

City of Danville, Illinois

EAST MAIN STREET CORRIDOR PLAN

DRAFT

State of the Corridor Report

JUNE 26, 2014

LAKOTA

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Section 1 - Introduction

1.1 - Planning Mission

In March of 2014, the Danville Area Transportation Study (DATS), along with community stakeholder groups and residents, initiated a planning process to create a comprehensive revitalization plan for the East Main Street Corridor, one of the City's most important transportation and commercial corridors and gateway into Danville's eastern neighborhoods. The key mission of the Corridor Plan is to create a long-term vision for enhancing the Corridor's overall land use, economic vitality, and physical appearance and image, and to create a set of practical implementation action strategies and initiatives for achieving Corridor Plan goals and objectives.

The Lakota Group, a planning and urban design firm based in Chicago, Illinois, was engaged by DATS to help facilitate the planning process and prepare the Corridor Plan. The Lakota Group was assisted by two other firms as sub-consultants for this assignment. These firms include the Community Land Use and Economics Group (CLUE Group), based in Arlington, Virginia, specializing in economic analysis and business development; and, T.Y. Lin International, based in Chicago, Illinois and providing services in transportation planning and civil engineering.

A Corridor Plan Steering Committee, representing a broad-based segment of property owners, industries, merchants, local residents, institutions and organizations, and City leaders and officials, was also formed to help guide the Plan's development. Beyond creating a long-term vision for East Main Street's future, the Corridor Plan seeks to understand current conditions and propose strategies and recommendations for the following Plan elements:

- ***Land Use and Property Features.*** Evaluate existing land uses and physical features of properties and parcels within the East Main Street Corridor, and identify specific issues, constraints and opportunities to encouraging appropriate land use patterns and development along East Main Street.
- ***Transportation Systems.*** Document East Main Street's current roadway design and physical conditions as a method for exploring opportunities for roadway changes and enhancements, including the addition of pedestrian, bus transit and other modal improvements.



Cannon Elementary School

- **Market Assessment.** Analyze and understand market trends for commercial, residential and industrial development along the Corridor as a basis for establishing recommendations regarding future land use and realistic redevelopment scenarios.
- **Streetscape and Urban Design.** Review East Main Street's existing streetscape and public space conditions and determine appropriate urban design improvements that enhance the Corridor's overall visual appearance and pedestrian activity and safety.
- **Local Policies and Planning Documents.** Assess and evaluate current community planning documents and policies in order to identify any regulatory barriers for East Main Street revitalization and redevelopment. Documents to be reviewed include the City of Danville's Comprehensive Plan, Zoning Ordinance, and other codes, policies, and documents applicable to the East Main Street Corridor.
- **Implementation Strategy:** Develop a detailed strategy that prioritizes specific plan implementation actions, outlines roles and responsibilities between existing organizations and entities, and identifies other stakeholder groups that could participate in implementation activities and efforts.
- **Community Engagement.** Undertake an effective planning process that involves a broad and diverse section of community stakeholders in order to generate consensus for the Corridor Plan's long-term revitalization vision and short and long-term action strategies.

The key mission of the Corridor Plan is to create a long-term vision for enhancing the Corridor's overall land use, economic vitality, and physical appearance and image, and to create a set of practical implementation action strategies and initiatives for achieving Corridor Plan objectives and goals.

1.2 - Plan Purpose

The City of Danville and local stakeholder groups will use this Corridor Plan to guide East Main Street’s revitalization by prioritizing public investment initiatives and guiding land use and policy decisions. The Plan will also assist the City in seeking grants and other financial resources at the local, regional, state and federal levels. Additionally, the Corridor Plan should be used as a guide to reposition and regenerate East Main Street’s commercial and residential areas, and to attract private investment in new development, businesses, and human capital. These efforts will help contribute not only to the Corridor’s long-term sustainability but also to the City’s overall economic vitality.

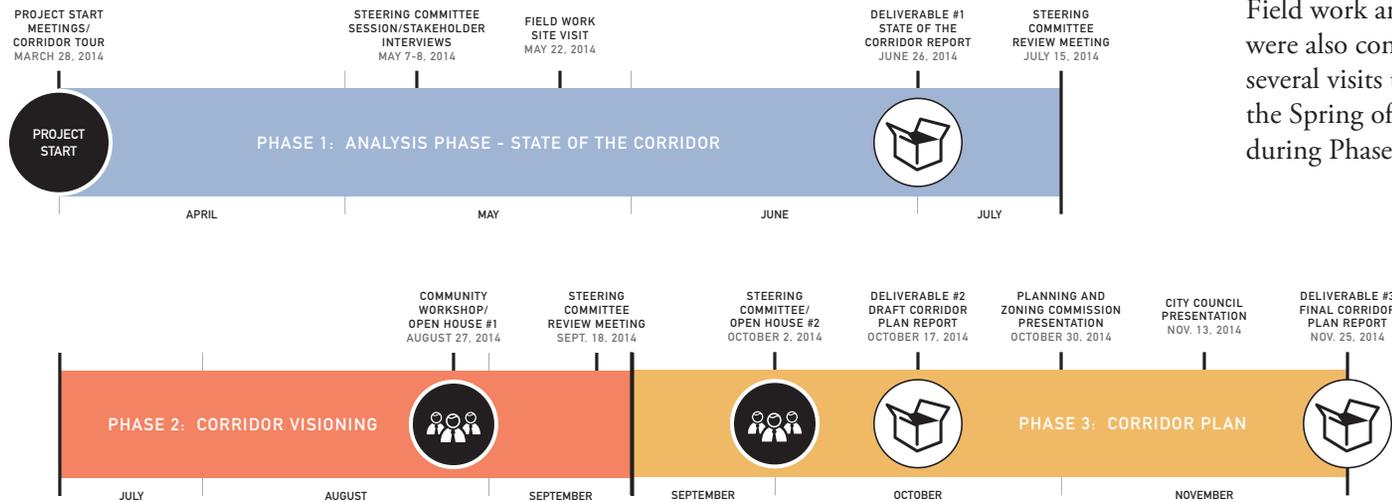
1.3 - Planning Process

The planning process for creating this East Main Street Corridor Plan involves three distinct phases: an assessment of current conditions or “State of the Corridor,” a “visioning” phase when preliminary planning strategies are developed and presented to the community for comment, and a final plan-making phase in which planning goals, strategies and implementation action steps are created, accepted and adopted by the City of Danville.

Phase 1: State Of The Corridor

The first phase, initiated in March 2014, comprised a comprehensive assessment of East Main Street’s existing conditions and development issues, including land use, streetscape and urban design, traffic and transportation, infrastructure, open space and existing community facilities. The Planning Team also reviewed relevant City planning documents and policies; assessed existing Corridor economic development activities; identified potential partnership opportunities with existing entities, groups and organizations; and, defined challenges and opportunities to achieving short and long-term planning and revitalization goals.

The phase also included various focus group and stakeholder interview sessions to gain public input and consensus regarding critical planning issues. Field work and on-site documentation activities were also conducted by the Planning Team during several visits to the East Main Street Corridor in the Spring of 2014. Specific activities conducted during Phase 1 included the following:



Project Start Meeting and Corridor Tour (March 28, 2014)

A meeting with City staff and officials was conducted to initiate the planning process and to discuss specific items related to the project schedule, scheduling of stakeholder and focus group interview sessions, and formation of the Steering Committee. The Planning Team, along with City staff, also conducted a reconnaissance tour of the East Main Street Corridor to observe and document existing conditions. The Planning Team also met with the Illinois Department of Transportation's (IDOT) District 5 office (*located in Paris, Illinois*) to collect information and discuss recent East Main Street improvements with District staff and engineers.

Stakeholder Interview Sessions (May 7-8, 2014)

Several interview and focus group sessions were conducted over a two-day period with various Corridor stakeholders, including the Veteran's Affairs (VA) hospital complex, Danville Area Community College, Neighborhood Association, and School District. Concurrently with the interview sessions, in-depth field work to document existing land uses and building and roadway conditions were also undertaken. Stakeholder interviews and focus group proceedings were documented for public review.

Steering Committee Meeting (May 7, 2014)

In addition to stakeholder focus group sessions, an interview session with the Steering Committee was also conducted to gather thoughts and opinions regarding key planning issues and potential development strategies and recommendations. Proceedings of the Steering Committee sessions were also documented for public review.

Field Work and Additional Interviews (May 22, 2014)

In-depth field work to document and verify base map information and existing conditions was conducted during a single-day site visit. Additional interviews were also conducted with business owners, non-profit groups and City Council members.

State of the Corridor Report (June 26, 2014)

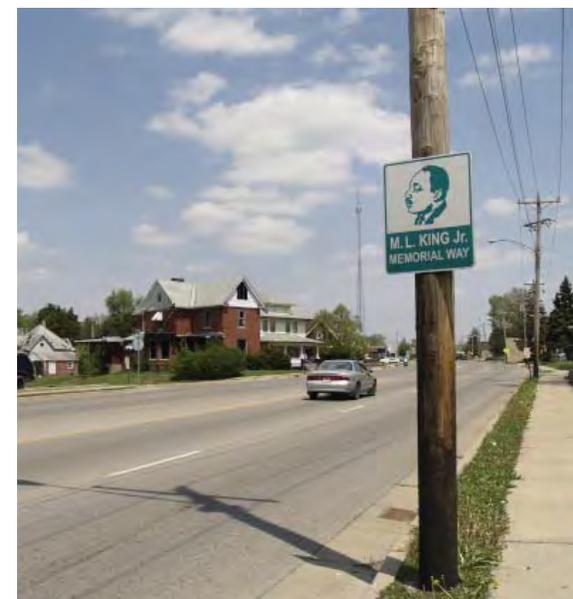
Following the completion of the Phase 1 assessment and analysis, the Planning Team prepared the *State of the Corridor Report*, which summarizes the East Main Street Corridor's key strengths, challenges and opportunities for its long-term revitalization.

Phase 2: Corridor Visioning

The second phase of the planning process will involve the creation and development of specific planning concepts and revitalization strategies for enhancing East Main Street's physical appearance and overall economic environment. As part of the visioning process, planning concepts will be presented during two community open house workshops.

Phase 3: Corridor Plan Report and Implementation Strategy

Based on the information analysis and community input gathered from the first two project phases, a *Draft East Main Street Corridor Plan Report* and implementation strategy will be prepared and delivered to the City of Danville. The Draft Plan will be reviewed and discussed during a Steering Committee meeting in order to receive additional input before preparing a *Final Plan* document for review and adoption by the Planning Commission and City Council.



Existing signage along East Main Street

1.4 - Study Area and Regional Context

The East Main Street Corridor Plan's primary study area largely comprises a two-mile portion of East Main Street and adjacent properties from Bowman Avenue on the west, extending northeast past Griffin Street and then east just beyond Kansas Street to the City's corporate boundary. In addition, a secondary study area also comprises several blocks both north and south of East Main Street, generally from Cleveland Avenue on the south to Griggs and Cannon Streets on the north (see *Figure 1.3 on following page*).



Figure 1.1 - Study Area Context

The City of Danville is located in Vermilion County approximately 140 miles south of Chicago; 90 miles west of Indianapolis, Indiana; 120 miles east of Springfield, Illinois; 200 miles northeast of St. Louis, Missouri; and 200 miles northwest of Louisville, Kentucky (see *Figure 1.2 for Regional Context*). Danville is the seat of Vermilion County.

East Main Street (U.S. Route 136) is the major east-west thoroughfare that leads into Downtown Danville from the east.



Figure 1.2 - Regional Context

Section 2 - Context

2.1 - Historic Context

Before Danville's settlement in the early 1800s, Vermilion County was the home of several Indian tribes, among them the Kickapoo, the Miami and the Pottawatomie - tribes that were attracted to the Vermilion River's salt deposits and the abundant wildlife that served as the Indians primary source of food. The salt deposits later attracted pioneers and traders to the area who later constructed salt works, mills and other associated industries. After much of this land was ceded by the Indians to the federal government in 1818, new settlers purchased the land around the North Fork of the Vermilion River of what today comprises the City of Danville. In 1827, two prominent land owners, Dan Beckwith and Guy Smith, founded the City of Danville by donating 80 acres of land and submitting the City's first plat. Danville is named after Dan Beckwith. Over succeeding decades, Danville would grow as a regional industrial center largely based on coal mining, commercial transportation and agriculture.

From the 1800s to mid-1900s, East Main Street served as an important transportation route from Indiana and Danville's eastern neighborhoods to downtown Danville and other destinations north and south of the city. Portions of East Main Street during this time were served by various streetcar lines, which spurred the growth of new industries and businesses along with the adjoining residential neighborhoods lined with spacious

Queen Anne homes, Folk Victorian worker cottages and Craftsman bungalows. Some of East Main Street's most important institutions and building landmarks, such as the Danville Branch of the National Disabled Volunteer Soldiers (1898, now VA Illiana Health Care System) and Cannon School (1922) were also constructed during this time period. The Danville Area Community College was founded as an extension



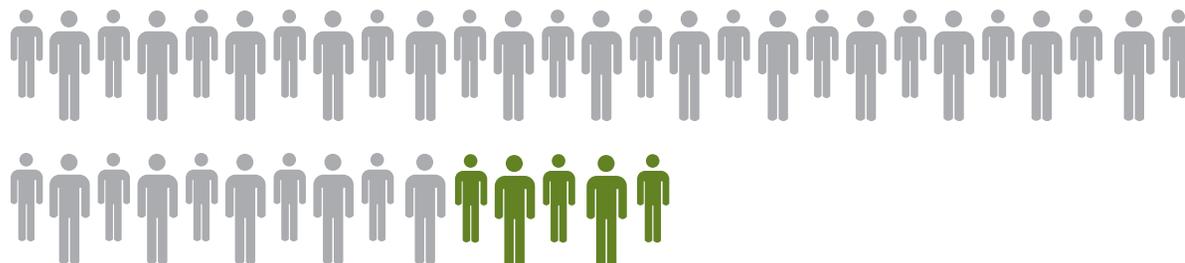
Band Stand & Barracks, Soldiers' Home, Danville, Ill. 6000 sold. in this home.
 Mary Charles for pretty Dan N. Jarrat 10 E. Main
 Postcard showing the Danville Branch of the National Disabled Volunteer Soldiers (1898, now VA Illiana Health Care System)

of the University of Illinois in 1946. Before the construction of Interstate 74, East Main Street became part of U.S. Route 136, the primary east-west route through the area and serving essentially as East Danville's "Main Street."

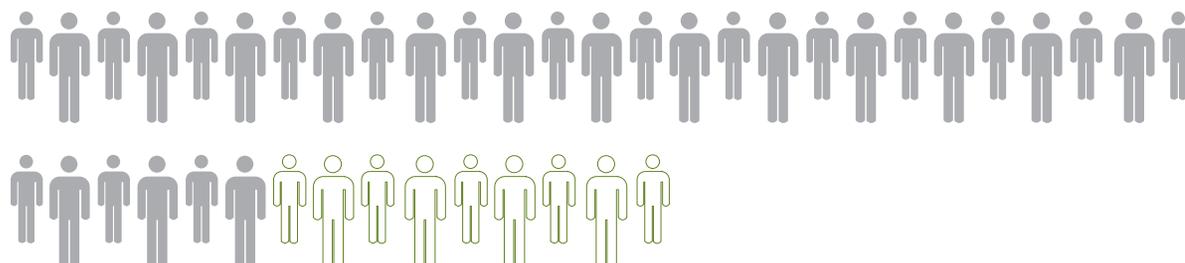
By the mid-20th century, Danville continued to grow in population with the expansion of new industry, although East Main Street's importance as a commercial corridor and transportation route to points east and west diminished, largely due to the opening of Interstate 74. A slow decline in local and regional employment began in the 1970s and 80s when area coal mines began closing, although much of that land has been reclaimed as lakes and recreation areas, including the Kickapoo State Recreation Area to the west of Danville's city limits. A General Motors foundry plant, which once employed 1,000 people, closed in 1996. From 1970 through the 1990s, the City lost nearly 9,000 residents leading to the community's first net loss in population since the 1950s and resulting in a surplus of housing, land and infrastructure. Since the 1990s, Danville's population has stabilized with the Community College, the VA hospital complex and other long-time businesses serving as important anchors for the East Main Street Corridor.



1950 - 1970: population rose by nearly 5,000 people



1970 - 1990: the City lost nearly 9,000 residents



 = 1,000 PEOPLE

2.2 - Previous Plans and Studies

The Planning Team reviewed and analyzed the City of Danville's Comprehensive Plan in regards to the East Main Street Corridor. The following is a brief overview and summary of that planning document.

City of Danville Comprehensive Plan Update, (2006)

The Comprehensive Plan for the City of Danville is the City's master plan and policy guide for the future growth and development. The Plan also sets forth a set of planning values and ties those values to the physical development and shaping of the community. It also presents an official policy framework and mapped context for making incremental decisions regarding land development issues and outlines strategies and steps the community can follow to make the Plan reality.

Relevant city-wide planning goals include:

Land Use and Development

- Development in land use patterns and intensities that make effective use of the land
- A balanced and compatible mix of land uses that will create long-term, viable neighborhoods
- A mix of infill redevelopment and "greenfield" development in future growth

Neighborhoods

- An attractive and vibrant downtown that serves as the focal point of the community and provides abundant opportunities for social, cultural, and economic interactions
- Safe and attractive residential neighborhoods reinvigorated with life
- Increased community pride in the City's neighborhoods
- A wide variety of housing types within neighborhoods to meet the needs of all age groups and income levels

Economic Development

- A broad, diversified local tax base with an appropriate balance of residential, commercial, industrial and professional growth
- Retain and expand existing businesses and industries and promote new and expanded business opportunities
- Access to employment opportunities for all Danville residents
- A comprehensive approach to economic development

Transportation

- A safe, efficient, and cost-effective transportation system for the movement of people and goods within, through, and around the City
- Improve access to alternate transportation modes for Danville residents
- Transportation improvements reflective of the physical and social environment in which they are being placed

Infrastructure

- A well maintained municipal infrastructure system to serve existing and planned development
- Developed and undeveloped areas that are protected from increases in runoff and localized flooding

Community Heritage/Urban Design

- Preservation and restoration of the historic resources that make the City of Danville unique
- New development in an established neighborhood that is compatible with the overall design and fabric of that neighborhood
- An aesthetically pleasing and harmonious appearance for the community

Environment

- An environmentally friendly community with clean air and water and abundant open space and natural areas to provide scenic beauty, passive recreation and wildlife habitat

Community Facilities and Services

- A complete system of parks and recreational facilities that meet the present and future needs of the community
- Cost-effective municipal services available to the entire community that help maintain and enhance the City's quality of life and ensure a high level of safety for all Danville residents

Intergovernmental Cooperation

- Strong relationships and interaction between and among local units of government

Additionally, a number of general land use planning and design principles were developed. Those that relate to the East Main Street Corridor include:

Human Scale Development

“Communities should be designed on a human scale using neighborhood units as the basic building block. Ideally, each neighborhood would be self-sufficient by offering residents a variety of housing types, as well as providing commerce, employment opportunities and civic services. The land use pattern should be balanced around a series of community and neighborhood activity centers in order to promote convenience and accessibility, and to enhance the sense of community.”

While the East Main Street Corridor addresses many of these characteristics, the housing stock that makes up the Study Area consists almost exclusively of single-family homes. Quality multi-family housing as well as additional commerce could strengthen the neighborhood and make it more self-sufficient.

Compatibility of Uses

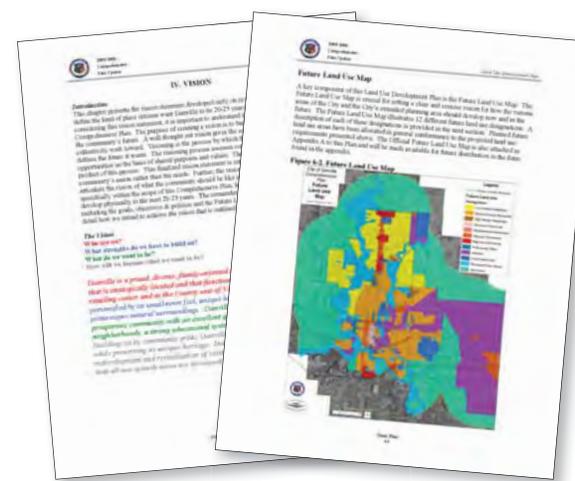
“The mixing of incompatible uses should be avoided. The separation or screening of incompatible uses serves to protect the character of distinct residential, commercial or industrial areas. It also decreases traffic hazards while conserving the taxable value of land and structures. However, it should be noted that different uses are not necessarily incompatible. Within downtown and neighborhood shopping districts, mixed uses can add to the vibrancy and economic vitality of these areas. The mixing of uses becomes incompatible when major conflicts occur or can be expected in the future.”

The East Main Street Corridor has a number of blocks that consists of both residential and auto-oriented commercial uses. In some cases the character of these residential properties are effected by the lack of appropriate screening or landscaping. Additionally a number of industrial uses along the northern portion of the study area are located adjacent to single family residential blocks. In these areas the residential character is significantly impacted by a lack of proper screening or buffering.

While the Comprehensive Plan acknowledges that high demand will exist for suburban fringe development it strongly supports ongoing efforts to preserve and revitalize existing neighborhoods and commercial corridors. The Plan even

acknowledges certain areas within the City that have degraded to such an extent that anything short of completely clearing and rebuilding the area is impractical. In determining these areas the existing land use distribution and likelihood of improvement without redevelopment were considered.

The East Main Street Corridor area is one of three areas identified by the Comprehensive Plan as being suitable for redevelopment. The Plan specifically cites the amount of traffic being generated by DACC and the VA hospital complex and the fact that East Main Street is a major thoroughfare, making the area ideally suited for commercial redevelopment. Redevelopment efforts focused on uses that cater to the needs of the DACC and VA populations are particularly noted.



Pages from the City of Danville Comprehensive Plan Update

2.3 - City Initiatives and Programs

The two principal incentives available in the East Main corridor are Tax Increment Finance and Enterprise Zone, and both may be applied to both commercial and residential development, subject to the guidelines of each program. As they currently exist, the tools are not strong enough to overcome the development barriers to make new construction viable at existing real estate values.

Tax Increment Financing District

The Campus Corridor TIF district on East Main is very small (*approx. 20 acres*) and its revenue generation has been negligible as a result of little development and declining real estate values. (*Revenue and interest were reported at \$393 in the 2013 Danville Annual Treasurer's Report.*) The TIF district currently includes a small area across from the VA and College. This area should be a growth opportunity as a function of its location near anchor institutions. Expansion of the district may be warranted after adoption of the Corridor Plan, in order to capture value across the East Main Street commercial corridor, and especially at the Bowman/East Main gateway.

In other Illinois cities, TIF funds have been used to offer a broad range of valuable development incentives, including:

- Building rehabilitation loans,
- Retail lease rebates,
- Façade improvement grants,
- Residential development loans,
- Residential rent rebates, and
- Architectural assistance.

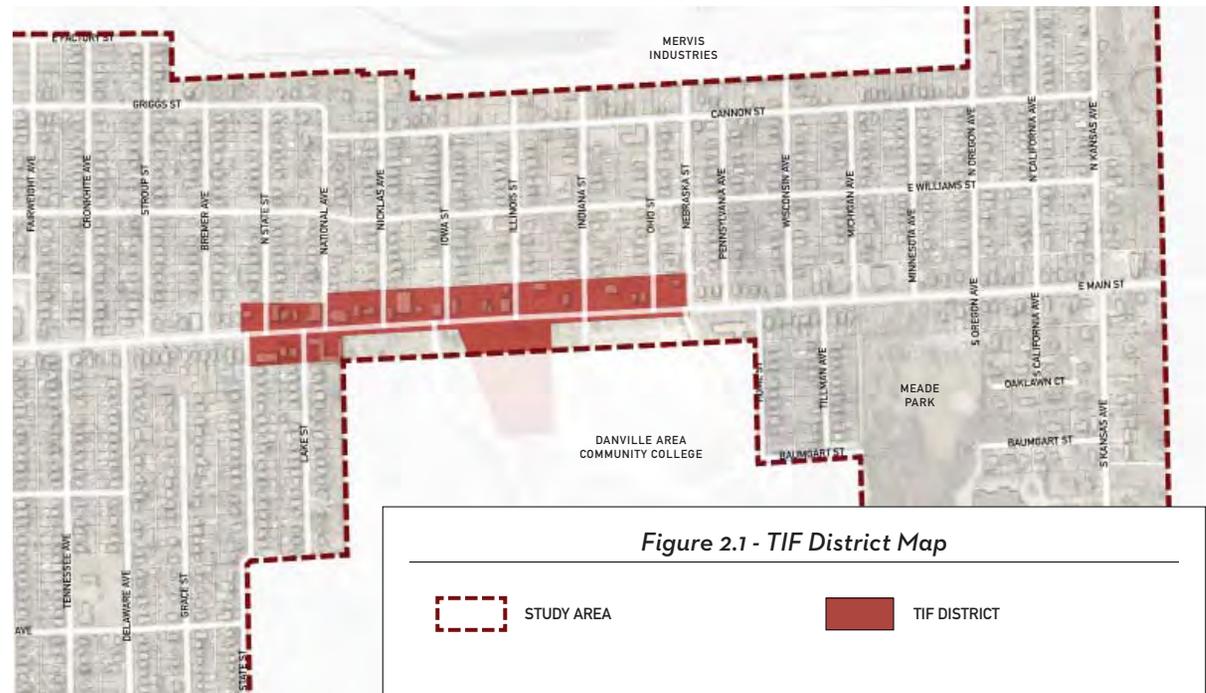
Enterprise Zone

The Enterprise Zone provides primarily property tax and sales tax relief for qualifying residential and commercial development projects. General retail, restaurant, lodging, and professional offices projects may be eligible. Qualifying projects that generate at least 50 FTE jobs may take advantage of the following:

- Reduced permitting fees,
- Sales tax credits on building materials,
- Real estate tax abatements on increased property valuation (*10 years for commercial projects; five years for residential*).

Additional State tax credits (*including machinery and utilities*) are available for projects over \$5 million and creating 200 full-time jobs. (*The credits are subject to other specific qualifications which vary by number of jobs created or retained.*)

Because there has been no recent significant new development on East Main, it can be assumed that Enterprise Zone incentives are not sufficient to overcome the market barriers. The Illinois Department of Commerce and Economic Opportunity report Enterprise Zone investments in 2011 across Vermilion County totaling \$4.3 million, with 38 jobs created and 575 jobs retained.



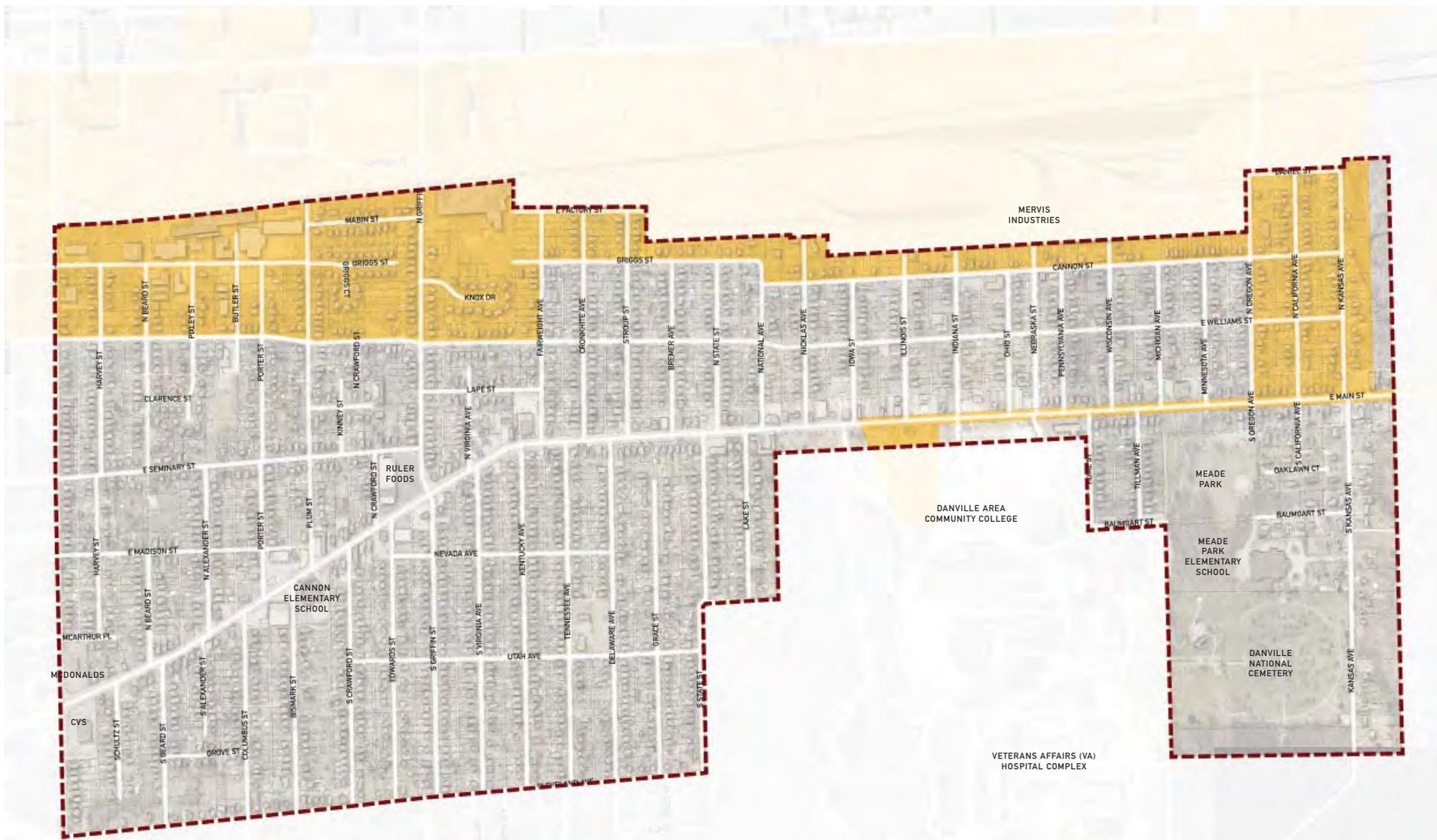


Figure 2.2 - Enterprise Zone Map

 STUDY AREA

 ENTERPRISE ZONE

2.4 - Neighborhood Associations

Information provided by the City shows five neighborhood associations on record within the East Main Street Corridor Study Area (see *Figure 2.3*). However, discussions with neighborhood residents and local stakeholders has conveyed that only one neighborhood association regularly meets and plans activities, the Oaklawn Neighborhood Association. The Association has conducted “clean and green” activities and regularly communicates with the City regarding code enforcement issues. According to stakeholder interviews, the Association has had difficulty attracting participation from younger residents in the neighborhood.

Moving forward the Oaklawn Neighborhood Association could potentially play a key role in improving the Corridor. One idea discussed was the possibility of the City transferring vacant city-owned parcels in the Study Area to the Neighborhood Association with the goal being that the Association would maintain and enhance these properties.

In addition to the Oaklawn Neighborhood Association, a Danville Area Landlords Association meets monthly at the Danville Township Building. Many stakeholders shared their belief that landlords in the East Main Street Corridor neighborhoods need to get involved if there are going to be any chances of long-term success. This Plan will strive to engage landlords in discussions regarding revitalization efforts along the Corridor and consider them a key partner for plan implementation.



Building a partnership between homeowners and landlords and their Associations will be a key step in the implementation of the Corridor Plan

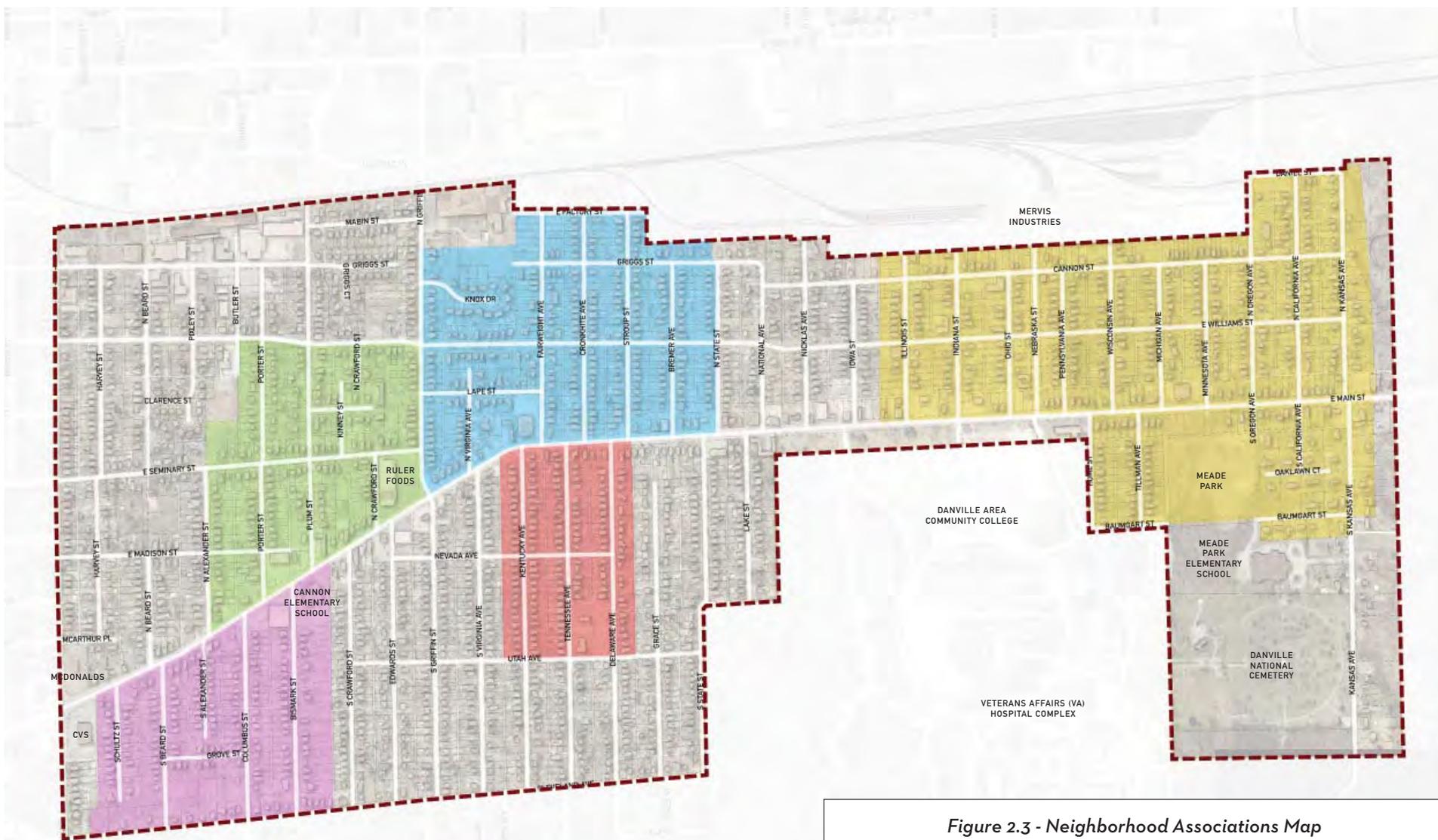
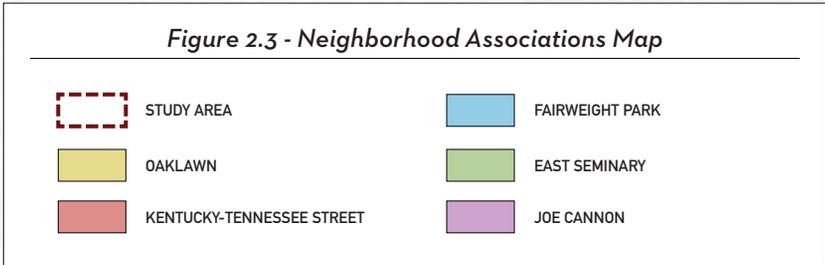


Figure 2.3 - Neighborhood Associations Map



Section 3 - Land Use and Physical Conditions

3.1 Land Use Context

Existing Land Use

The East Main Street Corridor can be characterized primarily as a commercial and residential thoroughfare, largely developed over different time periods. While the majority of the Study Area consist of single-family residential land uses, there are a number of other significant land uses located throughout the Study Area that have a direct impact on the Corridor.

The northern portion of the study area, specifically along Griggs Street and north of Cannon Street (*just outside of the study area boundary*), consist of a number of large properties occupied by industrial uses. These industrial uses have a direct impact on the Corridor as industrial uses tend to generate truck traffic. Mervis Industries, for example, has more than 100 trucks a day come in and out of

its complex along Nebraska Street via East Main Street. Additionally the visual appearance of many industrial properties often does not enhance the residential or commercial character of an area.

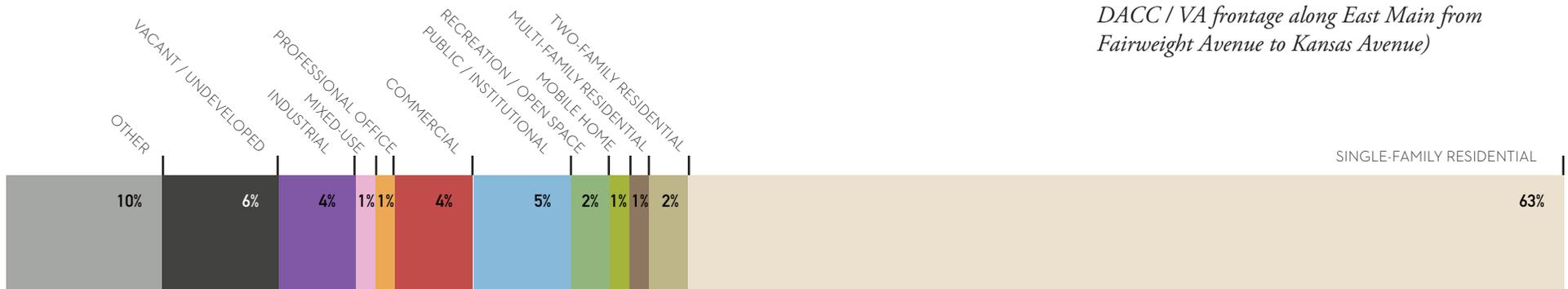
Another noteworthy land use that has a significant presence both along the Corridor and throughout the study area is institutional use including two major Corridor anchors, the Danville Area Community College (DACC) and the Veteran’s Affairs (VA) hospital complex. These two institutions occupy approximately a half-mile of frontage along the south side of East Main Street between Lake and Home Streets in addition to a large amount of land south of the Corridor. Aside from these two institutions, two Danville School District 118 schools are located within the Study Area. Cannon Elementary School is located at East Main and Bismark Streets and Meade Park Elementary School is located south of East Main Street, accessible by Kansas Street. A number of

churches are also located within the Study Area, one located at Tennessee and Utah Avenues occupies over a half-block of land.

While some commercial uses have encroached upon residential areas in the neighborhoods, a majority of the commercial uses in the Study Area exist along the East Main Street frontage.

For the purposes of examining the Corridor’s land use patterns and physical conditions, the Corridor Study Area has been divided into two separate zones including:

- **Neighborhood Commercial Zone**
(Mix of residential and commercial properties that are typically auto-oriented along East Main from Bowman Avenue to Fairweight Avenue)
- **VA-DACC Institutional Zone**
(Mix of residential and smaller commercial properties and largely characterized by the DACC / VA frontage along East Main from Fairweight Avenue to Kansas Avenue)



Approximate percentage of existing land use in the East Main Street Corridor Study Area

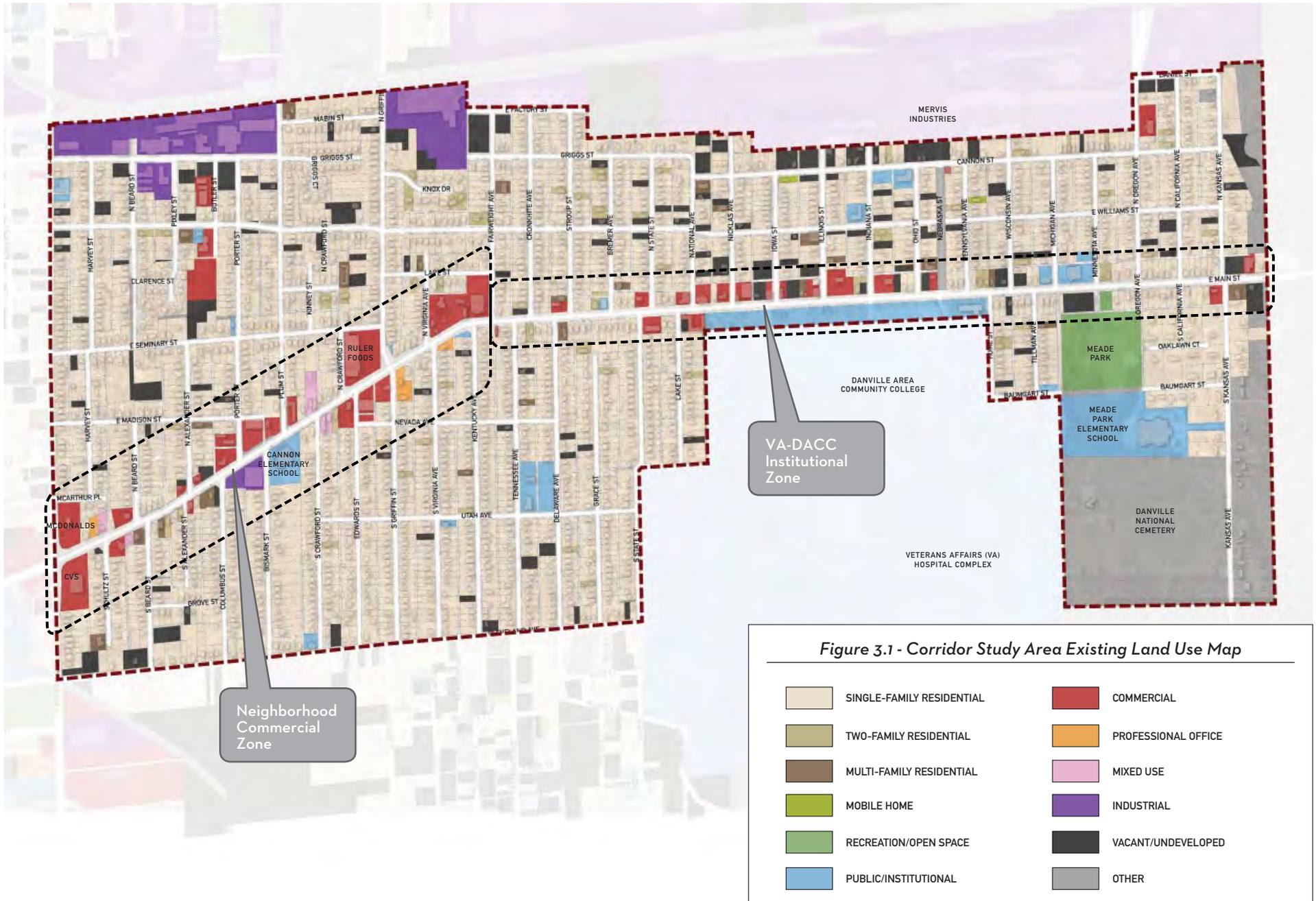


Figure 3.1 - Corridor Study Area Existing Land Use Map

Neighborhood Commercial Zone

The western portion of the Corridor extends from Bowman Avenue on the west to Fairweight Avenue on the east and is aligned on a southwest to northeast angle. It is defined by a number of notable commercial properties having frontage on East Main Street. At Bowman Avenue, two commercial anchors occupy the northeast and southeast corners, McDonald’s and CVS Pharmacy respectively. As one travels northeast along East Main Street a mix of small-scale residential, commercial, and professional office properties front East Main Street until arriving at the Columbus Street intersection where an industrial/warehouse property occupies a full block of street frontage.



Subway is part of a commercial cluster at Griffin Street



Residential property along East Main Street is single family in character



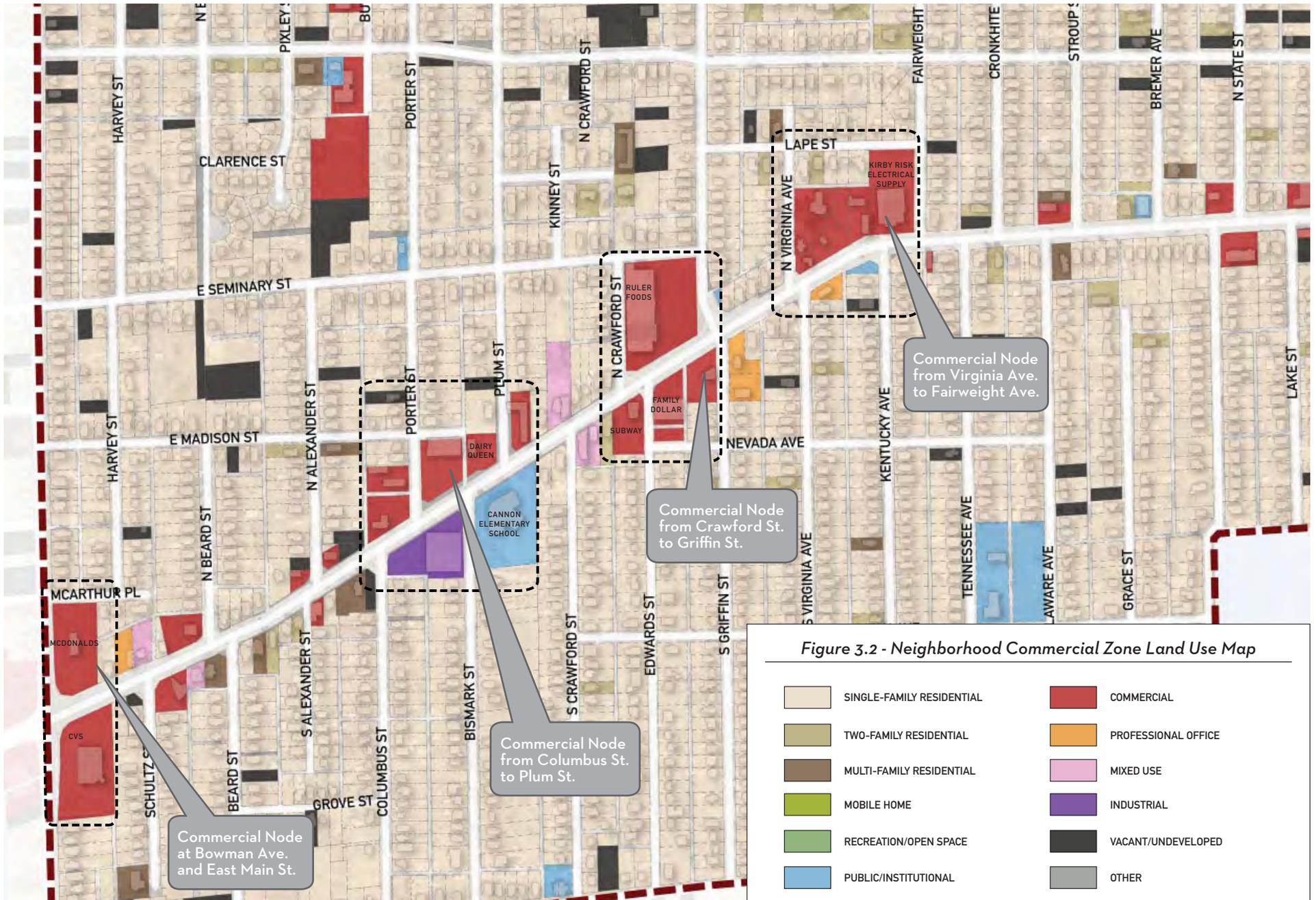
Small professional office buildings have a residential character



An industrial/ warehouse building occupies the block between Columbus and Bismark Streets



Cannon Elementary School is located at East Main and Bismark Streets



East across Bismark Street from this industrial/warehouse property is Cannon Elementary School, a three-story traditional brick building with an attractive street presence. North of these two properties, a cluster of single-story, auto-oriented commercial uses occupies the street frontage from Porter Street to Plum Street. These commercial properties include Tee Pak Credit Union, a strip center occupied by a church and beauty salon, a Dairy Queen, and a Pro-Active wellness and injury center. Both Tee Pak Credit Union and Dairy Queen have vehicular drive-thru lanes.

Continuing northeast a number of single-family homes, some of which have been converted to commercial uses occupies the street frontage until the Edwards Street intersection. From Edwards Street to Griffin Street a significant auto-oriented commercial cluster occupies the frontage including a Subway fast-food restaurant, Family Dollar, vacant gas station, Sun Loan Company, Dollar General and Ruler Foods. These properties are characterized by single-story buildings with parking lots separating the building from the street and sidewalk.



Some blocks contain a mix of commercial and residential properties



Tee Pak Credit Union has three drive-thru lanes fronting East Main Street



Vacant gas station at the corner of East Main and Griffin Streets

The next block northeast to Virginia Avenue is primarily residential with a multi-story, single-family character. On the south side of East Main Street this residential character continues six blocks east to State Street. On the north side however, from Virginia Avenue to Fairweight Avenue, another cluster of commercial properties exist. A majority of these properties appear to be vacant and are set back from East Main Street with the exception of Kirby Risk Electrical Supply, which is a two-story streamlined moderne-styled brick building, located at the corner of Fairweight Avenue and East Main Street.



Vacant commercial property along East Main Street between Virginia and Fairweight Avenues



Multi-story, single-family residential character along East Main Street



Kirby Risk Electrical Supply at East Main Street and Fairweight Avenue

VA-DACC Institutional Zone

The eastern portion of the Corridor extends from Fairweight Avenue on the west to just beyond Kansas Street to the municipal boundary on the east. From Fairweight Avenue to State Street the frontage of East Main Street is predominately single-family residential in character. One institutional use in this area is the Danville Fire Station #4 located at Bremer Avenue. Station #4 serves the residential neighborhoods around the station plus the Eastgate Industrial Area on the East side of the City. On the south side of East Main Street, two noteworthy commercial properties are located at State and Lake Streets. Danville Grocery and Deli and Danville Liquors are located in a small, single-story strip center at State Street while the two-story American Inn Motel is located at Lake Street.



**MULTI-FAMILY
RESIDENTIAL**

Multi-family residential are dispersed along the Corridor



INSTITUTIONAL

Danville Fire Station #4 located at East Main Street and Bremer Avenue



COMMERCIAL

People's Liquor Store located at East Main and Illinois Streets



RECREATION/OPEN SPACE

Meade Park is located south of the East Main Street and Minnesota Avenue intersection



**SINGLE-FAMILY
RESIDENTIAL**

East of Nebraska and Home Streets the frontage along East Main is predominately residential

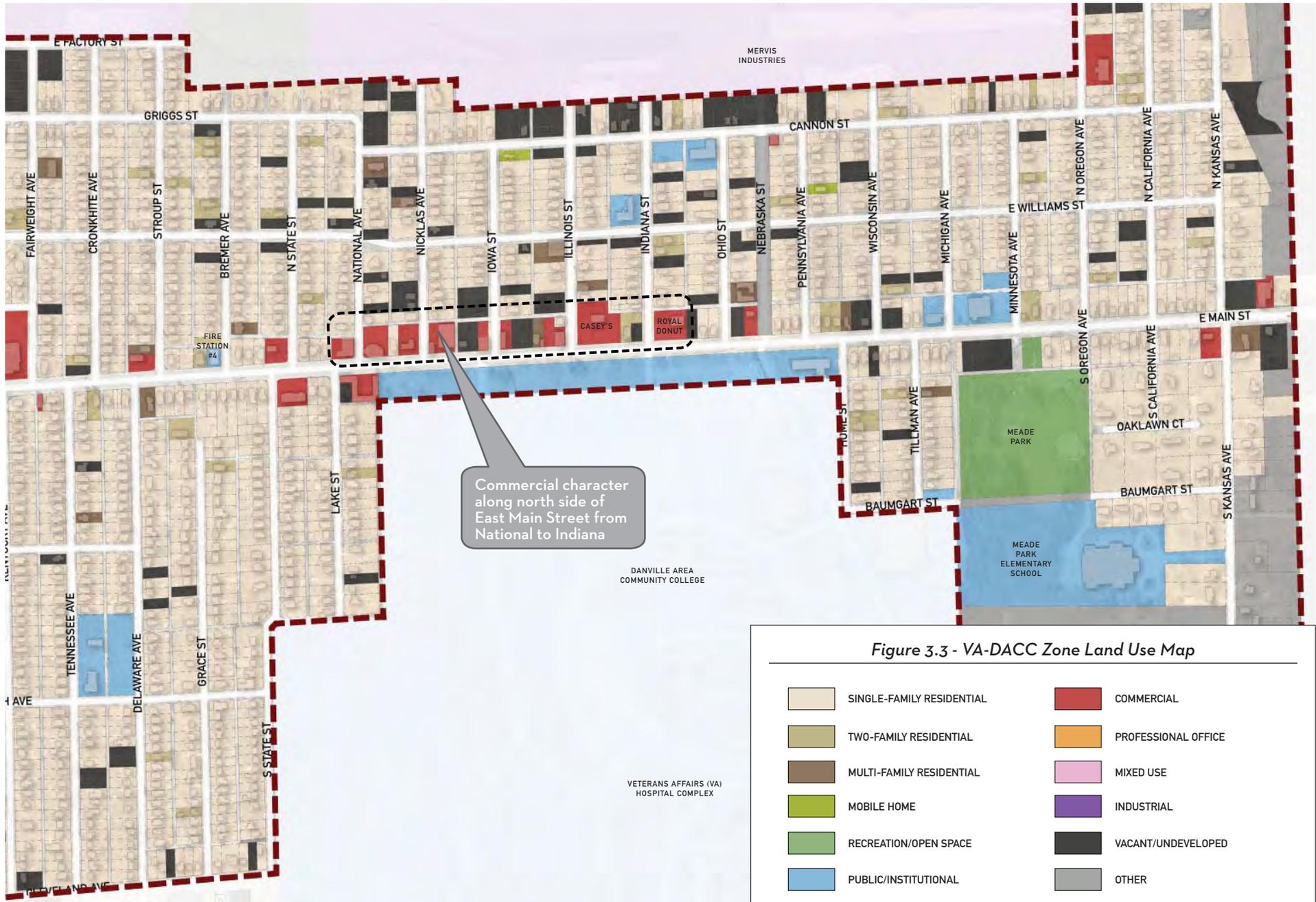


Figure 3.3 - VA-DACC Zone Land Use Map

- | | | | |
|---|---------------------------|---|---------------------|
|  | SINGLE-FAMILY RESIDENTIAL |  | COMMERCIAL |
|  | TWO-FAMILY RESIDENTIAL |  | PROFESSIONAL OFFICE |
|  | MULTI-FAMILY RESIDENTIAL |  | MIXED USE |
|  | MOBILE HOME |  | INDUSTRIAL |
|  | RECREATION/OPEN SPACE |  | VACANT/UNDEVELOPED |
|  | PUBLIC/INSTITUTIONAL |  | OTHER |

East of the American Inn Motel large shade trees and open space occupy approximately a half-mile of the East Main Street frontage to Home Street. This green frontage creates a campus character and includes access drives and signage for the Danville Area Community College, VA hospital complex, Danville Senior Apartments, U.S. Army Reserve, and Danville National Cemetery. On the north frontage of East Main Street from National Avenue to Indiana Street there is a mix of residential and commercial properties that have a predominately commercial character. Noteworthy businesses along this stretch include People’s Liquor Store, Casey’s General Store and Gas Station, and Royal Donut. While People’s Liquor is located in a two-story, traditional brick building, nearly all other commercial buildings are one-story and more contemporary in style. Some of these commercial properties lack proper signage and it can be difficult to discern which properties are occupied and which are vacant.



The American Inn Motel located at East Main and Lake Streets



Royal Donut located at East Main and Indiana Streets



A "campus character" of lawn and shade trees lines East Main Street along the DACC and VA properties

East of Nebraska and Home Streets, the frontage along East Main is predominately single-family residential in character. Saints Synagogue Church of God in Christ occupies a full block of frontage on the north side of East Main Street between Michigan and Minnesota Avenues. A gravel parking lot and signage for the church occupies an additional half block of frontage between Michigan and Wisconsin Avenues. Across East Main to the south Meade Park occupies over a full block of frontage between Michigan and Oregon Avenues with an entry drive aligned with Minnesota Avenue. Meade Park Elementary School is located just south of Meade Park, however the school is accessed along Kansas Avenue. On the northeast corner of East Main Street and Kansas Avenue Caring Hearts Animal Hospital is located in a modern, single-story building.



Saints Synagogue Church of God in Christ located at East Main Street and Michigan Avenue



Casey's General Store and Gas Station located at East Main and Illinois Streets



Single-family residential character east of Nebraska and Home Streets

3.2 Future Land Use Map

As part of the City's 2005-2006 Comprehensive Plan Update a Future Land Use Map was adopted. The Map is a critical part of the Comprehensive Plan and aids in setting a clear and concise vision for how the various areas of the City should develop in the future. While the City's Future Land Use Map illustrates 12 different future land use designations, only six of the 12 are present within the East Main Street Corridor study area (see Figure 3.4). The designations are meant to be general in nature while representing a grouping of similar land uses. While they are not intended to regulate a particular use to be developed on a particular parcel, the designations are used in collaboration with the City of Danville Zoning Ordinance to help determine future policy decisions related to growth and development.

According to the Comprehensive Plan Update, since the East Main Street Corridor has been allowed to develop commercially in the past, it was deemed reasonable that the property along East Main Street already developed for commercial purposes remain appropriate for future highway commercial development. However, existing residential property along the East Main Street Corridor is recommended to remain residential where possible.

MEDIUM-DENSITY RESIDENTIAL

Residential development characterized by a wider variety of housing types that may include combinations of single family detached homes, duplexes, condominiums and in some circumstances multi-family structures at densities ranging from 6 to 10 dwelling units/acre. Most existing residential neighborhoods with lots platted more than 25 years ago would fall into this category.

AGRICULTURAL

Areas best suited for crop cultivation and production for the foreseeable future. Residential development at less than 1 dwelling unit / 5 acres is also suitable, provided that access is provided to undeveloped areas.

INDUSTRIAL

Development consisting primarily of businesses engaged in the manufacture or distribution of consumer goods or products. Examples of industrial development may include businesses which manufacture, assemble, or warehouse products on site as well as large scale office buildings/complexes.

PUBLIC / INSTITUTIONAL

Development that is typically tax-exempt and serves the civic needs of all or a significant portion of the community's residents. Examples of public/institutional uses would include federal, state or local government facilities, airports, schools, major-medical facilities, cultural facilities and cemeteries.

HIGHWAY COMMERCIAL

Commercial development primarily focused on serving automobile/travel needs and oriented along major travel corridors. Such areas may include hotels, gas stations, and restaurants with additional low-intensity commercial/professional uses located mid-block.

RECREATION / OPEN SPACE

Developed and undeveloped lands that are reserved for or have been made available for use by all or a significant portion of the community's residents. This would include all parklands, playgrounds and other recreation areas as well as private open space such as golf courses. This category would also include environmentally sensitive areas and areas where development is infeasible due to the presence of natural or man-made constraints.

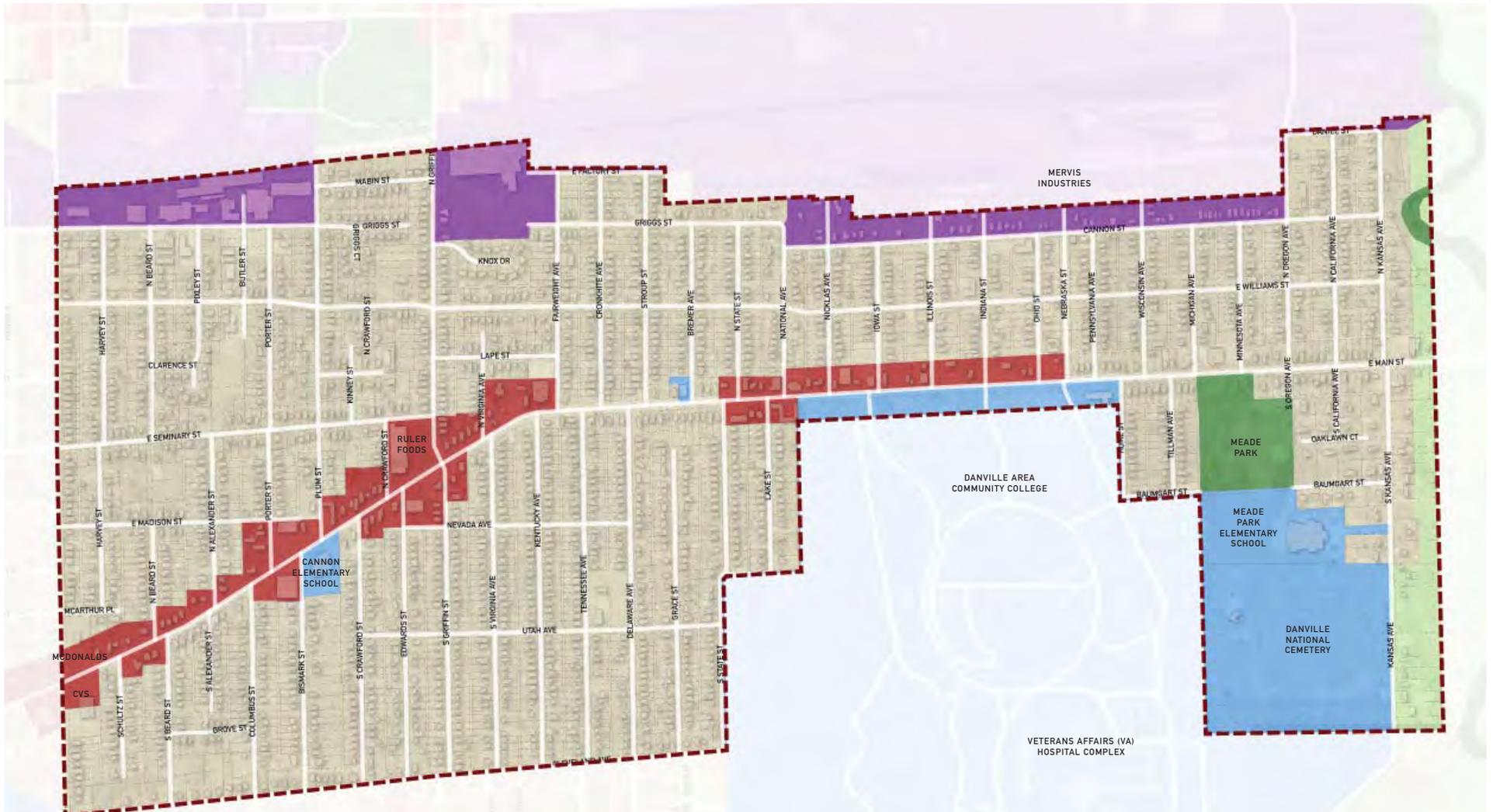


Figure 3.4 - Future Land Use Map

- | | | | |
|---|----------------------------|---|-----------------------|
|  | MEDIUM-DENSITY RESIDENTIAL |  | HIGHWAY COMMERCIAL |
|  | PUBLIC/INSTITUTIONAL |  | INDUSTRIAL |
|  | AGRICULTURAL |  | RECREATION/OPEN SPACE |

3.3 Physical Conditions

Corridor Frontage

Commercial property along East Main Street has been identified and described as “strip commercial development” by the City’s Comprehensive Plan. Strip commercial development refers to piecemeal development patterns along major roadways that cater to the automobile. The presence of strip commercial development can be harmful because it can limit the use of adjacent lands and can result in haphazard development patterns. In areas of strip commercial development traffic congestion often is commonplace. The congestion builds up because more access points are granted as more individual developments locate along the roadway.

Since East Main Street has been allowed to develop in a strip development pattern over time there is little that can be done now to reverse this process. The City’s Comprehensive Plan recommends that it is in the community’s best interest to allow further commercial development along East Main Street, however, future access points to and from the roadway as well as the layouts of development should be closely scrutinized. For areas along East Main Street that are residential or have not yet been developed for commercial purposes, strip commercial development should be prevented at all costs.



Vacant and deteriorated commercial property located along East Main Street



Commercial property located at East Main Street and National Avenue

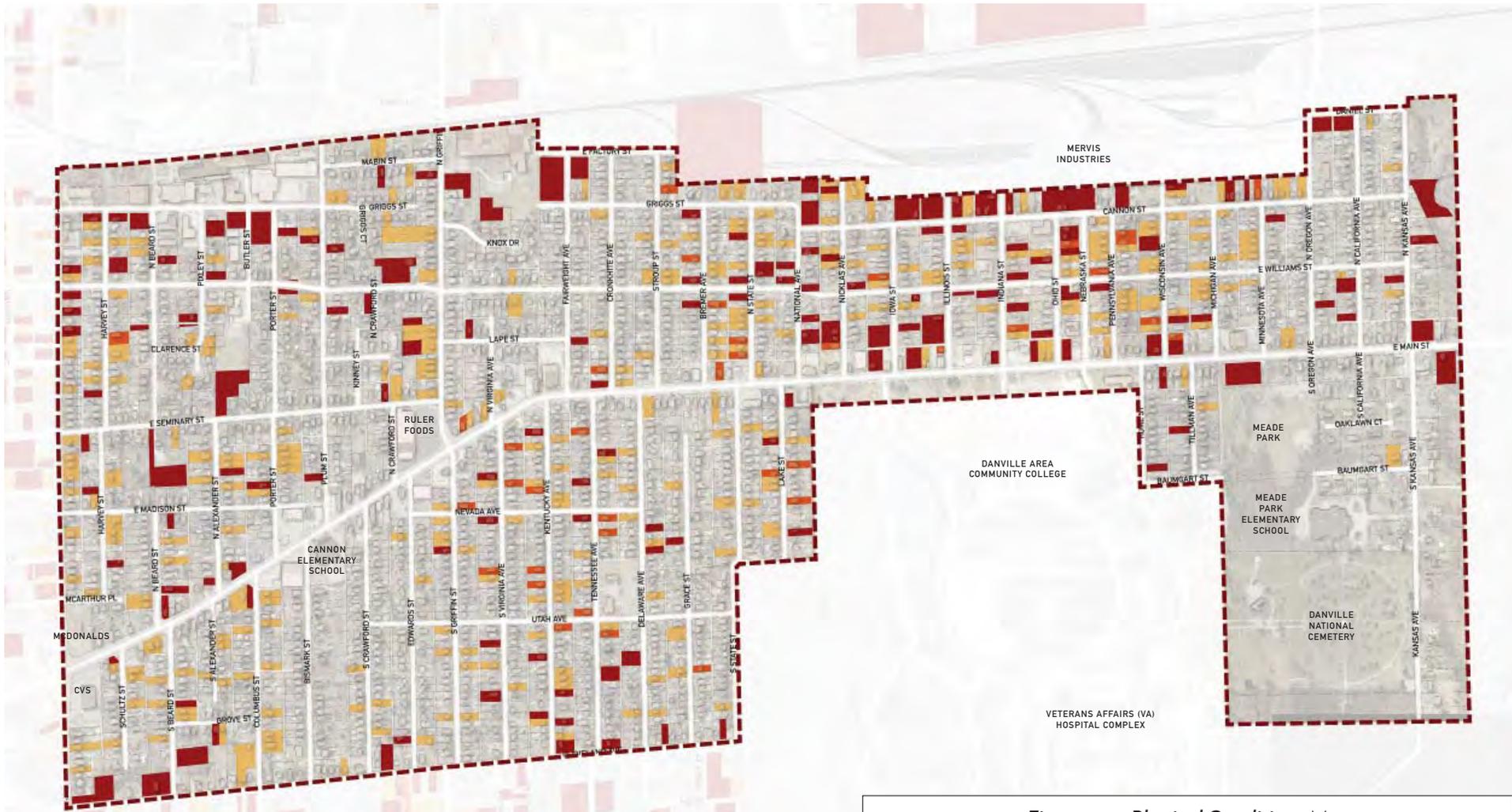


Figure 3.5 - Physical Conditions Map

- MINOR TO MODERATE REPAIR NEEDED
(LESS THAN ONE THIRD OF THE EXTERIOR STRUCTURE NEEDING REPAIR)
- MAJOR REPAIR NEEDED
(ONE TO TWO THIRDS OF THE EXTERIOR STRUCTURE NEEDING REPAIR)
- DILAPIDATED / DEMO CANDIDATE / VACANT
(OVERWHELMING DETERIORATION WHERE COST TO REHABILITATE IS NOT VIABLE)

Many buildings and in some cases entire areas in Danville are to the point where years of neglect have made redevelopment or regeneration options to consider. Based off of the City’s and Planning Team’s physical conditions analysis along with stakeholder feedback, the area north of East Main Street between State Street and Michigan Avenue should be the focus of redevelopment concepts. Redevelopment typically involves the consolidation of properties or the removal of existing structures to make way for new development. Another option is the rehabilitation of existing buildings where feasible. All options can be accomplished with a mix of public investments and incentives.



Commercial property located at East Main Street and Nicklas Avenue



Commercial property along East Main Street



Multi-family residential and commercial properties along East Main Street

Neighborhood Housing

Residential properties that front East Main Street reflect the conditions found elsewhere in the adjacent neighborhoods, ranging from “good” to “poor” with a few considered “dilapidated”. The swings in population that have occurred in Danville over the years has had a direct impact on the age and quality of existing housing stock throughout the City. Due to population decline between 1970 and 1990 the area’s housing market stagnated. Thus, existing housing stock has aged and today the average age of homes in Danville is over 50 years old.

Beginning in 1999 the City’s Neighborhood Development Department undertook a survey on the condition of structures throughout the City. Data was collected pertaining to structural conditions and then summed to produce a total rating. For areas South of Voorhees Street, which includes the East Main Street Corridor area, only 51 percent of residential structures were rated as “good” while 36 percent were rated as “fair”. Approximately 13 percent of residential structures were rated as either “poor” or “dilapidated”.



Dilapidated residential property along East Main Street



Vacant residential property at the corner of East Main and Beard Streets

3.4 Vacancy

The East Main Street Corridor Study Area contains over 100 vacant parcels and 50 vacant homes. These properties affect the quality of life for those in contact with the Corridor. Vacancies contribute to poor visual appearances, impact property values and foster a perception of decline.

Each vacant property is unique and has its own problems and potentials. Strategic decisions regarding vacant properties need to be made and the implications of those decisions need to be thoroughly considered. Some implications of vacant land decisions include:

- **Property Acquisition**, *determining which properties should be added to the public inventory and which should be transferred to adjacent land owners or organizations*
- **Property Re-use**, *determining the most appropriate re-use of vacant property and method for it*
- **Maintenance**, *who should be responsible for the continued maintenance and upkeep of vacant property*
- **Demolition**, *what guides the decision to stabilize, rehabilitate or demolish vacant structures.*



Vacant commercial property along East Main Street



Vacant residential property along East Main Street

3.5 Urban Design

In general, the streetscape and urban design conditions along East Main Street are in fair condition. New sidewalks have recently been constructed on both the north and south sides of the street for the entire length of the study area. Sidewalks have been separated from the roadway curb with a parkway buffer. This buffer however is narrow with little to no room for landscaping treatments aside from lawn. This also limits the potential for pedestrian amenities such as benches, kiosks and trash receptacles.

Most sidewalks are interrupted by curb cuts and most parking lots about the sidewalk with little landscape buffering. Lighting standards attached to utility poles near transformer boxes do not lend to an attractive appearance, and there is a general lack of appropriate wayfinding signage to important destinations within the study area.

On many of the secondary streets throughout the adjacent neighborhoods there is a lack of crosswalks. Some blocks are missing sidewalks while others appear to have “disappearing sidewalks” where weeds and lawn have begun to grow over failing concrete. Curbs and gutters are also missing from some of the secondary streets, resulting in streetscape conditions characterized by gravel shoulders and deteriorating roadway edges.



Most sidewalks are interrupted by curb cuts and most parking lots about the sidewalk with little landscape buffering



Parkway buffers are narrow with little to no room for landscaping treatments aside from lawn.



Lighting standards attached to utility poles do not lend to an attractive appearance



Some blocks appear to have “disappearing sidewalks” where weeds and lawn have begun to grow over failing concrete

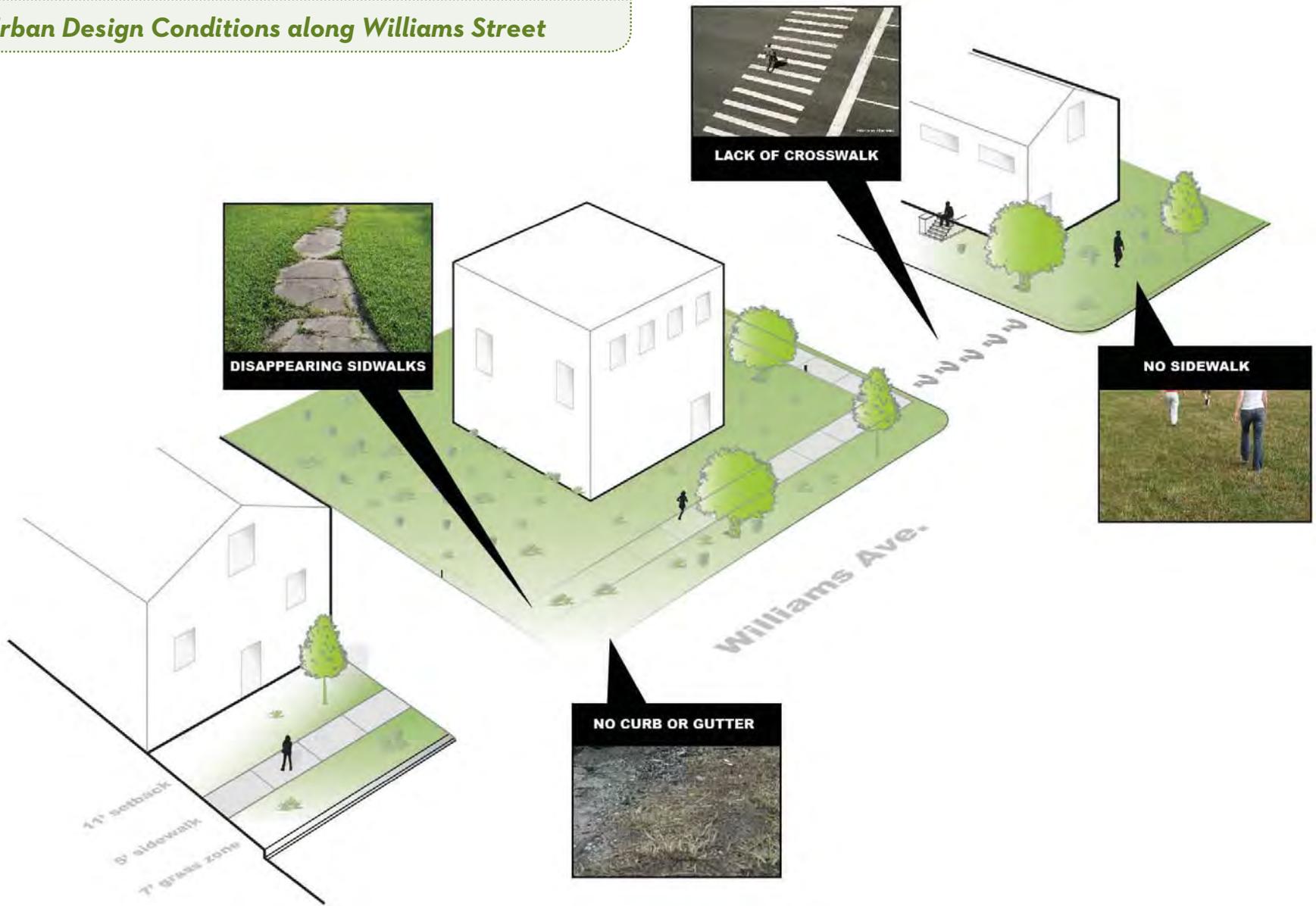


Curbs and gutters are missing from some streets resulting in streetscape conditions characterized by gravel shoulders



There is a general lack of appropriate wayfinding signage to important destinations within and nearby the study area

Urban Design Conditions along Williams Street



Section 4 - Zoning

4.1 Existing Zoning Districts

The Zoning Ordinance of the City of Danville is intended to foster the use and development of land in an orderly manner in accordance with the goals, objectives and policies of the City of Danville's Comprehensive Plan. The City's zoning area is divided into 14 zoning districts, nine of which are present in the East Main Street Corridor Study Area (see *Figure 4.1*). These zoning districts include:

AG Agriculture District

The only portion of the Study Area currently zoned AG is the area south of the Danville National Cemetery along Kansas Avenue. This District is intended to encompass areas that are well suited for the raising of crops and livestock or where essential public facilities or services are not expected to serve the property in the near future. Permitted uses include single family housing, cemeteries, campgrounds, country clubs/golf courses, veterinary hospitals, general agriculture, and nurseries/greenhouses. The minimum lot size requirement is 15 acres with a maximum lot coverage of 2 percent. Maximum height is limited to 35 feet and 25 foot setbacks are required for front a rear yards. The AG District is also intended to provide for the preservation and protection of natural resource and open space areas.

RR Rural Residential District

The portion of the Study Area that is currently zoned RR is property located on the eastern side of Kansas Avenue south of Baumgart Street and north of East Main Street. The RR District is intended to encompass areas outside the corporate limits and in which public facilities and services cannot reasonably be expected to serve in the future. The purpose of this District is to supply an option to urban living by providing low density residential development.

Permitted uses include single family housing, country clubs/golf courses, parks and general agriculture. The minimum lot size requirement is 3 acres with a maximum lot coverage of 5 percent. Maximum height is limited to 35 feet and 25 foot setbacks are required for front a rear yards. The RR District is also intended to encompass and preserve existing areas of low density rural residential development that have previously been developed in the absence of essential public facilities or services.

R-2 Single Family Residential - Medium Density District

The majority of properties within the Study Area are designated as the R-2 District and a number of properties that front East Main Street are zoned R-2 as well. The R-2 District is intended to encompass areas within the community where established residential neighborhoods exist. The purpose of this District is to encourage and protect single family residential neighborhoods and the land uses which are compatible with them by providing residential development areas that are characterized primarily by single family detached dwellings on medium lots.

Permitted uses include single family and two-unit housing, community centers, fire/police stations, and schools. The minimum lot size requirement is 6,000 square feet with a maximum lot coverage of 30 percent. Maximum height is limited to 35 feet and a 25 foot setback is required for a front yard.

There are many instances throughout the Study Area where property zoned R-2 is located adjacent to industrial and commercial uses which could lead to conflicts between incompatible uses. These properties, specifically along Cannon, Griggs and East Main Streets, that are located adjacent to or in between industrial or commercial properties should be further examined and considered for an alternative zoning designation.



Figure 4.1 - Existing Zoning Map

	R2 - SINGLE FAMILY RESIDENTIAL - MEDIUM DENSITY		RR - RURAL RESIDENTIAL
	R4 - MULTIPLE FAMILY RESIDENTIAL - HIGH DENSITY		AG - AGRICULTURE
	B1 - NEIGHBORHOOD BUSINESS		I1 - LIGHT INDUSTRIAL
	B2 - HIGHWAY BUSINESS		I2 - GENERAL INDUSTRIAL
	B3 - GENERAL BUSINESS		

R-4 Multiple Family Residential - High Density District

The R-4 District is intended to encompass areas within the community that are adjacent to centers of activity or near high traffic corridors where high concentrations of residences can support such activity while also reducing travel distances. The District is also intended to supply a transitional buffer between non-residential and surrounding single family residential areas. The purpose of this District is to provide for the development of multi-family housing in order to make a variety of housing types available to meet the housing needs of the community.

Permitted uses in the R-4 District include multi-family housing, nursing homes, assisted living facilities, dormitories, churches, libraries, and bed and breakfast inns. The minimum lot size requirement is 6,000 square feet with a maximum lot coverage of 35 percent. Maximum height is limited to 45 feet and a 25 foot setback is required for a front yard.

There appears to be three properties within the study area that are designated as the R-4 zoning district. Two of these properties are located within the neighborhood and are surrounded by single family homes zoned R-2. Neither of these properties are immediately adjacent to high traffic corridors or centers of activity, and therefore do not seem consistent with the intent of the R-4

zoning district. The third property zoned R-4 is located along East Main Street adjacent to the Danville Area Community College and VA hospital complex properties. Since this property is adjacent to a high traffic corridor and two centers of activity it appears that this property is appropriately zoned.

As mentioned earlier, a number of properties zoned R-2 are located adjacent to or in between commercial and/or industrial properties. As these properties are further examined consideration should be given to a more appropriate zoning designated, one that is intended to supply a transitional buffer between non-residential and single family residential areas, such as the R-4 zoning designation.



The purpose of the R-2 District is to encourage and protect single family residential neighborhoods



The purpose of the R-4 District is to provide for a variety of housing types to meet the housing needs of the community

B-1 Neighborhood Business District

A number of properties located along East Main Street are designated as the B-1 District. These are generally located on the northern side of East Main Street between National Avenue and Indiana Street, across from the DACC and VA facilities. The B-1 District is intended to encompass areas that are on the edge of or between established residential neighborhoods. These areas are typically positioned adjacent to arterial or collector streets and designed to accommodate a combination of automobile and pedestrian traffic. The purpose of this District is to provide for the establishment of small scale commercial developments in order to encourage and facilitate commercial activity that serves the neighborhoods.

Permitted uses in the B-1 District include government facilities, art studios, bicycle shops, candy stores, floral shops, hardware sales,

photography sales, sporting goods, art supplies, music sales, wedding supplies, barber/beauty shops, day care centers, pet care, and professional office. The minimum lot size requirement is 5,000 square feet with a maximum lot coverage of 35 percent. Maximum height is limited to 35 feet and a 15 foot setback is required for a front yard.

While the intent of the B-1 District is to facilitate small scale commercial activity to serve adjacent neighborhoods, properties zoned B-1 along East Main Street are located just north of two major activity centers (*DACC and the VA hospital complex*). Consideration should be given to an alternative zoning designation for these properties, perhaps one that is more consistent with the level of activity and amount of traffic generated by both DACC and the VA.

B-2 Highway Business District

Many of the commercial properties along East Main Street are designated as the B-2 District. These are generally located between Bowman and Kentucky Avenues. The B-2 District is intended to encompass areas that are along high traffic corridors and designed to accommodate the needs of motorists passing on the roadway. The purpose of this District is to provide for the establishment of medium sized and low intensity commercial development that consists of a mix of certain retail and service uses which typically satisfy the convenience needs of the traveling public.

Permitted uses in the B-2 District include multi-family housing, health clubs, automobile parts and sales, convenience stores, drug stores, gas stations, restaurants, auto detailing and repair services, banks, banquet facilities, car washes, funeral homes, hotels/motels, and truck rental services. The minimum lot size requirement is 10,000 square feet with a maximum lot coverage of 35 percent. Maximum height is limited to 35 feet and a 25 foot setback is required for a front yard.

While this zoning district appears appropriate for commercial properties along East Main Street, it may not be appropriate for properties located within the adjacent neighborhoods. Additionally, properties zoned B-2 and located adjacent to single-family residential or R-2 zoned properties could lead to conflicts between incompatible uses. Buffering techniques or transitional land uses should be considered for this type of situation.



Royal Donut is part of a commercial cluster zoned in the B-1 District on the north side of East Main Street between National Avenue to Indiana Street

B-3 General Business District

Three properties along East Main Street appear to be zoned the B-3 District. One of these is the Kirby Risk Electric Supply building located at Fairweight Avenue, another is the industrial/warehouse building located at Columbus Street and the third is a commercial building located at Alexander Street. The B-3 District is intended to encompass areas that are most suitable to accommodate the impacts of more intense commercial development and is designed to be served by a combination of automobile and pedestrian traffic. The purpose of this District is to provide for the establishment of medium and large scale commercial development of medium intensity. This District is characterized by development which serve the whole community and in some instances the region. Off-site impacts can be significant and need to be minimized to achieve compatibility with adjoining districts.

Permitted uses in the B-3 District include multi-family housing, detention centers, theaters, agricultural supply sales, apparel sales, appliance sales, bars/taverns, department stores, furniture sales, lawn and garden supply sales, manufactured home sales, packaged liquor sales, pawn shops, shoe stores, grocery stores, hospitals, nurseries/greenhouses and warehousing. The minimum lot size requirement is 5,000 square feet with a maximum lot coverage of 50 percent. Maximum height is limited to 45 feet and a 20 foot setback is required for a front yard.

Since the B-3 District is intended to be served by a combination of automobile and pedestrian traffic, this district would be appropriate for properties located along East Main Street. However since off-site impacts in the B-3 District can be significant, consideration should be given to properties zoned

B-3 that are located adjacent to single-family residential or R-2 zoned properties and buffering techniques or transitional land uses should be considered.

I-1 Light Industrial District

Although there are no properties along East Main Street zoned as the I-1 District, there are a number of properties located along the northern portion of the study area with the I-1 zoning designation. The I-1 District is intended to encompass areas where a combination of factors such as proximity to transportation facilities and accessibility for employees can be achieved. The purpose of this District is to provide for the establishment of less intensive areas of industrial development at a scale of use compatible with adjacent areas. This District is characterized by low to medium intensity industrial development that consists primarily of businesses which assemble or warehouse products for sale and distribution to markets outside the community, but in which no manufacturing activity is conducted.

Permitted uses in the I-1 District include correctional institutions, building material sales, truck stops, grain storage facilities, beverage processing and packaging, bulk storage tanks, food product processing, plastic and allied product processing, research and development facilities and warehousing.



The Kirby Risk Electric Supply property is zoned B-3 and located at Fairweight Avenue and East Main Street

The minimum lot size requirement is 10,000 square feet with a maximum lot coverage of 50 percent. Maximum height is limited to 45 feet and a 20 foot setback is required for a front yard.

Given the close proximity of these properties to rail infrastructure this zoning designation seems appropriate. However, many of these properties are also located adjacent to single family residential or R-2 zoned properties and consideration should be given to appropriate buffering or transitional land use designations.

I-2 General Industrial District

Although there are no properties along East Main Street zoned as the I-2 District, there is a cluster of properties with the I-2 zoning designation confined to the northwest corner of the Study Area. These properties are confined north of Griggs and west of Plum Streets. Another significant property with the I-2 zoning designation is the Mervis Industries property located north of the Study Area and between Stroup Street and Oregon Avenue. The I-2 District is intended to encompass areas where a combination of factors such as proximity to transportation facilities and accessibility for employees can be achieved without creating incompatibilities with surrounding non-industrial uses. The purpose of this District is to provide for the establishment of larger scale, higher intensity areas of industrial development which

generally exhibit higher levels of objectionable external effects and ensure they are carried out in a manner that will not endanger the public health, safety, and general welfare. Such areas should not be located adjacent to residential districts.

This District is characterized by medium to high intensity development that consists primarily of uses that manufacture, process, fabricate, assemble or warehouse products for sale and distribution to markets outside the community.

Permitted uses in the I-1 District include railroad yards, sewage treatment plants, solid waste landfills, commercial livestock facilities, mineral extraction/quarrying, stockyards, auto wrecking and salvage yards, chemical product manufacturing and packaging, and metal salvage yards. The minimum lot size requirement is 15,000 square feet with a maximum lot coverage

of 50 percent. Maximum height is limited to 55 feet and a 25 foot setback is required for a front yard. When across the street from a residential zoning district, a 50 foot front yard setback is required.

Due to the close proximity of rail infrastructure the designation of these properties appear appropriate. However, the Zoning Ordinance of the City of Danville states that such areas should not be located adjacent to residential districts. While the cluster of I-2 zoned properties in the northwest corner of the Study Area is separated from residential properties by a public roadway, the Mervis Industries property is immediately adjacent to a number of residential properties. Strong consideration should be given to appropriate buffering or transitional land use designations near the Mervis Industries property.



The Mervis Industries property is zoned I-2 and located immediately adjacent to a number of single family residential properties

4.2 Landscaping Requirements

Landscaping treatments are required in all zoning classifications (*except single and two-family dwellings or agricultural uses*) and are specified for three areas including:

- Off-street Parking Areas and Other Vehicular Use Areas
- Exterior Building Walls
- Other Open Areas

Off-street Parking Areas and Other Vehicular Use Areas

Landscaping treatments are required in and around all off-street parking areas and around all other vehicular use areas. The perimeter of these areas which front public streets are required to incorporate a minimum setback of ten feet between the edge of the right-of-way and a minimum setback of five feet between abutting lots. These areas are intended as landscaped bufferyards and are required to include one large tree and a minimum of six plant units of landscape material for each 75 linear feet with the remainder of the area landscaped with grass, ground cover or other landscape treatment of which 70 percent must be live plant material.

Off-street parking areas and other vehicle use areas with at least 32,000 square feet are required to provide interior landscaping for 5 percent of the area. Landscape islands are required at the ends of all rows of parking and for rows of parking greater than 30 spaces in length, one island is required for every 20 spaces. Landscape islands are required to be at least 100 square feet with a minimum interior dimension of five feet and must also be protected by a barrier curb. Additionally, each island is required to contain at least one tree. Islands may be evenly spaced in between two end islands or combined to form one large island, however there may be no more than 60 spaces between islands. All islands are required to be landscaped with grass, ground cover or other acceptable landscape treatment of which 70 percent must be live plant material.

Exterior Building Walls

Landscaping is also required along any blank exterior building wall that fronts a public street. A minimum of six plant units of landscape material is required for each 75 linear feet of wall and the landscape material must be installed within 20 feet of the building foundation.

Other Open Areas

Portions of a property that are not paved for off-street parking or vehicular use areas or in the required landscaped bufferyards are also required to be landscaped with grass or other approved landscape materials.

Corridor Appearance

Landscaping treatments provide an important opportunity for improving East Main Street's overall appearance and sense of vibrancy. Good site design and landscaping contribute to a more cohesive urban design environment that attracts pedestrians, shoppers and new investors in properties and businesses along the Corridor.



Many properties along East Main Street do not comply with the current landscaping requirements

4.3 Sign Standards

The Zoning Ordinance of the City of Danville also regulates signs with the purpose of protecting the public safety, enhancing the City's physical appearance and promoting orderly development of the community. Signs are specifically regulated on the basis of the following factors:

- The Zoning District in which the sign is displayed
- The type of sign
- The size of the sign
- The height of the sign from the ground
- The spacing between signs
- The illumination and animation of a sign
- The classification of the sign as either an on-premise or off-premise sign

For most non-residential zoning districts one freestanding or projecting sign may be displayed on each street the lot has frontage and wall signs may be displayed by each tenant of a building. For awning or canopy signs, one may be displayed by each tenant of a building on each street on which the lot has frontage. All signs must comply with specific bulk standards given for each type of sign.

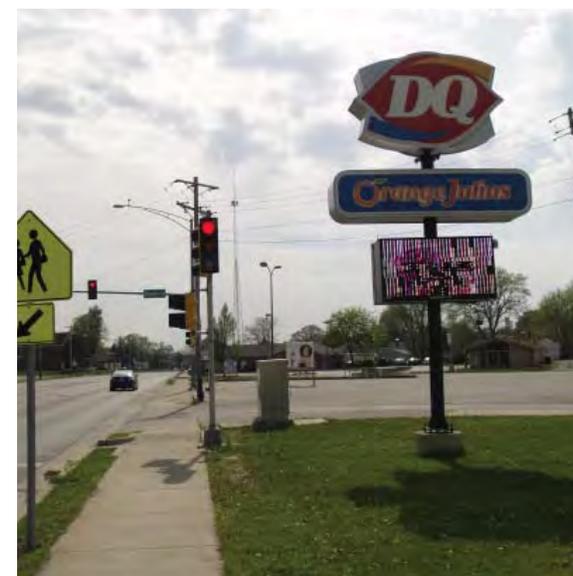
In residential zoning districts a person operating a permitted home occupation may display one wall sign, with an area not exceeding one square foot, indicating the occupant's name and occupation. Subdivisions or neighborhoods may erect up to two monument style freestanding identification signs provided that the signs are only erected at the entrances to the subdivision or neighborhood; do not exceed 32 square feet in size per sign; contain lettering not exceeding ten inches in height; and the maximum height of the sign does not exceed six feet.

In the R-3 and R-4 zoning districts, multi-unit dwelling complexes consisting of ten or more dwelling units may erect one wall mounted or one monument style freestanding identification sign, with a sign area not exceeding 25 square feet and containing lettering not exceeding eight inches in height and the maximum height of the sign not exceeding 12 feet.

In any residential zoning district a lot containing a legally conforming non-residential use (*churches, schools, etc.*) may erect one monument style freestanding identification sign provided that the sign does not exceed 32 square feet in size; contain lettering not exceeding 10 inches in height; and the maximum height of the sign does not exceed eight feet.



All signs must comply with specific bulk standards



One freestanding sign may be displayed on each street

Section 5 - Transportation Network

5.1 Transportation Overview

The transportation network in the corridor contains two east-west roadways connected by a series of north-south, residential streets. The east-west streets are East Main Street and Williams Street. Average daily traffic (ADT) for East Main Street and Williams Street is shown on the following page in Figure 5.1.

East Main Street

East Main Street is U.S. Highway 136 and the major east-west thoroughfare in Danville. Between Bowman Avenue and Kansas Avenue, East Main Street is a five-lane roadway consisting of two travel lanes in each direction with a two-way left-turn lane in the center of the roadway. In 2012, average daily traffic (ADT) for this roadway was between 12,000 and 14,000 vehicles per day. The posted speed is 35 miles per hour (mph).

East of Kansas Avenue, East Main Street is a two-lane roadway with one travel lane in each direction and a posted speed of 45 mph. ADT for East Main Street was collected during construction.



Typical five-lane cross section for East Main Street

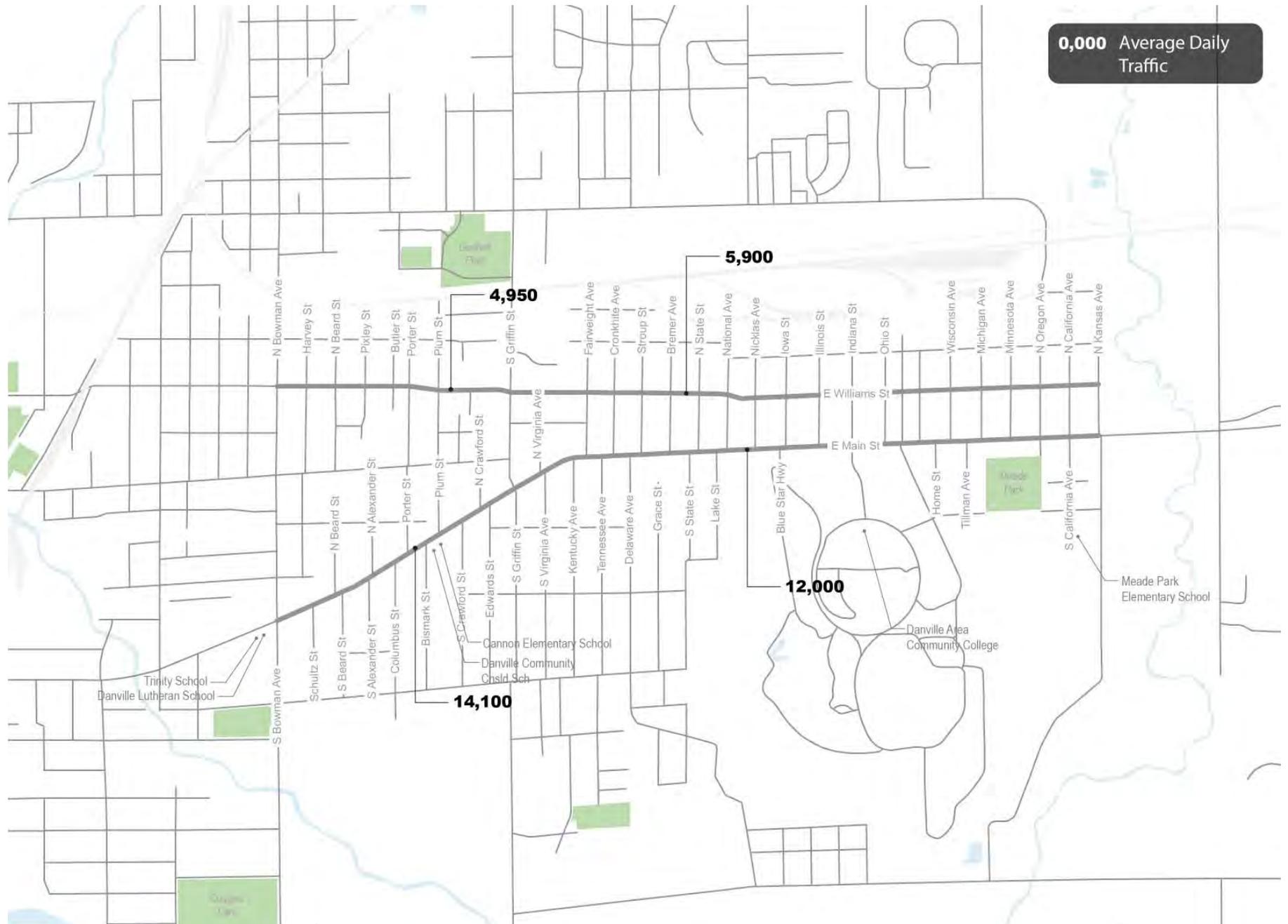


Figure 5.1 - Average Daily Traffic

Cross sections showing current conditions of East Main Street are shown in Figures 5.2 and 5.3. Figure 5.2 shows a two-lane cross section east of Kansas Avenue and Figure 5.3 shows the typical five-lane cross section between Bowman Avenue and Kansas Avenue. The road transitions from a rural, two-lane cross section on the edge of town to an urban, five-lane cross section at Kansas Avenue. This transition is marked by a speed limit sign, and traffic speeds are controlled by the signalized intersection of East Main Street and Oregon Avenue.

Traffic speed data were not available, but field observations indicated that traffic speeds seemed higher than posted speeds, particularly in the zone immediately after the posted speed is reduced to 35 mph.

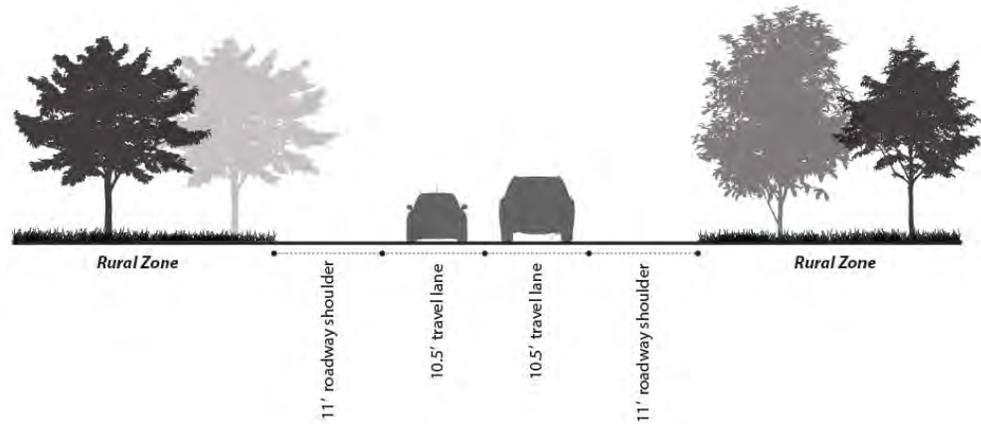


Figure 5.2 - Two-lane cross section for East Main Street east of Kansas Avenue

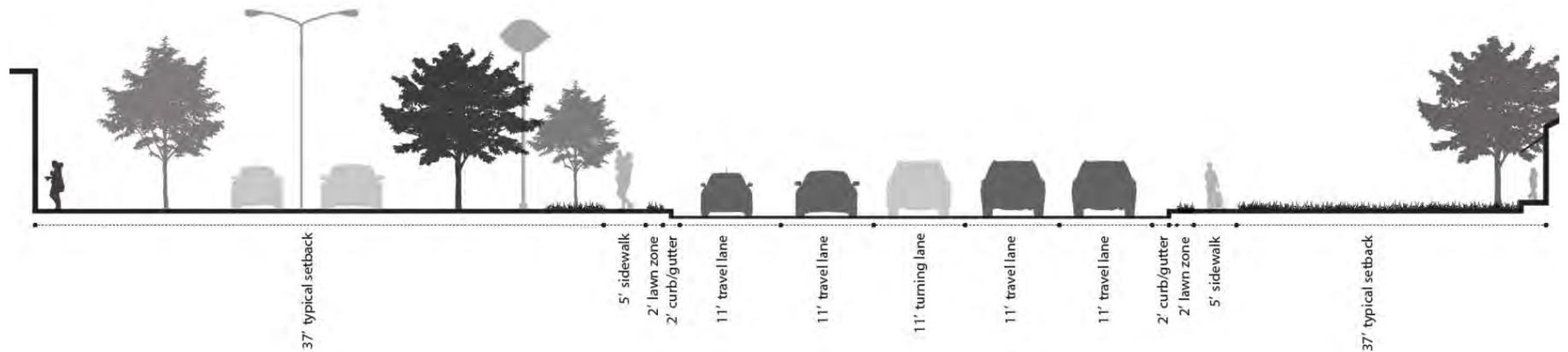


Figure 5.3 - Typical five-lane cross section for East Main Street between Bowman Avenue and Kansas Avenue

Capacity

Average daily traffic (ADT) on East Main Street ranges from 12,000 to 14,100. A roadway of this size typically can accommodate an average daily traffic (ADT) of approximately 30,000, which suggests that more than half of available roadway capacity is going unused.

Williams Street

Williams Street is a local collector street that travels east-west through the corridor study area. It is a two-lane roadway with a posted speed of 30 mph and a 2012 ADT between 4,950 and 5,900. ADT for Williams Street was collected during construction of East Main Street. Figure 5.4 shows the typical cross section of Williams Street east of State Street and Figure 5.5 shows the typical cross section of Williams Street west of State Street.

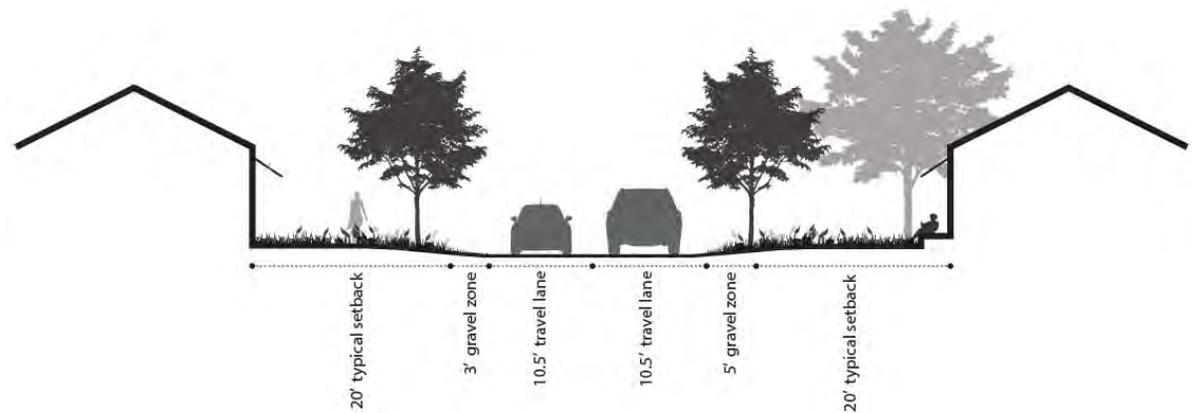


Figure 5.4 - Typical cross section of Williams Street east of State Street

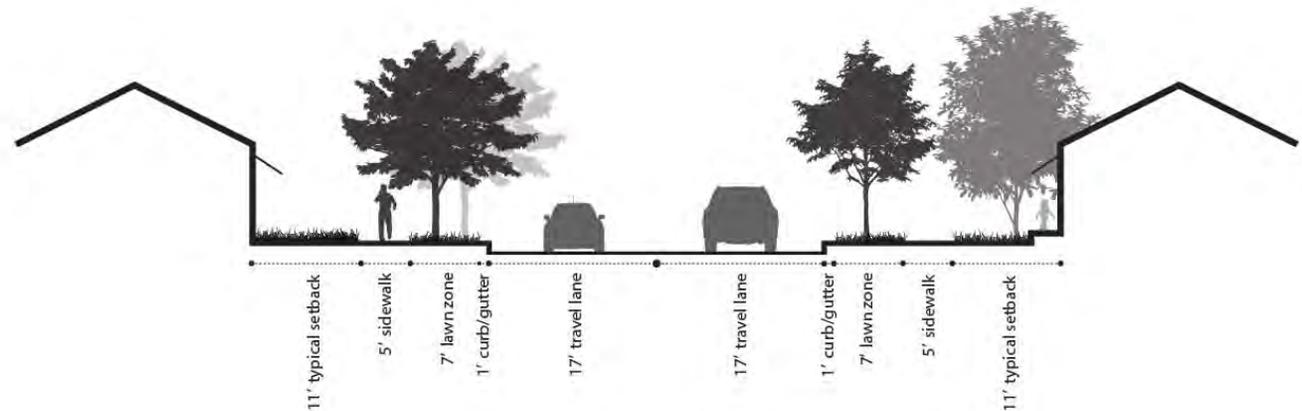


Figure 5.5 - Typical cross section of Williams Street west of State Street

Sidewalk Gaps

Figure 5.6 shows the presence of sidewalk gaps in the corridor. Sidewalks along East Main Street are continuous. However, many sidewalks along Williams Street are missing, as shown in red.

Intersections

There are six signalized intersections on East Main Street as shown in Figure 5.6. The remaining intersections along East Main Street are two-way stops that favor east-west movement. There is one signalized intersection on Williams Street. The remaining intersections along Williams Street are two-way and four-way stops.

Crosswalks

There are no marked crosswalks on Williams Street. Along East Main Street, crosswalks are marked in all four directions at the signalized intersections. Figure 5.6 also shows the distance between the north-south crosswalks on East Main Street, which range from 800 feet to 3,000 feet. At all other intersections along Main Street, crosswalks are marked only in the east-west direction.



Sidewalks along East Main Street are continuous, however some sidewalks along side streets are missing



Crosswalks are marked in all four directions at the signalized intersections, however some crosswalks have begun to fade

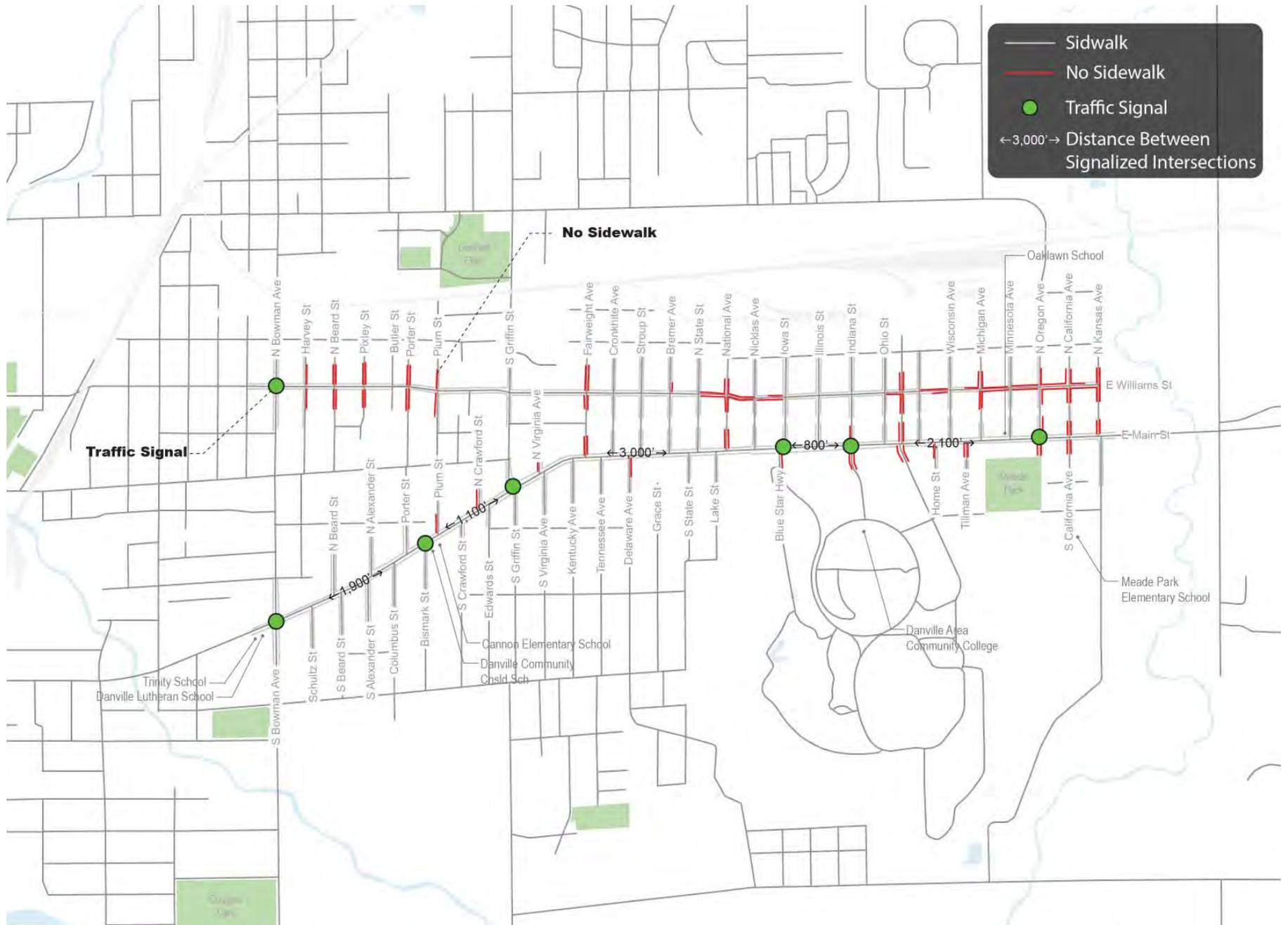


Figure 5.6 - Sidewalk Assessment

Bicycle Facilities

Danville's bicycle network consists of one existing off-street trail located outside the corridor (*not shown on map*) through the northern part of the city, and a network of existing and proposed on-street facilities and off-street trails. Existing and proposed bicycle facilities are shown in Figure 5.7. Williams Street is identified as a corridor for on-street bike lanes, and discussions with the City identified that they are open to the possibility of other on-street facilities including shared use paths and neighborhood greenways.

The City's proposed bicycle network plan indicated that coordination with IDOT would be needed in planning for bicycle facilities on East Main Street.



Children bicycling along East Main Street near the American Inn Motel



Stakeholders expressed a desire to connect recreational facilities such as Meade Park with bicycle trails

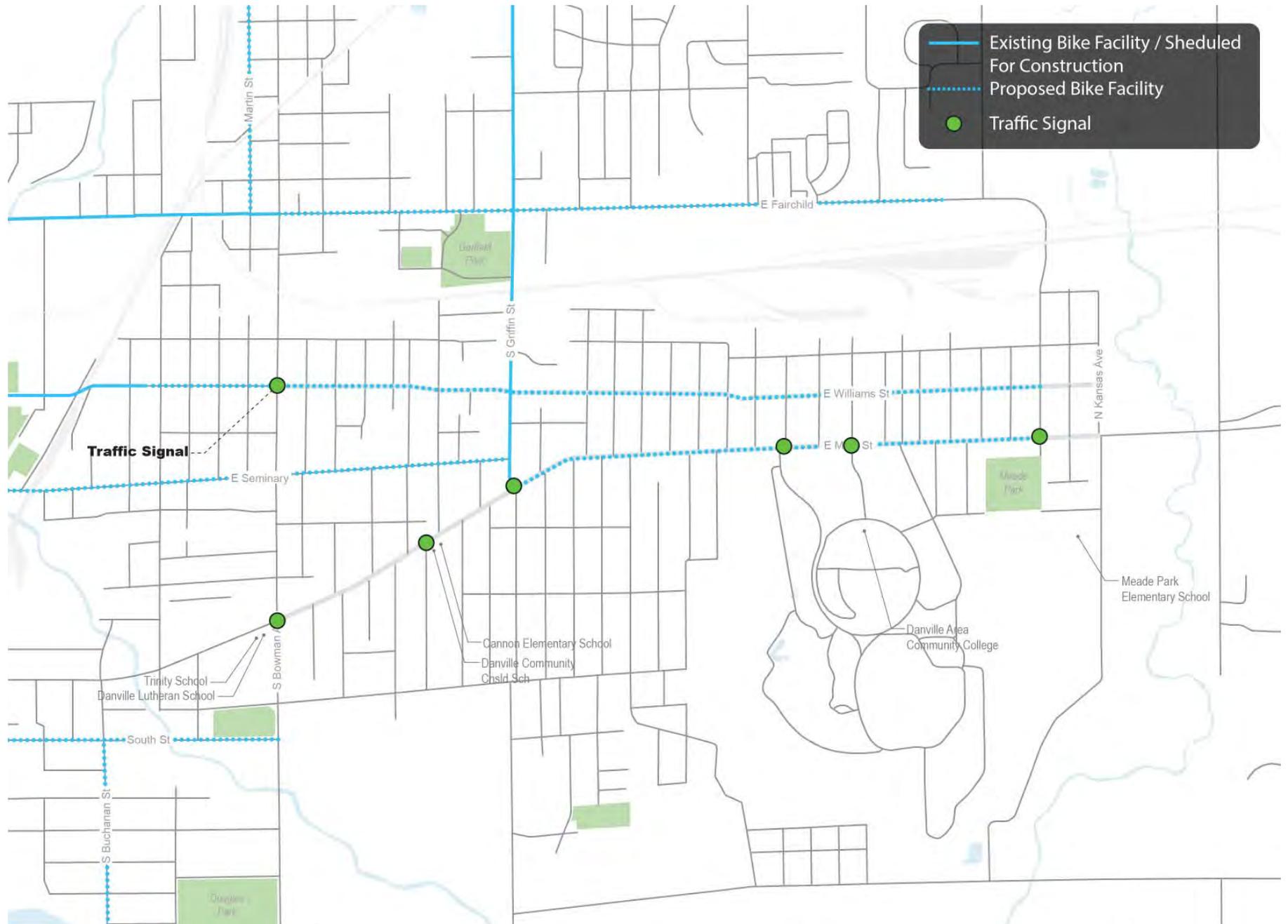


Figure 5.7 - Bicycle Facilities

Truck Traffic

East Main Street and Williams Street provide access to downtown Danville from the east. Most truck traffic within the area travels on I-74, located south of the corridor as shown in Figure 5.8. Local truck traffic travels on East Main Street.



Truck traffic along East Main Street



Mervis Industries has more than 100 trucks a day come in and out of its complex along Nebraska Street via East Main Street

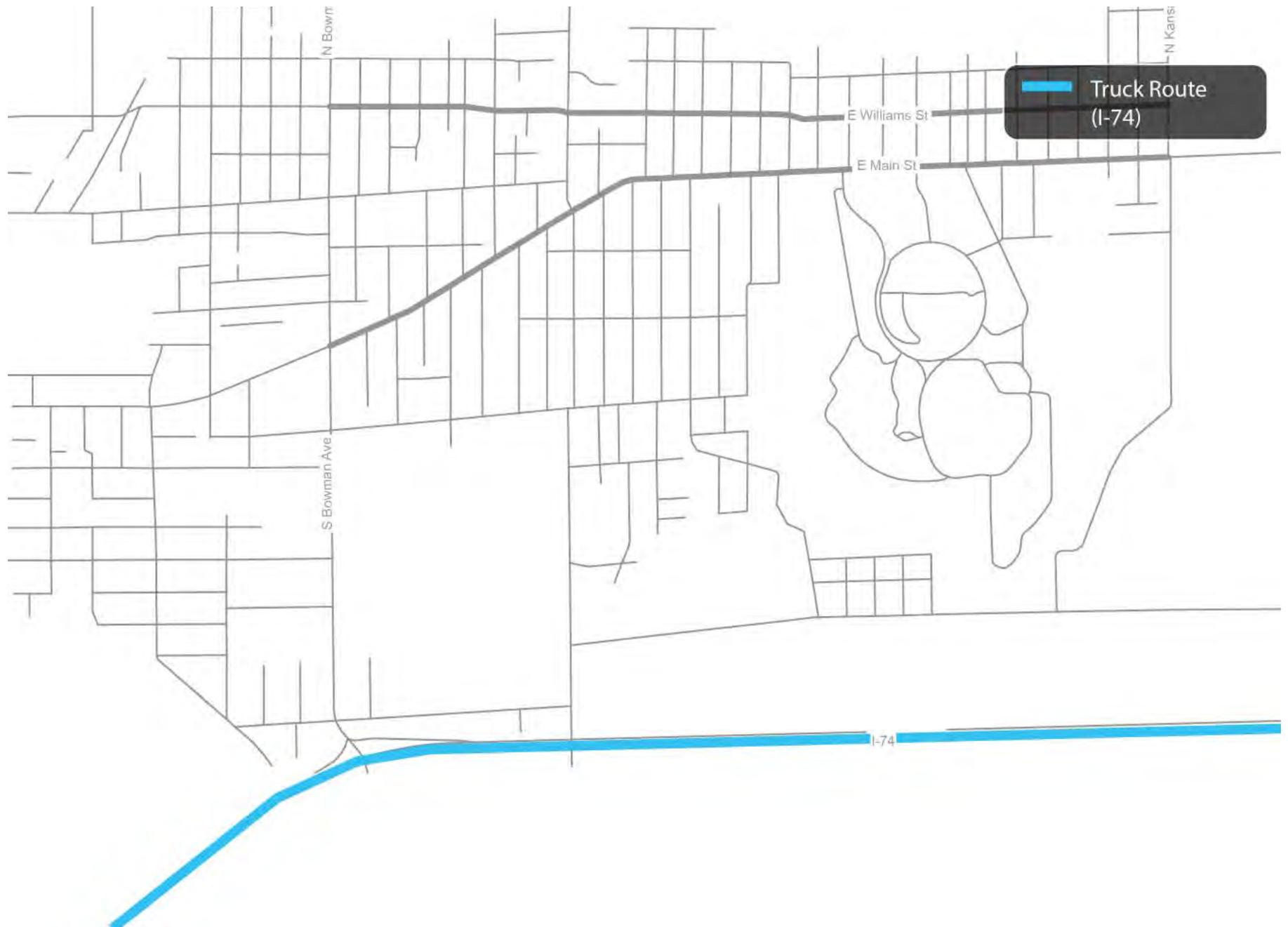


Figure 5.8 - Truck Routes

Safety

Crash data were reviewed within the corridor for the years 2008-2012, all of which were collected during reconstruction of East Main Street. Crashes are shown in Figure 5.9.

Every single bicycle and pedestrian crash reported within the corridor resulted in injury. Bicycle crashes occurred along Bowman Avenue, on Williams Avenue at Michigan Avenue, and on Oregon Avenue between Williams and East Main. No fatal bicycle crashes were recorded.

Two fatal pedestrian crashes occurred on East Main Street. The table below shows that while pedestrian crashes make up 2 percent of all crashes in Danville, they account for 29 percent of all fatalities.

Table 5.1: Danville Crashes by Type (2008-2012)				
<i>Crash Type</i>	<i>Crashes</i>	<i>% of Crashes</i>	<i>Fatalities</i>	<i>% of Fatalities</i>
<i>Automobile</i>	3,564	97%	10	71%
<i>Pedestrian</i>	72	2%	4	29%
<i>Bicyclist</i>	48	1%	0	0%
Total	3,684	100%	14	100%

Source: Illinois Department of Transportation Division of Traffic Safety, 2014



“Pinch points” at some intersections can create unsafe conditions for pedestrians

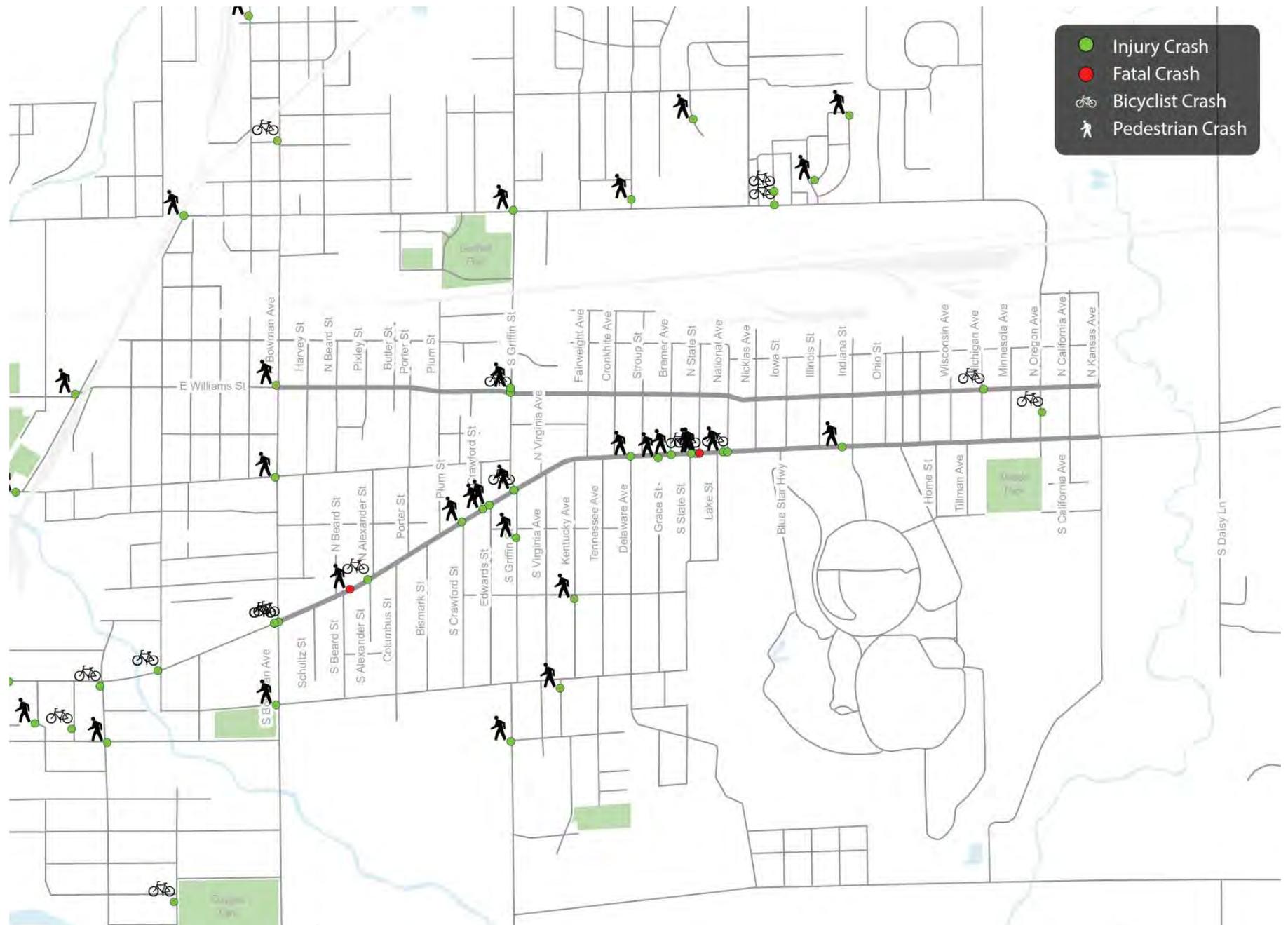


Figure 5.9 - Crashes

Transit

Danville Mass Transit (DMT) operates 14 routes in Danville, three of which travel along parts of East Main Street or Williams Street. Bus routes and stops are shown in Figure 5.10. These routes serve the Veterans Affairs hospital complex, Danville Area Community College, and provide access to downtown and other major destinations including the Trailways Bus Station to the east and downtown Champaign to the west.

DMT stops are identified with bus stop signs along East Main Street, Williams Street, Oregon Avenue, and Indiana Avenue, but lack benches or concrete pads for waiting transit passengers. Bus stops on East Main Street at unsignalized intersections lack crosswalks. Transit passengers making round trips must walk to the nearest signalized intersection for a marked crosswalk, or cross East Main Street without the aid of a marked crosswalk or signal.



Bus shelter near the Danville Area Community College



Typical bus stop along East Main Street

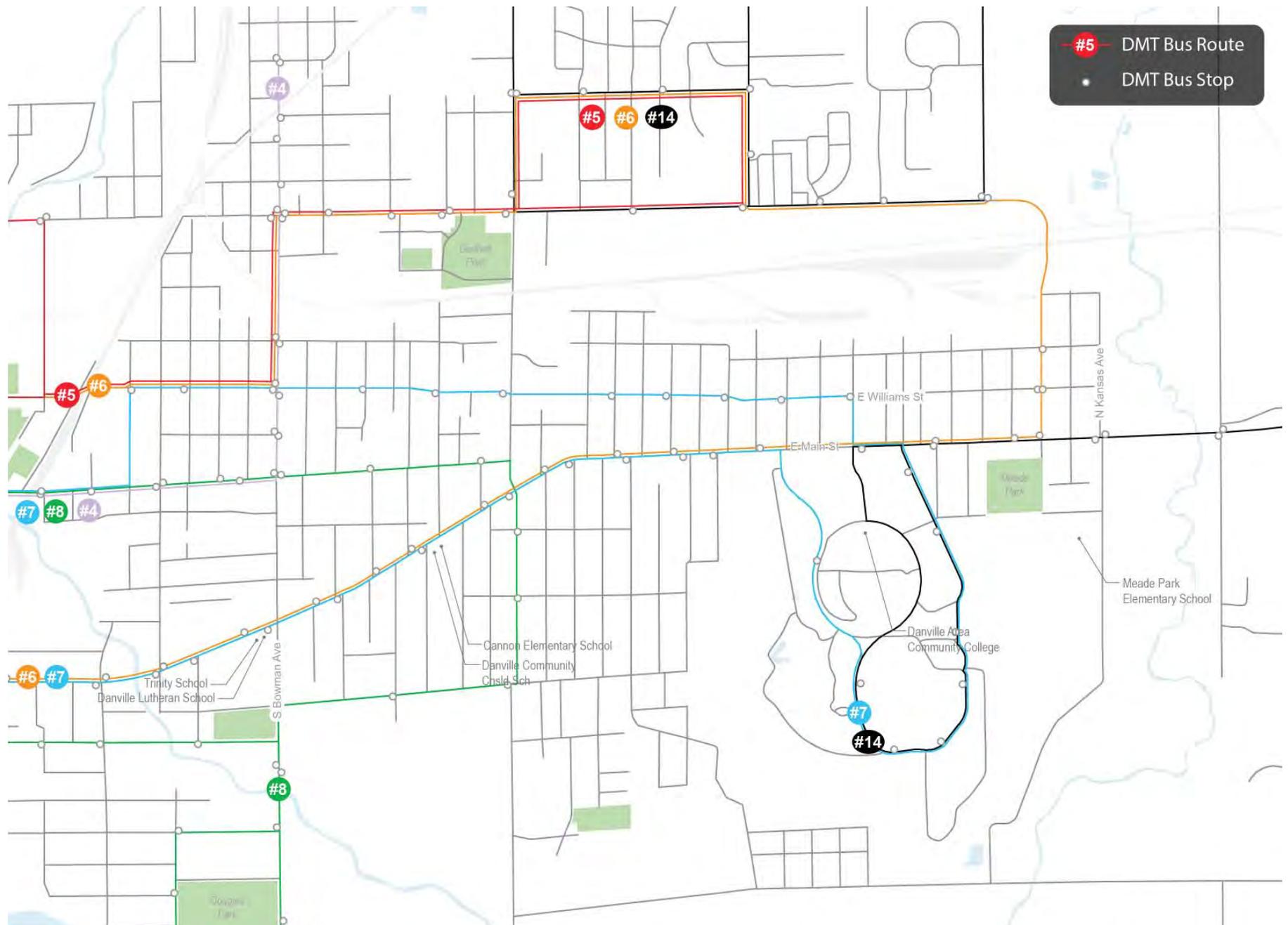


Figure 5.10 - Bus Routes and Stops

5.2 Infrastructure Removal

In order to stabilize neighborhoods, reduce infrastructure maintenance costs, and potentially reallocate land for future development, the City is interested in identifying potential areas where infrastructure can be removed.

The building condition assessment was reviewed to identify blocks where buildings were in disrepair. Two criteria were used for identifying streets and infrastructure for closure:

- If more than 50 percent of the buildings on a block were in need of major or minor repair, the street was highlighted as low priority.
- If more than 50 percent of the buildings on a block were dilapidated and considered beyond repair, the street was highlighted as high priority.

These highlighted streets are shown in Figure 5.11.



Vacant property along East Main Street near National Avenue



Vacant property along East Main Street near Nicklas Avenue



Figure 5.11 - Infrastructure Removal

5.3 Findings

The following issues and challenges were identified.

- Cracked or missing sidewalks along Williams Street limit pedestrian connectivity and accessibility.
- Long distances between the north-south pedestrian crossings on East Main Street create barriers that limit pedestrian crossing opportunities and reduce walkability of the corridor. These walkability barriers are shown in Figure 5.12.
- East Main Street is designed to handle more traffic than its current traffic and Williams Street's traffic combined. This provides an opportunity to enhance one or both of these streets to be much more bicyclist and pedestrian friendly and reduce infrastructure costs.
- Blocks with the highest share of dilapidated buildings are potential locations for infrastructure closure.



Cracked or missing sidewalks limit pedestrian connectivity and accessibility



Blocks with the highest share of dilapidated buildings are potential locations for infrastructure closure

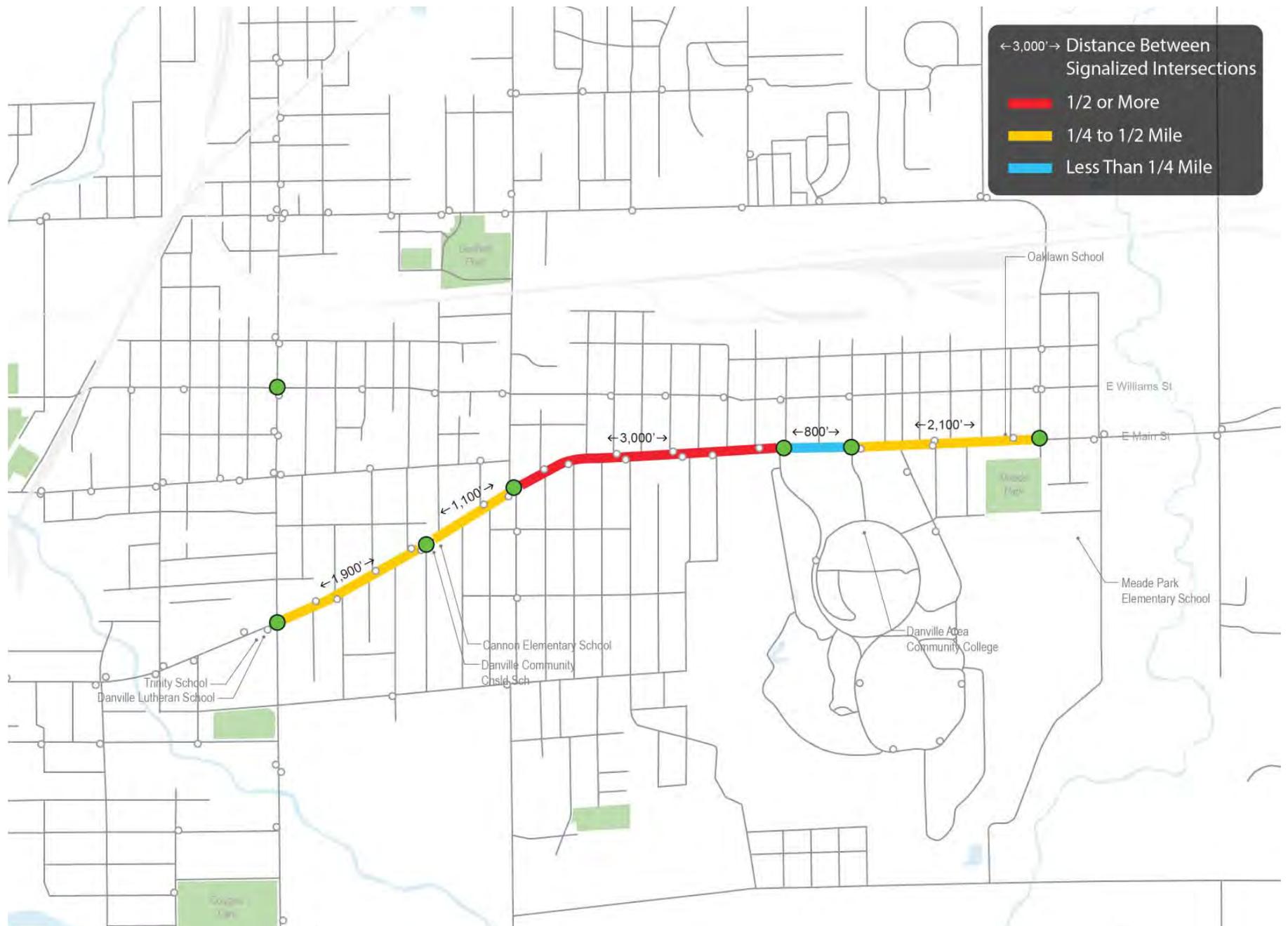


Figure 5.12 - Walkability Barriers

Section 6 - Market Assessment

6.1 Market Overview

A neighborhood revitalization plan should be economically grounded, in order to be supportable and sustainable. CLUE Group conducted a market assessment of East Main Street and the Study Area neighborhoods in order to:

- Understand the characteristics of the local household population,
- Quantify household spending and look for unmet local retail needs,
- Assess the local housing market,
- Summarize the Study Area's retail, service, and industrial sectors, and
- Identify barriers to development.

The purpose of the market assessment was to identify both pockets of opportunity and obstacles that will need to be addressed in order to stimulate growth and revitalization.

The retail weaknesses and the resulting decline in building maintenance on East Main Street are the results of larger economic shifts, rather than causes themselves.

Neighborhood Trade Area

Commercial districts like East Main serve primarily a local household market, though they also capture some customers who are passing through or on their way to/from work in the district. Today, however, locally-serving commercial districts compete much farther afield, as regular shopping trips may extend far beyond the immediate neighborhood. Big-box stores and online sales have changed the retail environment fundamentally and they have enlarged the typical trade areas, even for everyday goods and services.

Some convenience goods and services are available on East Main Street, but household shopping extends to other commercial centers in the city. Big-box retail (*e.g. Walmart, Kohls, Meijer*) is available approximately six miles north, on North Vermilion Street, and Aldi is just five minutes away, on South Gilbert Street.

The challenges faced by East Main Street and the Study Area can be attributed, in part, to systemic changes in retailing and manufacturing which have adversely affected job creation, housing values and neighborhood sustainability. The retail weaknesses and the resulting decline in building maintenance on East Main Street are the results of larger economic shifts, rather than causes themselves.



Commercial districts like East Main Street serve primarily a local household market

Household Characteristics

The CLUE Group undertook a demographic and economic assessment in order to understand the local economy.

The East Main neighborhood is comprised of 1,919 households, of which 1,238 (*or 65 percent*) are family households. The average household size is 2.6 persons, which is just slightly larger than the city and county households. The proportion of family households in East Danville is actually slightly higher than the city overall (*61 percent*) and about the same as the county (*also 65 percent*). Family households are generally a sign of greater neighborhood stability than unrelated people living together in non-family households.

Household ages and incomes present more nuanced differences from the city and county. East Danville's population is 5.7 years younger than the median for the city overall - a significant difference indicating Study Area households are at a different stage in their household and family development. (*The city's median age of 37 is about equal to the median age for the country as a whole.*) The younger median age in East Danville, combined with the average household size, reflect families in their early years that are still growing and raising children.

At the same time, Study Area households earn 11 percent less than the median household income for the city - and far less than the median US household income of \$53,046. In part, this is attributable to the younger median age, since younger households earn less than mature households.

As a comparative benchmark, the 2014 low-income threshold for a family of two was \$23,595 and \$29,685 for a family of three. The typical East Danville household has little discretionary income, meaning that shoppers are price-sensitive and value-conscious.

Table 6.1: Demographic & Income Profile Comparison

<i>Demographic & Income Profile (2012)</i>	<i>East Main Study Area</i>	<i>Danville City</i>	<i>Vermilion County</i>
<i>Population</i>	5,212	32,789	81,789
<i>Households</i>	1,919	12,747	32,737
<i>Families</i>	1,238	7,761	21,345
<i>Average Household Size</i>	2.6	2.4	2.4
<i>Median Age</i>	31.3	37.0	40.3
<i>Median Household Income</i>	\$30,738	\$34,619	\$38,560
<i>Average Household Income</i>	\$36,751	\$47,023	\$49,518

Race and Ethnicity

The racial and ethnic makeup of the Study Area is slightly more diverse than the city's, in having both a slightly greater proportion of African American and Hispanic residents. (*The county's population is significantly less diverse than the city's.*)

Most consumer behaviors vary more by household income than by race or ethnicity. This is true especially for commodity items, such as many groceries and household goods. But some consumer purchases are more directly affected by the culture, race and ethnicity of the household. These include specialty foods (*whether groceries or dining out*), fashion and accessories, personal care products and services, entertainment, etc. The diversity of the Study Area (*and Danville overall*) could be leveraged in shaping East Main's economic development strategy.

Table 6.2: Race and Ethnicity Profile Comparison

Race or Ethnicity	East Main Study Area	Danville City	Vermilion County
White Alone	58%	63%	82%
Black Alone	32%	29%	13%
American Indian Alone	0%	0%	0%
Asian Alone	0%	1%	1%
Pacific Islander Alone	0%	0%	0%
Some Other Race Alone	4%	2%	2%
Two or More Races	5%	3%	2%
Hispanic Origin (Any Race)	10%	7%	5%

The diversity of the Study Area could be leveraged in shaping East Main Street's economic development strategy.

Buying Power and Sales Voids

Buying Power is an estimate of the amount of money a household typically spends on a variety of goods and services. Buying power generally correlates closely with household income, but there are exceptions to this correlation and sometimes spending correlates more directly with household size. *(For example, a large family of moderate income may spend more on groceries than a one-person household with higher income.)*

Buying power was calculated using the Census of Population (*number of households, sorted by income*) and the Consumer Expenditure Survey (*a report of spending by typical households, also sorted by income*). Annual expenditures on all goods and services (*including shelter and all other purchases*) total \$51 million for the 1,919 households in the East Main Street neighborhood. Table 6.3 reports household spending by product/service for consumer purchases excluding shelter. Total non-shelter buying power is approximately \$30 million.

Overall, the Study Area's buying power is modest, primarily because of its small size. To provide perspective in relation to a retail use, a single large-format supermarket of 50,000 to 60,000 square feet typically grosses \$30-50 million per year. That is equal to or greater than the Study Area's total non-shelter spending.

The largest single spending category for the Study Area is Groceries, at \$5 million in purchasing power. This is enough to support a smaller format grocery store of 20,000 to 25,000 square feet. Besides vehicle ownership and health insurance expenses, the next largest spending category is Dining Out, at \$2.4 million. With a handful of fast-food restaurants and no sit-down restaurants in the Study Area, most Dining Out purchases are being made elsewhere.

Table 6.3: Household Spending

Food + beverages	
Groceries	5,019,000
Dining out	2,429,000
Alcoholic beverages (home)	208,000
Alcoholic beverages (restaurants)	157,000
Housekeeping supplies	
Laundry and cleaning supplies	215,000
Other household products	381,000
Stationery, gift wrap	86,000
Postage	74,000
Delivery services	2,000
Furniture and furnishings	
Household textiles	115,000
Furniture	345,000
Floor coverings	19,000
Major appliances	193,000
Small appliances, misc. housewares	122,000
Window coverings	10,000
Infants' equipment	17,000
Laundry + cleaning equipment	23,000
Outdoor equipment	20,000
Lamps + lighting fixtures	14,000
Clocks and other household items	94,000
Telephones + accessories	24,000
Lawn + garden equipment	38,000
Power tools	42,000
Hand tools	15,000
Office furniture for home use	4,000

Table 6.3: Household Spending con't

Indoor plants + fresh flowers	38,000
Closet and storage items	13,000
Furniture rental	14,000
Luggage	12,000
Computers/hardware	141,000
Computer software/accessories	9,000
Other misc. household equipment	93,000
Apparel and footwear	
Men's clothes	274,000
Boys' clothes	106,000
Women's clothes	643,000
Girls' clothes	129,000
Clothes for children under 2	133,000
Footwear	428,000
Watches, jewelry + repair	93,000
Shoe repair	1,000
Tailoring, alterations, repair	5,000
Laundry + dry cleaning	126,000
Fabric and patterns for making clothing	14,000
Clothing storage	0
Transportation	
Vehicle purchase	2,274,000
Gasoline and motor oil	2,629,000
Other vehicle expenses	2,710,000
Public transportation	383,000
Health care	
Health insurance	2,415,000

Medical services	727,000
Nonprescription drugs	115,000
Nonprescription vitamins	59,000
Prescription drugs	553,000
Eyeglasses and contact lenses	61,000
Hearing aids	17,000
Topicals and dressings	50,000
Medical equipment (rental + sales)	13,000
Entertainment	
Social, recreation, and health club	58,000
Fees for participant sports	73,000
Movie, theatre, and other admissions	114,000
Admissions to sporting events	30,000
Fees for recreational lessons	36,000
All other fees and admissions	27,000
Musical instruments + accessories	428,000
Cable and satellite services	907,000
A/V equipment, recorded music+movies	314,000
Pets, pet supplies, pet care	513,000
Toys, games, arts, crafts, tricycles	122,000
Stamp and coin collecting	5,000
Playground equipment	4,000
Athletic gear, game tables, exercise	48,000
Bicycles	15,000
Camping equipment	12,000
Hunting + fishing equipment	32,000
Winter sports equipment	4,000

Water sports equipment	3,000
Other sports, recreation and exercise	30,000
Photographic equipment + supplies	37,000
Live entertainment + supply rental	8,000
Personal care	
Hair care products	78,000
Wigs + hairpieces	8,000
Shaving needs	19,000
Oral hygiene products	45,000
Cosmetics, perfume, bath preparations	180,000
Other personal care products	58,000
Personal care services	275,000
Reading	
Newspapers + magazines	65,000
Newsletters	1,000
Books	40,000
Education	
College tuition	732,000
High school and elementary school	43,000
Vocational and technical school	8,000
School supplies	188,000
Other education-related expenses	49,000
Tobacco products/smoking supplies	
Tobacco products/smoking supplies	22,000
Miscellaneous	
Miscellaneous (bank and legal fees, etc.)	836,000
Cash contributions (alimony, charity, etc.)	1,497,000

Sales Void

Retail sales void is the result of subtracting local retail sales from consumers' available spending. It is a traditional benchmark for determining supportable new retail uses, but it is one factor among many that influence retail sales. Whether sales voids can be recaptured is particularly influenced by the proximity of other retail, including big-box stores. Marketing, visual appearance, product mix, and other factors also influence where people shop.

In addition to bricks-and-mortar competition, sales void analyses have changed in recent years as many retail purchases, and a growing number of convenience-type purchases (*e.g., prescription drugs and even groceries and household supplies*) have migrated to online retailers. Nevertheless, sales voids are still a useful factor in identifying potential recruitment targets or marketing opportunities.

Sales void was calculated for product and service purchases that can be made on East Main. For products and services not available on East Main, the sales void is assumed to be equal to the Buying Power (*i.e., 100 percent leakage*).

A sales void can be observed in most spending categories. The voids are large in relation to the Study Area's buying power, but they are small in relation to demand required to support a new business. (*For example, a 1,500 square foot independent, neighborhood retail store should gross between \$250,000 and \$350,000.*)

Personal Care shows a sales surplus due primarily to the presence of CVS. In addition to local household spending on personal care and prescription drugs, the store is also capturing sales from pass-through travelers on Bowman and East Main, and from patients at the VA Hospital (*although most VA prescriptions are dispensed by the VA pharmacy*).

Restaurant dining sales are attributable primarily to the several fast food stores on East Main. With the recent opening of McDonald's, and the resulting increase in total restaurant dining sales, it gives the appearance that the local sales void

has narrowed considerably. However, this result may be deceiving, as McDonald's captures many sales from pass-through customers as a result of its gateway location. The restaurant dining sales gap for the Study Area has probably been only moderately affected by McDonald's. Similarly, as other fast food providers (*Subway, Dairy Queen*) also serve pass-through traffic, the local sales gap for restaurant dining is likely greater than it appears. Based on the current lack of dining options in the Study Area, and on desires expressed by many residents, an independent, family-friendly, sit-down restaurant can likely be supported.

Table 6.4: Retail Sales Void

Industry	Demand	Retail Sales	Retail Gap
Motor Vehicle & Parts Dealers	\$ 5,202,000	\$ 1,500,000	\$ (3,702,000)
Furniture & Home Furnishings Stores	\$ 548,000	\$ 70,000	\$ (478,000)
Grocery Stores	\$ 5,019,000	\$ 3,278,000	\$ (1,741,000)
Health & Personal Care Stores	\$ 2,445,000	\$ 6,300,000	\$ 3,855,000
Apparel Stores	\$ 1,713,000	\$ 477,000	\$ (1,236,000)
Sporting Goods, Hobbies, Music Stores	\$ 242,000	\$ 170,000	\$ (72,000)
General Merchandise Stores	\$ 5,070,000	\$ 2,800,000	\$ (2,270,000)
Dining Out (including alcohol)	\$ 2,586,000	\$ 2,792,000	\$ (206,000)

Other Consumer Populations

Potential non-resident East Main customers include staff, patients, and patient families at the VA hospital complex; staff, faculty, and students at Danville Area Community College; and employees at local industries. The VA accounts for approximately 900 patient visits per day and 1,500 staff; the College campus generates between 2,500 and 4,500 student visits per week (*when classes are in session*) and employs approximately 650 faculty and staff, most of which are part-time.

Because East Main Street is the primary access artery for the VA and the College, all of these daily and weekly visitors to the Study Area are assumed to be included in the daily traffic count on East Main Street. The current average volume is approximately 14,100 daily vehicles, but is expected to increase when road construction is completed.

Many of the likely purchases by faculty, staff, and students at Study Area institutions are similar to those of local residents. Potential purchases by non-resident customers include:

- Restaurant dining (*e.g., lunch off-campus or worksite*)
- Take-out dining (*e.g., lunch delivered*)
- Convenience items and services
 - Greeting cards
 - Dry cleaning
 - Prepared meals (*to take home*)
 - Packing and shipping services
 - Printing services
 - Drug store-type purchases
- Child care
- Auto repair
- Medical offices or urgent care
- Personal care (*e.g., hair salon, barbershop*)

VA and College employees are an important subset of East Main Street visitors because they come regularly (*daily, in many cases*) and most have full-time jobs. Some of the products and services listed are already offered on East Main Street and would benefit from direct marketing to captive audiences at the two main institutions. Additional business ventures on East Main Street may become more viable if employee spending is added to local household spending. For example, if 25 percent of VA and DACC employees purchased lunch out once per week, at \$10 to \$12 per meal it would yield \$275,000 to \$335,000 in restaurant sales - enough to support a new independent restaurant.

If a conservative 2 percent of average daily pass-through traffic on East Main spent \$10 per day, it would account for \$1 million in spending in addition to local household spending. A 5 percent capture rate would yield \$2.5 million in spending. Quality businesses, signage, and an attractive environment will be important factors in increasing the capture rate of pass-through traffic.

If 25 percent of VA and DACC employees purchased lunch out once per week, at \$10 to \$12 per meal, it would yield \$275,000 to \$335,000 in restaurant sales, enough to support a new independent restaurant.

Commercial, Retail and Service Businesses

The East Main business inventory counts those businesses with addresses on Main Street or on the immediately adjacent cross streets. It was gathered through Infogroup/Salegenie databases and on-street observation. It is the nature of business districts that small businesses open and close, and some Study Area businesses do not have a visible public presence (e.g, a sign). Despite being thought of as a commercial corridor, the majority of buildings on East Main are residential. Based on a visual survey from the street, there are approximately 53 commercial buildings or commercial spaces on East Main, ranging from medium-sized warehouse-type buildings to converted residences. With 18 apparent commercial vacancies, the effective vacancy rate is 34 percent. Table 6.5 summarizes the number of businesses on East Main Street, grouped by type or industry sector.

Simply counting the number of storefronts, retail businesses account for one of the largest clusters on East Main. But their perceived lack of presence is influenced by several factors, including the length of the road (*making all of the businesses appear diffuse and interspersed with residential*), the auto-oriented nature of the businesses (*meaning they are not tightly grouped*), and the low quality/poor appearance of some businesses. “Other miscellaneous retail” includes businesses like liquor stores, pharmacy, dollar stores, beauty supply, home furnishings, apparel, optical, and others. Medical offices are listed individually, by licensed practitioner, but virtually all are located at the VA hospital complex.

The current business mix lacks strong clusters (*e.g., a group of restaurants, or a set of home furnishings stores*) that can be marketed together and serve as destinations or traffic generators. Reinforcing specific business segments (*based on the strengths and weaknesses of the existing inventory, and based on likely potential customers*) will be critical to the revitalization strategy.

Table 6.5: Number of Businesses Summary

Category	NAICS prefix	No. of Businesses
Construction	236-238	5
Wholesaling & manufacturing	423-425	5
Retail (all)	441-453	21
Auto sales & parts	441	3
Groceries	4451	2
Other misc. retail	451-453	16
Banks and Credit Unions	522	4
Insurance Brokers	524	2
Doctors; Healthcare Offices	621	52
Social Services	624	4
Bakeries	311	1
Schools	611	2
Restaurants and Bars	722	5
Auto-Related Services	811	4
Other Misc. Services	541, 812	7
Religious Organizations	813	2
Other Government and Non-Religious Organizations	813, 923	4

Housing Characteristics

The housing market in the Study Area is depressed and the number of abandoned houses, as well as the depressed values of existing homes, were among the primary motivations for undertaking this neighborhood and corridor plan.

A concern expressed by many stakeholders is the continued loss of owner-occupied housing and conversion to rental housing units. The 2000 Census reported that of Danville’s occupied housing units 37.5 percent were renter-occupied and a 2012 Census update reports a 42 percent rental rate citywide.

About 54 percent of Study Area residents own their homes compared to 58 percent for the city and 69 percent for the county. (*The national homeownership rate is about 65 percent.*) The higher proportion of rental homes in the Study Area (*and in Danville overall*) is a significant challenge in that neighborhoods with large numbers of single-family rental homes (*as opposed to apartment buildings*) often suffer from neglected maintenance and more transient residents.

As part of the Danville Code of Ordinances the City requires owners of rental housing to register their homes and provide tenant information to the code official upon request. The goal of the registration program is to take steps that will improve the livability and valuation of the City’s housing stock.

Once homes are registered with the City’s rental registration program an exterior inspection is performed, but interior inspections only occur by a health or safety complaint.

At the time of this study, approximately 50 homes were listed for sale in the Study Area (*not including for-sale-by-owner offerings*). Twenty-five homes have been sold in the Study Area in the preceding 12 month period. Average sale price was \$24,167 for two-bedroom homes and \$22,419 for three-bedroom homes. The highest price paid was \$38,667; the lowest was \$4,000. The effective average price per square foot was \$23.22, and the median home sale price was \$22,500. Historical data on rentals is limited. Rental rates for homes

in Danville range from \$500 to \$1,400 per month, with homes in the Study Area at the lower end of the scale.

Vermilion Advantage is working to lift demand for Danville housing by marketing the city as a residential choice among people working at Indiana companies. This effort promotes Danville’s quality of life and is intended to counteract the Illinois business tax burdens that inhibit commercial recruitment. Pockets of demand for high-quality rental housing have also been reported for international (*temporary*) workers at regional corporations in Illinois and Indiana.

Table 6.6: Housing Profile Comparison						
Housing	East Main Study Area	%	Danville City	%	Vermilion County	%
Owner Occupied Units	1,040	54%	7,388	58%	22,578	69%
Renter Occupied Units	879	46%	5,359	42%	10,159	31%
Total Occupied Units	1,919	100%	12,747	100%	32,737	100%



Figure 3.6 - Rental Housing Map

 STUDY AREA

 RENTAL UNIT

Industrial Overview

Industrial businesses in the Study Area (*businesses that are not classified as retail, service, or institution*) fall into two principal categories: Manufacturing and wholesale. Study Area manufacturing businesses can be grouped into three subcategories and the numbers of each type of business are shown in Table 6.7.

The largest manufacturer is Freight Car America, which repairs and manufactures railroad cars at its 308,000 square-foot facility on Cannon Street. With Freight Car America and Mervis Industries together accounting for approximately 600 jobs, manufacturing represents the Study Area’s second largest employment base, after the VA hospital complex.

A few of the largest Study Area industries classified as “wholesalers” would be more commonly considered heavy-industry or manufacturing. These include Mervis Industries (*metals recycling*) and Gemco Lift Truck Service.

As potential customers for East Main Street, most employees of industrial firms are hourly and their shopping potential is generally limited to before and after work.

Table 6.7: Number of Manufacturing and Wholesale Businesses

<i>Industry</i>	<i>No. of Businesses</i>
<i>Manufacturing (all)</i>	12
<i>Building-related contractors</i>	9
<i>Heavy manufacturing</i>	1
<i>Light manufacturing</i>	2
<i>Equipment and materials wholesalers</i>	9



Mervis Industries located at Nebraska and Cannon Streets

6.2 Retail Space and Occupancy Conditions

Commercial space on East Main varies widely in type and condition. Retail spaces in the several shopping centers appear to be in better condition than some stand-alone commercial buildings, and most shopping center spaces are occupied (*though a few have been converted to non-retail uses, such as a church, in one case*). Some commercial buildings were developed for auto-related businesses (*e.g., car sales, car wash, car repair*), some were developed for storage or warehousing. Few commercial properties are in the traditional “retail storefront” configuration. Because many of the lower-quality, purpose-built structures are aesthetic detractors, they will likely find easier redevelopment by replacement, rather than reuse.

6.3 Barriers to Growth

The principal barrier to revitalization of the Study Area is job creation in Danville and regionally. Jobs, while not the only factor, are a critical driver of housing demand and housing values, and well-paid jobs are the foundation of consumer demand for retail goods and services.

Much, though not all, of Danville’s historic job base has been impacted by large shifts in international trade and manufacturing. Nevertheless, the Study Area holds two anchors of the new economy: healthcare and education.

The problems facing East Main can be viewed as a cycle:

1. Reduced consumer demand (*combined with suburban development*) have created a surplus of commercial space;
2. Surplus commercial space leads to increased vacancies;
3. When vacancies increase, rents decrease;
4. When rents decrease, under-capitalized businesses move in - and, as a result of lower rents, property owners defer maintenance;
5. When maintenance is deferred, property values drop and the corridor begins to look uncared for.

The solutions will be designed to intervene in this cycle, and will require confronting, through incremental steps:

- Job loss and job creation;
- Financial incentives for building improvements;
- Capital access for commercial development;
- Improved capture of local spending potential and visitor spending potential; and
- Improved image and marketing of the Study Area.

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Section 7 - Issues and Opportunities

7.1 Overview

Based on the Planning Team's observations and analyses, the East Main Street Corridor's land use, transportation, urban design and economic development issues present opportunities as well as constraints and challenges to the Corridor's long-term revitalization and redevelopment. These in conjunction with on-site field work and stakeholder interviews have led to the development of seven key issues that will frame potential planning strategies. These topics will potentially be guiding themes in the creation and development of specific planning concepts and revitalization strategies for enhancing East Main Street's physical appearance and overall economic environment.

1

Create a strategy for economic vitality and sustainability along East Main Street

While there are strong business anchors along the East Main Street Corridor today, many stakeholders expressed a definite need for more restaurants and businesses, specifically along the eastern end of the Corridor. Strong institutions such as the VA and DACC generate a lot of daytime, evening and weekend traffic and a new cluster of hotels nearby also lack in suitable commercial services. The East Main Street Corridor could be a suitable location to fill this need.

New sit-down restaurants and coffee shops across from the VA and DACC would benefit both the neighborhood and these institutions and would appeal to students, patients and their families. While Danville has a number of fast food establishments in the area, quality sit-down dining options are lacking and locating these services near major institutional anchors could act as a catalyst for additional investment along the Corridor.



2

Define, stabilize and revitalize distinct residential neighborhoods

From a housing standpoint, the East Main Street Corridor's adjacent neighborhoods have a high level of rental housing along with vacancy and neglect of some properties. While the City requires landlords to register rental property and has a program for the demolition of dilapidated homes, the demolition process and transfer of vacant properties should be more focused and strategic. Additionally, landlords should be held more accountable for the condition of their rental properties.

With most of the neighborhoods' housing being built more than 80 years ago as worker cottages, housing needs and preferences have changed and new housing should be introduced along the Corridor to diversify housing options. In addition to strategic rehabilitation of existing housing, new housing should address the shortage of quality affordable family housing, specifically three to four bedroom units. There is also a demand for higher-quality leased housing, especially for medical professionals and student housing.



3

Enhance East Main Street as the City's gateway from the East

In many ways the East Main Street Corridor is a gateway into Danville for those arriving from the East or visiting the Danville Area Community College (DACC) or Veteran's Affairs (VA) hospital complex. Not only do DACC and the VA draw local visitors, many come from the greater central Illinois and west-central Indiana region as well. For some of these visitors, the Corridor is their only exposure to the City of Danville.

Though the planning process many stakeholders expressed a desire for East Main Street to incorporate more landscaping and green improvements to make the Corridor more visually attractive and representative of the quality of life and services that Danville has to offer. Additionally, the poor condition of many properties along the Corridor has become of primary concern to DACC, the VA and Cannon and Meade Park Elementary Schools. Keeping quality teachers and staff depends on having a welcoming and comfortable environment that also offers recreational and commercial service opportunities.



4

Address the perception of crime and safety along the East Main Street Corridor

Overall, the perception of the City of Danville has struggled since deindustrialization, population loss, and economic decline which set in during the 1970s and 1980s. Today portions of the East Main Street Corridor reinforce that perception when visitors see dilapidated and vacant homes and properties. Stakeholders have expressed that it can be hard to attract students to DACC, particularly due to safety concerns of the surrounding neighborhood.

Instances of crime and an overall perception of a lack of safety has become a significant deterrent to the area's revitalization. More aggressive and intensive code enforcement could help clean up and improve the Corridor's and its neighborhoods' appearance and perception. Additionally, strategies should be developed to reduce the amount of actual crime that occurs in the Corridor's Study Area.



5

Ensure appropriate buffering or transitions between potentially conflicting land uses

While Mervis Industries has worked to create a visual and sound buffer by purchasing vacant homes and razing them, many other instances of potential land use conflicts exist along the East Main Street Corridor Study Area. Industrial uses along the northern portion of the Study Area are currently located immediately adjacent to single family residential homes. Along East Main Street auto-oriented commercial and single family residential properties mix together, sometimes within the same block. Not only can this harm property values for Corridor residents, but to visitors and potential developers the haphazard development pattern sends a message of uncertainty.

Creative solutions such as green infrastructure, space for buffering, and multi-family residential developments for transition of uses should be explored to reduce the amount of potential land use conflicts that currently exist along the Corridor and throughout the Study Area.



6

Create stronger connections to the region to increase transit and recreation opportunities

Danville has a multitude of great natural resources along with attractive County and State Parks. These areas have excellent biking trails and other recreational opportunities. Downtown Danville has also seen a rebirth as a destination for entertainment, shopping, and dining. The East Main Street Corridor should capitalize on these assets by creating stronger connections to these and other facilities throughout the community.

Stronger connections means more than vehicular access. Nationwide trends have seen a significant increase in the use of bicycles and walking as an alternative mode of transportation, especially by young people. For students who are considering DACC or potential residents of the neighborhoods better connections to the region would enhance the overall quality of life by making recreation and transit more convenient and accessible.



7

Build an image for the Corridor to communicate its history and importance

Before the McDonald's on East Main Street was built, a community focus group was pulled together to come up with a design theme. The military flags garden and "Highway of Heroes" ideas came out of that focus group and was implemented by the owners. This has brought a new identity and image to the intersection of East Main Street and Bowman Avenue.

Many stakeholders have expressed a need to change the 'East End' image to make redevelopment and revitalization possible. Establishing a unique identity or brand for an area can be a valuable tool for attracting investment. The identity should be based on how a community sees and expresses itself and the message established by a unified brand represents a powerful marketing tool, helping to raise awareness and create broad interest in the area. The overall approach should be to take a fresh look at East Main Street's identity and to provide a new culture and attitude.



