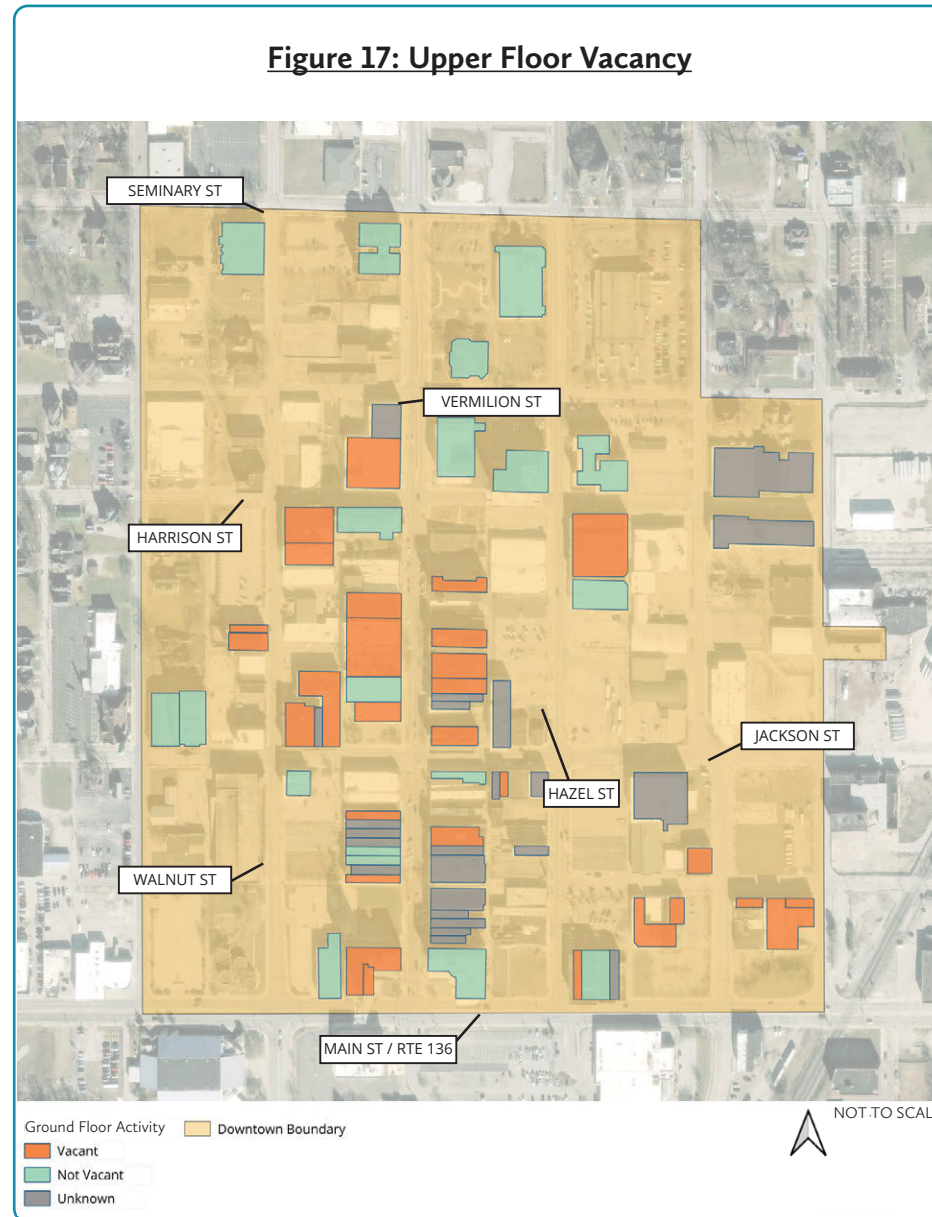
Data sources: USPS Vacancy Data, Consultant Observations, Input from City Staff and Key Stakeholders

Upper Floor Vacancy

Figure 17 illustrates the vacancy status of buildings with more than one floor. Orange polygons indicate vacancy, blue polygons indicate no vacancy, and gray polygons indicate an unknown status. Buildings with no associated polygons are given a 'null' status; this could apply for single-family homes, duplexes, religious institutions, the municipal deck, and one-story buildings.

Buildings given a 'unknown' status may include properties where consultant staff could not easily observe vacancy indicators due to obscuring features, such as boarded windows or facades covered with metal panels. It should also be noted that buildings with an 'unknown' or even a 'not vacant' status may also include properties with upper stories that are technically not vacant but are simply underutilized, such as a floor being used for storage.

19% of the total square footage in the downtown building stock (379,936 square feet) includes upper floors that are considered to be vacant. Of the 141 buildings in the study area, 30 have buildings with upper floors that are considered vacant; 19 are considered not vacant; and 23 are unknown.



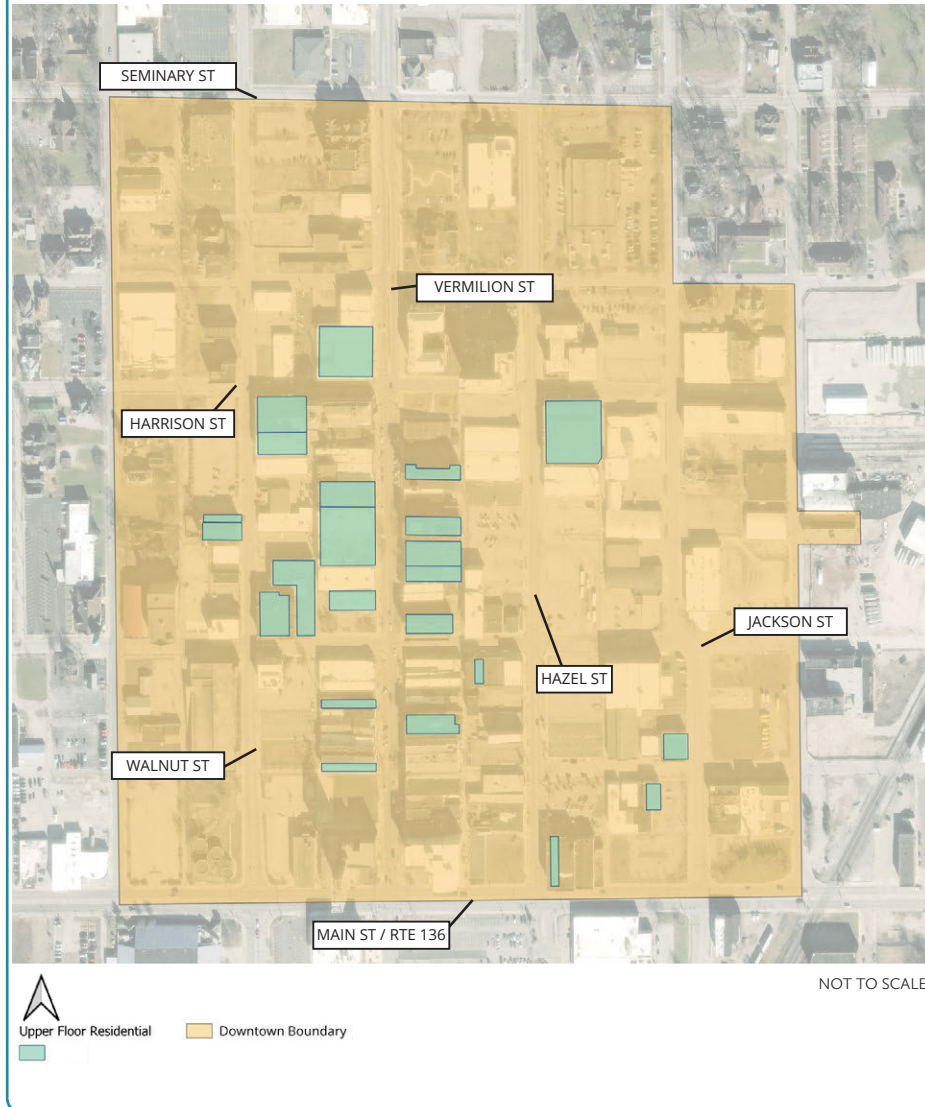
Data sources: USPS Vacancy Data, Consultant Observations, Input from City Staff and Key Stakeholders

Upper Floor Residential Potential

Figures 18 and 19 illustrates the potential of select properties with upper floors that are suitable for residential use. Figure 18 analyzes properties in two ways: First, for physical properties that are suitable for residential uses (with variables such as accessibility, windows, etc.), and second, for upper floors are considered vacant. **This analysis results in a total of 23 properties with upper floors totaling 295,146 square feet, which could potentially accommodate 300+ residential units.**



Figure 18: Upper Floor Residential Potential, Physical Suitability and Potential Upper Floor Vacancy

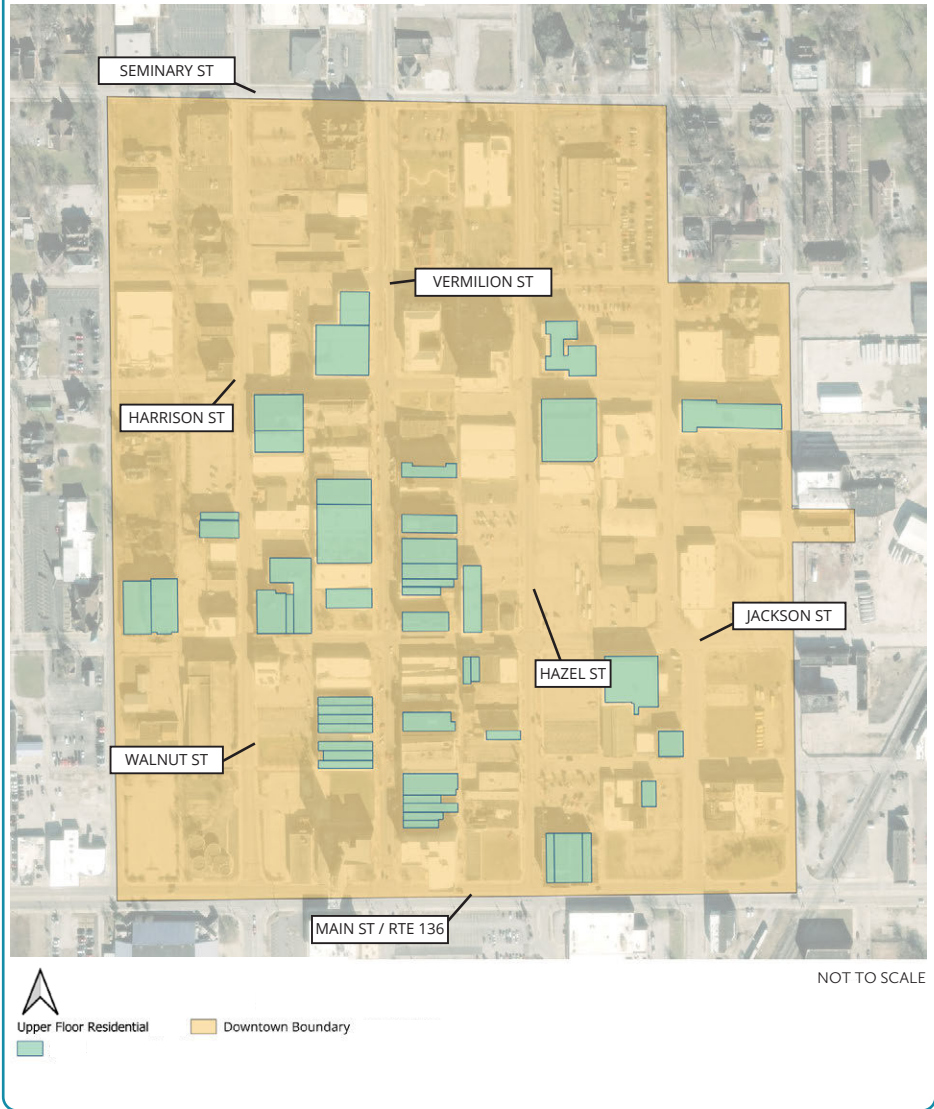


Data sources: USPS Vacancy Data, Consultant Observations, Input from City Staff and Key Stakeholders

Figure 19 illustrates properties solely on their physical suitability for residential use and does not take into account the upper-floor vacancy status of each respective building. This is important due to the caveats mentioned on the previous page: That upper-floor vacancy is difficult to indicate on some properties, and that some upper floors are not vacant but underutilized. **This analysis results in a total of 47 properties with upper floors totaling 571,181 square feet, which could potentially accommodate 605 residential units** There are some important contextual items to consider alongside the above figures:

- The unit estimates per building are based on an average unit size of 850 square feet and assume 10% of the property's square footage is set aside for common area or circulation space.
- The potential number of additional units in both figures would be in addition to the current number of 185 existing residential units downtown. These existing units include single-family homes, duplexes, multi-family properties, and upper-floor units above storefronts.
- Both figures omit properties where demolition proceedings are underway, including Bresee Tower, the Courthouse Annex, and the former Model Star buildings.
- Both figures do not take into account properties that are being actively listed for sale at the time of this report.

Figure 19: Upper Floor Residential Potential, Physical Suitability Only



Data sources: USPS Vacancy Data, Consultant Observations, Input from City Staff and Key Stakeholders

47
properties

571,000
square feet

600+
residential units

Potential for Contributing Buildings in a Potential Historic District

Figure 20 illustrates the potential of buildings in the study area to be considered a 'Contributing Building' should a National Register of Historic Places District be created. A total of 65 properties were identified by consultant staff as being potentially contributing, and 70 properties are considered potentially non-contributing.

If a building is listed as contributing to the historic district, it makes it eligible for the receipt of Historic Tax Credits. The establishment of downtown Danville as part of a National Register Historic District would not only bring notoriety and attention to downtown Danville as an important piece of Danville's history, but also the financial tool of the Federal (20%) and State (25%) Historic Tax Credits. More information regarding the district nomination process as well as the State of Illinois Historic Tax Credit program is detailed in the 'Recommendations' section.

It should be noted that buildings facing imminent demolition have not been given a 'contributing' or 'non-contributing' status. That being said, properties such as Bresee Tower retain extant features that may make them eligible for listing on the National Register of Historic Places or be a contributing building within a National Register district.

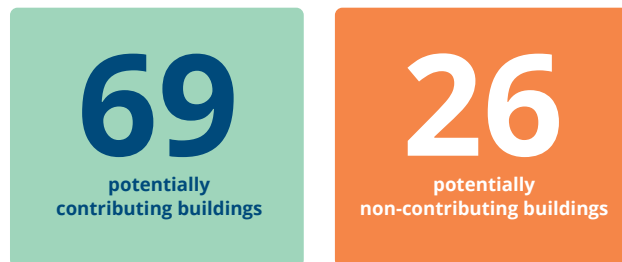
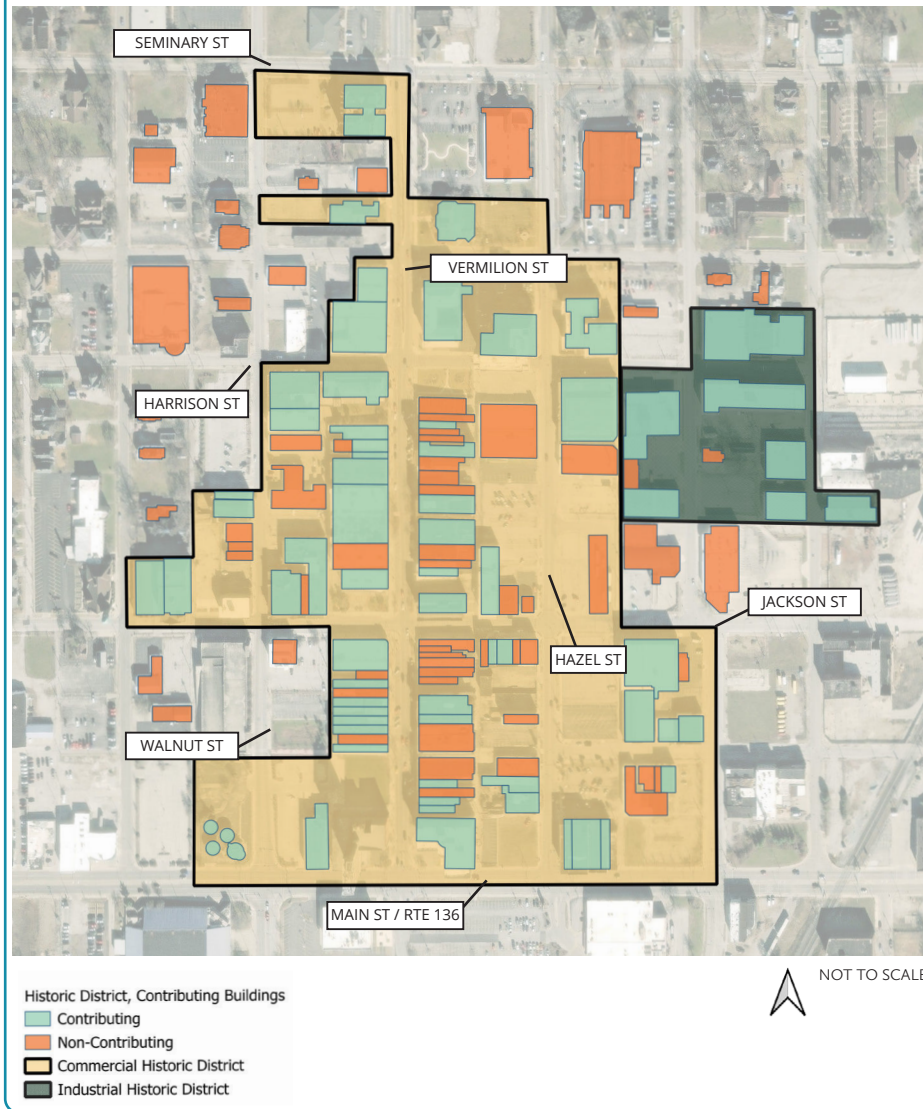


Figure 20: Potentially Contributing and Noncontributing Buildings in Potential Historic District



Data sources: National Park Service, Consultant Observations.

Void Analysis

A void analysis was conducted for each of the following properties using Placer.ai to filter categories our team felt would be the right fit for the property given the existing conditions of the property, location, and visitor demographics. A variety of filters were used, including:

- Space Size (Sq Ft)
- Category & Sub-category
- Number of Chain Venues
- Year-over-Year Min Expansion Rate
- Nearest Location (mi)
- Chain Operate in State
- Cannibalization
- Exclude Chains with Missing Data

The Relative Fit Score indicates the potential tenant's compatibility, or fit, this retailer may have in the location. While a chain retailer or restaurant may not be desirable in a downtown, the information is meant to provide a general sense of the business types that would likely be successful in the location. For example, rather than opening a First Watch establishment, the data suggests that a restaurant like First Watch (or Bradbury's in Madison, WI) may be a good fit.

Catalytic Sites

After analyzing GIS attributes from the Downtown Property Inventory, Placer.ai consumer data from the Void Analysis, and input gathered from key stakeholders and community members, the consultant staff identified 9 buildings to be 'Catalytic Sites', which are located in Figure 21 and described in subsequent pages. This designation refers to buildings with a high suitability for redevelopment and, if redeveloped, would be a major catalyst in the city's downtown revitalization efforts.

Notably, the following variables were critical in the determination of a catalytic site:

Vacancy Status: Using USPS vacancy data, stakeholder input, and consultant observations to determine if a building is partially or completely vacant.

Ground Floor Activity: Using stakeholder input and consultant observations to determine if a building is contributing to the street-level activity associated with the downtown momentum.

'Contributing' Building in Potential Historic District: As described above, a contributing building in a historic district would deem the building eligible for Historic Tax Credits, a critical funding source that makes redevelopment prospects more feasible.

Total Square Footage: Scale is important when designating a property as 'catalytic', and buildings with a total area of over 5,000 square feet were considered in particular.

Mixed-Use Potential: Ground-floor commercial use with upper-floor residential use, for example, makes a stronger value proposition for redevelopers and ultimately contributes to a more vibrant downtown district.

Building Location: Here, the team considered each building's proximity to and compatibility with other active building uses and events. Some sites are on Vermilion Street, a street that is demonstrably more active than adjacent streets. Other sites are not located on Vermilion Street but are nonetheless close to other active building uses (such as Fischer Theatre) and amenities.

These variables are especially important to the following audiences:

Building Owners: The Downtown Plan will be instrumental in future dialogue with building owners about their aspirations and objectives with their property.

Municipal Entities: Notably the City of Danville, whose staff is concerned with 'problem' properties which consume a disproportionate amount of municipal resources.

Developers: One objective of this report is to give developers a framework for downtown redevelopment prospects in general, and highlight the catalytic sites in particular.

Some catalytic sites have additional resources to assist in redevelopment efforts; this includes a proforma financial feasibility model as well as exterior renderings.

Consultant staff have not toured the interiors of the buildings and cannot verify their condition. Additionally, staff has not been in contact with owners of the properties.

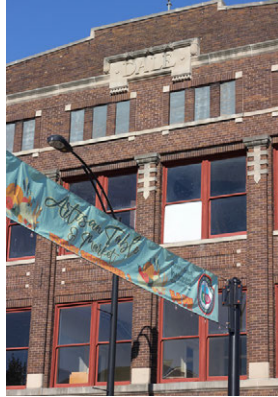
The Adams Building



The Former Sears Building



The Dale Building



Crist Auction House



Danville Paper & Supply



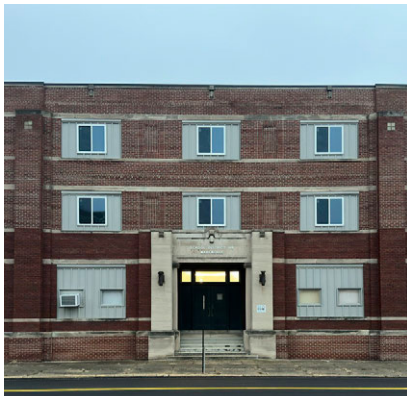
Former Danville Commercial News



101-105 E. Main



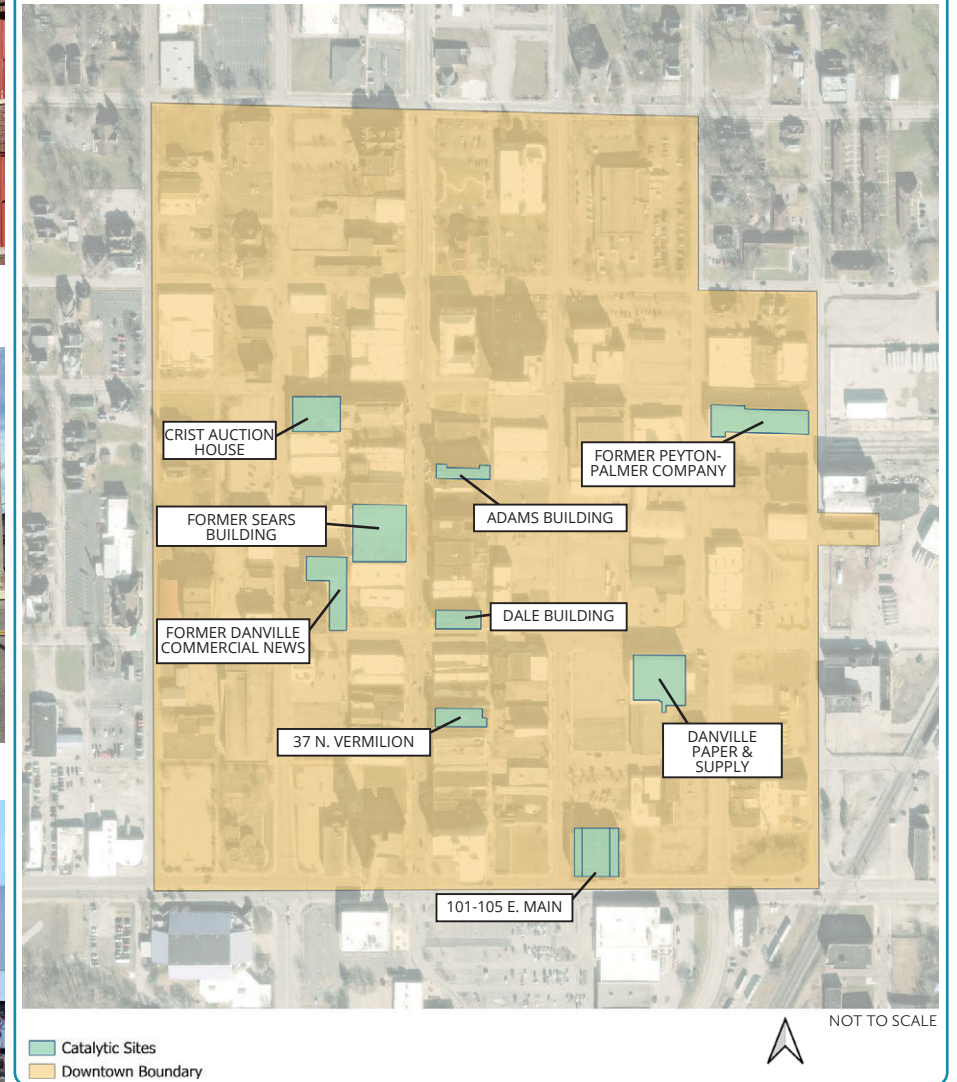
Former Peyton-Palmer Company



37 N. Vermilion



Figure 21: Catalytic Sites



Data sources: USPS Vacancy Data, Consultant Observations, Input from City Staff and Key Stakeholders

The Adams Building

141 N. Vermilion St. | 1st Floor SF: 4,920 | Total SF: 29,600 | 5 Stories

At nearly 30,000 square feet, the Adams Building has a strong presence on Vermilion Street. Its current vacant status is detracting from the potential of downtown and would be a catalyst project upon redevelopment. A scenario of developing the first floor for retail/commercial space with upper floors consisting of approximately 24 residential apartments (studio and one-bedrooms) was analyzed. The analysis helps to better understand the constraints, costs, and gaps that may exist for redevelopment of the structure and lays out more specifically some of the challenges.

Figure 22 summarizes the financial analysis. The redevelopment does not come without its challenges, and every tool must be utilized. **The building was first explored without any financial tools and a significant gap existed (\$5 Million +).**

Then, we analyzed with a handful of incentivizing tools: Establishment and access to a pay-as-you-go tax increment financing (TIF), and allocation of Federal and State Historic Tax Credits. Because the State Historic Tax Credit is competitive (described below), it is not a guarantee, but worth pursuing. As an extra benefit, the building is already listed on the National Register of Historic Places so would not have to await the nomination of the entire district in order to pursue the tax credits.

With these incentives, and assuming market rate rental rates of approximately \$1,100 rent per unit, the project financials indicated a remaining gap (\$3 million). **This indicates that without additional support, this would be an unattractive development scenario for a private developer to come in and take on the project and risk.** That gap could either be filled by city, county, or other funds; however, to minimize the impact to the city budget, the introduction of the use of the 4% Low Income Housing Tax Credit (LIHTC) was explored. The use of LIHTC puts the building in a better position, though may still require a cash incentive or a low-interest revolving loan fund infusion around \$600,000 since the return on investment falls around 3%, whereas a developer would be looking for something in the 10-12% range.

An additional way to incentivize out-of-town investment would be to assist the developer in pairing 2-3 buildings together that would allow them to achieve approximately 50-60 units. There is an economy of scale for developers coming to town. With this number of units and investment, it can make the sunk costs of coming to town and hiring a full-time property manager to pencil out better. This also assists the downtown as a larger impact can be made, with the redevelopment of a greater number of units.



**Figure 22: Proforma Summary
for the Adams Building**

Costs	Square Feet	Cost/SF	Total Cost	
Construction Costs	29,600	\$203	\$6,001,152	
Development Costs			\$2,736,180	
Total Development Costs			\$8,737,332	
Sources				
Private Equity		14%	\$1,048,480	
Loan		52%	\$1,879,651	
LIHTC		15%	\$2,591,515	
Federal HTC's		15%	\$1,430,083	
State HTC's		4%	\$1,787,603	
Total Sources		100%	\$8,737,332	
Income		Monthly Rent/SF	Annual Rent/SF	Annual Income
1st Floor Retail/Office	5,920	\$ 1.00	\$ 12.00	\$21,528
2nd-5th Floor Apartments	24	\$590-975		\$225,360
		Gross Income		\$289,296
Additional Annual Income (23 years)				
Pay-as-you-go TIF				34,071
Vacancy				
Commercial (7%)				(\$4,476)
Apartments (5%)				(\$11,268)
Operating Expenses				
Commercial, Residential				(\$92,432)
Annual Mortgage Payment				
Based on 20 year loan, 7.5% interest				(\$184,379)
Net Income				\$30,812
Return on Investment - Cash-on-Cash				3%

Incentive/Financial Tools Used in Adams Building Proforma

- Pay-as-you-go Tax Increment Financing (TIF)
- Federal Historic Tax Credits (HTC)
- State Historic Tax Credits (HTC)
- Low Income Housing Tax Credits (LIHTC)

Low Income Housing Tax Credits (LIHTC), Explained

The use of the LIHTC puts a limit on the monthly rental rate that the developer/owner can charge tenants, as the units must be at an affordable rate. For the analysis conducted here, half of the units were assumed to be studios, charging \$590 per month and the other half being one bedrooms charging \$975 per month.

These rents are calculated via guidelines provided by the Illinois Housing Development Authority to align with an affordable level. That affordable level is calculated by taking into consideration the area median income (AMI), households that would fall at the 60% and 80% of AMI level and assuming that their housing rental expenses should not account for more than 30% of their income.

Interestingly, the affordable rental rate is in line with what stakeholders indicated they would view as a locally palatable rental rate as well as what the current downtown units are charging.

Figure 23: Void Analysis Findings and Recommended Uses, The Adams Building

The Void Analysis resulted in a variety of uses with high Relative Fit Scores, including banks and financial services, restaurants, and retail stores. The proforma on the following page assumes a commercial use on the first floor with 24 apartments on the second through fifth floors. That said, an ideal tenant may wish to occupy multiple floors.

Category	Relative Fit Score	Chains	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Avg. Monthly FT	Demographic Fit Score
Banks & Financial Services	90.34	Huntington Bank	11	2,963	7,263	43.78	1003	138	1,493	74.29
Breakfast, Coffee, Bakeries & Dessert Shops	84.34	BIGGBY COFFEE	14	1,167	2,821	72.11	325	2	3,457	73.57
	74.82	First Watch	17	2,920	5,786	76.52	479	5	12676	59
Clothing	93.93	Glik's	26	2,586	7,508	49.86	68	11	3,407	78.29
	93.95	Brown's Shoe Fit Co.	16	3,051	7,587	141.29	73	3	3,085	71
Drugstores & Pharmacies	83.07	The Medicine Shoppe	13	1,318	4,003	45.7	295	15	1,850	65
Bookstore	86.41	Books-A-Million	25	10,170	25,781	49.68	193	3	13290	74.14
Steakhouse	99.09	Colton's Steak House & Grill	31	5,495	8,814	161.75	37	1	18744	88
	90.6	Logan's Roadhouse	27	6,036	9,396	73.34	136	3	17165	77.71
Greek Restaurant	92.15	Olga's Kitchen	14	2,633	4,767	159.05	26	1	8306	67.29

The Former Sears Building

138 N. Vermilion St. | 1st Floor SF: 23,388 | Total SF: 46,776 | 2 Stories

Built in ca. 1958 as a Sears Department Store, 138 N. Vermilion Street maintains a sizable footprint in downtown Danville. The property is nearly 47,000 square feet and frontage on Vermilion Street totals 157 linear feet.

After subsequent, smaller-scale retail uses, the building has been vacant since 2020. A newspaper article cites tenant complaints related to deferred maintenance and increased rents. The building sustained damage after a pipe burst. The building is believed to be made of concrete walls and floors throughout.

Despite its size and condition, the sheer size of the property makes it an excellent candidate for ground-floor commercial use. Figure 25 is a conceptual rendering which illustrates the ground floor being subdivided into four tenant spaces. Such a program may make redevelopment more feasible and fall into the square footage range that commercial tenants can reasonably use downtown. Colored awnings are used to delineate tenant spaces while maintaining the metal siding on the second floor.

Additionally, the size of the building could sustain residential units particularly on the second floor rear elevation. Windows on the west elevation along with skylights would provide natural light without the risk of losing the property’s potential for receiving historic tax credits.

Should a historic district nomination process begin and a redevelopment process occur, care should be taken on the primary façade so as to not risk losing a potential ‘contributing’ status. The significance of the metal siding notwithstanding, the presence of any other historic elements such as a cornice or original windows is unknown.



Figure 24: Void Analysis Findings and Recommended Uses, The Former Sears Building

The first floor space in the Former Sears Building is large enough to support a single tenant. Uses such as a home improvement store, grocery store, and furniture store typically require more square footage, and these uses yielded a higher fit score. Of course, as illustrated on the following page, the space could be subdivided to accommodate boutique versions of these uses and offer something more unique to the downtown.

As mentioned on the previous page, the second floor could accommodate residential units with some modifications. Alternately, the upper level space could be occupied by a corporate user or call center. Possible removal of the facade, especially if deemed non-historic, could determine if original window openings are present. This would add much-needed light into the second floor space.

Category	Relative Fit Score	Chains	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
Home Improvement	100.01	True Value	16	4,921	19,558	33.53	1171	38	215,808	76
Groceries	74.04	Piggly Wiggly	13	14,406	41,808	159.73	503	3	14,629	78.57
Furniture and Home Furnishings	72.35	Rent One	17	4,350	11,199	59.85	102	36	1,691	93.86
Drugstores & Pharmacies	59.94	The Medicine Shoppe	13	1,318	4,003	45.66	295	15	1,850	65
Department Stores	52.18	Marshalls	14	21,148	40,143	45.99	1165	50	33,554	50.29
Office Supplies	51.72	OfficeMax	13	18,031	30,360	82.3	293	19	8,618	56.29
Office Supplies	50.02	Office Depot	13	15,834	32,416	72.78	706	17	8,796	53.29

Figure 25: Exterior Rendering, Former Sears Building

This rendering illustrates the division of storefront space into four 1,600 square foot spaces that would accommodate easy entry of a start-up retailer.





The Dale Building

101 N. Vermilion St. | 1st Floor SF: 6,461 | Total SF: 25,844 (Est.) | 4 Stories

Located at the northeast corner of Vermilion and North Streets, The Dale Building has a strong, anchoring presence downtown. This property is owned locally and has a strong commercial presence on the ground floor: Vermilion River Beer Co, which was noted by survey respondents as one of their 'Top 3' businesses they have visited in the past 12 months. The building is also home to Sweet Repeats and Jansky Studios Tattoos.

A proforma analysis was also developed for the Dale Building. Many assumptions were made about conditions and usable space, including the assumption that the 4th floor is not possible to fully develop into residential units. Otherwise the building was assumed to be maintained as-is on first floor with minor improvements, build-out of lower level to accommodate mechanical and storage space for the rest of the building, and build-out of an estimated 10 residential apartments on both the 2nd and 3rd floor for a total of 20 units.

This building appears more easily developable, i.e. fewer incentives needed to develop. The existing condition of the building, being fully occupied on the first floor, as well as the condition of the exterior façade play a significant role in its promising outlook. The existing owner has been a careful steward of the building, with the additional energy added to this corner by the addition of Lovin' Cup Food Truck in the adjacent vacant lot, puts this building in the category of already being a catalytic building. With support, the existing owner may consider pursuing a full redevelopment.

The building, already listed on the National Register of Historic Places, has an easier road to securing the Historic Tax Credits. Given the competitive nature of the State Historic Tax Credits, the city and/or county may consider assisting this redevelopment via a revolving loan fund or other gap-filler if the building is unable to secure the State Historic Tax Credits.

Recommended Use

The ground floor commercial space is already occupied and actively contributing to downtown. The 2nd-3rd floors could accommodate an estimated 20 residential units.

Crist Auction House

147 N. Walnut St. | 1st Floor SF: 12,841 | Total SF: 25,682 | 2 Stories

147 N. Walnut Street is a two-story building on a corner lot on the northwest corner of the study area. The building appears to have been an automobile-oriented garage or dealership by design; curb cuts on both corners allow vehicles to drive through open bays, and an overhead door is present on the north side.

The property is well-suited for mixed-use, with plenty of space available on the second floor for residential units. Unpainted brick, masonry details, and original windows are features which would contribute to the building being 'contributing' within a potential historic district.

147 N. Walnut Street is located next to the historic Fischer Theatre. Recent city investments nearby include a new pedestrian-scale streetlights, sidewalks, and a parking lot to the west.



Figure 26: Void Analysis Findings and Recommended Uses, Crist Auction House

147 N. Walnut is versatile enough to support a variety of uses. The first floor could include a restaurant with outdoor dining in the open space, a pet supply store, or a business-to-business company (e.g. advertising agency, graphic arts studio, home remodeling contractor, architect). The second floor could support residential units.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nation wide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Colton's Steak House & Grill	Restaurants	Steakhouse	31	5,495	8,814	161.71	37	1	18,744	88.14
92.31	Olga's Kitchen	Restaurants	Greek Restaurant	14	2,633	4,767	159.01	26	1	8,306	67.29
85.83	Cheddar's Scratch Kitchen	Restaurants	American Restaurant	23	8,087	11,081	45.83	183	2	26,018	69.71
75.38	Cooper's Hawk Winery & Restaurant	Restaurants	American Restaurant	20	9,711	16,335	71.48	54	16	25,997	56.43
75.3	Miller's Ale House	Restaurants	American Restaurant	19	7,015	12,337	102.8	97	7	27,810	55.86
75.51	Petland	Pet Stores & Services	Pet Store	20	3,572	8,496	49.68	96	5	10,312	63.43
67.89	Color Me Mine	Hobbies, Gifts & Crafts	Arts & Crafts Store	15	927	2,325	79.92	106	6	4,234	46

Danville Paper and Supply

118 E. North St. | 1st Floor SF: 19,055 | Total SF: 57,165 | 3 Stories

This property is home to Danville Paper and Supply and is considered active. It is the fourth largest building in the study area. Plenty of square footage exists for a mixed-use program, with the second and third floors being an ideal and ample footprint for residential units.

Unpainted brick, original windows, cornice details, and the 'Windbreaker' ghost signage are features which would contribute to the building being 'contributing' within a potential historic district. The transfer center for Danville Mass Transit is located nearby, and there is ample municipal parking next door.



Figure 27: Void Analysis Findings and Recommended Uses, Danville Paper and Supply

While ground floor could support multiple uses, entertainment-oriented attractions would be a great fit. Additional uses include an incubator or makerspace. The second floor could support residential units.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Round One Entertainment	Attractions	Bowling Alley	25	37,271	89,292	113.46	49	3	53,457	61.57
93.93	Books-A-Million	Stores & Services	Bookstore	25	10,170	25,781	49.59	193	3	13,290	74.71
85.29	The Edge Fitness Club	Fitness	Gym	9	27,305	51,193	102.49	42	3	55,327	53.86
82.8	Powerhouse Gym	Fitness	Gym	13	9,610	24,773	139.67	88	1	12,867	57.29
81.96	Dave & Buster's	Attractions	Arcade	27	25,148	60,198	83.67	147	4	36,874	55.29
76.71	Chuck E. Cheese	Attractions	Arcade	16	9,083	18,035	72.37	474	19	7,023	52.86
77.91	Ahern Rentals	Stores & Services	Rental Service	29	10,572	27,548	117.1	105	2	1,056	60.57
70.37	Sam Ash Music	Stores & Services	Music Store	17	13,840	33,676	84.43	44	2	4,703	51.71
70.17	Launch Trampoline Park	Attractions	Entertainment	20	19,103	43,772	156.04	28	1	9,293	50.29
75.91	Bad Axe Throwing	Attractions	General Entertainment	20	2,727	8,534	81.83	23	2	2,292	45.14

Former Danville Commercial News

17 W. North St. | 1st Floor SF: 13,954 | Total SF: 27,908 | 2 Stories

17 W. North Street is two-story building with a stately façade and unique footprint. Similar to the Dale Building, the property is in close proximity to a variety of activities and amenities, specifically Temple Park, which hosts First Friday programming.

The building served as the home of the Danville Commercial News for decades and has only recently become vacant. The building footprint is unique in that it is an 'L' shape and is visible from North Street, Walnut Street, and even Vermilion Street. The North Street section could serve as a mixed-use program with office, retail, and residential on two floors, while the Walnut Street section could serve as parking or deliveries for the restaurant, or even an outside dining patio.



Figure 28: Void Analysis Findings and Recommended Uses, Danville Commercial News

The void analysis identified a variety of restaurant options which would make an ideal fit. Its unique footprint allows for a more formal dining entrance as well as informal patio space on Walnut Street. The docks along Walnut Street are a great asset as well. The upstairs could remain office space or be converted to residential use or private dining/meeting space.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Books-A-Million	Stores & Services	Bookstore	25	10,170	25,781	49.65	193	3	13,290	74.71
90.44	Yard House	Restaurants	American Restaurant	24	8,321	14,816	81.86	85	2	44,901	48.29
87.02	Maggiano's Little Italy	Restaurants	Italian Restaurant	26	8,191	19,028	81.99	53	6	28,131	49.14
86.57	Cooper's Hawk Winery & Restaurant	Restaurants	American Restaurant	20	9,711	16,335	71.45	54	16	25,997	56.43
85.33	The Cheesecake Factory	Restaurants	American Restaurant	25	8,100	14,690	81.9	208	6	43,005	50.57
84.91	Fogo de Chao	Restaurants	Brazilian Restaurant	33	6,924	14,491	82.01	54	4	21,888	48.57
84.65	Eddie V's Prime Seafood	Restaurants	Seafood Restaurant	27	7,114	16,434	121.94	30	1	14,470	50.29
81.8	Pappadeaux Seafood Kitchen	Restaurants	Seafood Restaurant	27	12,922	19,126	118.15	39	1	30,087	50.29
67.89	Hard Rock Cafe	Restaurants	American Restaurant	19	10,212	21,516	81.92	46	1	N/A	N/A
67.78	Barnes & Noble	Stores & Services	Bookstore	17	16,143	32,533	32.17	601	21	25,855	49.14



101-105 East Main Street

1st Floor SF: 18,920 | Total SF: 49,260 | 2-3 Stories

This catalytic site is distinct from the others in that it consists of three properties and four storefronts. 101 East Main is the corner property and is currently vacant. 103-105 East Main is occupied on the ground floor by a furniture store. While each individual building is a candidate for redevelopment, any opportunity to combine the properties into a mixed-use redevelopment program that retains existing commercial while adding new commercial and residential spaces would be more appealing. Consultant staff have labeled each of these buildings as potentially contributing, and extant features such as original windows, unpainted brick (101 East Main), and intact cornicework would certainly make the case.

These properties abut a state highway which was widened in recent years and lacks the charm associated with Vermilion Street. That said, the buildings are highly visible from Main Street, and ample parking is nearby.

Figure 29: Void Analysis Findings and Recommended Uses, 101-105 East Main Street

101 E Main (3200 SF) could support specialty retail or restaurant as well as a boutique clothing or kitchen store. 103-105 E Main (12,800 SF) could support a home improvement showroom with kitchens/bathrooms, hardware, grocery, variety store, or a cafe. These uses would be compatible with the current use as a furniture store. Upper floors could be used for residential units or incubator space to support new uses on the first floor.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Olga's Kitchen	Restaurants	Greek Restaurant	14	2,633	4,767	159.01	26	1	8,306	67.43
100.01	True Value	Home Improvement	Hardware Store	16	4,921	19,558	33.74	1171	38	215,808	76
96.26	Glik's	Clothing	Clothing Store	26	2,586	7,508	49.66	68	11	3,407	78.29
87.24	Huntington Bank	Banks & Financial Services	Bank	11	2,963	7,263	43.83	1003	138	1,493	74
85.65	Daylight Donuts	Breakfast, Coffee, Bakeries & Dessert Shops	Donut Shop	15	1,101	2,625	59.25	343	4	2,063	73
84.28	Ashley Stewart	Clothing	Women's Store	10	2,889	6,120	81.85	81	9	3,723	60.29
83.48	Brown's Shoe Fit Co.	Clothing	Shoe Store	16	3,051	7,587	141.31	73	3	3,085	71.57
79.78	RadioShack	Electronics Stores	Electronics Store	18	1,295	3,617	45.9	461	12	2,670	69.71
77.06	Giordano's	Fast Food & QSR	Pizza Place	19	2,274	7,605	74.43	66	49	8,583	55.14
72.34	Piggly Wiggly	Groceries	Grocery Store	13	14,406	41,808	159.92	503	3	14,629	77.86



Former Peyton-Palmer Company

133 N. Jackson St. | 1st Floor SF: 19,055 | Total SF: 57,165 | 3 Stories

133 Jackson Street is a three-story building that has been home for various warehousing purposes throughout the years, including Peyton-Palmer grocery and currently by the Danville School District. Plenty of square footage exists for a mixed-use program, with the second and third floors being an ideal and ample footprint for residential units.

The property is located at the northeast corner of the study area and would be a sizable catalytic project within a potential Industrial Historic District. Buildings associated with Tridan International are located next door. The building is in close proximity to Bunge Milling, which is an active manufacturing facility. Persistent noise from the facility could be a concern.

Figure 30: Void Analysis Findings and Recommended Uses, Former Peyton-Palmer Company

This property is similar to Danville Paper and Supply in both its size and recommended uses. As shown below, similar uses could occupy the first floor of the Peyton-Palmer Company building, with residential units on the second and third floors.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Scheels	Recreational & Sporting Goods	Sporting Goods Shop	38	47,899	136,591	111.38	33	1	125,110	60.14
91.73	Round One Entertainment	Attractions	Bowling Alley	25	37,271	89,292	113.5	49	3	53,457	61
85.88	Books-A-Million	Stores & Services	Bookstore	25	10,170	25,781	49.68	193	3	13,290	74.14
80.3	The Edge Fitness Club	Fitness	Gym	9	27,305	51,193	102.39	42	3	55,327	54.43
73.34	Powerhouse Gym	Fitness	Gym	13	9,610	24,773	139.57	88	1	12,867	57.43
76.82	Dave & Buster's	Attractions	Arcade	27	25,148	60,198	83.6	147	4	36,874	55.14
70.33	Performance Foodservice	Industrial	Warehouse	37	N/A	N/A	116.52	66	2	2,038	65.29
67.23	Sam Ash Music	Stores & Services	Music Store	17	13,840	33,676	84.35	44	2	4,703	51.86
67.01	Launch Trampoline Park	Attractions	Entertainment	20	19,103	43,772	155.94	28	1	9,293	50.29
65.9	Ahern Rentals	Stores & Services	Rental Service	29	10,572	27,548	116.99	105	2	1,056	59.86

37 North Vermilion Street

1st Floor SF: 7,400 | Total SF: 22,200 | 3 Stories

Historic images of downtown Danville illustrate its prominence as a commercial hub for many decades, especially during the 1950's and 1960's, and 37 N. Vermilion St shares a piece of that history. The building was formerly a department store, and its cream-colored Vitrolite façade and smaller windows is similar to many building facades of that area.

The property is the only three-story building on the block. Any redevelopment program would likely find the adjacent building uses to be complementary; new, locally-owned retail shops such as The Local Farmhouse and Sarah's Healing Mountain Crystals are popular with downtown shoppers. The exterior is in fair condition and the first floor storefront has been modified. The property is currently vacant.



Figure 31: Void Analysis Findings and Recommended Uses, 37 North Vermilion Street

The first floor would be ideal for a restaurant, and the proximity of the building to Main Street would be convenient for regional travelers. Residential could be considered on the upper floors; the interior condition is unknown, however, and the lack of natural light into those floors may not be appealing to potential tenants.

Relative Fit Score	Chains	Category	Sub Category	Drive Time (min)	Min Size	Max Size	Nearest Location (mi)	# of Venues (Nationwide)	# of Venues (State)	Average Monthly Foot Traffic	Demographic Fit Score
100.01	Colton's Steak House & Grill	Restaurants	Steakhouse	31	5,495	8,814	161.67	37	1	18,744	87.86
91.83	Bob Evans Restaurant	Restaurants	American Restaurant	18	4,885	7,786	32.49	438	12	11,895	82.86
90.65	Logan's Roadhouse	Restaurants	Steakhouse	27	6,036	9,396	73.3	136	3	17,165	77.57
90.12	O'Charley's	Restaurants	American Restaurant	22	5,668	8,442	44.89	145	1	11,837	79.29
85.28	Cheddar's Scratch Kitchen	Restaurants	American Restaurant	23	8,087	11,081	45.83	183	2	26,018	69.71
79.86	Perkins Restaurant & Bakery	Restaurants	American Restaurant	19	4,636	7,674	31.49	265	4	12,736	67.43
78.75	Yard House	Restaurants	American Restaurant	24	8,321	14,816	81.77	85	2	44,901	48.29
77.25	Twin Peaks	Restaurants	American Restaurant	25	6,825	12,071	85.08	93	2	26,119	59.86
77.03	The Melting Pot	Restaurants	Fondue Restaurant	29	3,513	8,127	83.71	96	3	7,172	56.43
76.87	Carrabba's Italian Grill	Restaurants	Italian Restaurant	21	5,868	8,708	87.73	220	1	11,685	63.29

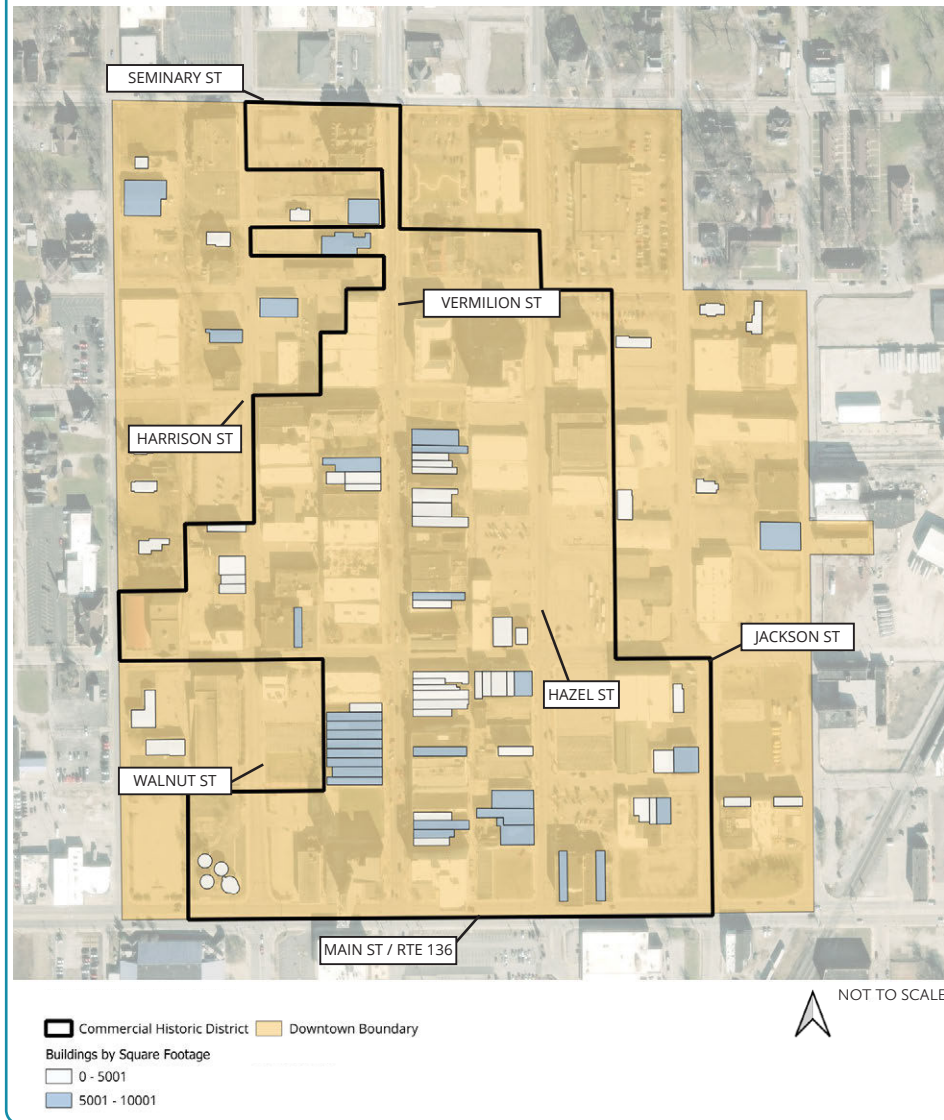
Large-Scale or Small-Scale Development? The Answer is...Both!

The size, scale, and potential redevelopment scope of the catalytic sites is understandably larger than the small-scale redevelopment and commercial activity underway at the time of this report. The Community Engagement section highlights local property owners and business owners who are trailblazers, developing bit by bit, and giving prospective owners the confidence they need to invest.

Figure 32 illustrates properties that are under 5,000 square feet and between 5,000-10,000 square feet. Building ownership interest notwithstanding, the size of these properties is likely more feasible to community members who aspire to invest in the downtown. From an urban design perspective, it is these 'small' properties which form the street wall and make a safer, accessible, and enjoyable pedestrian experience. Many of these properties are traditional 'Main Street' properties which would likely be in the boundaries of a potential Commercial Historic District.

The recommendations found throughout the report support both large- and small-scale redevelopments; one is not favored over the other, and both are critical in the revitalization of Downtown Danville.

Figure 32: Buildings in Study Area Under 10,000 Square Feet



Data source: City of Danville

Recommendations: Economic Development and Redevelopment

1: Marketing, Networking, Resource-Building

1.1: Develop a Marketing Strategic Plan for Downtown.

The creation of a marketing strategic plan is essential for ensuring that plan recommendations maintain a consistent message to its target audiences, specifically prospective developers, commercial tenants, and property owners. The strategic plan should include attractive, high-quality materials that support both passive (e.g. web, social, and email content) and active marketing strategies (e.g. programs and events), both of which are detailed further in separate recommendations. These materials could be distributed within a Customer Relationship Management (CRM) platform which would allow administrators to reach targeted audiences with detailed marketing pieces and log important information on communication activity.

To maintain consistency, the marketing materials should incorporate the color palette and brand assets associated with the city's new brand, which is in progress at the time of this report.

1.2: Build a Developer Network.

The City of Danville and Vermilion Advantage would benefit from building a network of developers with experience that best aligns with the city's values and objectives. This network could include a wide variety of developers, from large national players to smaller companies to individuals at the local level who want to be a part of the solution. Developers specializing in historic preservation or adaptive reuse would be worth including in the network, as would developers with experience in Low-Income Housing Tax Credit (LIHTC)

projects. In fact, developers with LIHTC experience are a prerequisite for projects pursuing the 9% LIHTC credit. Additionally, developers with infill experience could be helpful in filling the gaps in the street fabric in a tasteful, context-sensitive way.

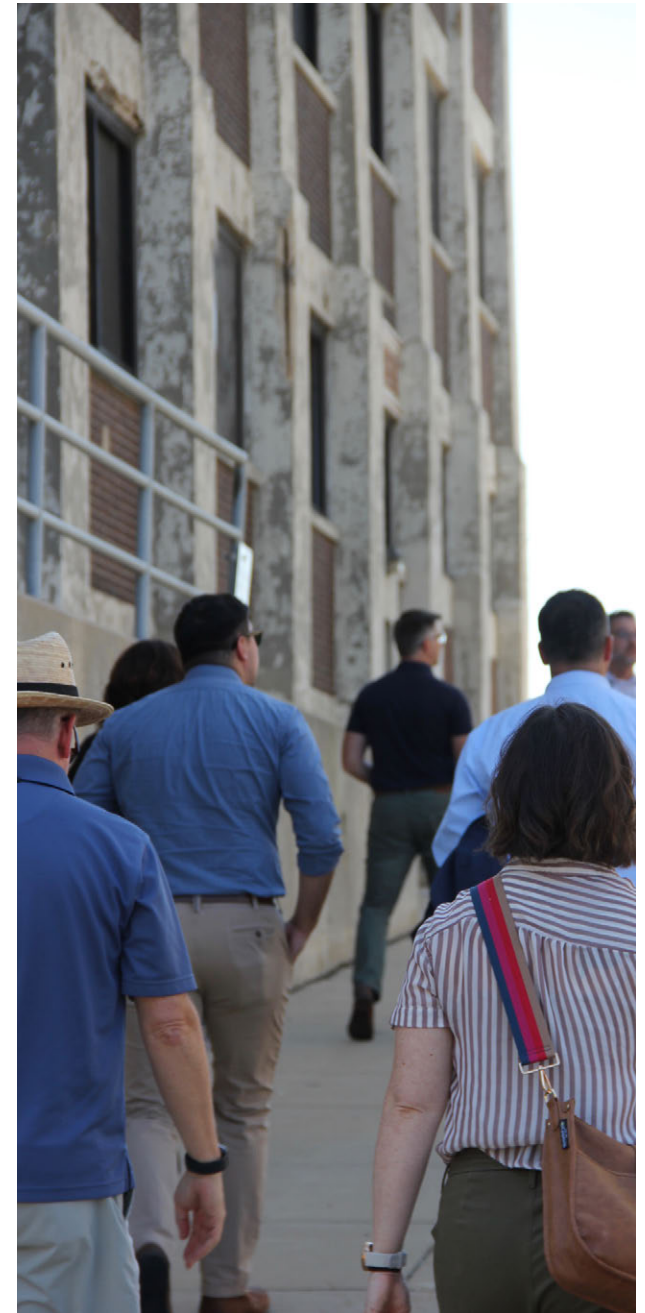
The use of a CRM platform will be essential for building the developer network, generating potential leads, and matching the appropriate marketing materials at each stage of their consideration process.

1.3: Host a Developer Familiarization Tour.

Identify developers and contractors and invite them to a day-long familiarization tour of Downtown Danville. Ideally, the tour should be paired with another downtown activity such as First Fridays so that developers can observe the foot traffic generated from such events. The tour should be hosted by city staff who are familiar with downtown in general and the Downtown Plan in particular, with the Mayor and other council members in attendance as well. Key stakeholders such as property owners, business owners, and downtown advocates should be invited to participate as well to underscore the enthusiasm and investment already underway in the community.

Tour the Catalytic sites in particular, with ownership coordination, as a starting point. Ask for candid feedback along the way; it's best to vocalize development challenges up front instead of wondering why someone has not later expressed interest.

Following the event, make sure your passive and active marketing efforts are working on your behalf. Develop cutsheets from the plan along with incentive programs available for distribution. Establish a cadence for corresponding with developers, especially those whose values and portfolios best align with the needs of downtown.



1.4: Prioritize Vacant and Underutilized First Floor Spaces.

Meet with property owners to discover status and potential plans. Begin with owners of the Catalytic Sites first. Document obstacles to filling tenant space in each property. Offer support from business recruitment to incentives and networking.

1.5: Market Vacant and Underutilized First Floor Spaces.

Deploy the marketing strategies outlined in the Marketing Strategic Plan to further activate first-floor commercial activity downtown, beginning with the Catalytic Sites. These strategies may include:

Localize business opportunities found through the Void Analysis. Each Catalytic Site includes a recommended ground-floor commercial use. This use was identified through a leakage analysis, which indicates a demand for that use that is currently being met elsewhere. Where the Void Analysis shows a national chain, we recommend a local business of the same type. Entities such as the Chamber of Commerce and Downtown Danville can contextualize the void analysis findings and determine if there is local interest and capacity to capture the demand for a particular commercial use.

Distribute marketing materials to brokers and commercial tenant prospects. Given that the status of properties can change quickly, it would be best to include high-level, 'evergreen' information on print + digital materials and link to a website with more dynamic information, such as a map viewer of the latest available properties.



Host a retail recruitment event. This would be much like a developer familiarization tour but geared for downtown and centered about the following tasks:

- Market for retail and commercial prospects aggressively and maintain a current list.
- Simultaneously create a list of landlords who are interested in prospective tenants for their building
- Create a mixer event, where the tenants can pitch their needs and wants to the landlords and have formal presentations and casual conversations about locating in downtown Danville.

Market a “featured space of the week” for aggressive promotion to establish a following.

Host a networking event in a vacant space each month (with landlord cooperation) to draw attention and interest to market the space.

Find at least one space for a pop-up/temporary retail experience. Work with a landlord who will allow

a tenant in for a short time (e.g. 3-6 months) on or around peak visitor activity. For example, a First Fridays vendor could be matched with a property owner to ‘test’ a good fit during the holiday season.

1.6: Leverage Additional Main Street Resources.

Throughout the country, Main Street organizations are leading revitalization strategies in communities similar to Danville. While Downtown Danville, Inc. appears to be a National Main Street member, the organization could also benefit from a membership with Illinois Main Street. Such a membership would provide an array of services to downtown business owners and advocates, including:

Technical Assistance: Business development, marketing and promotion, and more.

Training for board members, staff, and committees.

Networking via workshops, conferences.

Access to grants and special programs.

1.7: Develop Architectural Renderings for Exterior and Interior Spaces.

Some property owners are interested in redevelopment but simply do not know where to start. Others cannot envision 'what could be' for their building. Renderings can assist towards this end. They illustrate a potential future for the property that can captivate owners and potential tenants alike. When developed in tandem with a proforma financial feasibility study analysis, they can really make a compelling redevelopment case for property owners.

The City of Danville could consider purchasing renderings for a few of the Catalytic Sites. Additional entities such as Illinois Main Street or University of Illinois may be a helpful resource as well. Further, some architectural firms may provide renderings at a discount and consider it a business development expense.

1.8: Develop Inventory for Downtown Property and Event Coordination.

Utilize a CRM-style software, such as Maestro or other, to maintain real-time data on buildings, property owners, business owners, your volunteer base, and your potential and existing donors. A tool like this could assist in transfer of knowledge to additional or understaffed team members for coordination of events like First Fridays whether it be for gathering volunteers or keeping track of businesses who have donated, sponsored or participated. This will build goodwill amongst the dynamic ecosystem of partners assisting with these events.

The data assembled as part of the Downtown Plan could be the base of the inventory carried on by staff.



Architectural renderings of existing buildings can help viewers imagine what a reactivated property can look like. Facade treatments such as new, period-correct windows, cafe-style seating, and planters enlighten a space.

2: Redevelopment Funding and Policy Tools

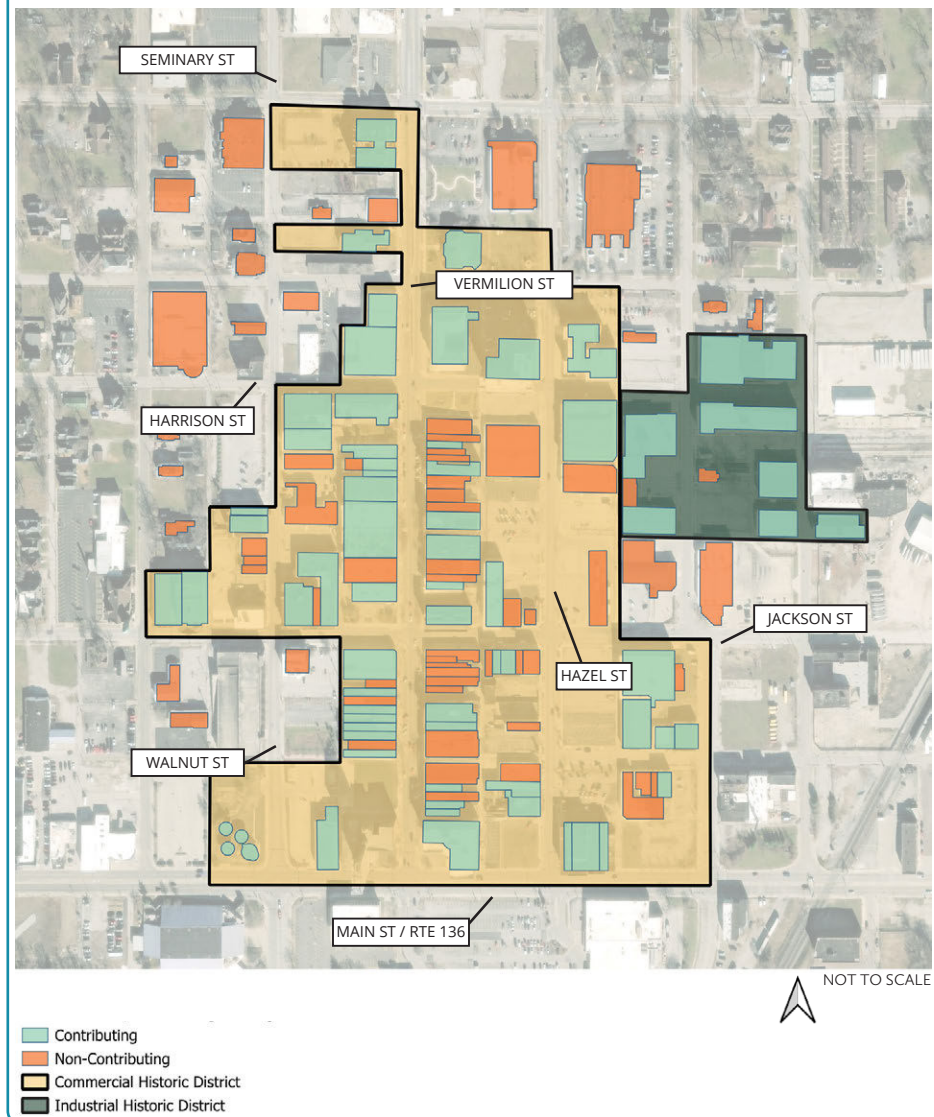
2.1: Create a Downtown Historic District.

We recommend pursuing the nomination and listing of downtown Danville on the National Register of Historic Places, establishing a historic district, or potentially two separate districts. Downtown has a history of being a retail and commercial center for Danville. The eastern section of downtown has a more industrial/rail-based history that may warrant a distinct, stand-alone district. Figure 33 indicates these two proposed boundaries as well as probable contributing vs. non-contributing structures to the history of that district. Of the 135 buildings in the downtown area, 65 of them are potentially contributing. A determination on their contributing vs. non-contributing status was conducted based on a windshield survey of existing conditions and intact architectural integrity. Where possible, this was cross-referenced with available data from the local historical society imagery of historic building stock.

In order to pursue the National Register listing, we recommend enlisting a qualified nomination consultant to assist with the process. It can be a time intensive endeavor. The hired expertise would speed up the process and set the nomination on the right footing from the beginning. This process can take anywhere from nine months to two years, depending on the available information and availability of consultants.

Buildings designated as ‘contributing’ to a historic district become eligible for pursuing Historic Tax Credits. The establishment of downtown Danville as part of a National Register Historic District would not only bring notoriety and attention to downtown Danville as an important piece of Danville’s history, but also **allow owners and developers to leverage the financial tool of the Federal (20%) and State (25%) Historic Tax Credits.**

Figure 33: Potentially Contributing and Noncontributing Buildings in Potential Historic District



Data sources: National Park Service, Consultant Observations.

Increase Competitiveness for the State Historic Tax Credit

Currently the State Historic Tax Credit program is a competitive program, with an annual programmatic allocation of \$25 million and an overall project cap of \$3 million. To prioritize projects, the State has developed five priorities that a project can assert in order to gain priority for the allocation. Those five priorities are:

1. The structure must be located in a county that borders a state with a historic income-producing-property rehabilitation credit.
2. The structure must have been previously owned by a federal, state, or local-governmental entity for no less than six months.
3. The structure must be in a census tract that has a median family income at or below the Illinois median family income; data from the most recent 5-year estimate from the American Community Survey (ACS), published by the U.S. Census Bureau, shall be used to determine eligibility.
4. The qualified rehabilitation plan must include in the development partnership a Community Development Entity, a low-profit organization, or a not-for-profit organization, as defined by Section 501(c)(3) of the Internal Revenue Code.
5. The structure must be in an area declared under the federal Robert T. Stafford Disaster Relief and Emergency Assistance Act as an Emergency Declaration (pursuant to Title V of the Act) or Major Disaster Declaration (pursuant to Title IV of the Act). The declaration must be no older than 3 years at the time of application.

Regarding priority #1, Vermilion County borders Indiana; however, at the time of this report Indiana does not have a statewide program so a project in downtown Danville cannot be competitive on this item. There are legislative efforts in Indiana to create a statewide credit, which then would put Vermilion County in a better position to be competitive.

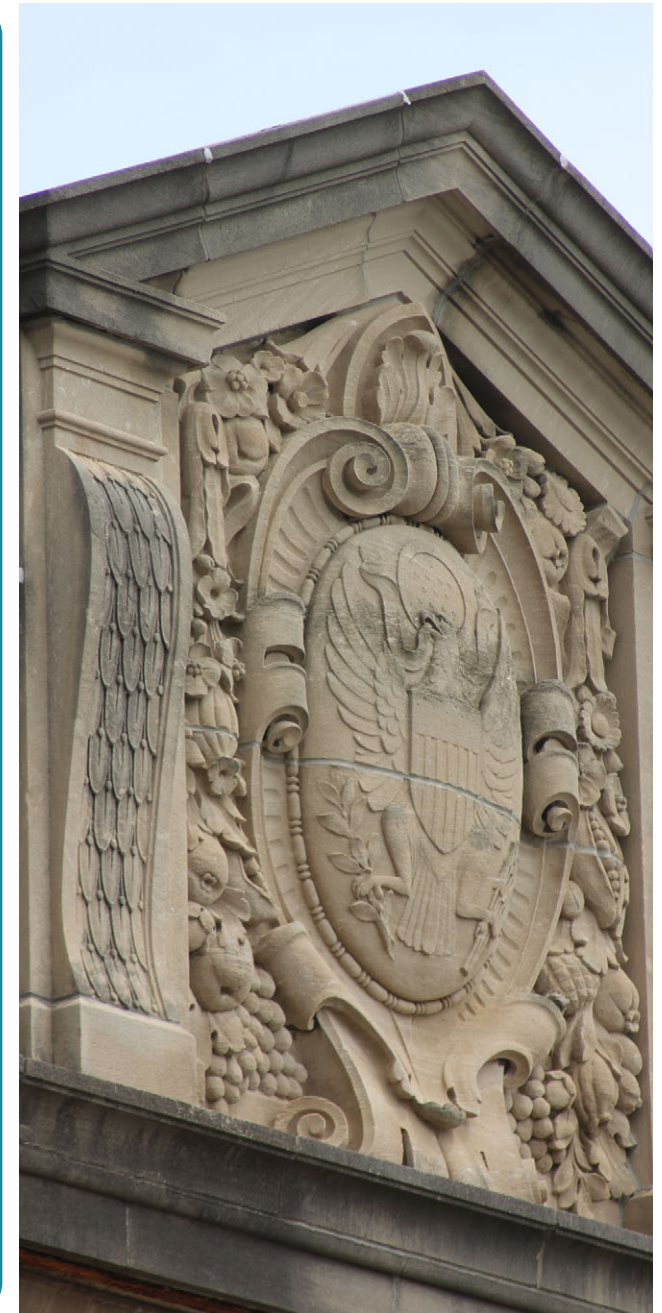
Regarding priority #2, government owned properties gain an advantage. As a strategic approach, the city, county, or land bank may consider purchasing catalytic properties and holding them for 6+ months to assist a future developer in securing this priority. A building like the Armory, for example, would qualify by its original use and ownership by the government.

All downtown Danville falls within Census Tract 01, which has a median family income of \$36,429, which is lower than the State, making a building competitive on priority #3.

A property owner could creatively partner with a non-profit to gain priority #4.

It is our understanding that there is no current declared emergency in Danville or Vermilion County so priority #5 would not apply.

Given the above, it is likely that a property in downtown Danville could realistically qualify for up to three priorities out of the five. This does not make it an especially competitive project, as other proposed projects may have four or five priority criteria met; however, the projects submitted each round will change as well as their factors, so it is worthy of considering the allocation of a State credit as a possibility though not a surety.



2.2: Build a Revolving Loan Fund for Downtown Rehabilitation Projects.

The creation of a Revolving Loan Fund (RLF) would be an instrumental tool for realizing several goals, including:

Fostering business growth and expansion;

Facilitating the development of high-quality, upper-level residential units;

Updating and preserving historic structures; and

Increasing the economic vitality of Downtown Danville.

Potential means to fund the RLF include:

Community Development Block Grant (CDBG) funding. CDBG funding could provide much-needed seed money for the RLF. It should be noted that administration of this funding source may prove time-intensive for city staff, and potential projects are subject to Davis-Bacon wage requirements.

A matching grant fund using city dollars. Lines of credit could be secured from local banks to pool and lend to the property owner. This would consist of low interest rate, short-term loans that allow borrowers to refinance the balance after 5 years with one of the participating banks. The Loan Approval Committee would include local bankers and city staff. Banks would be listed in promotional materials, such as window signs placed at completed projects.

2.3: Create a Downtown Rental Rehabilitation Incentive Program.

Communities with similar building stock, conditions and uses to downtown Danville are using multiple funding sources—including those listed in the

previous recommendation—to provide grants and low- or no-interest loans to a variety of revitalization projects. While there is a bit of overlap between this recommendation and the previous one, the need to create additional housing units could merit additional funding sources beyond a RLF.

Some examples of upper-floor residential incentive programs include:

Quincy, Illinois: Downtown Rental Rehabilitation Program. As illustrated in Figures 18 and 19, many properties in Downtown Danville include upper floors that are suitable for residential units. Key stakeholders mentioned that there are only a handful of finished, occupied units above storefronts downtown. Adding more units would not only result in a more effective, productive redevelopment program for a given building but would also result in increased pedestrian traffic and shopping activity.

To incentivize this activity, consider setting aside a portion of a tax increment financing program to assist owners in building residential units on the upper floors. The City of Quincy provides forgivable loans at 0% interest for renovation of vacant upper-story residential units in existing buildings located in a TIF, with a maximum allocation of \$25,000 per unit.

Urbana, Illinois: Redevelopment Incentive Program. The City of Urbana provides incentives to building owners undertaking renovation projects. The criteria are tailored to give priority to downtown buildings; properties that are vacant, certified historic, and have mixed-use potential are scored higher than their counterparts. The maximum grant award is \$25,000.

Janesville, Wisconsin: Downtown Revolving Loan Fund Program. This program was designed to facilitate downtown-related renovation projects including upper-floor livability and façade improvements. The program

was funded initially through proceeds from retiring TIF districts as well as matching commitments from area banks. Loans for upper-floor livability projects have a 2% interest rate and provide a maximum amount of \$50,000.

Covington, Kentucky: Upper Floor Residential Rehab Program. This program provides grant funding of up to \$20,000 per unit. Notably, the program is funded through CDBG funding instead of TIF funding. Affordability is baked into the program, as monthly rents cannot exceed 30% of tenant household income.

2.4: Strengthen the Vacant Building Registry Program.

Vacant buildings stifle the progress of downtown revitalization. They can negatively impact property values within a district and can pose severe public health and safety hazards. They can also consume a disproportionate amount of city resources, as the effects of vacancy—deferred maintenance, trespassing, and vandalism—require staff time from multiple departments such as code enforcement, police, fire, and more.

While some vacant building programs simply include a registry with owner contact information, others impose a fee that is ultimately designed to increase the holding costs of the vacant property. The City of Janesville, Wisconsin, for example, charges a registration fee of \$350 for owners of vacant commercial properties. The cost increases in six-month intervals as long as the property remains vacant.

The Metropolitan Mayors Caucus published a whitepaper with statutory provisions in Vacant Building Ordinances adopted in Illinois. The whitepaper can be found [here](#).

Placemaking

Among the many assets characterizing Downtown Danville, the presence of community both in and around the downtown area is perhaps the most significant. From public-private partnerships to community group initiatives, the social fabric builds upon many assets of downtown and ultimately makes it more authentic, prosperous, and relevant to the Danville community and the region at large. To be effective with placemaking strategies, it must engage the multiple stakeholders already present within downtown, working together to make a more vibrant, productive place.

Many initiatives have already been undertaken by the community including the First Fridays events, the overhead banner at the intersection of Vermilion and North Streets, landscaping lining Vermilion Street, and murals in certain areas. These efforts show intentional investment, building the social capital of downtown. While they are not a direct investment in a business, the businesses and property owners benefit from the presence of these placemaking initiatives as it shows a care and stewardship for an area that inspires more investment.

Placemaking initiatives, whether temporary or permanent, also create a visually interesting path

for downtown patrons. Our observation alongside stakeholder input reinforced that there is a significant amount of parking in the downtown area, but a discomfort with the path that one must walk to get from the parking area to the center of activity. Increasing these placemaking activities can assist with feelings of comfort and build the aesthetic interest for people walking to and from the transit station, parking lot a couple blocks away, or those out for a stroll from their downtown place of business. People remain interested in their walk when they encounter surprising moments of wonder along the route.

Historically the city square was Vermilion and Main Streets. This was reinforced by the historic building stock that previously lined all corners of the intersection and the civic uses being located around that square. Now, with Main being a state highway, the demolition of many historic buildings along Main Street, and the current commercial area of Towne Centre having a large setback from the street, this area acts as a thoroughfare rather than an activity center. In order to draw attention to the activity and additional experiences that downtown offers, additional signage to draw people toward the heart of downtown will be needed. However, due to the heavy focus of events, addition of Temple Plaza, and

streetscape treatments, **Vermilion and North Streets appears to become the de facto city civic center.**



With placemaking activities it is important to try even if it fails or has limited interest. The community's response will be your proof of concept. Gather feedback about each newly attempted placemaking initiative to see what resonates. Make that activity a weekly, monthly, or annual tradition. To the extent it is popular enough, consider making it permanent.

Various grant funding sources exist for placemaking activities including AARP, T-Mobile Hometown Grant, Illinois Main Street (if a member), National Endowment for the Arts, REALTOR Association's Placemaking Grant, and Project for Public Spaces. Similarly, grants that fund mobility enhancements can often incorporate a placemaking initiative through branded signage and wayfinding. Grant applications are often bolstered by the local commitment by the city or private investors to partner on funding.

Recommendations: Placemaking

3: Activities

3.1: Conduct Historic Walking and Biking Tours.

While many of the recommendations are targeted at a certain audience (e.g. financial incentives for property owners), the invitation to view the city's past and future is an invitation that is open to everyone. We recommend piloting 1-2 walking or biking tours to start, with each tour being led by someone who is both knowledgeable, personable, and 'bullish' on downtown. Some things to keep in mind when planning a tour include:

Allow folks to share their memories. Stories enliven places. When guests have the chance to share their memories associated with a building— "I remember when it used to be this", or "It was a special treat when our parents took us there"—it brings relevance back to that building, providing a rich context that passers-by often don't have.

Give guests a glimpse into 'what could be'. Tours focused only on the past are often 'one and done', leaving guests to think they've learned all there is to know about a given place. Instead, offer exclusive features for tour guests. Showcase a Catalytic Site by

offering tours and casting a vision for the property.

3.2: Increase Opportunities for Families and Children to Enjoy Low-Cost Downtown Activities.

Utilize vacant first floor space to create low-cost play areas. Building on the idea to sub-divide the first-floor space at the former Sears Building, consider using one of the storefronts to partner with the Parks Department to be an indoor playground that can be utilized year-round. A similar low-investment trial activity would be to rent arcade games and pinball machines from a local business to expand downtown as a kid-friendly locale.

Encourage first floor businesses to take physical or programming ownership of adjacent parking lots, alleys, or vacant grass lots. The success with Vermilion River Beer Co. and the adjacent programming with Lovin' Cup showcases the interest in this type of pop-up or semi-permanent approach to programming space. Expand the adjacent lot into an 'activity zone' by enclosing with low-height fencing, making it more comfortable for caretakers of children to enjoy the space with the children in tow, without the worry of running into the street or alley. Similarly, the alley could be considered for this. Fencing could be a permanent installation or a temporary pop-up that moves around with First Friday or other downtown activity nights.



4: Amenities

4.1: Expand Landscaping Treatment Along Side Streets.

The planting of street trees and planters along Vermilion Street has resulted in a more comfortable walking experience. A natural next step would be to expand landscaping treatment to North Street and Harrison Street. Landscaping treatments should first consider additional street trees as a perennial treatment to soften these areas.

4.2: Activate and Light Alleys for Additional Visual Interest, Safety, and Activity Zones.

These activity zones can be public/private endeavors. Lighting the alleys with outdoor string lights can be accomplished by physically attaching to the buildings or installing metal poles to support the lights. In the spirit of public private partnerships, the city should consider funding the increase in the electric cost a business or property owner might encounter due to the use of this lighting.

The alleys between North and Harrison Streets are recommended as the geographic focus for alley improvements due to their proximity to the main activity center.

4.3: Expand and Install Gateway Signage Directing Motorists to the Downtown Walkable Center and its Activities.

Like the banners and posts at Vermilion & North Streets, consider additional permanent gateway signage at Vermilion & Main Streets to guide people.

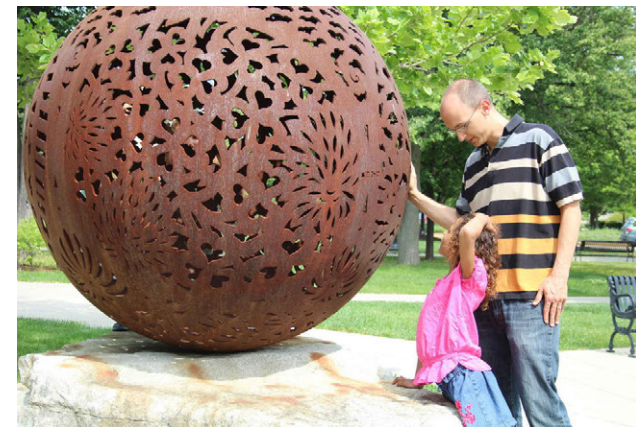
Consider signage along the Vermilion River near downtown and at Kickapoo State Park that directs visitors enjoying these great outdoor amenities to

experience downtown. The State Park and river users may be there specifically for that purpose without considering the other things that Danville has to offer. Make it easy for them to choose downtown as part of their next visit or after their current activity.

4.4: Increase Mural and Public Art Installations Within the Downtown Area.

Work with local and regional artists to install murals. While full-scale murals that cover an entire building's façade are wonderful, consider keeping the murals smaller, i.e. 10' x 12' that are enough to draw attention to but are contained to a smaller area. Create an incentive such as a public art passport that encourages residents and visitors to find all of the installations for the chance to win a raffle prize.

Consider sculpture installation at key intersections. Sculptures can be rented on an annual or two-year period before rotating on to another community. The rotation of art keeps local interest and limits commitment to any installation.



Transportation

Introduction

Previous sections of the Downtown Plan have referenced the community's intent for downtown to be a "center of activity" and a "commercial hub" of the city. These aspirations are laudable and suit Downtown Danville quite well, as it was the community's economic hub for most of the 20th century.

Every 'hub' is connected to a series of 'spokes', of course, and the spokes connecting Downtown Danville are many: From roads and streets serving tens of thousands of regional motorists every day, to sidewalks serving shoppers and employees within the district, and even the hard-working, utilitarian alleys behind many of the storefronts. Put together, this network is a platform on which to build economic prosperity. But what makes a district truly resilient is its ability to build community in many forms: Informal partnerships, large-scale programs, and everything in between.

Like many communities, most of the space that is considered the public realm in Downtown Danville is the right-of-way between the buildings. This right-of-way comprises nearly 30% of space in the entire downtown, so it is critical to use this space not only for transactional purposes but also for community-building purposes.

Events such as First Friday illustrate how both of these purposes work in tandem to draw people downtown, foster business activity, and ultimately build a resilient district.

So what role does the transportation network in and around Downtown Danville play in the formation of an economic resilient district? This section of the report attempts to answer this question by looking at a few different traits, including:

A safe network: Reviewing crash data to better understand which road classifications and intersections may pose a higher danger for travelers within the district;

A connected network: Analyzing the hierarchy of the street network and its proximity to both businesses and parking;

An accessible network: Ensuring that each trip within the study area allows people to conveniently access their destination; and

A multimodal network: Balancing the needs of all users, with a particular emphasis on pedestrian mobility throughout the study area.

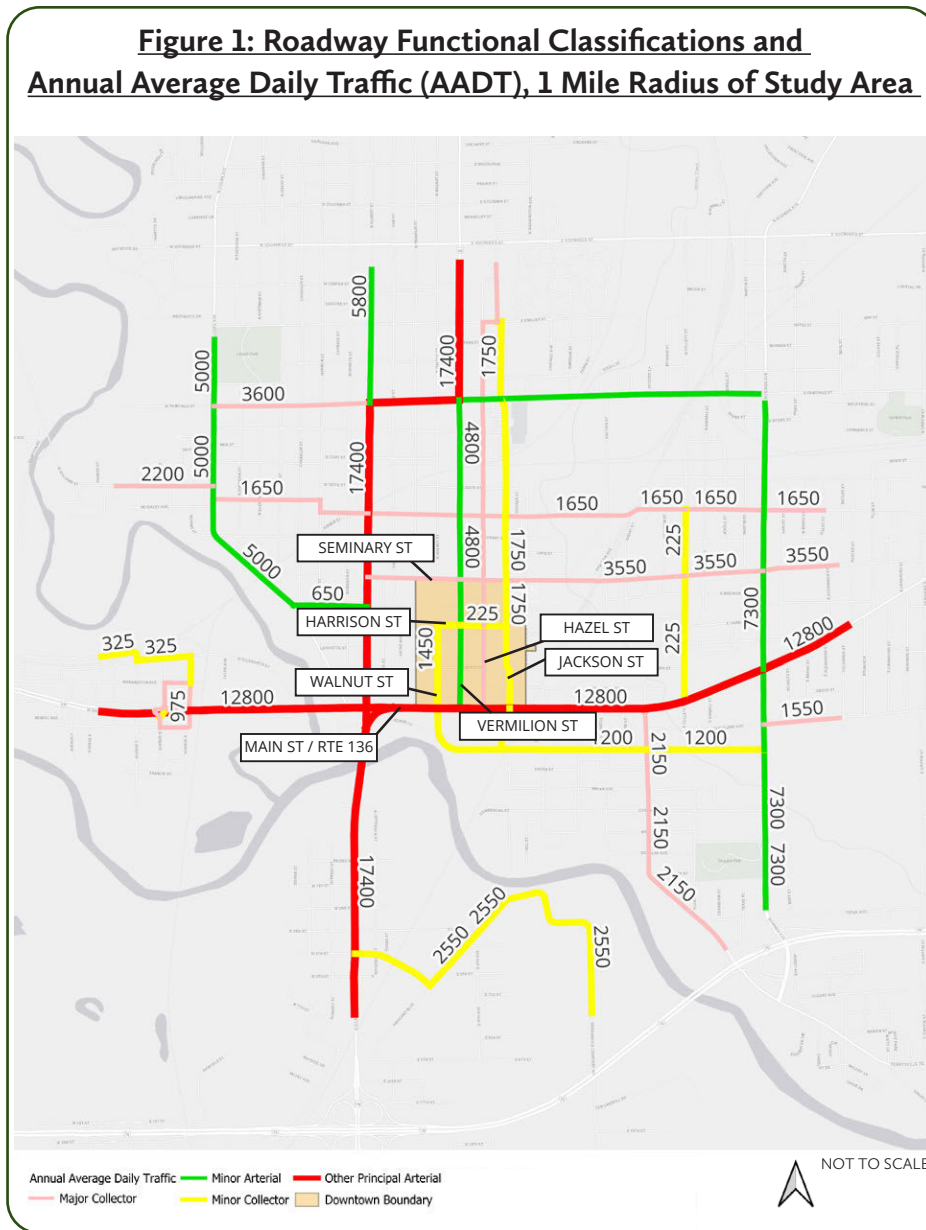


Existing Conditions: Network, Safety

Figure 1 illustrates the regional roadway network within a one-mile radius of the study area. The colors given to each road illustrate their functional classification which corresponds to the average annual daily traffic (AADT) of each roadway. Main Street/Route 136 borders the south end of the study area; this roadway is a Principal Arterial and carries approximately 12,800 vehicles per day, on average. Vermilion Street is classified as a Minor Arterial and averages between 4,200-4,800 vehicles per day. Walnut and Jackson Streets are Major Collectors and average between 1,450-1,740 vehicles per day. Hazel and Seminary Streets are Minor Collectors and average 1,750 vehicles per day. Local Streets are not illustrated on this map.

With the exception of Main Street/Route 136, an IDOT-owned roadway, all of the roads in the study area fall under local jurisdiction. This gives the City of Danville the most flexibility in how they use their streets. Street closures for events like First Friday are much easier to undertake, and traffic-calming countermeasures such as lane reductions and the bump-outs installed on Vermilion Street are also much easier to accomplish.

All of the roads within the study area consist of two bidirectional travel lanes with variations of on-street parking (parallel, angled).



Data sources: Illinois Department of Transportation, City of Danville

Analyzing vehicle crash data is an important task in the development of a safe, walkable downtown district. Figure 2 illustrates vehicle-related crash activity from 2013-2022 within a 50-foot buffer of the study area. A total of 288 crashes involving motorists occurred during this timeframe. Of the 288 crashes, 6 involved people on a bicycle and 2 involved pedestrians.

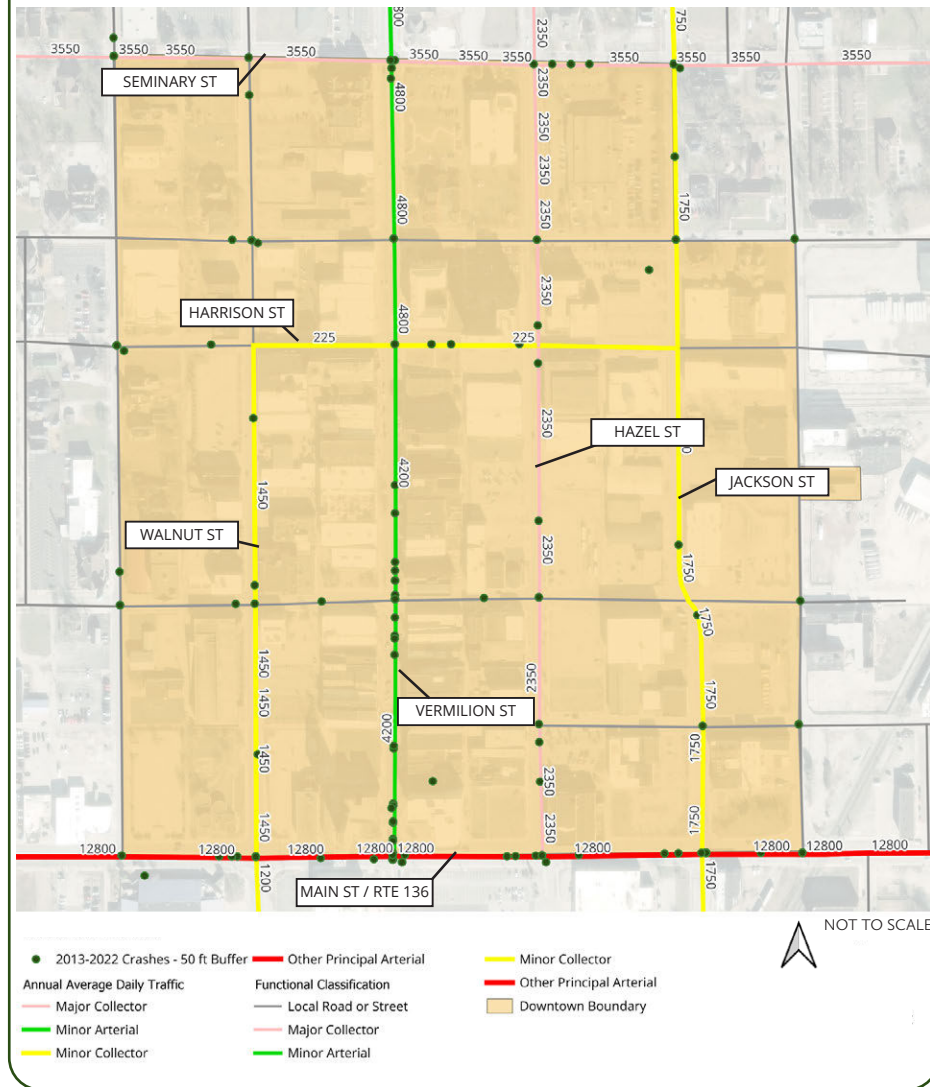
The crash points are overlaid on roadway lines within the map, which can help us understand if crashes are occurring more frequently on a particular road classification. During this timeframe, many of the crashes occurred on the following roadways:

Main Street (US 136): This Principal Arterial sustained 70 crashes from 2013-2022, or 24%. Two of the 70 crashes resulted in two fatalities; one fatality was the result of a driver striking a pedestrian.

Vermilion Street: This Minor Arterial sustained 68 crashes from 2013-2022, or 24%. Nearly all of the crashes occurred during daytime business hours (9:00 a.m. to 5:00 p.m.) 14 of the crashes resulted in 18 injuries. Going forward, it will be important for city staff to strike a balance with vehicular access and safety so as to not undermine walkability efforts.

Additionally, Major and Minor Collectors (e.g. Walnut and Jackson Streets, Hazel and Seminary Streets) sustained 109 crashes from 2013-2022, or 38%, and Local Streets sustained 41 crashes during the same time frame.

**Figure 2: Vehicle-Related Crash Activity
Within 50-Foot Buffer of Study Area, 2013-2022**



Data sources: Illinois Department of Transportation, City of Danville

On-Street Parking

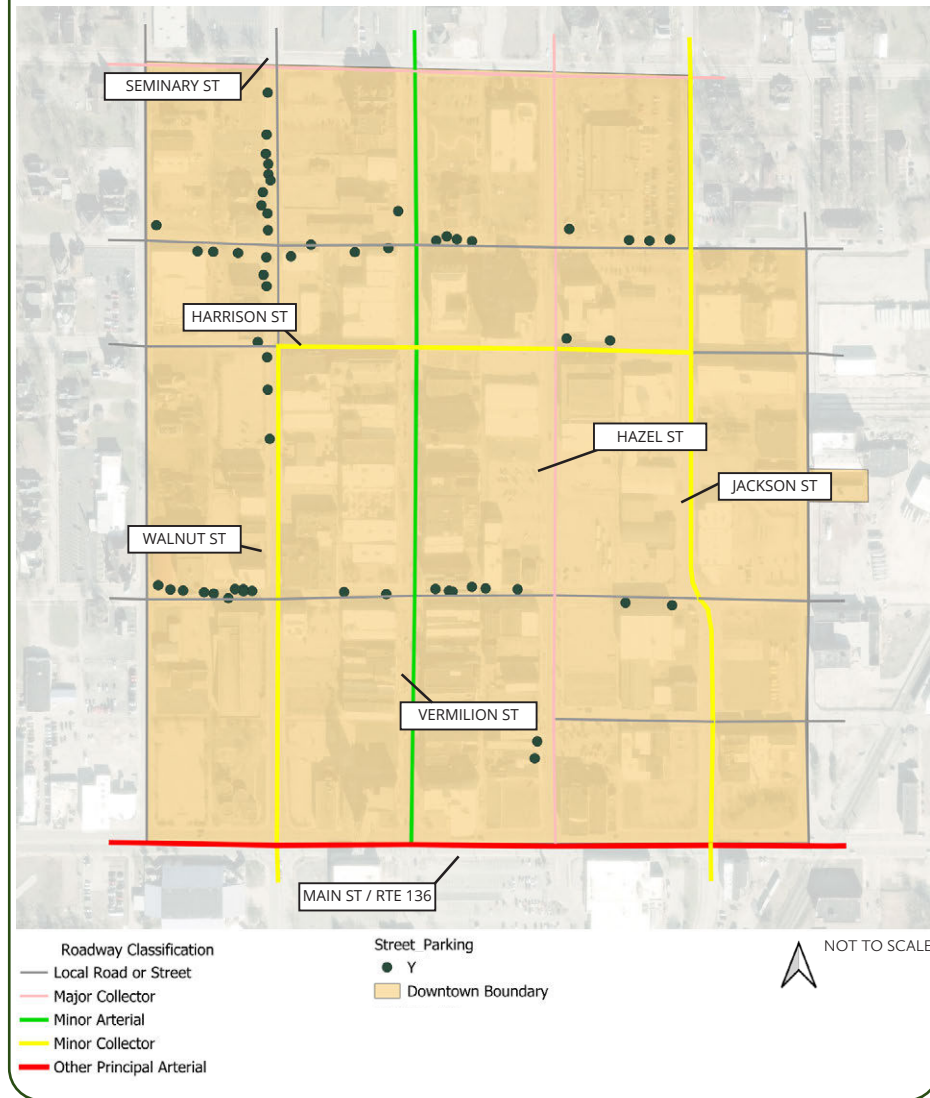
There are an estimated 430 on-street parking spaces within the study area. This includes on-street parking spaces within the study area as well as parking spaces on the opposite curb of streets just outside the study area. Together these spaces comprise approximately 68,800 square feet, or 1.8%, of the entire study area.

It should be stressed that 430 on-street parking spaces is an estimate. Some fields in the data table provide a range of parking spaces (e.g. 3-4) for a respective point on the map; in this instance, consultant staff assumed the higher number of the range. Other fields are blank, leaving the consultant staff to estimate spaces through online and in-person observation. These estimates and omissions are likely due to spaces being unmarked.

Figure 4 illustrates the approximate locations of time-restricted parking spaces in the study area. 31% of all street parking (132 of 430 spaces) is time-restricted. These spaces are distributed primarily in the northwest quadrant of the study area.

It should be noted that the point data in Figure 4 may include multiple parking spaces in the vicinity of a single point illustrated on the map. It does not illustrate the exact location of every time-restricted space.

Figure 4: Time Restricted Parking Spaces Within Study Area



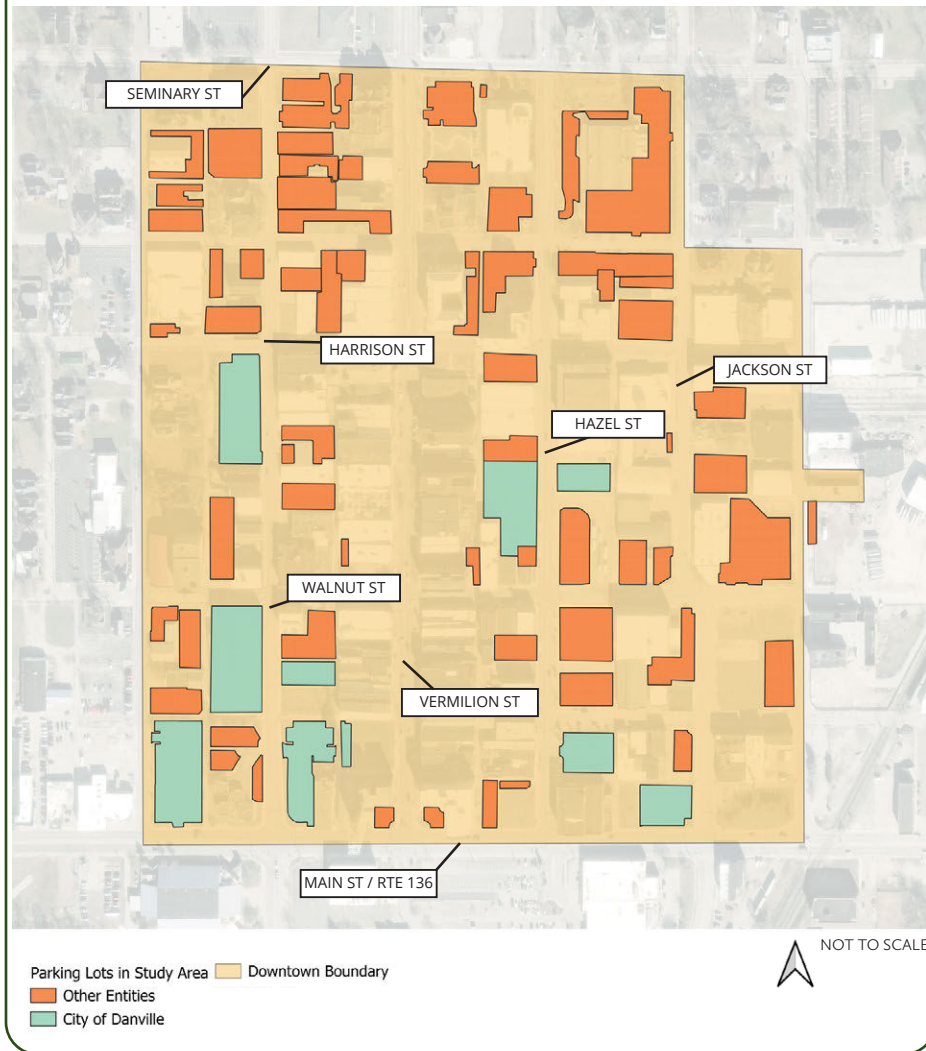
Data sources: Illinois Department of Transportation, City of Danville

Off-Street Parking

Figure 5 illustrates the number of off-street parking facilities directly within the study area. **A total of 74 parking facilities provide an estimated total of 2,570 parking spaces.** Of these spaces, 842—or 33% of the total—are located on parking facilities owned by the City of Danville. Here, ‘facilities’ is a general term that includes both surface parking and the city’s municipal parking deck.

Off-street parking facilities comprise approximately 886,200 square feet, or 23% of the entire study area. Parking facilities owned by the City of Danville comprise approximately 217,380 square feet, or 6% of the study area.

Figure 5: Off-Street Parking Facilities Within Study Area



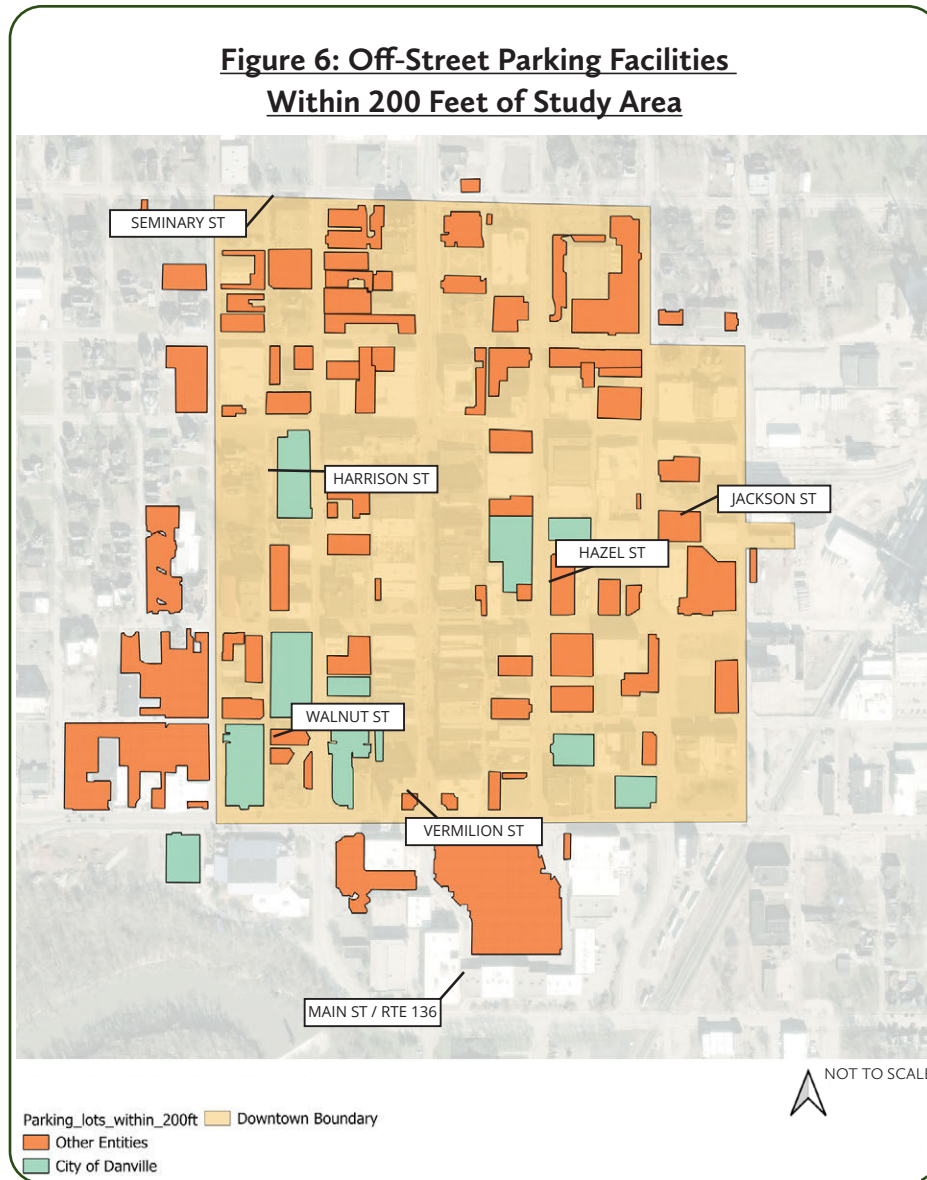
Data source: City of Danville

Figure 6 illustrates the number of off-street parking facilities located within 200 feet of the study area. **This includes an additional 14 parking facilities and 1,049 parking spaces.** Of these spaces, 100 are located on parking facilities owned by the City of Danville.

Put together, the total number of on-street and off-street parking facilities represented in Figures -6 is approximately **4,049 spaces.**

There are a few notes to consider when viewing Figures 5 and 6:

- Parking facilities owned by other public entities (e.g. Danville Mass Transit, Danville Public Library) are included in the total number of parking spaces. While they are considered 'public parking', they are not being factored into accessibility scenarios in subsequent pages.
- Both figures exclude parking (on- or off-street) on single-family residential properties within the study area.
- Some properties may lack pavement markings or even pavement altogether but are used for parking nonetheless. While some of these spaces have been counted, others are more difficult to determine. For example, a motorist may park their car in an alleyway behind a business regularly, but from the limited observations of consultant staff, it is difficult to consider this an official parking space.





Parking Requirements

Like many communities, the City of Danville estimates vehicle parking demand for each property based on the zoning use and square footage of a given building. Based on data received by the city, the number of parking spaces required for properties in the study area is 4,250. This estimate of demand is close to—5% over—the estimated number of available parking spaces described above: 4,049. However, it is important for city staff to work with their forthcoming consultant on the upcoming downtown parking study to execute the following tasks:

- Gathering observational data on actual parking occupancy in general;
- Distinguishing said parking occupancy by trip use (e.g. day parking for work, short-term parking for potential shared use); and

- Determining if additional public parking is warranted.

Accessibility Analysis

Accessibility refers to an individual's overall ability to reach their chosen destination. There are a number of factors that shape a person's access to services or activities within any given trip, such as their transportation mode, geographic proximity, connectivity of their network, and more. Motorists typically enjoy a high degree of accessibility, especially in low-density, automobile-oriented land uses. When it comes to compact, pre-World War II downtowns such as Downtown Danville, however, it is important to remember that all visitors of downtown—no matter which mode(s) they use—are ultimately pedestrians at some stage in their journey. With that said, the

following figures measure the accessibility of pedestrians within the study area, using the road network to estimate the walking time between destinations.

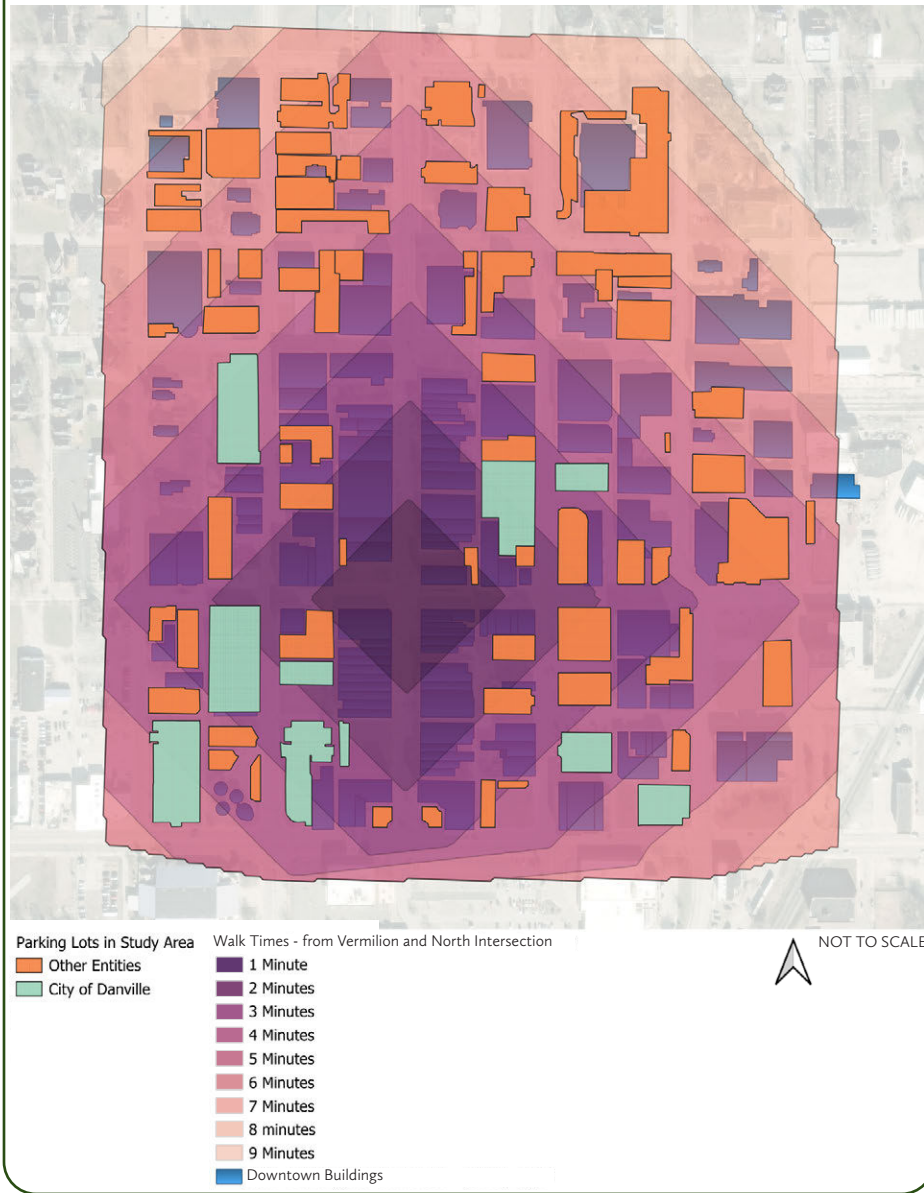
Figure 7 illustrates a walk time analysis using the intersection of Vermilion Street and North Street as its center. This map uses the existing street network to estimate how many minutes it would take to walk from this intersection to a given destination within the study area. Each diamond-shaped polygon represents one minute of walking time, and the walking speed is estimated at 3.1 miles per hour. Off-street parking facilities have been placed as the top layer on the map, which allows readers to estimate how many minutes it would take to walk from a parking facility to a given destination.

The map illustrates a high degree of accessibility within the study area:

- All off-street parking facilities owned by the City of Danville are within a four- to five-minute walk to the intersection of Vermilion and North.
- Virtually all commercial destinations within the study area are no further than a four-minute walk to the intersection of Vermilion and North. This means that, once a person has arrived to the intersection, they have a high degree of accessibility.
- Many destinations are no further than a six-minute walk from an off-street, city-owned parking facility. This accessibility level can form the basis for a “park once” strategy, among other recommendations.

As mentioned before, this study does not include actual occupancy usage. This means that, while parking capacity is visualized in Figure 7, an estimate of available spaces is unknown. The walk time estimates do not take into account the additional time of motorists looking for parking spaces because of low vacancy or a preference to park as close to their destination as possible. This additional work may be undertaken by the city’s parking consultant.

**Figure 7: Walk Time Analysis,
Starting Point of Vermilion and North Streets**

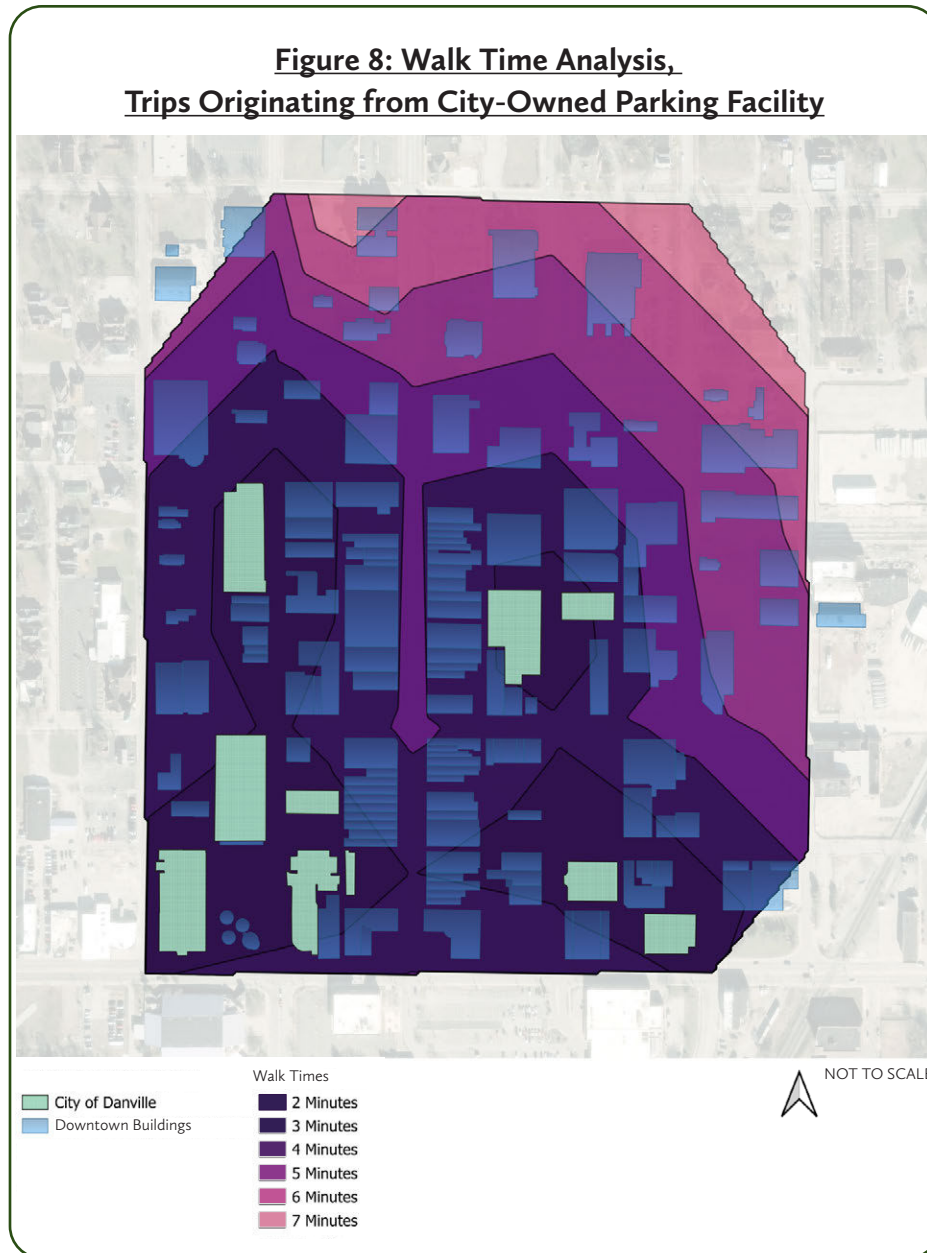


Data source: City of Danville

Figure 8 illustrates a walk time analysis using each off-street, city-owned parking facility as its center. This map uses the existing street network to estimate how many minutes it would take to walk from a city-owned parking space to a given destination within the study area. While similar to Figure 7, this map aligns more closely with the intent of motorists to park as closely to a given destination as possible. On-street parking was not factored into this analysis.

This map illustrates a high degree of accessibility within the study area:

- Individuals who park in an off-street, city-owned parking space can access many destinations on Vermilion Street within a three- to four-minute walk.
- Some individuals will find parking much closer to their destination (for example, motorists parking at the surface lot at Harrison and Walnut and walking to the Fischer Theatre, which is a 2 minute walk).
- Many public entities include off-street parking spaces (e.g. Danville Public Library), so walk times for trips to such facilities would likely be brief as well.



Data source: City of Danville

Recommendations: Transportation

Each of the recommendations in this section are centered around the following objectives:

Integrating the Downtown Plan with the forthcoming Downtown Parking Study, and providing the consultant with a framework upon which to build solid recommendations;

Improving Pedestrian Connectivity, particularly through small, cost-effective upgrades that improve network gaps; and

Testing through Pilot Programs and Temporary 'Quick-Build' Projects, both of which provide a meaningful source of data and determine if a permanent program or project is warranted.

5: Potential Capital Improvements

5.1: Conduct a speed study on select arterials and collectors.

While not a direct capital improvement, a speed study can provide city staff with a timely data source to better understand motorist behavior around the study area and make better-informed recommendations on speed management countermeasures.

We recommend that the city perform a speed study on Vermilion Street. City staff can further review 2013-2022 crash data to identify potential patterns from other attributes (e.g. time-of-day, turning behavior), and pair their findings with current observations on multiple road segments. For example, the section of Vermilion Street from Harrison Street to Seminary Street with its parkway design (e.g. landscaped center median) and properties set back from their lot line may elicit different driving behavior compared to other sections of Vermilion Street.



Other streets to consider include Walnut, Hazel, and Jackson Streets, particularly northbound traffic where motorists existing Route 136 may fail to reduce their speed as they transition from a principal arterial to a collector street. The city also owns off-street parking facilities on the southern end of each of these collector streets, and pedestrian activity around these facilities will likely increase after the completion of capital improvements to the parking garage as well as the downtown parking study.

Based on the findings from the speed study, staff may consider a variety of measures to help counter vehicle speed. This may include:

- **Vertical measures, such as speed tables or speed humps**, especially to calm traffic around areas of higher pedestrian activity. This could include Walnut Street prior to approaching the parking garage, for example. Routes that provide emergency vehicle route access, however, should be reviewed further by emergency personnel.

- **A speed feedback sign**, which displays the speed of drivers traveling over the threshold speed. Potential placement could be along the eastbound and westbound corridor of Route 136 and the southbound travel lane of Vermilion Street north of Harrison Street, heading into downtown.

5.2: Upgrade Pedestrian Facilities to Increase Safety.

Downtown Danville is walkable by design, and recent streetscape investments and grant awards demonstrate the city's commitment to providing a safe, comfortable pedestrian experience. That said, city staff expressed a desire for the Downtown Plan to help "improve connectivity", and one of the ways to accomplish this is by performing modest-yet-effective upgrades to pedestrian crossing facilities in and around the study area. This includes:

Working with IDOT to restripe crosswalk intersections on Route 136. Restriping to a high-visibility 'Ladder' design would be an upgrade to



Restriping crosswalks and adding curb extensions would complement the rehabilitation efforts planned for the parking garage.



Wayfinding signage placed on arterial corridors would complement existing parking signage such as the one shown above.

the existing simple striped markings, which have deteriorated since IDOT reconstructed the roadway several years ago.

Restriping both intersection and mid-block crosswalks around city-owned off-street parking facilities.

Adding curb extensions at intersections as well as mid-block crosswalks located near city-owned off-street parking facilities. Curb extensions provide a visual cue to motorists that they are entering a distinct area. Adding paint, bollards, striping, and landscaping further demarcates the space and make the extension more visible to motorists. When applied to intersections, curb extensions tighten radii which can encourage slower turning speeds. City staff could consider using temporary materials and testing during high-traffic events, such as First Fridays, to gather feedback from downtown stakeholders.

5.3: Work with Consultant to Identify Improvements to City-Owned Parking Facilities.

The forthcoming Downtown Parking Study will likely include future capital improvements for city-owned parking facilities. Some potential improvements for the consultant to consider are:

Install additional signage directing motorists to public parking facilities. Wayfinding signage along arterials can help visitors identify preferred parking more conveniently and would complement the existing blue signs on the site of each public-owned parking facility. Some locations for additional signage are:

- Route 136 corridor (both east-bound and west-bound traffic);
- Vermilion Street corridor (south-bound traffic);

Improve the surface parking lot at the Northwest

Corner of Route 136/Main Street and Jackson Street.

This would include resurfacing, striping, and ADA improvements. Any improvements, however, should be contingent on the redevelopment of 101-105 Main Street (a Catalytic Site) or adjacent parcels.

Potential Programming Improvements

As mentioned above, it will be important for the forthcoming Downtown Parking Study to conduct a parking utilization survey of on- and off-street parking, especially during peak demand periods, to better understand vehicle turnover rates. In the meantime, the following recommendations should be considered as ‘preliminary’ and should be vetted further by city staff and the parking consultant.

6.1: Modify Time-Restricted Parking.

City staff can explore adjusting the time limit from two hours to three hours to address stakeholder concerns. Some key variables for consultant staff to consider are:

- Time:** Modifying the time restrictions to 8:00 a.m. to 5:00 p.m. (currently 7:00 a.m. to 6:00 p.m.)
- Location:** Adjusting the time restrictions by street and adjacent use. For example, Vermilion Street could retain its 2-hour parking restriction, while adjacent streets such as North Street could be increased to 3 hours.

6.2: Consider Paid Metered Parking.

The value of a parking space lies primarily in its convenience to a given destination, which typically makes on-street spaces more desirable than off-street spaces. Based on the results of the consultant’s parking utilization survey, they may wish to consider a parking meter pilot program in zones with the highest demand.

A metered parking zone can be small—even as low as 10 spots—and can be used during weekday peak activity or during special events. The goal is to ultimately provide a better parking experience for all who visit downtown. Prices can be nominal (e.g. \$1 per hour), and proceeds should be used to provide amenities that further beautify the downtown streetscape.

6.3: Develop Shared Parking Strategies.

For nearby downtown businesses who have different operating hours or varying times of peak activity, a shared parking strategy would result in a more efficient use of parking spaces. This can include existing owners and tenants as well as prospective owners seeking to redevelop a building. Some key variables for the consultant to further consider include:

Location: Shared parking facilities should be located within 600 feet of respective businesses.

Uses: Shared parking strategies must address the type of the current use or proposed redevelopment, the composition of tenants (e.g. commercial, residential), parking turnover rate, and anticipated peak activity for all uses.

Duration of Agreement: Changes in ownership and tenant uses will affect parking needs. Having an agreement in place with terms for duration will be helpful.

6.4: Develop Transportation Demand Management Strategies for Larger-Scale Uses.

Transportation Demand Management, or ‘TDM’, refers to a series of programs to help entities better manage their demand more efficiently. This can apply to current uses with a sustained or growing demand as well as to proposed uses with a demand that may pose a strain on the existing parking supply. Although there are no parking requirements downtown, city staff can share a

variety of TDM-related strategies to help users make the most of their space. Some strategies for the city and the parking consultant to consider include:

Offering a ‘Parking Cash Out’ Program. Employers who provide free parking can offer the option of “cashing out” parking spaces, which allows employees to receive the taxable cash benefit of the space or a tax-free transit benefit. This would be especially valuable to employees who live within a reasonable walking, biking, or transit distance to a downtown destination.

Providing a Commuter Benefits Program to Employees. A commuter benefits program allows employees to use pre-tax dollars for the purchase of transit passes or vanpool expenses. Some businesses include a transit subsidy as part of the program to further incentivize transit use.

Providing Alternative Transportation Amenities, such as bike racks or indoor bike lockers.



Recommendations

This section serves as an easy-to-reference summary of the recommendations detailed in three sections of the Downtown Plan:

- Redevelopment Analysis;
- Placemaking; and
- Transportation.

Redevelopment Analysis: Economic Development & Redevelopment Recommendations

1: Marketing, Networking, Resource-Building

- 1.1: Develop a Marketing Strategic Plan for Downtown (Pg. 51)
- 1.2: Build a Developer Network (Pg. 51)
- 1.3: Host a Developer Familiarization Tour (Pg. 51)
- 1.4: Prioritize Vacant and Underutilized First Floor Spaces (Pg. 52)
- 1.5: Market Vacant and Underutilized First Floor Spaces (Pg. 52)
- 1.6: Leverage Additional Main Street Resources (Pg. 52)
- 1.7: Develop Architectural Renderings for Exterior and Interior Spaces (Pg. 53)
- 1.8: Develop Inventory for Downtown Property and Event Coordination (Pg. 53)

2: Redevelopment Funding & Policy Tools

- 2.1: Create a Downtown Historic District (Pg. 54)
- 2.2: Build a Revolving Loan Fund for Downtown Rehabilitation Projects (Pg. 54)
- 2.3: Create a Downtown Rental Rehabilitation Incentive Program (Pg. 54)
- 2.4: Strengthen the Vacant Building Registry Program (Pg. 54)

Placemaking Recommendations

3: Activities

- 3.1: Conduct Historic Walking and Biking Tours (Pg. 58)
- 3.2: Build a Developer Network (Pg. 58)

4: Amenities

- 4.1: Expand Landscaping Treatment Along Side Streets (Pg. 59)
- 4.2: Activate and Light Alleys for Additional Visual Interest, Safety, and Activity Zones (Pg. 59)
- 4.3: Expand and Install Gateway Signage Directing Motorists to the Downtown Walkable Center and its Activities (Pg. 59)
- 4.4: Increase Mural and Public Art Installations within the Downtown Area (Pg. 59)

Transportation Recommendations

5: Potential Capital Improvements

- 5.1: Conduct a Speed Study on Select Arterials and Collectors (Pg. 70)
- 5.2: Upgrade Pedestrian Facilities to Increase Safety (Pg. 70)
- 5.3: Work with Parking Consultant to Identify Improvements to City-Owned Parking Facilities (Pg. 71)

6: Potential Programming Improvements

- 6.1: Modify Time-Restricted Parking (Pg. 71)
- 6.2: Consider Paid Metered Parking (Pg. 71)
- 6.3: Develop Shared Parking Strategies (Pg. 72)
- 6.4: Develop Transportation Demand Management Strategies for Larger-Scale Uses (Pg. 72)

Implementation Strategy

The implementation strategy is associated with recommendations from three sections of the Downtown Plan:

- Redevelopment Analysis;
- Placemaking; and
- Transportation.

Each recommendation includes responsible parties, funding sources, and a timeline.

Responsible Parties

Each recommendation is assigned to a particular party or parties within the community. This includes municipal departments and divisions, local and regional partners, and consultants from outside the community. Although private stakeholders are not specifically called out in the following tables, city staff are encouraged to consider how stakeholder participation can help complete tasks more efficiently and effectively.

Funding

Funding sources within each goal may consist of city staff time, city budget allocation, or potential funding opportunities, such as nonprofit grants or federal discretionary grants. The list is not comprehensive, and staff are advised to consider additional funding opportunities that may not be listed in each matrix.

Some funds in the Implementation Strategy are referenced by their acronym. These organizations include:

CDBG: Community Development Block Grant (US Department of Housing and Urban Development)
TIF: Tax Increment Financing (City of Danville)
AARP CC: Community Challenge Grant, a program of AARP
HSIP: Highway Safety Improvement Program (Federal Highway Administration)
Surface Transportation Block Grant (Federal Highway Administration)
Transportation Alternatives Program (Federal Highway Administration)
CIP: Capital Improvement Program (City of Danville)

Timeline

This column includes a simple quarter and year to a particular tactic. These can be modified as staff time and funding allow.

Economic Development & Redevelopment

1: Marketing, Networking, Resource-Building

Tasks	Partners	Funding	Timeline
1.1: Develop a Marketing Strategic Plan for Downtown (Pg. 51)	Downtown Danville, Inc.; local photographers; local marketing professionals	Seek private sector support, possibly a sponsorship from a bank or advertising agency.	Q2 2024
1.2: Build a Developer Network (Pg. 51)	City of Danville, Realtors, Contractors	Staff time	Q1 2024
1.3: Host a Developer Familiarization Tour (Pg. 51)	City of Danville, Downtown Danville	Staff time, in kind donations, (transportation, food/refreshments, marketing)	Plan for Q2 or 3, 2024
1.4: Prioritize Vacant and Underutilized First Floor Spaces (Pg. 52)	City of Danville, Downtown Danville	Staff time	Q1 2024
1.5: Market Vacant and Underutilized First Floor Spaces (Pg. 52)	City of Danville, Downtown Danville	If any expense, partner with property owner, possibly fund marketing out of City staff travel expense	Begin Q2 2024, rollout Q3 2024
1.6: Leverage Additional Main Street Resources (Pg. 52)	Downtown Danville, Inc.	Illinois Main Street (pending membership)	Q2 2024
1.7: Develop Architectural Renderings for Exterior and Interior Spaces (Pg. 53)	City of Danville, Local Architect(s)	Possible in-kind donation, or economic development budget, possible support from Illinois Main Street	Q3 2024
1.8: Develop Inventory for Downtown Property and Event Coordination (Pg. 53)	City of Danville, volunteers from entities such as Downtown Danville, Vermilion County Museum Society, Danville Public Library	Staff time	Q1 2024

Economic Development & Redevelopment

2: Redevelopment Funding and Policy Tools

Tasks	Partners	Funding	Timeline
2.1: Create a Downtown Historic District (Pg. 54)	City of Danville, Downtown Danville	Staff Time, Downtown Danville	Q2 2024
2.2: Build a Revolving Loan Fund for Downtown Rehabilitation Projects (Pg. 54)	City of Danville, Local Banks	Staff Time, CDBG, Local Banks via a Matching Grant Fund	Q2 2024
2.3: Create a Downtown Rental Rehabilitation Incentive Program (Pg. 54)	City of Danville	Staff Time, CDBG, TIF	Q2 2024
2.4: Strengthen the Vacant Building Registry Program (Pg. 54)	City of Danville and other communities who have implemented similar programs for reference	Staff Time	Q2 2024

Placemaking

3: Activities

Tasks	Partners	Funding	Timeline
3.1: Conduct Historic Walking and Biking Tours (Pg. 58)	Vermilion County Museum Society, Danville Public Library, Downtown Danville, City of Danville.	Vermilion County Museum Society, Danville Public Library, Downtown Danville, City of Danville.	Q3 2024
3.2: Increase Opportunities for Families and Children to Enjoy Low-Cost Downtown Activities (Pg. 58)	Downtown Danville, City of Danville, Local Business/Property Owners	Donated materials from local sponsor business, AARP, T-Mobile Hometown Grant, Illinois Main Street (pending membership), National Endowment for the Arts, REALTOR Association Placemaking Grant, Project for Public Spaces	Q2 2024

4: Amenities

Tasks	Partners	Funding	Timeline
4.1: Expand Landscaping Treatment Along Side Streets (Pg. 59)	City of Danville, coordination with Downtown Danville	Rebuild Illinois grant funding (already secured)	Q2 2024
4.2: Activate and Light Alleys for Additional Visual Interest, Safety, and Activity Zones (Pg. 59)	Downtown Danville, City of Danville, Local Business/Property Owners	AARP, T-Mobile Hometown Grant, Illinois Main Street (pending membership), National Endowment for the Arts, REALTOR Association Placemaking Grant, Project for Public Spaces, Rebuild Illinois grant funding (already secured)	Q1 2025
4.3: Expand and Install Gateway Signage Directing Motorists to the Downtown Walkable Center and its Activities (Pg. 59)	City of Danville	Signage sponsor, AARP, T-Mobile Hometown Grant, Illinois Main Street (pending membership), National Endowment for the Arts, REALTOR Association Placemaking Grant, Project for Public Spaces	Q1 2025
4.4: Increase Mural and Public Art Installations Within the Downtown (Pg. 59)	Downtown Danville, City of Danville, Local Business/Property Owners	US Community Mural Grant, Bank sponsor (often sponsor in other communities), AARP, T-Mobile Hometown Grant, National Endowment for the Arts, REALTOR Association Placemaking Grant, Project for Public Spaces	Q3 2025

Transportation

5: Potential Capital Improvements

Tasks	Partners	Funding	Timeline
5.1: Conduct a Speed Study on Select Arterials and Collectors (Pg. 70)	City of Danville	Staff Time, CIP, STBG, HSIP, TAP, Project for Public Spaces (Community Placemaking Grants)	Q3 2024, countermeasures in 2025
5.2: Upgrade Pedestrian Facilities to Increase Safety (Pg. 70)	City of Danville, Illinois Department of Transportation (IDOT)	League of American Bicyclists (Community Spark Grant), America Walks (Community Change Grant), STBG, HSIP, TAP, Project for Public Spaces (Community Placemaking Grants), CIP	Q3 2024, countermeasures in 2025
5.3: Work with Parking Consultant to Identify Improvements to City-Owned Parking Facilities (Pg. 71)	City of Danville, Parking Consultant	Staff Time	Q3 2024 (during parking study), rollout 2025

6: Potential Programming Improvements

Tasks	Partners	Funding	Timeline
6.1: Modify Time-Restricted Parking (Pg. 71)	City of Danville, Parking Consultant	Staff Time	Q3 2024 (during parking study), rollout 2025
6.2: Consider Paid Metered Parking (Pg. 71)	City of Danville, Parking Consultant	Staff Time	Q3 2024 (during parking study), rollout 2025
6.3: Develop Shared Parking Strategies (Pg. 72)	City of Danville, Parking Consultant, Local Business/Property Owners	Staff Time	Q3 2024 (during parking study)
6.4: Develop Transportation Demand Management Strategies for Larger-Scale Uses (Pg. 72)	City of Danville, Parking Consultant, Local Business/Property Owners	Staff Time	Q3 2024 (during parking study)

Appendix

COMMUNITY ENGAGEMENT

Focus Groups, Detailed Response Summaries

July 17, 2023

Key Stakeholder Meeting #1

Topic: Redevelopment and Placemaking

What are the commercial and recreational destinations or events downtown that attract out-of-town visitors?

Shelley: First Friday and summer sounds (concert) –

Annie: Events don't drive economic dev, but from a business it is more of a donation. Not necessarily driving businesses into those spaces.

Amy: Fischer Theatre brings some (out of town) people for certain events – doesn't bring in for weekend/ evening movies. Harry Potter festival brings people in from out of town.

Richard: Palmer Arena (hockey team/shows) Maybe downtown needs to be extended to some event centers.

Have placemaking projects or programs spurred further interest in more development?

S: Yes, new storefronts.

Amy: Opened in 2021 and since then there has been more economic development

Annie: Not directly linked to the events, but because the store fronts have done well, other businesses think that they can also succeed. FF isn't driving increase downtown, just more a quality piece for community.

Michael: Do shops appreciate the events or is it a hinderance?

Amy: some events bring people that may not come downtown otherwise. "I saw you on Friday, but you were closed." But then they come back. Need more events when people are coming to purchase something (food), it helps business.

Shelley: Sometimes we get people in that will come back later to purchase. BUT parking is an issue. They close the streets at 2pm on Friday so business is done because customers can't get to them. Storefronts and

city are all aware.

It seems like the key stakeholders are 'bullish' on downtown, which is great. When it comes to certain properties that are vacant or underutilized, which of them would you say are you the most optimistic about? Critical about?

Richard: Asks to see map of Downtown. The riverfront is not included. Turk's furniture store is seeing dev. Theatre could be better utilized – huge opportunity. Can't have it utilized if closing streets for FF. Old firestone building is used as parking (he owns). Most of the stores need to be open late to have access during FF. Need restaurants to come downtown – is there a chance merchants would stay open later.

Shelley: Some events are more beneficial to them to stay open ie: the Harry Potter festival.

Downtown Danville is not far from lovely natural amenities. Do you know if out-of-town visitors are utilizing these amenities? How can we attract them to downtown?

Richard: Problem with rail trail is that it ends at fairgrounds. No connection, not complete. Expose the people from Champaign to the topography in Danville. They need theirs to go somewhere, so that they can capitalize on business. Minneapolis greenway did a 20 year lease to get control of rail lines.

Housing: (Discussion topics ranging from housing demand, inventory, unit pricing, prospect of using upper floors on downtown properties for residential, etc.)

Richard: redevelopment on Fairchild, materials are hard to come by. Recreate housing in DT, we need blueprint from city. A lot of deficiencies in codes. It will be an expensive area to do. Upper floors. But blueprint from city on what they will allow and not allow. Will they offer funding, will they be lenient on codes. Designate which buildings, how much funding -- expense is a problem. Up until a year ago, there was a need. But right now, there is less of a need. Feeling Market/economy. Pricing from \$650-\$735 (finish level), what can you build for that cost. Different rental market than it was 3-4 months ago. Not as much of a call for premium, luxury, units. Can't rent at base price. Wages in Danville, \$100-\$150/month is enough to stop people from renting better models.

Topic: Business & Economic Development

Talk to us about the development climate downtown.

-Are there plans for upcoming development that we should be aware of?

-Are local banks making loans to owners of downtown properties?

Richard: 7.5% or lower rate and 35% down (one month ago). The environment has changed, cash down on a loan is not an option because cash needs to go into the buildings. Under investment in residential properties (both landlord and home buyer). Income has gone up in recent years. Built in 70s, under tax incentive. There is an economic issue and it is wages overall.

-What would it take for local developers to invest/redevelop in downtown?
City flexibility/blueprint,

-Any developers from outside the community pursuing development downtown?

Richard: local, people are afraid of Danville. Building new buildings (on a property bought 7 years ago), intent is for them to do the development and not outside developers.

Are you seeing activity on streets downtown other than Vermillion Street? In your opinion, what would it take for a business to thrive elsewhere downtown besides Vermillion Street?

Amy: North Street is coming along with small businesses that have moved in. It is easier because of car traffic for Vermillion St. But Vermillion owners are good at directing customers there.

Shelley: If some of the buildings on North were redeveloped it would help.

Richard: if not on route one, then they look to take the buildings to apartments. Restaurants and stores would help, but not enough foot traffic or parking. Not sure if the return is there.

Are there new and exciting uses downtown that could use more space? New space?

Shelley: Variety, winery, no bookstore, something for people to do (Sit and have wine)

Amy: Food always brings people, when they are full they will stay and spend time. Brewery. Variety... so many different types of people we need more. Not just clothing or home store. Either really big building or small. They are run down – they cost too much for a normal

citizen to convert on their own.

Shelley: A great small business incubator, to take on a large building.

Richard: Firestone was \$62K and roof was 80K 411 N Vermillion

Annie: echo size of buildings, whether 30K SF or 3k SF and condition and size are prohibiting. If they are able to break the space and lease rather than own, that would make some of these big spaces ie: Adams building and breezie(?) tower. City investment in breaking the buildings up would help to small business owners. Sears building

Shelley: Building across the street from Sears (Adams building), and JCPenney building, all would help to be redeveloped and broken up.

Richard: Roof issue, glass issue.... Just to update is 500K. At that point, do you take the building down and build new. Old temple building is now temple park... because overhead of redevelopment is costly.

Annie: Turks building, investor is breaking space for restaurants, café, and small retail in the space. Doesn't appear to have activity.

Talk to us about the theater/arts scene here. How can we support? Do they live in Danville or elsewhere? Orchestra commutes in. Theatre company is local – works out of church.

Amy: Red Mask

Ashley: Desire to make art in the Alleys – murals?

Amy: it would bring people but feels skeptical as to how it would increase business. It might make it prettier.

Shelley: Money could be spent better. In the sears building – yes.

Amy: would be nice to have lights back there. She has a 16-year employee and older employees; they are walking in the dark alley – doesn't feel like the safest. "Is it safe to be downtown?" customers ask. Anything that makes them feel safer is a priority.

Topic: Transportation

Outside of government use, what sort of businesses are generating the largest parking demand?

Richard: hard to get a spot around Richard's deluxe. They can handle 20 cars and city leased another lot.

Amy: They don't have any parking for the shop. So, they have to park at the "Pub" arranged through a friendship. It is an awful issue.

Shelley: has parking behind the building but a lot of store fronts do not. Parking is an issue.

Amy: During the week, there are hundreds of spots available. Don't understand parking enforcement right now because it isn't that busy on weekdays. They must move cars after 2 hours to be able to stay a while and patron many businesses. During Friday-Sunday

Tell us about parking during First Fridays. (Highlight on map) Where do people park?

Shelley: Wherever they can find them. We wish the city would guide them somewhere – "park here and you won't get towed."

Amy: Hazel and N street big lot. Owned by housing authority is now blocked off, that could be used for DT but it is not even accessible.

Richard: Parking feels safer on the W side of Vermillion than the E?

Shelley: I don't think any different. Amy agrees.

Rachelle – Danville motor vehicle garage – would pay to park there. Doesn't feel safe to go farther up than the ground floor. It is a garage that doesn't get utilized. Only one block off Vermillion.

Richard: have lights and attendant.

July 18, 2023 Key Stakeholder Meeting #2

Topic: Redevelopment and Placemaking

What are the commercial and recreational destinations or events downtown that attract out-of-town visitors?

Ursula: Lives downtown as well as owns DT business. Fisher Theatre is a great draw. First Fridays have become a big deal and draw into the community.

Dr. Nacco – palmer arena had a challenge to figure out its mission. Now it seems to understand it is a hockey arena. Mainly for youth hockey, recently lost a good hockey team. It has a bright future but can't be an event space because it is cavernous. It isn't a great event space. Agrees with Ursula, the anchor is the renovated Fisher Theatre, but there are now other businesses. On vermilion mainly, had a Juneteenth event. If we had Urban Planning and made a business improvement plan – Ie: bookstore, a restaurant, and then have the commitment to support them.

Kristen: what is missing that could be supported downtown?

Ursula: Vermillion to courthouse is abandoned. There are a few stores that do attract - Vermillion River Beer and ice cream shop. There needs to be more within the blocks to spend the day and shop. Has a problem with limited parking. Feels angry that there are parking enforcements so when she sends visitors downtown, they get tickets or 2 hour limit.

Andrew: Echo's Ursula – he hears this as number one complaint.

Ashton – sees the problem.

Ursula: if you want people to come down, we do need to fix the curb appeal but there needs to be a place to park. One street from vermillion, it gets dicey.

Are there local property owners that you think that the ability/willingness to grow their portfolio downtown?

Auston: There are some but the ones with deep pockets are limited. It would be nice to have more.

Andrew: Because of the lower cost of market, it means that there are not big developers. There are tenants that would be willing but can't pay the rent to cash flow what it costs.

Ursula: We must get some of these building owners on board by penalty or incentives.

Andrew: Danville wide problem. Buy it once, never put a dime into it, and try to make money. Maybe if we can get them in the hands of the right people who are here and willing – that would be ideal.

Ashley: Role of Educational Industry

Dr N: In the Herons the Bruthels (sp?) wanted a culinary kitchen or a restaurant. Another anchor is Vermillion River Beer Company – added excitement to the area.

No Italian restaurant – maybe Danville people don't like Italian? Want an eclectic mix of businesses.

Ursula: Incentive to do both? Populate the business space and renovate the spaces above?

It seems like the key stakeholders are 'bullish' on downtown, which is great. When it comes to certain properties that are vacant or underutilized, which of them would you say are you the most optimistic about? Critical about?

Auston: empty but not for sale buildings. Most people know that if they are going to move DT, they will have to renovate. Some owners are out of state and acquired for cheap and now buildings are falling apart.

Andrew: a lot of them don't pay taxes on the buildings. Some of the biggest buildings are set to be repossessed because of back taxes – the worst buildings are like that.

Dr. N: Eminent Domain an option ?

Ashton : Yes

Kristen : Upper story residential – what % are being utilized for this and what % could be.

Ursula: She knows 5 people that live upstairs. Next door to her (south side) are Airbnb units. Units to the North are renovate-able. Several that could be renovated.

Ashley: appetite for living DT?

Ursula: She likes it and wishes it was more vibrant. It could easily entice.

Kristen: Once owners see this is a revenue stream, this can be a viable option. Can you think of anyone that fits this description?

(No answers, moved on to next Q)

Ashley: Anticipated rental rate? \$800-900 range for a 1BD is reasonable?

Auston: \$800-\$900 would be high, but newly renovated would be good.

Ursula: would like to know what the Airbnb rate is, but she thinks that she would walk away from that rate and move outside of town with more space.

Andrew: Others on his block (block E of North) sit vacant and gutted BUT do have living space above. He has put a lot of money into his building (he does not own). The nice buildings are taken.

Michael: Bigger spaces being subdivided?

Andrew: He gets questions for 1-2 offices or 1-2k SF spaces. Small business start-up spaces.

Ursula: Get people in there using subsidy to get start-ups.

What property do you think has the potential to be the most catalytic development if something were to happen?

Auston: Sears building.

Ursula: Window decals are adding curb appeal. Let's get the torn awnings down. They come for FF and then leave.

Dr. N: Danville Visitors center does the decals. "Fat Man's" lot is big parking and Turk parking lot won't last forever.

Ursula: Out of towners don't know about all of the parking options.

Auston: There are a lot of private lots that aren't marked.

Ursula: Renovate the ones that can be renovated. Terrible view coming down vermillion.

Topic: Business & Economic Development

Talk to us about the development climate downtown.
-Are local banks making loans to owners of downtown properties?

-What would it take for local developers to invest/ redevelop in downtown?

-Any developers from outside the community pursuing development downtown?

Andrew: Mel Yarmet, (sp?)

Ashton: Turk Building and the 1st Mid(?) building. Has had setbacks with plans but plans on 2 restaurants and café.

Ursula: Calls the city "depressed." Her company is an Engineering design and build house – they build the machines that make the stuff. 20-25 people work there – from engineers, designers, office support, and machine builders. Has a large presence.

Are you seeing activity on streets downtown other than Vermillion Street? In your opinion, what would it take for a business to thrive elsewhere downtown besides Vermillion Street?

Are there new and exciting uses downtown that could use more space? New space?

Andrew: Most people do want to be on vermillion because of traffic and aesthetic. Offices don't need vermillion, as well as online businesses. Some people do have that first impulse to be on vermillion because of visibility.

Ursula: If there are things on vermillion, naturally you

want go down side streets.

Andrew: there is a lot that is walkable, but it is hard for outsiders to know about parking/lack of parking

Ashley: Office space need and cost?

Auston: Overall, more positive things in DT area than there ever have been. Another restaurant, bar, businesses to come down there and take off from there and then bigger developers to come in for bigger projects. Limited space to rent or purchase – there is a need.

Ashley: People asking about space available local or out of town?

Andrew: a lot of locals want bigger spaces. The other portion wants growth from out of town – one room office for insurance, etc.

Ursula: Develop the area more for the courthouse crew – places to have lunch. People drive in and leave right at 5.

Ashton: 4 mile radius you have city of Danville, public works, a lot of mid-size employers very close to DT.

Ursula: but again, people come in to work and immediately leave. Nothing keeps people around. Kudos to Vermillion River Beer – they bring people in. So does Fat Man's.

Michael: Does the Woford apartments change the activity DT?

Ursula: They may go to the park, but they don't make their way down. A lot of life around the building but otherwise, no.

Talk to us about the theater/arts scene here. How can we support? Do they live in Danville or elsewhere?

Andrew: A mix. Symphony – classical instrument musicians are from out of town 60/40. Actors are local or within the county. Musicians that Fat Man's etc are from Danville.

Ursula: sometimes they reach out beyond for bigger shows. (Whether theatre or concerts)

Dr N: Fisher has 840 seats and there are shows with artists where they are sold out. The symphony is bringing in new composers.

Ursula: Whatever the Fisher is doing, is working. How are they reaching out to the community?

Other events at Fisher?

Andrew: Weddings, graduations, some socials downstairs.

Ursula: Downtown Park would be beautiful for weddings.

Andrew: Problem with weddings is parking. Hosted pride month, Juneteenth, people come and take photos. Appreciation of the old architecture is present.

Ashton: There is a TON of free parking one block from these places. And no one knows. Communication is an issue.

Andrew: people aren't used to parking far away.

Ursula: make it worth their while and clear signage.

Topic: Transportation

Tell us about parking during First Fridays. (Highlight on map) Where do people park?

Ashton: people park at Library if not closed off. Parking

garage behind Fischer. Parking restrictions end at 5pm and so people park in restricted lots. No street parking because it is all full.

Michael: Customers and employees parking:

Ashton: You can't park as an employee in front of your store. \$20/month to park in a lot. A problem is that 2 hours isn't enough time to eat and shop and you will get ticketed. And then you can't park in lots because they are restricted.

Ursula: Need markings and 2 hours is not enough to encourage people to hang out. (free 2 hour parking)

Andrew: Objection to that is that people are afraid people will take advantage of no parking restrictions and spaces for their business will be taken.

Ursula: Don't see a problem with 2-hour street but then offer longer time for other parking areas.

Ashley: Free parking but the walk is unpleasant?

Ashton: a lot behind the Fischer... and by a dilapidated building, and not a nice area. The parking garage is not a nice building. IF you are parked on an upper level, the ramp feels unsafe and trucks can't park without scratches.

Ursula: off main drag people don't feel safe as a person or leaving their cars.

The City owns the streets within the downtown study area, which gives them a lot of discretion/flexibility on how to design in ways beyond just moving cars. Is there anything you've seen visiting other communities that you think would be helpful downtown?

Ursula: Boulder, CO – parking around but street not open to cars. She heard it used to be like this.

Dr. N: A main street USA, Crytal Lake, IL. People with vision sat down and laid out diverse businesses and made it happen. There are many lots that could be great areas, given great light and some upkeep. If you put a security guard, the garage is not well lit.

Ursula: is lighting up area, has women's center next door. She has asked the city to improve the lights. One block of Vermillion is dark. Feels unsafe.

July 20, 2023 Key Stakeholder Meeting #3

Topic: Redevelopment and Placemaking

(Introductions)

Lisa: Offices located at end that is not very visually attractive, corner of north and Jackson. Transfer zone is N and Hazel

Peter: Work for Library foundation and owns 2 properties in DT. One of the 2 is on National Register. Moved in as DT development director. Been a part of it for 20+ years. New director (Annie Monyok) will be asset to the DT. She rejoined the national Main Street program (not the state program). He Lives downtown. Started a neighborhood revitalization program to the west of DT, without city involvement, it failed.

Nicole: Chamber and economic development for Vermillion county chamber. She has been a small part of the DT Danville area. Very exciting time, business owners want to be downtown, people want to be downtown. It's a great time to continue the forward momentum. They are the hub of community as far as connection. Offers to connect people. Adds email to chat: nvanhyfte@vermillionadvantage.com

Have placemaking projects or programs spurred further interest in more development?

Nicole: the answer could go a couple of different ways. There are awesome events going on downtown – summer in the city, the Fischer theater attracts thousands of people into the DT. Some businesses don't like this because it blocks access to their shops. There is a pizza place coming into Danville. The buildings that are empty, the biggest problem is that the people that own them are not local and they are hard to get ahold of when purchase requests come.

It seems like the key stakeholders are 'bullish' on downtown, which is great. When it comes to certain properties that are vacant or underutilized, which of them would you say are you the most optimistic about? Critical about?

Nicole: Heartland building – huge property on an entire block is seen as empty. Takes up a lot of space; the possibilities are endless, and it has been sitting there for a long time. Old Sears building.

Peter: Sears is out of town owner, strange dynamic because he hasn't come to town. It has frozen 2x and the fire suppression system has exploded 2x. It has interior water damage, but bones are good. It seems the city hasn't made up its mind on whether they can save the building. It is so big and would be detrimental to lose. You can't stop a private sale but maybe we can incentivize local purchase – can the city get involved to make it more possible for a local entity. If the Adams building were to come down, you are down to 0 historic stock and integrity. His building is huge on the main corner and his goal is to do upper story residential. It is imminent that Bresee tower will come down. RE Adams Building – rough shape, probably holding some water. The Sears doesn't have much historic integrity left. Turk furniture, 60K SF, is being developed.

Lisa: She remembers the elevator operator at The Adam's building. And shopped at Sears. What is the first Midwest building? First floor survivor resource center. The remaining is vacant.

Nicole: developer has plans but then the resource center came.

Peter: The tax incentives at federal level are appealing, but locally, there is no incentive – a burden, to get a local historic designation. You must jump through hoops to change your building. All the board does is tell people no.

Ashley: Peter, you wanted to get into upper story residential, is there a market?

Nicole: We need executive housing. They are choosing to live in champaign because there is no place for them to live.

Peter: Living in an urban residence comes up. I hesitate to say demand. It could create the market, but no one is waiting. But if we developed the marker, I think it would work. There is not that much opportunity to do the upper story – you will create 25-30 units, not 150. It would be an easy sell if you could get it down This is why we wanted to develop the neighborhood adjacent to the DT are.

Ashley: Transfer center – where is the activity coming from?

Lisa: both – two good sized senior living areas as well as subsidized living. There is a lot of foot traffic of people coming to the transfer area. Most people go into N Danville to shop – she can't picture people who ride the busses shopping downtown.

Peter: the downtown businesses are also niche businesses. The grocery store adj to DT is the

worst. There is a strip mall adj to DT, and there is an opportunity to have businesses there that could marry to the DT. It would be nice to see the upper story residential. But to create a well-oiled, incentive, plan would be a big task. Want to see the city putting effort behind that. 30% occupied is hard to insure – One story of Three is used. He pays a higher premium because of this, and vacant space sees destruction.

Michael: Reasonable Rents?

1BR Nicole: above Heron have 3 Airbnb \$100-105/night - \$1500/month (didn't catch description)
Nicole: \$600

Peter has some numbers on upper story information:
*did not share yet

Ashley: Hard to quantify buildings that owners are hard to get to. Who is more responsive?

Nicole: I have a 0% rate of getting people to respond. The visitor's bureau did a wrap, and they did not have consent from out of town business owners.

Peter: if you spend too much time here, you start sounding jaded. The city will get the local guy with code issues because they can find you. The ones far away get away with more because you aren't found. They are absent and don't care. The fact that Brizzee tower is coming down is a 40-year problem, because it wasn't jumped on by the city.

Topic: Business & Economic Development

Any amenities lacking within the study area that people would enjoy having?

Peter: My place is a bit of an island. Mainly a bar, but we have a food truck that sits adj. Any other entertainment options would be better for more involved. I would like

to see more – and I am excited to see development, but this happens often and doesn't pan out. The more entertainment here, the better. The person that lives downtown will need support downtown. They will want walkability. It all happens in tandem. You work on the resident spaces and the amenities. Or at least a promise that it is coming. The businesses that have popped up are great niche businesses. The city doesn't have to do a whole lot in how to help – support and incentive development. Incentive could even be the passing of information – how can we help? What can we do? On the local person and not someone who isn't local. The out of towners are not invested in the DT, we need to invest in them,

Lisa: I can't tell you how many times I am here, and I think of something I have forgotten. There aren't options to "run" out and get something.

Peter: There used to be a pharmacy... and we didn't understand until they were gone. It had those small items.

Nicole: Another issue is consistency – people who shop downtown don't know when people are open. There needs to be some fluidity between owners. We've heard complaints that people have gone DT but they aren't open. Convenience and Cohesiveness.

Peter: Parking enforcement is an issue. A 2-hour limit is a dinosaur – you cannot ask people to come in and enjoy the DT and only give them 120 minutes. People are saying that they don't want their business downtown because they are so hard on the limit. There is no right answer to the parking situation, but it needs to be revisited. At least the 2 hours. And to say that the solution is to move your car is crazy.

Nicole: then let's add in the piece of lighting. There is a parking garage, and it is dark, it is scary to walk through. All the promotions about coming downtown and

spending time downtown but you get a ticket.

Lisa: was created by employees at court house.

Michael: surface lot off street?

Peter: paid public parking. Even the surface parking behind the community action agency, this property doesn't need to be DT. But again, the lot is timed. So you go out, but you can't order dessert. No free or unpoliced.

Nicole: If you park at Luxe and don't go there, you will get ticketed.

Peter: it seems selfish but it's not. We pay for the parking tickets for our customers.

Ashley: Do people use the walking trail?

Peter: That was a great building too. (Referring to the Baum Building, I believe) Tall skinny building. Café Romano used to be there. No one uses that.

Nicole: homeless people

Peter: The opposite side is has a lot of activity. The one you are referring to is covered in vegetation and meandering wilderness path. Not an inviting thru way.

Michael: Real estate that is east of vermillion could use love. Further east we get staff gets nervous about industrial noise, ie: housing? Could it work?

The noise from the trains is more frustrating.

Peter: if we have a band outside, we can still hear the noise.

Lisa: The saddest building for me is the old national guard armory. It was a wonderful building, and it is a lot

of space just to sit empty. When the old model star gets torn down and main street is opened up, Mayor hopes it will bring a bigger business, but it will certainly look like a better opening.

Peter: appreciates the boundary all the way to Washington. It would be interesting to see, you have the special service area but also the enterprise zone and Tift district. We tried to expand SSA and it was a train wreck. Tried to go West and North. Interested would be able to see what is covered by what financial pieces in which place.

Topic: Transportation

(Parking-related discussion occurred in earlier topic)

DOWNTOWN PROPERTY INVENTORY ATTRIBUTES

Building Conditions

Attribute	Description	Data Source
Square Footage, Roof	Provides total of roof square footage. Some modifications made to reflect as-built party walls, getting to total building count (141).	City of Danville
Number of Floors	Based on consultant staff observations. Does not include lower levels.	Consultant Staff
Square Footage, Building	Estimate of total above-ground square feet. Produced by multiplying 'RoofSqFt' by 'Number-Floors' attributes.	Consultant Staff

Redevelopment-Related Attributes

Attribute	Description	Data Source
National Register Listed	Indicates if property is listed on National Register of Historic Places, a first step in being eligible for using Historic Tax Credits.	National Park Service
'Contributing Building' Potential	Whether the property has the potential to be considered a 'Contributing Building' should a National Register of Historic Places District be created. A first step in being eligible for using Historic Tax Credits. Single-family and duplex homes are considered 'noncontributing'.	Consultant Staff
Upper Floor Residential Potential	This includes properties that were analyzed particularly in two ways: First, physical suitability for residential, and Second, that the upper floors are considered currently vacant. Y indicates potential suitability; N indicates no suitability; NULL applies to single-family homes, duplexes, and one-story commercial buildings. This does not take into account ownership status (e.g. out-of-state/nonresponsive owners), demolition proceedings, etc. Also, this is a conservative estimate. For many properties, it is very difficult to know what the upper floors are being used for. It may be that they are technically not vacant, but simply being underutilized (e.g. for storage).	Consultant Staff

Building Ownership, Use, and Activation

Attribute	Description	Data Source
City Owned Designation	Indicates if property is owned by the City of Danville.	City of Danville
Mailing Address (City, State, Zip) of Building Owner	Indicates if property is owned locally, in-state, or out-of-state.	City of Danville
Fair Market Value	Estimated FMV per acre of downtown tax parcels.	City of Danville
Zoning Use	Indicates current zoning designation.	City of Danville
Existing Residential	Indicates number of existing residential units on a given property	City of Danville
Residential Mail Delivery	Whether an address is determined to be occupied by a resident or not (as determined by local postal worker). Data updated 7/5/23. Revisions made based on in-put from city staff and key stakeholders. Checked against 'Existing Residential' attribute.	Licensed Data (REGRID)
USPS Vacancy	Whether an address is determined to be vacant or not (as determined by local postal worker). Data updated 7/5/23. A 'Y' (vacant) typically indicates complete vacancy of all floors.	Licensed Data (REGRID)
Ground Floor Commercial Vacancy	Whether the ground floor of a commercial building is vacant or not. Y indicates vacancy; N indicates no vacancy; U is unknown; NULL applies to single-family homes, duplexes, multi-family prop-erties (e.g. Wolford Apartments), religious institutions, and the municipal parking deck. Data references: regrid.com, input from city stakeholders, consultant observations.	Licensed Data (REGRID), city staff and key stakeholder input, consultant staff observations.
Upper Floor Vacancy	Whether the upper floor(s) of a building are believed to be vacant or not. Y indicates vacancy; N indicates no vacancy; U is unknown; 'NULL' applies to single-family homes, duplexes, religious institutions, the municipal parking deck, and one-story buildings. 'Unknown' may include properties where we cannot observe any vacancy indicators (e.g. properties with metal roofing covering the entire 2nd story/windows. 'Unknown' or 'N' may also include properties with upper stories that aren't technically vacant but are simply underutilized (e.g. a property using 2nd floor for storage) Data references: regrid.com, input from city stakeholders, consultant observations.	Licensed Data (REGRID), city staff and key stakeholder input, consultant staff observations.

Draft Report
November 2023