

The **East Main Street Corridor Plan** is a community based process and plan for the future of this important corridor and its neighborhoods in Danville.

The goal of the Corridor Plan is to present a **compelling vision** for East Main Street's future in terms of its overall economic development, transportation and urban design potential. The Plan seeks to build on East Main Street's significant assets, including its institutional anchors, schools and surrounding residential neighborhoods. The final Corridor Plan will take approximately four months to complete and will include the following elements:

**Vision Statement:** A statement describing the desired future for East Main Street in terms of its overall development and business environment, streetscape and urban design appearance.

**Review of Land Use and Property Features:** A review of the existing land uses and land use patterns along and in the vicinity of the East Main Street Corridor.

**Review of Transportation Systems:** A review and documentation of the current East Main Street roadway design and conditions.

**Market Analysis:** An analysis of market trends for commercial development along the corridor, as well as identification of effective business development strategies.

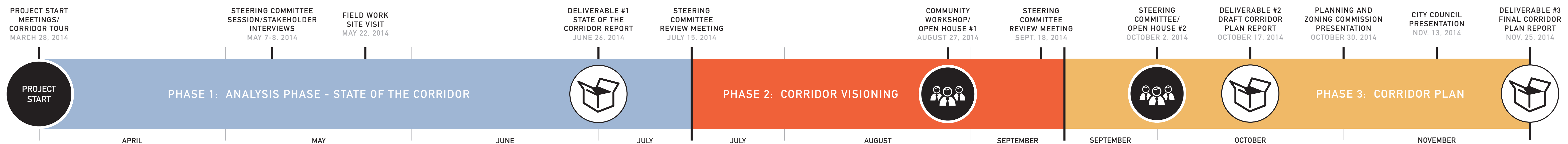
**Review of Local Policies and Planning Documents:** A review of the Danville Comprehensive Plan, Zoning Ordinance, and other regulations, policies, procedures and documents applicable to East Main Street.

**Streetscape Features and Urban Design:** A review of existing streetscape and urban design conditions along the corridor with an aim to recommending new design enhancements that improve the Corridor's overall visual appearance.

**Implementation Strategy:** Along with the Corridor Plan, a detailed strategy will be developed outlining key roles and responsibilities of the City and other partners in implementing and funding the Plan's key development and revitalization recommendations.

**Public Input:** Two community workshops will be conducted to gather public input on Plan strategies and recommendations.

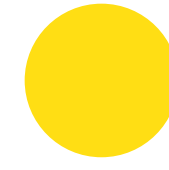
**Steering Committee:** A steering committee comprised of East Main Street stakeholders has been formed to work with the City and the consultant team to provide periodic input on plan goals and strategies.



Legend

-  EAST MAIN STREET CORRIDOR
-  PROJECT STUDY AREA

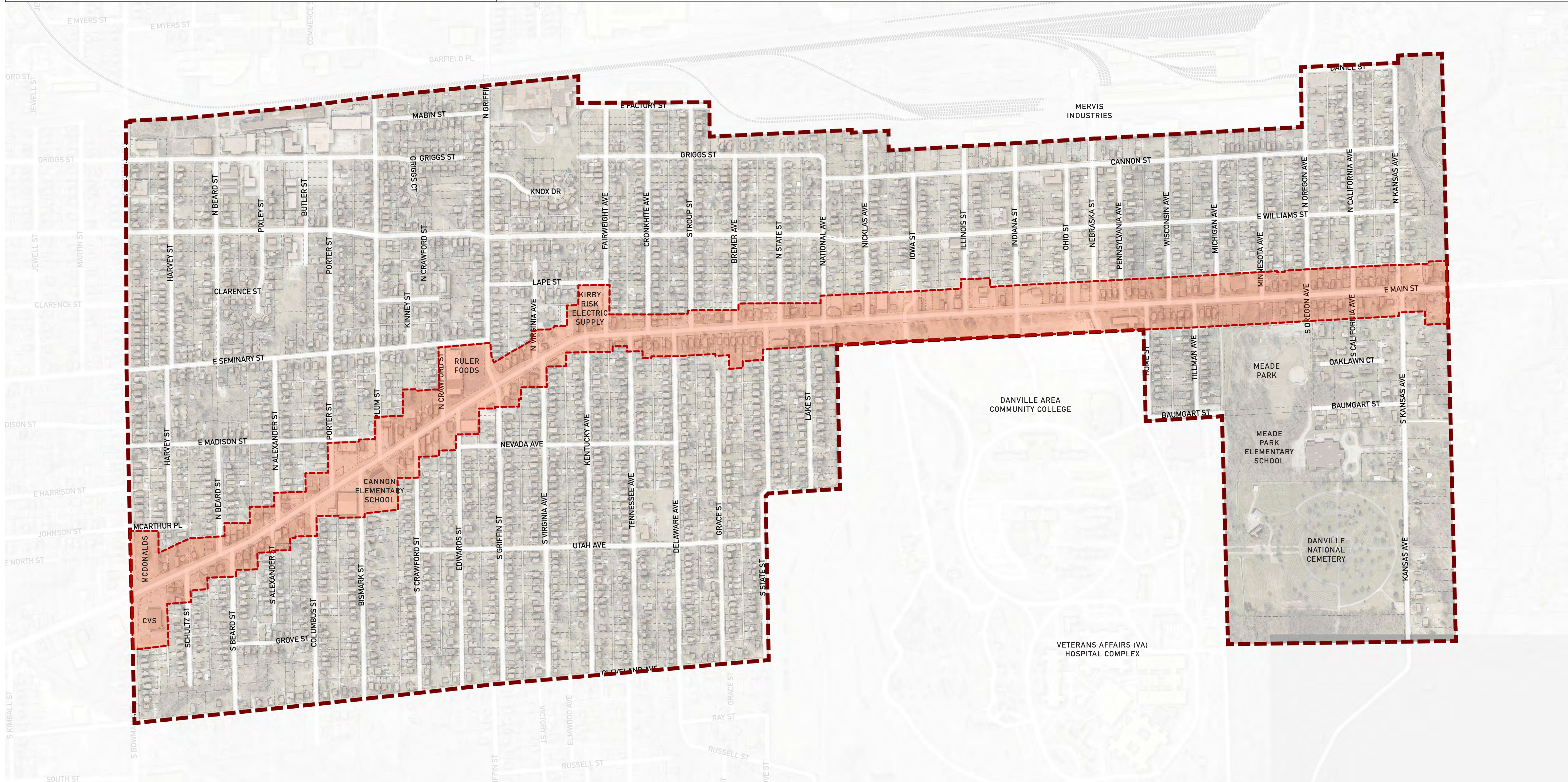
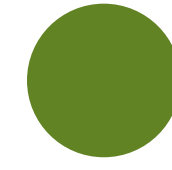
place a yellow dot where you live



place a blue dot where you work or go to school



place a green dot if you live and work outside of the study area



# East Main Street Corridor Facts

**Commercial buildings along East Main Street have a 34% vacancy rate**



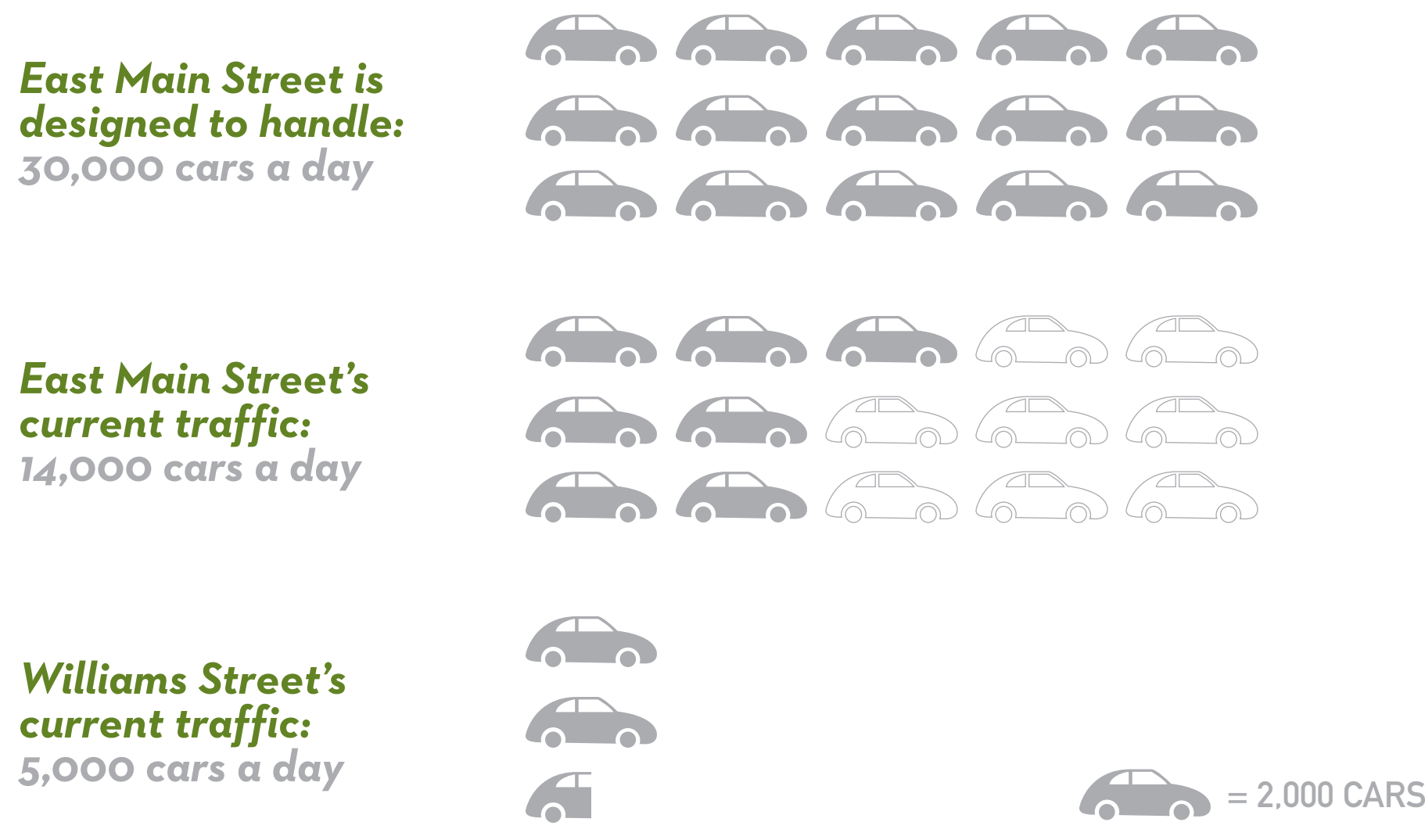
Of the approximately 53 commercial buildings along East Main Street, there are 18 vacancies (34% vacancy rate).

**The strongest retail sales categories are health and personal services**



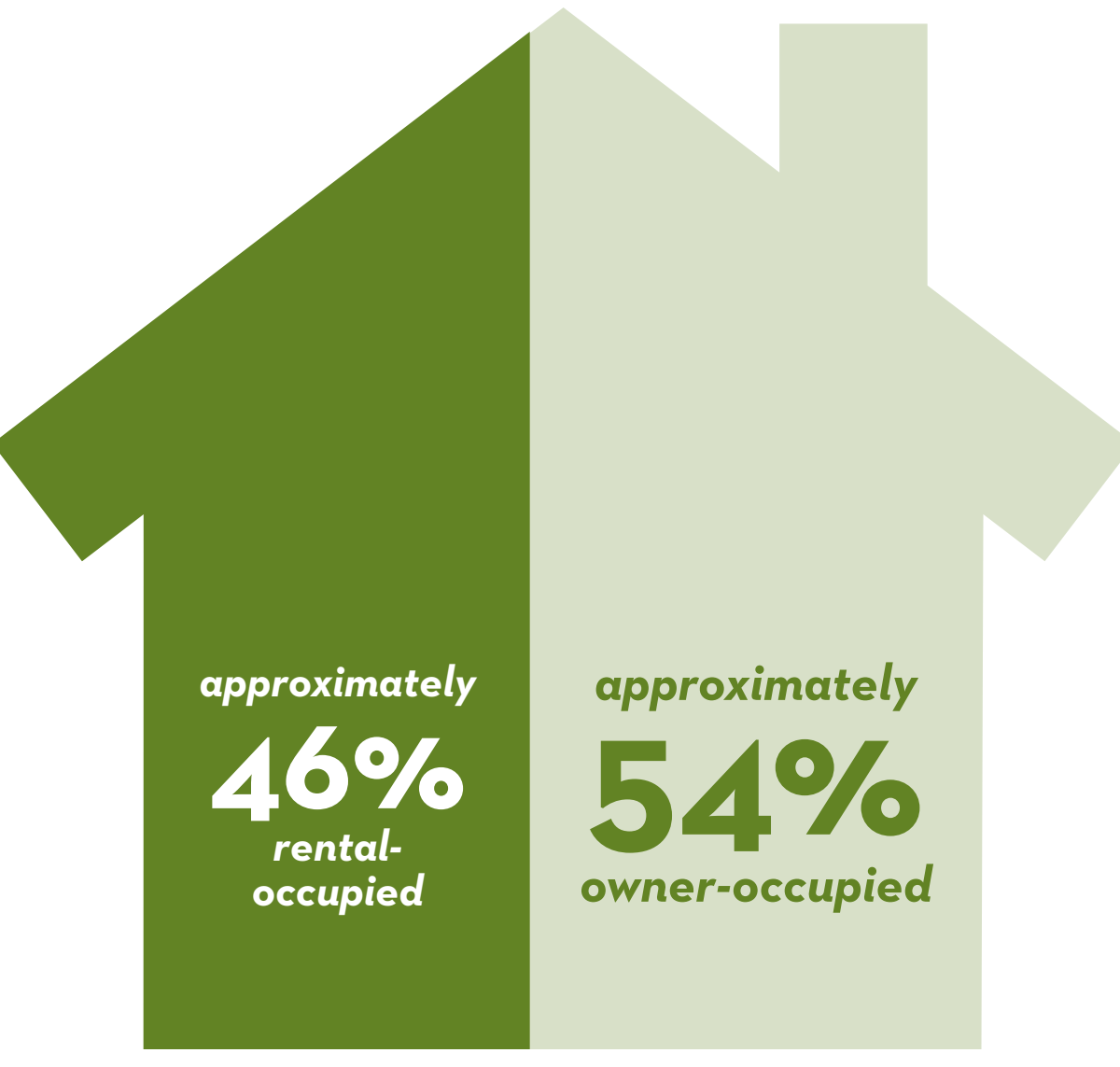
The strongest retail sales categories along East Main Street are health and personal services (\$6.3 million generated) while the weakest include apparel stores (\$1.2 million lost), groceries (\$1.7 million lost) and general merchandise (\$2.2 million lost).

**East Main Street is designed to handle 30,000 cars a day**

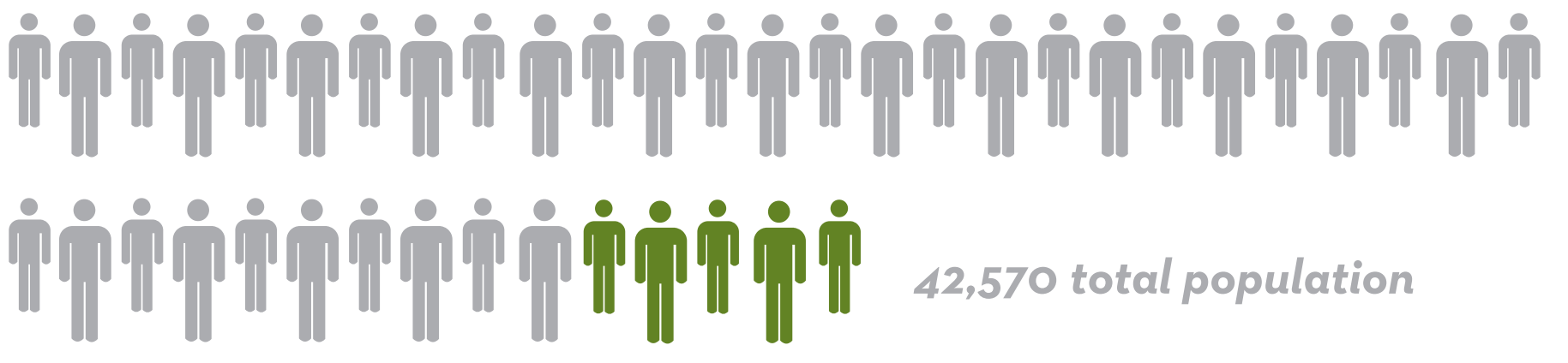


East Main Street is designed to handle more traffic than its current traffic and Williams Street's combined.

**Nearly 46% of residential properties are renter occupied**



**+ 1950 - 1970: Danville's population rose by nearly 5,000 people**



**- 1970 - 2010: the City lost nearly 9,500 residents**



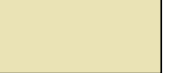







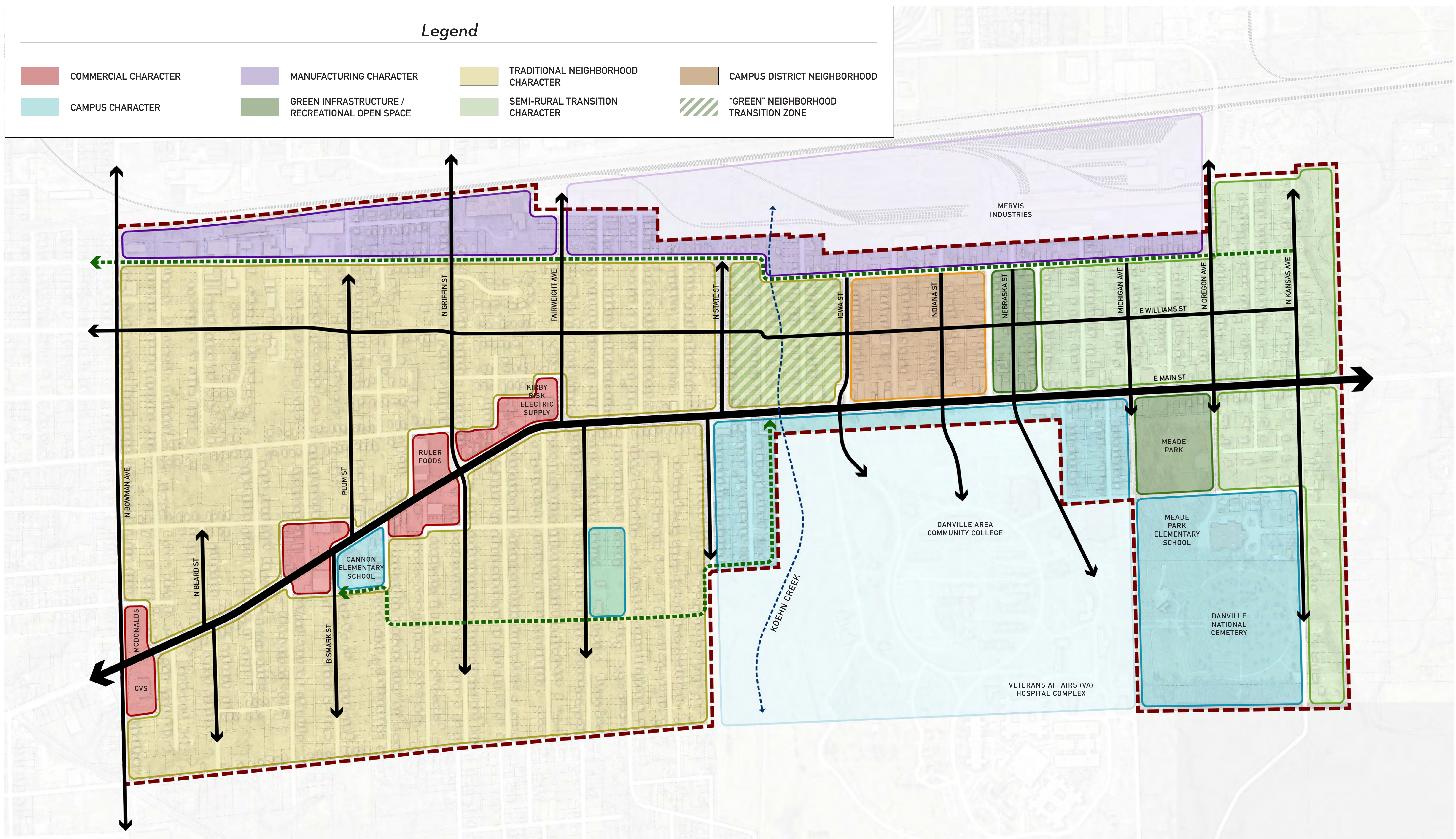
= 1,000 PEOPLE

**The study area contains over 100 vacant parcels and 50 vacant homes**



# Legend

- |   |  |   |  |
|---|--|---|--|
|  COMMERCIAL CHARACTER |  MANUFACTURING CHARACTER                        |  TRADITIONAL NEIGHBORHOOD CHARACTER |  CAMPUS DISTRICT NEIGHBORHOOD         |
|  CAMPUS CHARACTER     |  GREEN INFRASTRUCTURE / RECREATIONAL OPEN SPACE |  SEMI-RURAL TRANSITION CHARACTER    |  "GREEN" NEIGHBORHOOD TRANSITION ZONE |



NORTH