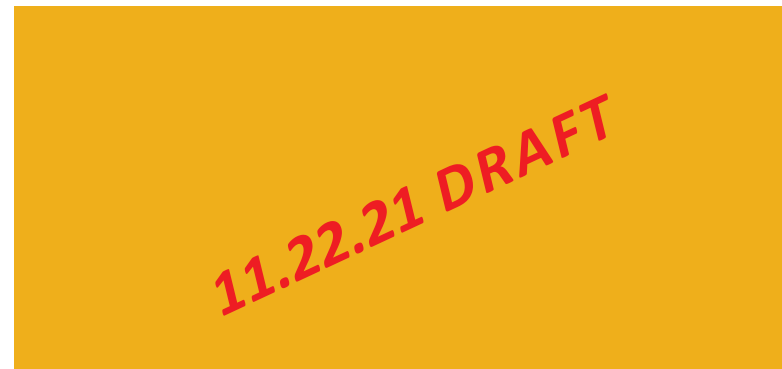




DEFINING 
DANVILLE

2021 COMPREHENSIVE PLAN UPDATE 

11.22.21 DRAFT



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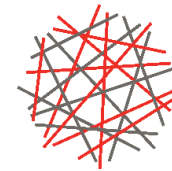
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DANVILLE COMPREHENSIVE PLAN

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TABLE OF CONTENTS

Chapter 1:	Executive Summary	7
Chapter 2:	Introduction	13
Chapter 3:	Discovery and Analysis	17
Chapter 4:	Managing Growth.....	33
	Land Use.....	36
	Future Land Use Category Descriptions	44
	Transportation.....	46
	Utilities	53
	Community Services	55
	Government Capacity and Resources.....	57
	Economic Development.....	59
Chapter 5:	Preserving Community Character	63
	Downtown	66
	Redevelopment and Infill.....	70
	Growth Areas	74
Chapter 6:	Enhancing Quality of Life.....	79
	Parks, Recreation, and Natural Environment	81
	Bicycle and Pedestrian Connectivity.....	85
	Placemaking	88
Chapter 7:	Appendix.....	90
	Public Engagement Summary	92



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EXECUTIVE SUMMARY



The dominant topic of this planning effort was growth.

The town has seen a significant increase in population over the last three decades, growing from 4,345 in 1990 to 10,126 today. While the growth rate was 12.5% between 2010 and 2020, prior to that the town's population rate exceeded 40% the previous two decades. With numerous projects approved for development on the east and west sides of the community, it is expected the community's growth rate in the early part of this decade will continue to rise.

THE PLANNING PROCESS

Input from the public during this planning process focused on their concerns about growth and how it could impact the community. Residents have seen the explosive growth in eastern Hendricks County communities and expressed concern for how growth could impact the town of Danville.

The most significant concern expressed by residents was how growth would impact traffic. However, residents also expressed a deeper concern that growth would take away their small town charm and the unique community character that makes Danville special.

The Danville Comprehensive Plan is intended to outline a vision for how Danville can manage this growth on terms established by the community while still protecting its community character and local quality of life.

Residents are proud
of Danville's small
town charm and
community character.



2021

Defining Danville Vision Statement

Danville is a community inspired by its hometown charm and prepared to embrace strategic investments that cultivate sustainable growth and development.

Danville will prioritize:

- **Managing growth** by making informed decisions that support long-term economic stability, reflect our community values, and contribute to Danville's strong sense of place.
- **Preserving the character** and mix of local business establishments in our historic downtown and surrounding neighborhoods.
- **Strengthening quality of life** for residents through livable neighborhoods, premier parks, walkable districts, and outstanding event programming.

MANAGING GROWTH

The first guiding principle in the vision statement is managing growth. Residents acknowledge that some measure of growth is inevitable because of the community's location. However, there is a strong desire to make sure that growth is directed towards locations where roads and utility infrastructure can support it.

Transportation capacity is the primary concern for managing growth. The Town currently only has one east-west thoroughfare (US 36). This results in significant traffic congestion through town during peak travel times. There are more options for north-south travel, but capacity is still limited. To accommodate current needs and future transportation needs, this plan recommends development of new east-west and north-south routes through town.

Because of these traffic concerns, the primary area for new residential development will be the east side of the community since utility and roadway infrastructure is in place to support it.

With the approval of the Miles Farm project, future residential development on the west, south and north sides of the community should occur after roadway infrastructure is in place to support it. To implement this recommendation, the Future Land Use Map for the Town identifies "Special Growth Areas" which identify where infrastructure needs to be in place to support development in these areas.



Figure 1.1: Hendricks County Courthouse



Figure 1.2: Mural in downtown Danville



PRESERVING COMMUNITY CHARACTER

Residents are proud of Danville’s small town charm and community character. In order to preserve this character, this plan has sought to define the key elements that constitute Danville’s character and turn them into guiding principles for development. Recommendations are provided for three specific character areas in the community.

- **Downtown:**

As the community grows, the goal is to protect downtown Danville as the center of community life. Downtown should support daily activities (such as getting morning coffee) as well as be the community gathering place for local festivals and events. To keep the downtown relevant, the downtown will be focused on local shops and restaurants.

- **Infill and Redevelopment:**

As outward growth occurs in the community, the Town should support reinvestment in its core through infill and redevelopment efforts. Infill and redevelopment should protect existing historic structures while guiding new construction to be compatible with the surrounding areas.

- **Growth Areas:**

Residents are proud of the existing neighborhoods that make up the town of Danville and desire to see new growth be developed that follows similar patterns and density. Just as important, new growth should emphasize high quality development with a diverse mix of architectural styles. The Town also recognizes the need to support a range of housing types and will encourage mixed density development in keeping with the patterns already existing in the Town’s near-downtown neighborhoods.

Often times the idea of growth comes with a negative connotation that involves change. It is important to the Danville community to preserve or enhance the existing character and examine ways for new development to complement the existing character. A key contributor to enhancing community character is the look and feel of a place. The built environment plays a major role in how a place is perceived. This theme, Preserving Danville’s Character, provided direction how to best preserve and respect the current character of the built environment while inviting the new.

Danville residents also strongly favor protecting and enhancing Danville’s outstanding quality of life. Three priorities have been established for promoting quality of life, including parks and recreation facilities, bicycle and pedestrian accommodation, and placemaking efforts.

As the community grows, the goal is to protect downtown Danville as the center of community life.



ENHANCING QUALITY OF LIFE

- Parks and Recreation:**
 While the central part of the community is well served by parks, the east and west parts of the Town are underserved. The Town will promote expansion of parks by developing new facilities. A goal has been established to provide parks facilities within walking distance from all neighborhoods in the Town.
- Bicycle and Pedestrian Accommodation:**
 With its compact footprint, Danville has the opportunity to become a bicycle and pedestrian friendly town. However, it currently lacks the infrastructure to do so. A key goal of this plan is to implement the 2020 Bicycle and Pedestrian Master Plan. The Town’s vision is to develop new trails so there is a trail within walking distance from all neighborhoods in the Town.
- Placemaking:**
 The Town will support placemaking efforts by encouraging programming and activities that bring the community together. This will favor programming within existing spaces whenever possible, but may also include new facilities when needed.

Communities are competing for residents and businesses more than ever before. If the COVID-19 pandemic has taught us anything, it is that we can live and work from almost anywhere. High quality amenities and programs were once seen as an incentive to potential residents or business owners. However, today those same amenities are becoming an expectation. This theme, Enhancing Quality of Life, explores how Danville can expand community services and amenities to craft a social environment that offers an exceptional quality of life.

ORGANIZATIONAL THEMES			
	MANAGING GROWTH	PRESERVING DANVILLE’S CHARACTER	ENHANCING QUALITY OF LIFE
TOPICS COVERED	Land Use & Development	Downtown Activation	Parks and Recreation
	Transportation	Community Character for:	Pedestrian Connectivity
	Utilities	• Downtown	Community Placemaking and Programming
	Community Services	• Infill and Redevelopment	
	Government Resources and Capacity	• Growth Areas	
	Economic Development		

The Defining Danville Comprehensive Plan Update is about planning for places, not simply land uses. It concentrates on integrating land use, character of development, urban design, transportation, and economic development strategies into a user-friendly guide for growth and development over the next 10-20 years. It also focuses on the relationships and transitions that are so critical to creating unique and dynamic places.



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CHAPTER 2

INTRODUCTION



The Defining Danville Comprehensive Plan was commissioned to update the town's 1998 Comprehensive Plan. Specifically, the plan was intended to update land use and infrastructure development strategies for the community to reflect the growth and development that has occurred over the past two decades.

A comprehensive plan is a policy document that is intended to be used by the town to inform land use and development decisions. It establishes an overall vision for the community, and identifies specific goals and objectives for implementing that vision.

This plan was commissioned in the spring of 2021. Planning sessions included both in-person and online meetings since the work was completed during the COVID-19 pandemic.

THE TOWN OF DANVILLE'S COMPREHENSIVE PLAN

establishes an overall vision for the community, and then identifies specific goals and objectives for implementing that vision.

Plan Organization – Chapters

The plan is organized into the following chapters:

- **Chapter 1 - Executive Summary:**
This provides a brief overview of the primary findings and conclusions of the plan.
- **Chapter 2 – Introduction:**
This provides a brief overview of the purpose of the plan and the organization of the document.
- **Chapter 3 – Discovery and Analysis:**
Chapter 3 includes a summary of planning context, background analysis and public engagement completed to inform the plan.
- **Chapter 4 – Managing Growth:**
This is the first of three chapters that provides key content for the plan. Managing Growth outline recommendations and strategies related to:
 - Land use
 - Transportation
 - Utilities
 - Government capacity and resources
 - Economic development
- **Chapter 5 – Preserving Community Character:**
The second key content chapter addresses topics related to protecting and enhancing the character of development. It includes content related to:
 - Downtown
 - Redevelopment and infill
 - Growth areas

- **Chapter 6 – Enhancing Quality of Life:**
The final key content chapter includes a range of topics related to quality of life. This includes content for:
 - Parks, recreation, and the natural environment
 - Bicycle and pedestrian connectivity
 - Placemaking

Plan Organization – Goals and Objectives

Within this plan, recommendations are provided on several levels. A breakdown of these follows:

- **Vision:**
The vision is the long-term outcome desired by this plan. Vision is articulated in the conclusion to Chapter 3.
- **Goals:**
Goals are organized by chapter and are intended to describe the outcome desired related to specific topics.
- **Objectives:**
Plan objectives are provided for each goal and include a mix of recommendations, policies, and action steps needed to implement the goal.

Planning History

This plan is built upon previous plans completed by the town in recent years. Key planning efforts completed since the 1998 Comprehensive Plan are outlined below:

- **1998:** Danville Comprehensive Plan
- **2007:** Danville Downtown Action Agenda
- **2010:** Danville Thoroughfare Plan
- **2018:** Strategic Plan
- **2020:** Drinking Water Master Plan
- **2020:** Wastewater Master Plan
- **2020:** Bicycle and Pedestrian Master Plan
- **2021:** Five Year Parks and Recreation Master Plan (in progress)

Planning Area

The town of Danville is located in central Hendricks County, Indiana, where it serves as the county seat. Danville is part of the greater Indianapolis area and lies within the jurisdiction of the Indianapolis Metropolitan Planning Organization (MPO).

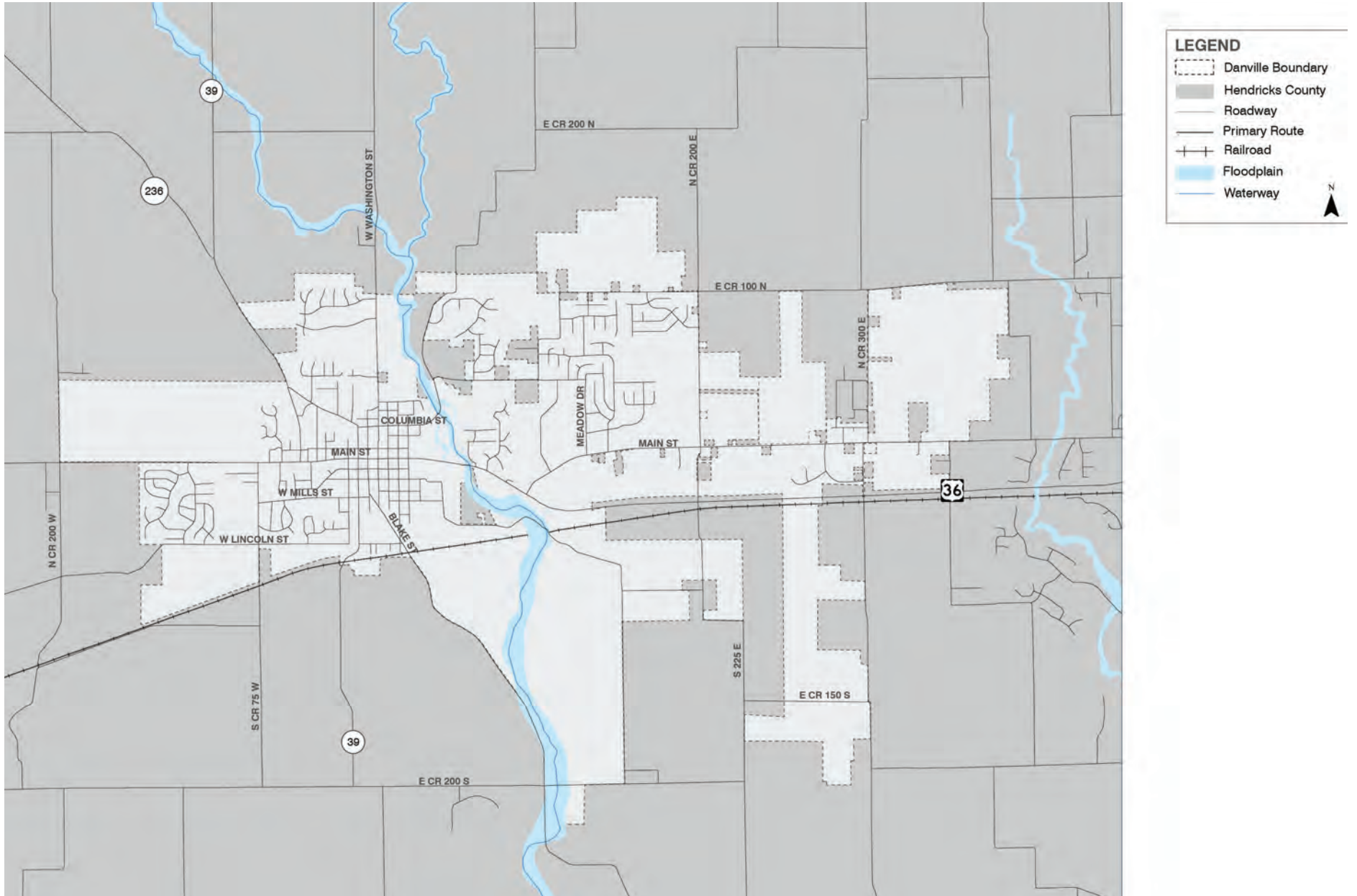
Of note is that Danville is on the fringe of suburban development in greater Indianapolis. Areas east of Danville are currently becoming suburban in nature. In contrast, land to the north, west and south of the town is largely rural in nature.

The planning area for the Comprehensive Plan includes all areas within the incorporated town of Danville. The plan also provides recommendations for areas around the town that are likely to develop in the near future, even though they are not formally within the Town's jurisdiction. A map of the town is provided as Map 2.1.



Figure 2.1: Danville Town Hall

Map 2.1: Town of Danville Basemap



DISCOVERY AND ANALYSIS



There are two sides to every story, and the same is true for communities. The first story is told through public engagement. The Danville community has its own understanding of the issues and opportunities that exist in the place they are most familiar with – their home. The second story is told through data. Reviewing past trends and future projections can shed light on another set of issues and opportunities. This chapter highlights the critical components of both sides of Danville’s story.

INTRODUCTION OF THEME: **DISCOVERY AND ANALYSIS**

Public Engagement Summary

This planning process followed four key phases, looking broadly at the issues, developing a community-wide vision statement and goals, and then moving into specific recommendations to achieve the goals. Each phase provided a number of meaningful engagement opportunities that worked to raise awareness of the key challenges and gathered input on ideas for change.

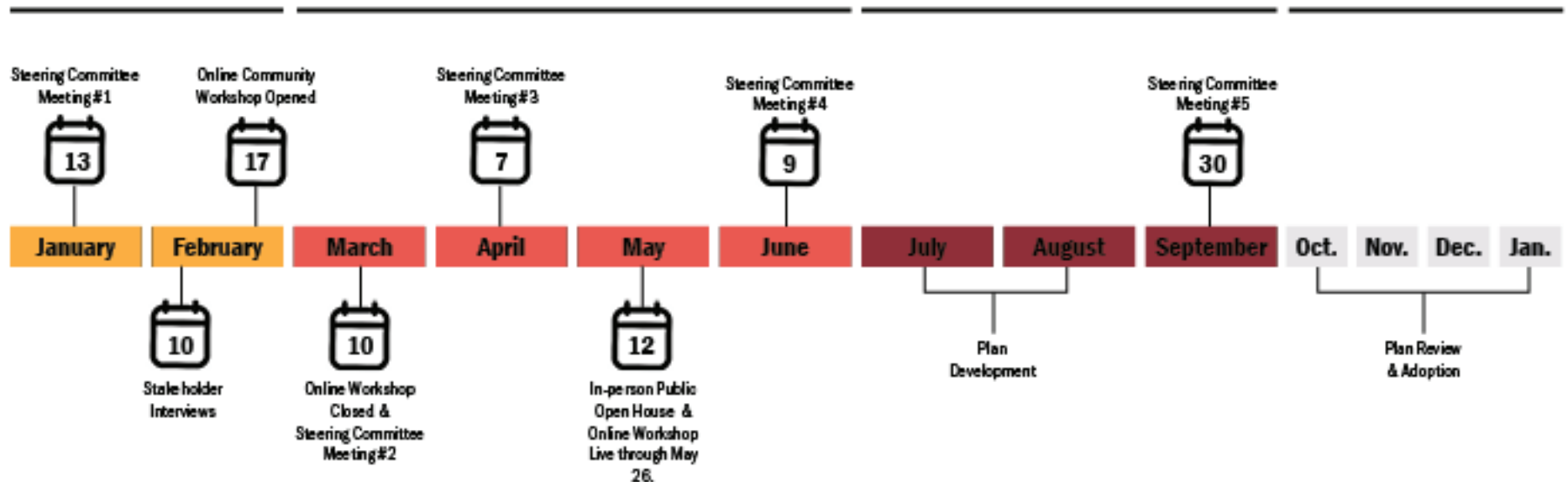
A steering committee of diverse individuals was formed to guide the development of the plan. The committee was made up of community members with representation from residents, business owners, local organizations, plan commission, town council, and town staff. The steering

committee gathered five times over the course of the planning process.

Because planning occurred during the COVID-19 pandemic, public participation included both in-person and on-line input opportunities. Video content was provided at the beginning of planning to introduce the community to the project and invite their participation. Later, an in-person open house was offered. All content from the open house was also provided in video format, and residents were able to provide feedback on the concepts from the open house through an on-line survey. This ultimately resulted in a very successful public participation campaign, with significantly more participation than traditional engagement strategies would have provided.

An overview of the key events from each phase is in the graphic below, and a summary of conclusions are provided on the following pages. A more detailed public engagement report can be found in the Appendix.

**Defining Darville Comprehensive Plan
Engagement Timeline Graphic**



PHASE #1: INFORMATION GATHERING (January - March)

KEY EVENTS

- Steering Committee Meeting #1
January 13, 2021
- Stakeholder Interviews
February 10 – 11
- Online Workshop
February 17 – March 10



Figure 3.1: To reach the community during COVID-19, a video was produced to invite the community to participate in planning.

KEY CONCLUSIONS

- Workshop participants rated Danville's quality of life 4 out of 5 stars.
- The top five amenities or characteristics that contribute the most value to quality of life include:
 - Safety
 - Small Town Charm
 - Park, Recreation, and Trails
 - Education System
 - Welcoming / Friendly People
- Monitoring the type of growth and protecting the historic downtown are key components to preserve Danville's hometown heritage.
- Danville community members would like to see more mixed-use areas, small-scale commercial, and parks and recreation.
- Community members agreed that Danville needs to increase its infrastructure capacity to support growth.
- Finding a solution to the traffic along US 36 is a top priority.
- Survey results indicated the community placed a low priority on large-scale commercial, business parks, and intense industrial development.
- Improving bicycle and pedestrian networks throughout the community.

PHASE ONE ENGAGEMENT BY THE NUMBERS

6

Stakeholder Group Meetings

1,578

Online Workshop Visitors

178

Interactive Map Comments

3,738

"Liked" Map Comments

979

Total Survey Responses

217

Plan Introduction Video Views

PHASE #2: PLAN DEVELOPMENT (March - July)

KEY EVENTS

- Steering Committee Meeting #2
March 10, 2021
- Steering Committee Meeting #3
April 7, 2021
- Public Open House
May 12, 2021
- Draft Plan Review – Public Survey
May 12 – 26, 2021
- Steering Committee #4
June 9, 2021



Figure 3.2: Public Open House

KEY CONCLUSIONS

- The draft vision statement was widely supported.
- There were conflicting viewpoints on if Danville should or should not be known as Mayberry. Ultimately, the steering committee is pushing for a community identity that goes beyond Mayberry.
- Main Street through downtown should be reconfigured to place more emphasis on the pedestrian environment.
- Local businesses, specialty shops, and restaurants should be the primary focus for the courthouse square.
- Downtown should maintain its current scale of 1-3 story structures.
- Wide sidewalks with outdoor dining, street trees, and enhanced landscaping are desirable.
- Supporting roadway and utility infrastructure should be in place before further residential development on the north, south or west sides of the community.
- Industrial development should be limited to the southeast part of the community, near the airport, and should be limited to smaller scale light/enclosed uses.

PHASE TWO ENGAGEMENT BY THE NUMBERS

50

Public Open House Attendees

541

Survey Responses

65

Draft Plan Overview
Video Views

304

Website Visitors

Existing Conditions

The existing conditions analysis is intended to answer the question, “where are we now?” The inventory takes into account the people who live and/or work in Danville and the places of Danville including the built and natural environments.

Demographic and Socio-economics

To effectively guide decision-making, the town’s past trends, current conditions, and future projections should be considered. The following analysis focused on two key topics including 1) demographics & housing, and 2) economy & workforce. Unless otherwise noted, the data used was collected from ESRI Business Analyst.

DEMOGRAPHICS & HOUSING SUMMARY

- **Population**

Danville is home to approximately 10,400 residents, making up 6 percent of Hendricks County’s population. The town has experienced a 15.8 percent increase in population since 2010, which is nearly triple the 5 percent growth rate of the State. While 16 percent is much larger than the State, Danville’s population growth has been less extreme than Hendricks County’s growth rate of 20 percent and Avon’s rate of 37 percent. These high rates of population growth are likely due to their proximity to Indianapolis. Looking to the future, Danville is expected to have a higher annual growth rate of 1.14 percent, compared to the State rate of 0.51 percent and the national rate of 0.72 percent.

- **Age Structure**

When evaluating Danville’s population by age groups, it is evident residents are aging. The median age has increased from 34 to 37 over the last ten years. Furthermore, there was a 6 percent increase in residents between the ages of 55-74 from 2010 to 2020. Today, 15 percent of Danville’s population is over the age of 65. This can have implications to the workforce along with the types of housing and amenities needed to keep these residents from having to move elsewhere.

- **Housing**

Danville currently has over 4,100 total housing units with 66 percent owner-occupied, 28 percent renter-occupied, and 6 percent vacant. Compared to the County and Avon, Danville has a much higher percentage of rental units. Regarding new housing units, Danville has added over 500 new housing units since 2010, which is significant, but lower than some neighboring communities. For example, Avon added nearly 2,000 units during that same time period. Such an increase in new homes increases demand on services and infrastructure.

In general, home values and contract rent are lower in Danville compared to other Hendricks County communities. The median home value in Danville is \$180,493, about \$13,000 lower than the County. Tenants are spending about \$719 per month for rental housing.

It is important to note this data was pulled in the spring of 2021. As of the writing of this report, housing demand is exceptionally high coming out of the pandemic, and the average sale price of homes has been rising sharply. While this data is valuable for comparison purposes, it should be updated prior to any final decision making about housing.

ECONOMIC AND WORKFORCE SUMMARY

- **Education & Income**

Just over 7,000 residents are 25 years or older. Of these 7,000 residents, 27 percent have earned a high school diploma and 34 percent have earned a bachelor’s degree or higher. These percentages are slightly lower compared to Hendricks County. Often times, educational attainment has a direct impact on income data. In 2020, Danville’s household median income was \$76,800 while Hendricks County’s median income was at \$81,699.

Another important thing to note is that nearly 30 percent of Danville’s households earn less than \$50,000 per year. This can create financial hardships for families and create demand for social services and attainable housing.

- **Employment**

According to the U.S. Bureau of Labor Statistics, the unemployment rate for Hendricks County was 3.2 percent as of May 2021. While unemployment had exceeded 13 percent in May 2020 during the height of the Covid-19 pandemic, the rate is now similar to May 2016 rate of 3.3 percent. In comparison Indiana’s May 2021 unemployment rate was 4.5 percent.

The three primary industries in Danville are service (44.5 percent), retail trade (13.7 percent), and manufacturing (10.2 percent). Compared to Hendricks County, Danville has a higher percentage of people working in construction, retail trade, and public administration. Lastly, while 10.2 percent of Danville workers are employed in manufacturing, this number is much lower than that of the County (14 percent) and Avon (16 percent).

Built & Natural Environment

In addition to understanding the demographic and socio-economic make up of a community, it is important to understand what's happening on the ground today. Completing an inventory of the existing land use patterns, transportation network, and natural environment reveals how development has occurred over time, and where potential opportunities, conflicting uses, or necessary improvements may exist.

LAND USE

One of the key components of a comprehensive plan is the future land use map. Before we can plan for the future, we have to understand how land is currently being used. Land use is a term used to describe the type of activity that is occurring on a parcel or within a structure located on the property. Existing land use was evaluated by using property tax codes. In general, Danville has five key land use categories.



EXISTING LAND USE SUMMARIES

AGRICULTURE

Danville has very little land dedicated to true agricultural uses such as farming, animal grazing, or agritourism. In most cases, the land that is identified within the town limits is undeveloped rather than working land. On the other hand, the town is surrounded by a significant portion of agriculture or undeveloped land to the north, south, and west. As growth continues to expand outwards, property owners will either continue maintaining their working land or choose to sell for development purposes.

RESIDENTIAL

The primary land use in Danville is residential. This category includes both single-family and multi-family housing units. Most of the original residential uses are surrounding the downtown core with newer housing developments to the north. Most recently, residential development has started to pop-up on the east and west sides of Danville.

BUSINESS

For the size of the community, Danville has a relatively small portion of land dedicated to business uses such as commercial office space, retail, and dining. Most of the businesses within this category provide services or goods to residents. In general, businesses tend to cluster within the downtown and along the US 36 /Main Street corridors.

INDUSTRIAL

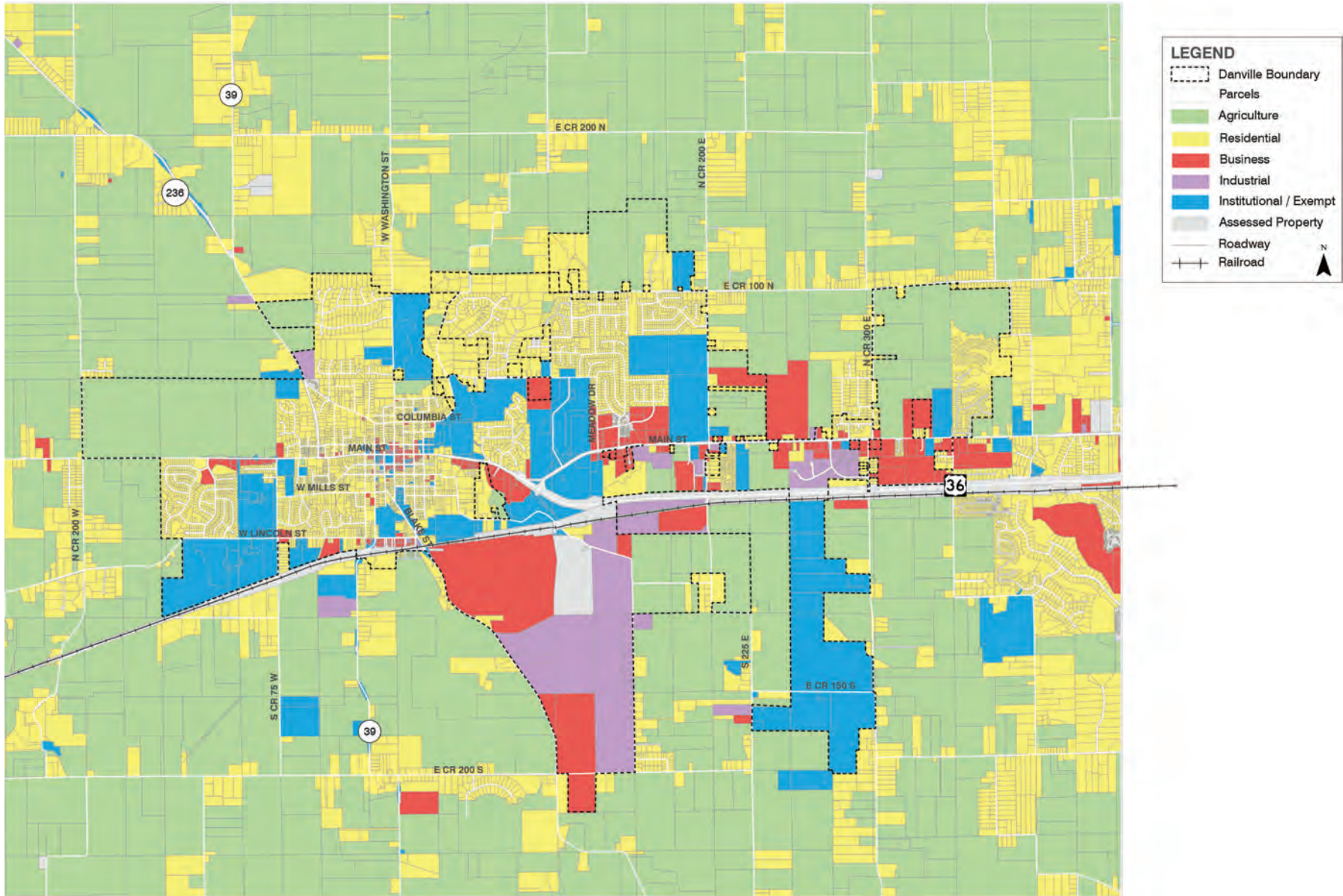
This land use category ranges from landfills to warehouses. Development patterns include

both light and heavy industrial uses. Light industrial is characterized by small and medium size businesses that are generally fully enclosed and generate light truck traffic. Heavy industrial uses create noise and/or smell, have larger building footprints, and may generate truck traffic. While these characteristics may not be desirable in certain locations, often times they serve as major employers for a community. Existing industrial uses are located in the east and southeast portions of the Town.

INSTITUTIONAL / EXEMPT

This land use category has a diverse mix of uses that provide services to the public including civic, education, healthcare, parks and recreation, and the airport. It is important to note many of the uses within this category are exempt from property taxes and they comprise a large footprint in the community. Because of the diverse nature of this category, these uses are scattered throughout the community.

Map 3.1: Existing Land Use



TRANSPORTATION

The most common way to evaluate roadways is by reviewing their functional classifications. The U.S. Department of Transportation has created a functional classification system that groups roads and streets according to the character of services they are intended to provide. The two primary factors for the classifications are the ability to move traffic and the ability to provide access to adjacent properties. The highest classification begins with the interstate and decreases to expressway, principal arterial, minor arterial, major collector, minor collector, and local. See Map 3.4 with existing transportation routes and functional classifications.

Because of Danville's location and size, there are only two key classifications within the town. US 36 is classified as a minor arterial, meaning the roadway provides services for trips of moderate length, services surrounding geographic areas, and offers connectivity to the principal arterials, expressways, and interstates. Additionally, there are several roadways classified as major collectors, including Main Street, CR 300 E, Blake Street, Washington Street, SR 39, and SR 236. Major collectors serve a critical role in the roadway network by gathering traffic from local roads and funneling them to the larger arterials.

Transit services are not available in Danville. However, IndyGo currently provides bus service to Plainfield's warehouse district, the Indianapolis International Airport, and several locations along the Hendricks/Marion County line.

Related to airports, Hendricks County Airport Gordon Graham Field is located just southeast of Danville. Full commercial air service is available nearby at the Indianapolis International Airport in southeast Hendricks County.

Danville is served by CSX Railroad, which travels east-west through town and connects Indianapolis to Greencastle, Terre Haute and areas beyond.

NATURAL ENVIRONMENT

The natural environment is made up of waterways, floodplains, wetlands, watersheds, animal habitats, parks, and open space that all contribute to the ecosystem. The primary waterway in Danville is the West Fork of White Lick Creek corridor that runs north/south through the center of town. With every waterway comes a floodplain, but since the creek is fairly small, the floodplain is not too overbearing for the properties located along the corridor. There are a couple of minor wetland areas in Danville. Wetlands are areas of land consisting of marshes, swamps, or saturated land. The largest wetland is located just outside of Danville to the south, across from Pine Hill Archery Club. See Map 3.2 with natural environmental features and local parks.

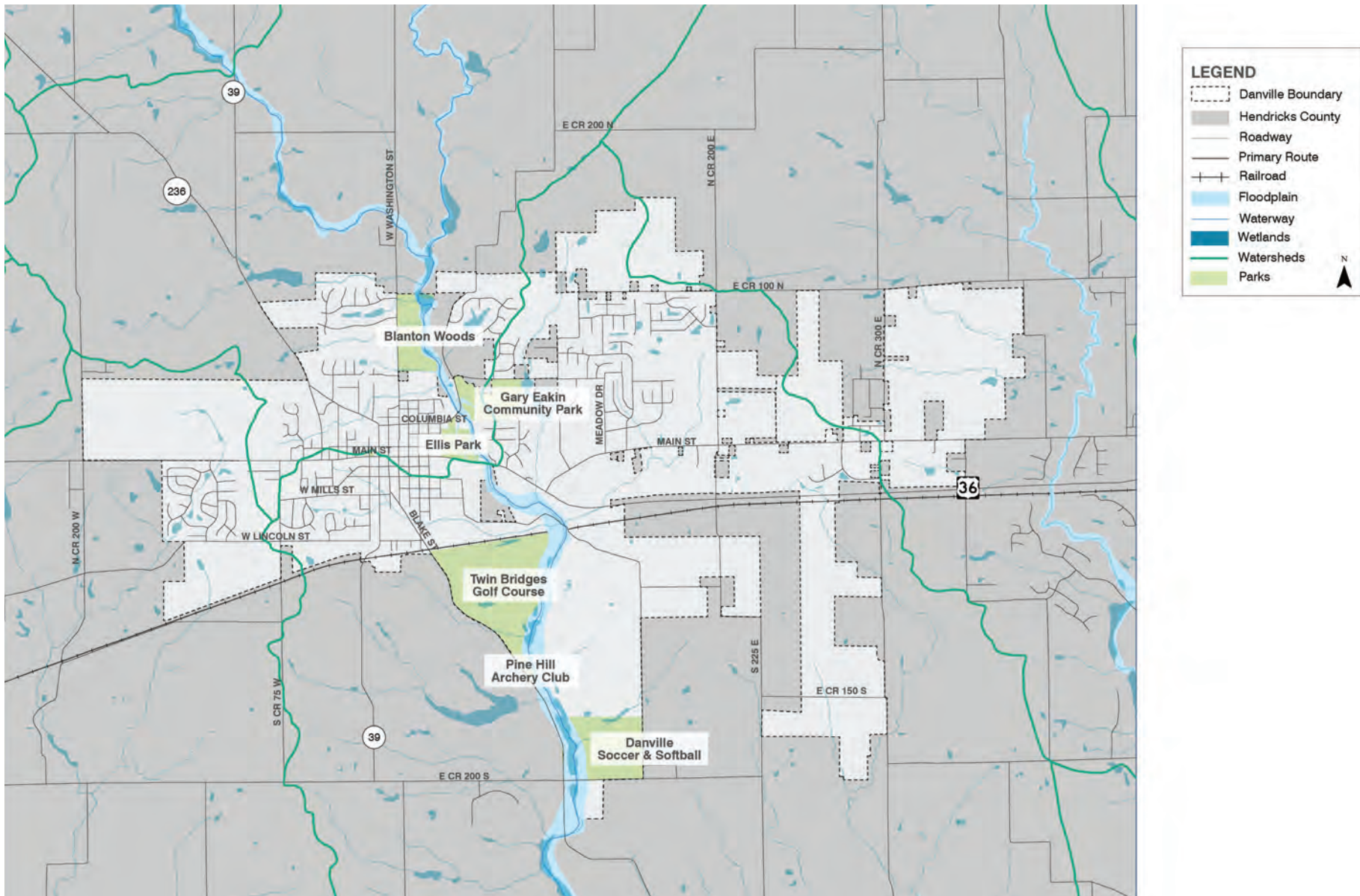
Watersheds are areas of land that drain streams and rainfall to a common outlet such as a reservoir or other point along a stream. As shown on the map, there are three major linear watersheds running through Danville. One watershed is located on the east side, impacting the town primarily between N CR 200 E and N CR 300 E. Another watershed is in the middle of the town running through Gary Eakin Community Park and passing near the downtown. This middle watershed eventually connects to a third separate watershed located on the west side of town.

In terms of parks and recreation, Danville is home to six primary recreation areas located along the creek corridor. To the north, Blanton Woods offers fifty-three acres of woodlands with trails, a small shelter, and picnic areas. Gary Eakin Community Parks has over forty acres of space with a trail loop, and an amphitheater, shelter, restroom facilities, and junior football field are located nearby. Just southeast of these amenities is Ellis Park. Covering nearly fifty acres, Ellis Park is the primary gathering space for the community. Some of the park amenities include pickle ball, baseball and softball fields, playgrounds, and an aquatic center.

Located in the southside of Danville, Twin Bridges Golf Course, Pine Hill Archery Club, and the Waste Management Recreation Facility make up the remaining recreational areas. Twin Bridges Golf Course covers over 250 acres of land and was designed by Robert Lohmann in the early 1990's. Once located at Blanton Woods, the Pine Hill Archery Club is now located along Blake Street with indoor and outdoor target areas. The Waste Management Recreation Facility offers space for soccer and softball. While these recreation areas are great assets to the community, Danville does not have any park space on the west or east sides of town, making accessibility difficult for some residents.

In terms of parks and recreation, Danville is home to six primary recreation areas located along the creek corridor.

Map 3.2: Natural Environmental Features



KEY CHALLENGES SUMMARY

Through public engagement and data collection, the project team was able to identify several key challenges facing Danville. These challenges begin to set the stage for the recommendations that follow. Each challenge is outlined with a direct statement, then a brief description that summarizes why it is important and how it impacts the community.

IDENTITY: Danville needs to establish an identity that reflects the culture of the community today.

In 1989 the Mayberry Café opened in Danville as an opportunity to step back in time for a homecooked meal inspired by the Andy Griffith Show. Several years later, the town launched its first Mayberry in the Midwest Festival in May of 2013. For several years, this ideology of Mayberry represented simple, small-town living where everyone knew each other, and life happened at a slower pace. Fast forward

to 2021, and the project team continuously heard references about how Danville was being limited by the “Mayberry” moniker. Many expressed that the association with the Mayberry identify was good, as it represented wholesome values, a family focus, and a sense of community. Others thought it was a negative association that represented a community stuck in the past.

Because of these conflicting viewpoints, it is recommended the town work to develop a community-wide identity that resonates with all residents.

Community identity is more than a branding effort. It involves building upon the assets and characteristics unique to Danville. The first step is building consensus around a community identity that gets everyone working to achieve the same goal, followed by promoting and raising awareness.

Promotion can occur through marketing materials, tourism efforts, gateway and wayfinding signage.

As Danville progresses through the 21st century and plans for the next 10 to 20 years, the town of Danville should strive to build its own unique community identity that goes beyond just Mayberry.



Figure 3.3: Mayberry Cafe. Source: visitindiana.com.jpg



Figure 3.4: Danville residents want to protect the character of thier traditional neighborhoods.

POPULATION INCREASE: Danville is growing, and public services and infrastructure will be impacted.

As of today, 2020 population estimates reveal Danville is home to just over 10,400 residents with projections indicating a 5 percent increase by 2025.

With its proximity to Indianapolis, the Town of Danville is primed for growth. Surrounding communities to the east of Danville such as Avon and Plainfield have experienced extreme development pressures as growth from Indianapolis continues to sprawl outward. While the development pressure hasn't been as demanding in Danville, the population has increased by nearly 16 percent in the last 10 years.

A steady increase in population is good because it allows communities to maintain existing services and make improvements with the increase of tax dollars. Unfortunately, there are challenges that occur when growth is transpiring too quickly. Danville will need to be mindful of the impacts growth has on town services and infrastructure. With more people, there will be more demand for services, roadways may become congested, utilities will need to handle higher capacity levels, and schools will likely experience an increase in attendance.

Another challenge that comes with growth is the ability to preserve the character of the community. This concern is felt deeply by the residents in Danville. Working to identify the appropriate amount of growth, as well as the type and location of development, will be instrumental in creating long-term stability while also preserving Danville's small-town characteristics that residents value.

LAND USE DIVERSIFICATION: Danville has limited commercial and industrial uses that provide everyday services and employment opportunities.

The majority of the land in Danville is used for residential purposes. This is not uncommon for communities of similar sizes, but there can be financial repercussions due to a high percentage of residential land use. In general, residential uses generate less tax revenue and cost more in operations compared to commercial or industrial uses. The lack of commercial and industrial land use can create several challenges for Danville.

The first challenge is the lack of white-collar employment opportunities available in Danville. Today, nearly half (45%) of the jobs in Danville are in the service industry. According to 2018 data from STATS Indiana, 34.5 percent of Hendricks County residents commute outside of the county for employment. Attracting commercial and industrial uses into Danville can help reduce the number of workers leaving the county for employment.

The second challenge is that residents are likely leaving Danville to purchase everyday goods and services, which means their money is being spent elsewhere. While the Danville community might be satisfied with being a bedroom community, it is important to raise awareness of the challenges that Danville is, or will be facing in the future.

It is important to note that diversifying land use does not mean having to accept heavy industrial, large-scale distribution warehouses, or significant commercial developments. Public input was clear that the community favored small to medium scale commercial and industrial businesses and was not in favor of heavy industry or large-scale warehousing.

MOBILITY: Danville struggles with traffic build up along US 36 / Main Street during peak hours of the day.

The number one complaint from Danville residents has been about traffic. US 36 is a highway running east/west in central Indiana. The highway connects travelers from Illinois to I-465 in Indianapolis.

US 36 runs directly through downtown Danville which makes local connectivity difficult as well. Because there are no convenient alternatives to US 36 for east-west travel through town, traffic backs up in both directions during peak travel times. Of an afternoon, westbound traffic backs up beyond Ellis Park. While the vehicular traffic through downtown can be beneficial for businesses, traffic can make pedestrians feel uncomfortable on a busy roadway and limit the convenience factor of accessing the downtown businesses during peak hours.

Traffic on US 36 is also a key issue for those traveling to Indianapolis. Commuters are greeted with over twenty-five stop lights between I-465 and downtown Danville. With the high volume of traffic and daily trips made by commuters, these stop lights make mobility slow and sometimes frustrating during peak hours of the day. When talking to real estate stakeholders, this was a key consideration for potential residents looking to move to and from Danville.

This issue is complicated in that there are few convenient alternatives to US 36. CR 100 N does connect Danville to I-465 but does not extend through Danville. Other routes such as CR 200 N or CR 200 S are not continuous to I-465.

Through public engagement, there was much discussion on the merits of reconfiguring US 36 through Danville. While some favored removing parking on the street to add more travel lanes, most were concerned that it would induce more traffic through downtown. Most residents favored investing in alternative east-west routes to relieve traffic.

Residents also noted that the US 36 corridor is the only viable east-west route for pedestrians, and strongly favored improvements that would add bicycle and pedestrian pathways along the corridor.



Figure 3.5: U.S. 36

CONNECTIVITY: Danville lacks pedestrian connectivity within neighborhoods and to nearby destinations.

Sidewalks, trails, and pedestrian pathways serve various purposes. They can be a recreational amenity, serve as another means of transportation, or an asset for promoting a healthy lifestyle. Through public engagement input, pedestrian connectivity was a recurring topic noted by participants. Specifically, there were two primary areas of concern. The first was the walk zones surrounding the high school, middle school, and south elementary school. The second area of concern was along US 36 / Main Street. Many participants expressed the desire for a multi-use path from the high school to Kroger.

At a minimum, sidewalks should be provided throughout a community to facilitate a basic level of pedestrian connectivity. Danville has two distinct residential areas. In the older residential core that surrounds the downtown, many sidewalks require improvements and/or reconfiguration to meet ADA requirements. In new residential areas, the sidewalks are more accessible but may not be connected to a larger pedestrian network. The town could benefit from a sidewalk inventory to determine where improvements are needed and where gaps in infrastructure exist.

A more extensive pedestrian network can be created through a system of trails and pathways. While Danville doesn't have many trails or pathway connections now, the 2020 Trails and Pedestrian Pathways Plan has proposed a network that would improve connectivity for residents and trail users.



The Vision for the Future

In its simplest form, the primary purpose of a comprehensive plan is to identify a community-wide vision that outlines what the community wants to do or become over the next 10-20 years. The vision statement outlined in this plan was created and vetted through the public engagement process during phase two of the planning process. Results indicated over 80 percent of survey participants supported this vision for the future.

This vision is not only the guiding force for the goals and objectives, but also plays a major role in the organization of the plan. The three key priorities (managing growth, preserving character, and strengthening quality of life) have become the organizing themes of the Defining Danville Comprehensive Plan. The following paragraphs outline the importance of the themes and provide a reference table illustrating where each planning topic is addressed in this plan.

MANAGING GROWTH

The Danville community recognizes growth is occurring now and is projected to continue well into the future. The population has nearly doubled since 2000. Between 2015 and 2020, the town approved 351 single-family building permits according to the Builders Association of Greater Indianapolis (BAGI). During this same timeframe however, the Danville Community School Corporation's student population has remained relatively steady. The total student population has fluctuated from a low of 2,300 in 2020, to 2,387 students back in 2016. Because of this, it is important residents and leadership understand how and where growth is occurring. This theme, Managing Growth, acknowledges the impact Danville's growth patterns have on its infrastructure and delivery of services. It also examines how Danville can responsibly use its resources to meet the needs of the present without compromising the needs of future generations.

PRESERVING DANVILLE'S CHARACTER

Often the idea of growth comes with a negative connotation that involves change. It is important to the Danville community to preserve or enhance the existing character and examine ways for new development to complement the existing character. A key contributor to enhancing community character is the look and feel of a place. The built environment plays a major role in how a place is perceived. This theme, Preserving Danville's Character, will determine how to best preserve and respect the current character of

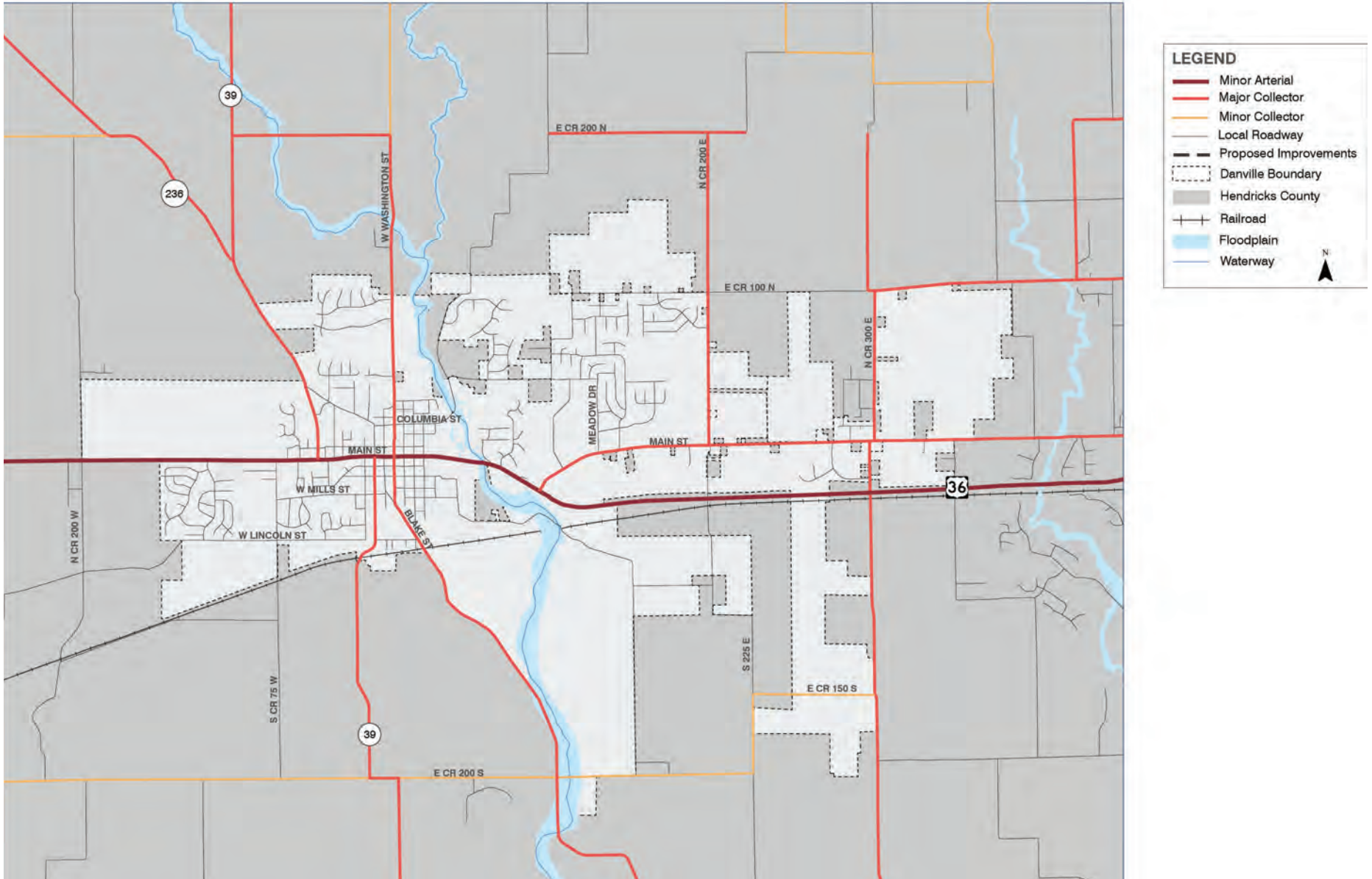
the built environment while inviting the new.

ENHANCING QUALITY OF LIFE

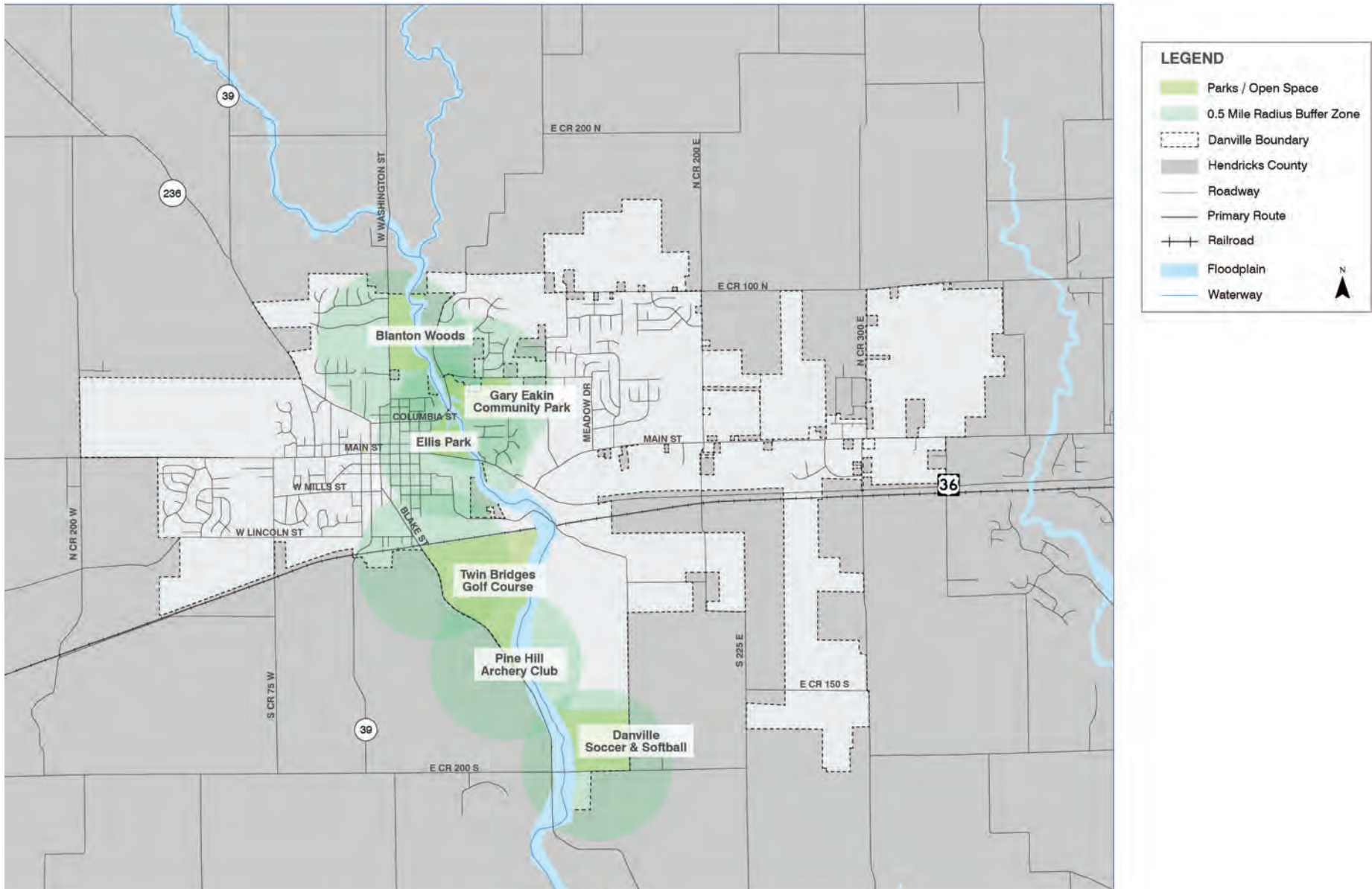
Communities are competing for residents and businesses more than ever before. If the COVID-19 pandemic has taught us anything, it is that we can live and work from almost anywhere. High quality amenities and programs were once seen as an incentive to potential residents or business owners. However, today those same amenities are becoming an expectation. This theme, Enhancing Quality of Life, explores how Danville can expand community services and amenities to craft a social environment that offers an exceptional quality of life.



Map 3.3: Functional Classification



Map 3.4: Danville Parks



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MANAGING GROWTH



As explained in the previous chapter, managing growth is the first theme of the Defining Danville Comprehensive Plan. The community has expressed deep concern on how growth will impact the town’s infrastructure and delivery of services such as education and utilities. This chapter strives to outline a land use and transportation plan that emphasizes the importance of having the appropriate infrastructure in place prior to development and phases growth in a sustainable manner. Following that, this chapter addresses all the other components that are directly impacted by growth including utilities, community services, government capacity, and economic development.

74%
of survey
respondents
agreed...

Danville should prioritize managing growth by making informed decisions that support long-term economic stability, reflect the community values, and contribute to Danville's strong sense of place.

Managing growth means clearly outlining the terms in which the community will embrace growth and development. During the time this plan was completed, Danville had a controversial Planned Unit Development go through the approval process. There was a lot of hesitation from residents because of the number of new housing units and concerns that infrastructure may not be able to support it. The final decision was made that infrastructure could support this development since water and sewer upgrades had been approved a year prior to the PUD approval. However, there was consensus additional infrastructure investment would be needed to support further growth in this area. The theme of managing growth emerged during the first

steering committee meeting and was confirmed through the first community survey. Over 90 percent of survey respondents agreed it was important to monitor the type of growth in order to preserve Danville's hometown heritage. Furthermore, 74 percent of survey respondents agreed that Danville should prioritize managing growth by making informed decisions that support long-term economic stability, reflect community values, and contribute to Danville's strong sense of place.



Miles Farm Development Plan. Source: D.R. Horton

Best Practices

The following sections are organized by topic including land use, transportation, utility infrastructure, community services and economic development. Within each of these topic sections, there are a series of specific goals with supporting objectives and graphics.

In general, there are best practices that communities should always strive for. The best practices listed below are the overarching, big ideas for this chapter.

- **Land Use:**
Grow by investing in established areas first, carefully planning new neighborhoods, providing attractive amenities, and protecting environmental resources.
- **Transportation:**
Provide a roadway network that promotes efficient and safe movement of traffic through the Town.

- **Utility Infrastructure:**
Continue providing safe and reliable public utility services while planning for an increase in service area and number of users.
- **Community Services:**
Maintain adequate public safety, education, and healthcare services for residents.
- **Government Resources and Capacity:**
Encourage transparent communication and collaboration among entities, agencies, and/or organizations.
- **Economic Development:**
Promote quality of life and workforce attraction to support economic development.

Residents agree that it's important to monitor the type of growth in order to preserve Danville's hometown heritage.



LAND USE

With development pressure on the rise, the Future Land Use Map and associated development policies become critical tools for communicating where the Town wants to grow and what types of development are desired.

Often times, there is a misunderstanding between land use and zoning. Land use is a term used to describe the type of activity that is occurring on a parcel or within a structure located on the property. The Future Land Use Map and written statements are intended to provide guidance to local staff, officials, residents, and developers about growth and development, but it is not a regulatory document. Furthermore, land use sets the stage for any zoning and/or subdivision ordinance update. A zoning ordinance or unified development ordinance is the enforcement tool that can be used to hold builders, developers, and property owners accountable. Such ordinances need to be updated regularly to ensure they include language to protect the Town related to

current development trends in the marketplace. Danville's ordinance was last updated in full in 2006. While it has been incrementally updated at times, it is overdue for a full update.

Ordinances need to be updated regularly to ensure they protect the Town related to current development trends in the marketplace.

KEY ISSUES AND OPPORTUNITIES

- **Land Use Diversification:**
Danville has limited commercial and industrial uses that provide everyday services and employment opportunities.
- **Availability of Land:**
Most of the land within Danville's jurisdiction is built out so any future development will require annexation.
- **Measured Growth:**
In order to maintain an appropriate level of growth, it is important that infrastructure be in place to support development.
- **Protecting the Downtown:**
The historic courthouse square is a prized possession and community members want to preserve its character.
- **Regulations:**
Danville's zoning and subdivision ordinances should be updated to meet current needs.

Goals and Objectives

LAND USE GOAL #1:

Update development ordinances and processes to reflect the vision and goals of this comprehensive plan update.

OVERVIEW

A zoning ordinance is a tool used to help communities manage growth, inform property owners of what they can and can't do, and protect the health, safety, and welfare of the community. Following the adoption of this comprehensive plan, the town of Danville should update its zoning ordinance to ensure the development goals listed within this document are attainable.

OBJECTIVES

- Evaluate adopting a single Unified Development Ordinance to replace both the Zoning and Subdivision Control Ordinances.

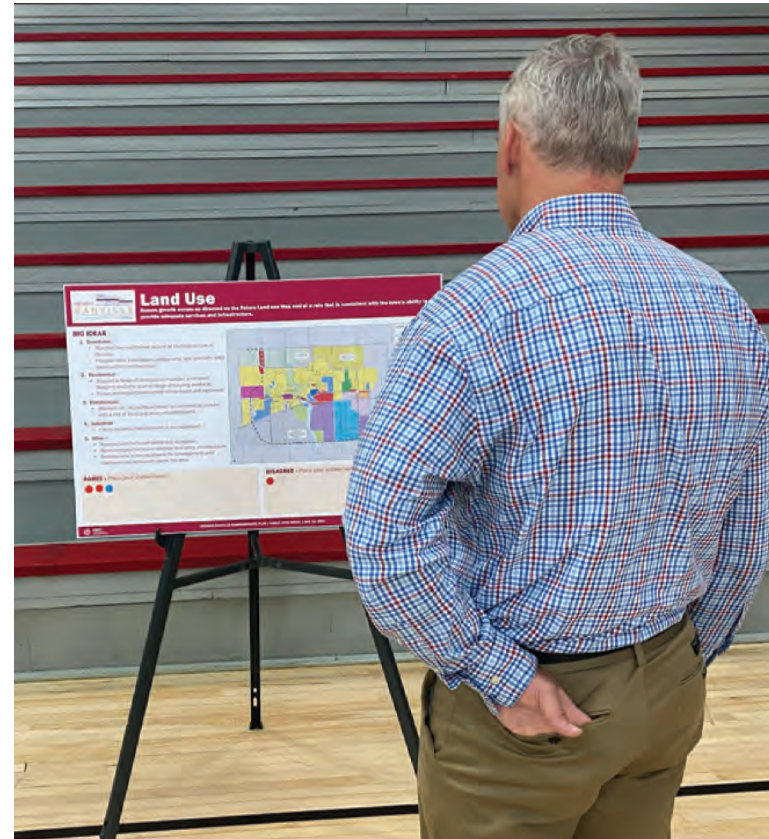


Figure 4.1: Reviewing the Land Use board at the public open house



Goals and Objectives

LAND USE GOAL #2:

Ensure growth occurs as directed on the future land use map and at a rate that is consistent with the town's ability to provide adequate services and infrastructure.

OVERVIEW

As development proposals, rezoning requests, and zoning variances come through the door, the town of Danville should be focused on the following key steps. Step 1 is referencing the land use goals, policies, and map to determine if the proposed action aligns with the future land use plan. Step 2 is determining if the town's services and infrastructure has the capacity to handle a higher demand. Step 3 is ensuring the character of the development aligns with the goals and policies outlined in Chapter 5. The following section includes the necessary information for the town to complete Step 1 of the review process and outlines the supporting statements to achieve the overarching goal described below and on the following pages.

GENERAL LAND USE GOALS AND OBJECTIVES

Downtown

- Maintain the courthouse square as the central core of Danville.
- Prioritize local businesses, restaurants, and specialty retail shops within the downtown.

Residential

- Maintain the residential densities that are specified in the current zoning ordinance to preserve Danville's compact footprint and offer a wide range of housing products.

Commercial

- Maintain US 36 and Main Street as a commercial corridor with a mix of local and chain establishments.

Industrial

- Utilize the industrial development located along Commerce Drive as a precedent for future industrial development density/scale/patterns in future industrial areas (southeast). Heavy industrial uses and large-scale distribution facilities should be discouraged.

Other

- Reserve space for future roadway and utility infrastructure.
- Reserve land for future schools, parks, and public facilities.
- Defer development south of Town and west of the landfill until roadways and utilities can adequately serve the area.

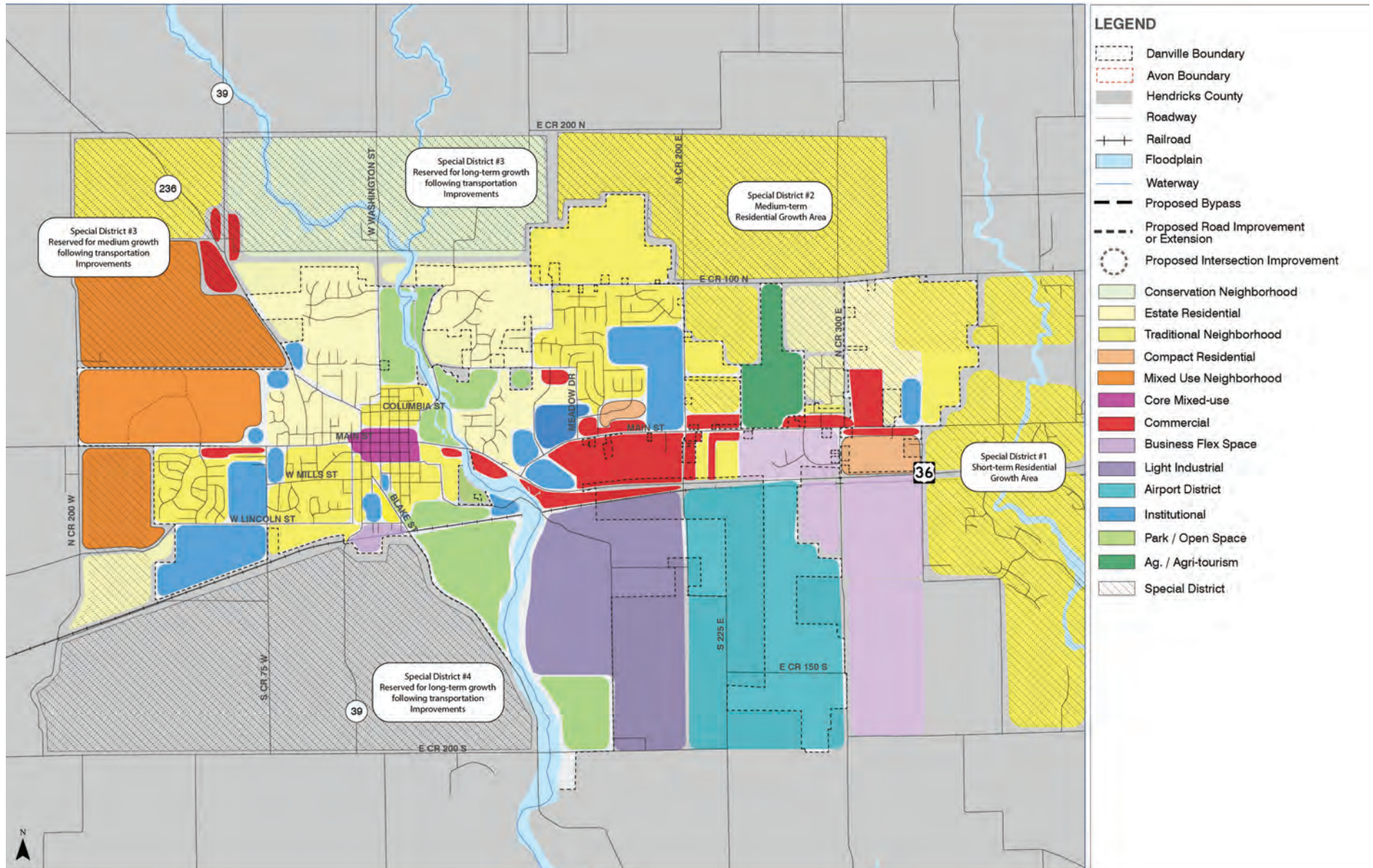
Future Land Use Map and Policy

A phased approach – Short, medium, and long term with conditions

The Defining Danville Comprehensive Plan takes a phased, or scenario-based approach to future residential growth. Public input identified widespread support for residential development on the east side of the community. On the north and west sides of the community, public input favored infrastructure upgrades prior to allowing further residential growth.

The future land use map identifies four areas of growth (or special districts) based on the short-term, medium-term, and long-term. Because of the desire to manage growth in a sustainable manner, two of the scenarios have special conditions that need to be completed within the proposed development or implemented prior to allowing any development to occur. See Pages 39-43 for the Future Land Use Maps, and Pages 44-45 for descriptions of the land use categories.

Map 4.1: Future Land Use



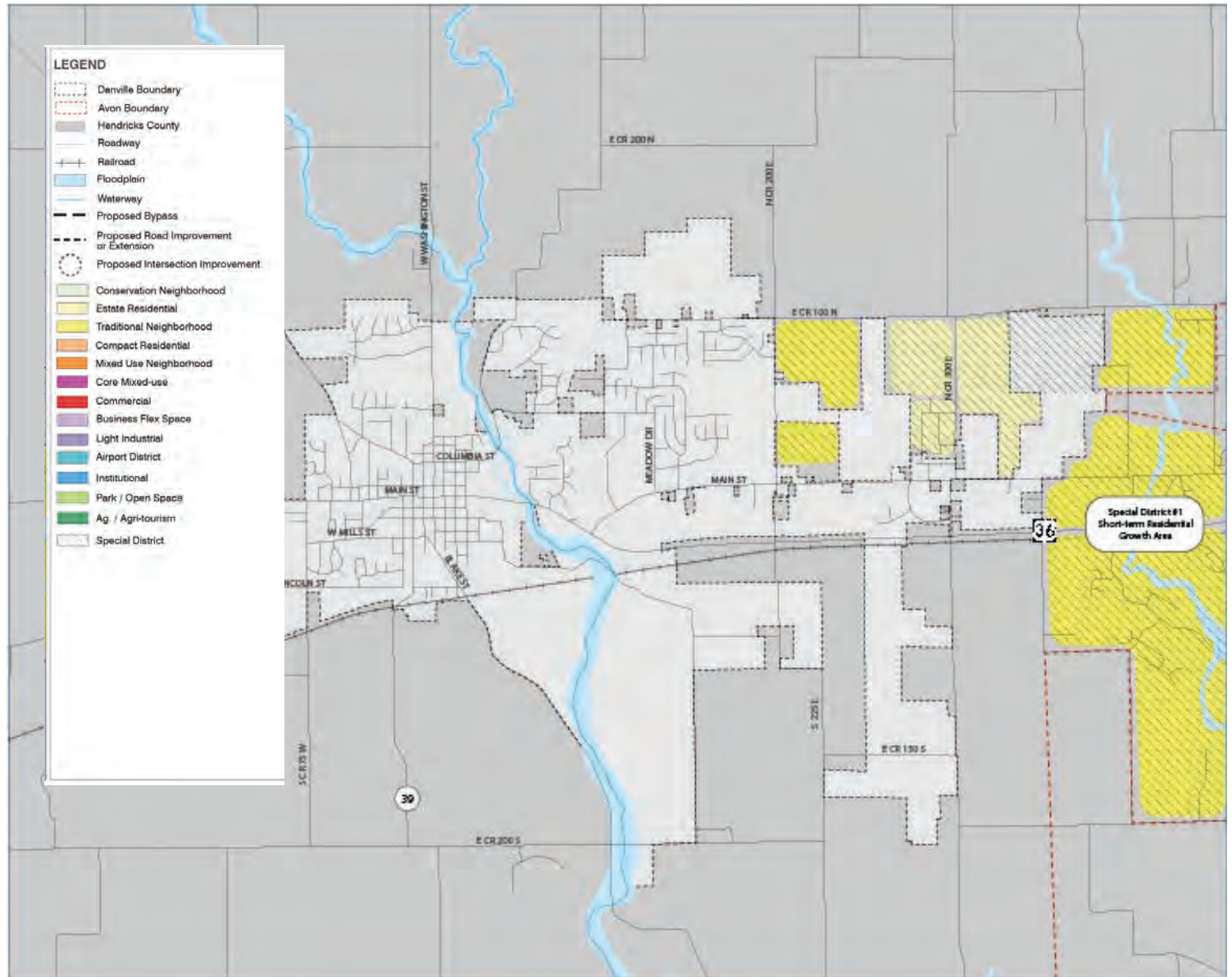
Map 4.2: Special District 1, Short-Term Growth

GOAL

Focus short-term residential development to the east between Danville and Avon.

CONDITIONS

- No conditions



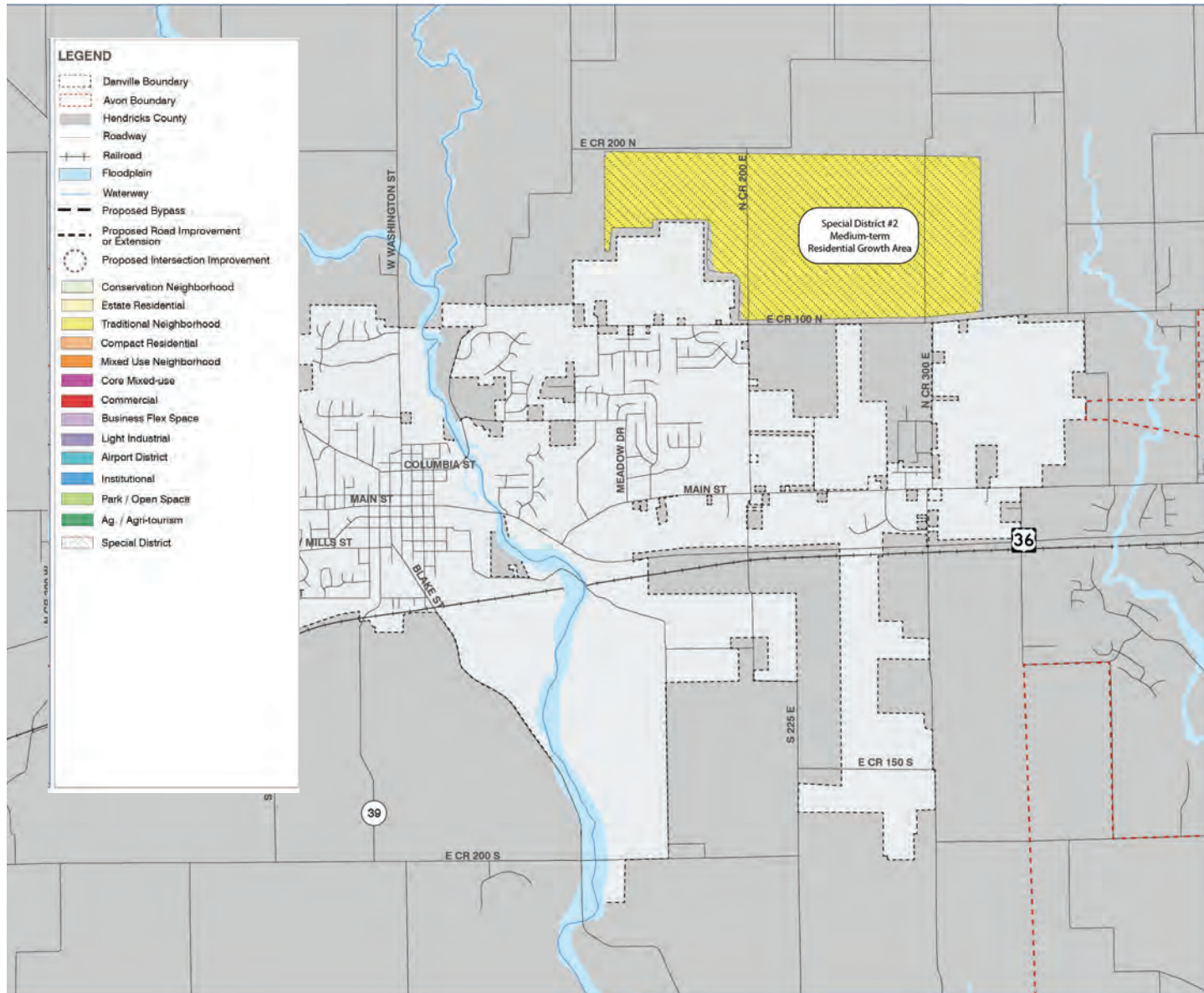
Map 4.3: Special District 2, Medium-Term Growth

GOAL

Plan for medium-term residential development to the northeast.

CONDITIONS

- If applicable, development proposals must reserve right-of-way for extension of CR 100 N and/or CR 200 N.



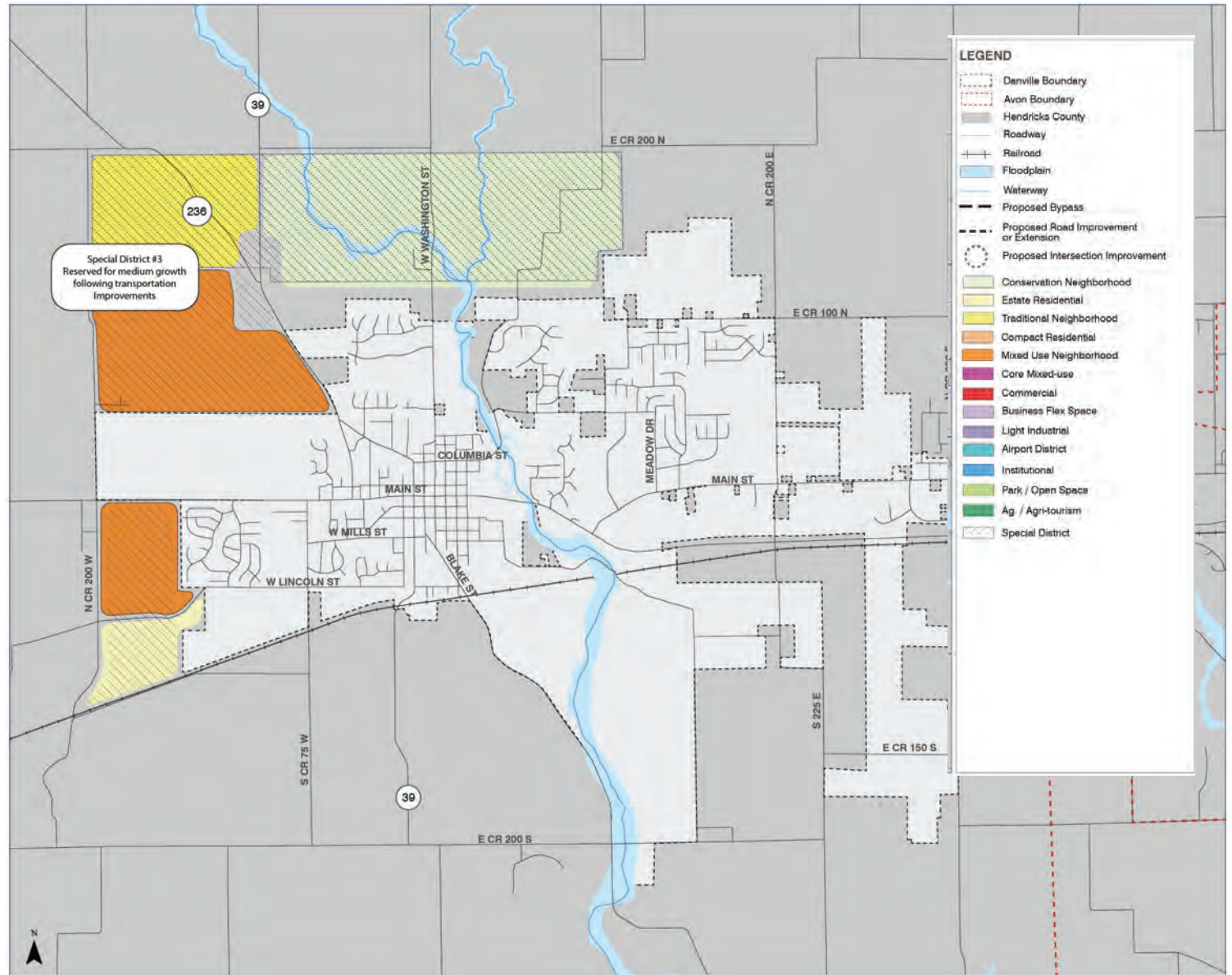
Map 4.4: Special District 3, Medium-Term Growth

GOAL

Reserve land to the west and northwest for medium-term growth.

CONDITIONS

- Prior to development, the extension of either CR 200 N or CR 100 N must be completed in order to provide adequate east-west connectivity.
- Adequate utility infrastructure such as sewer and water must be available.
- If applicable, development proposals must reserve right-of-way for CR 200 W or CR 100 N improvements.



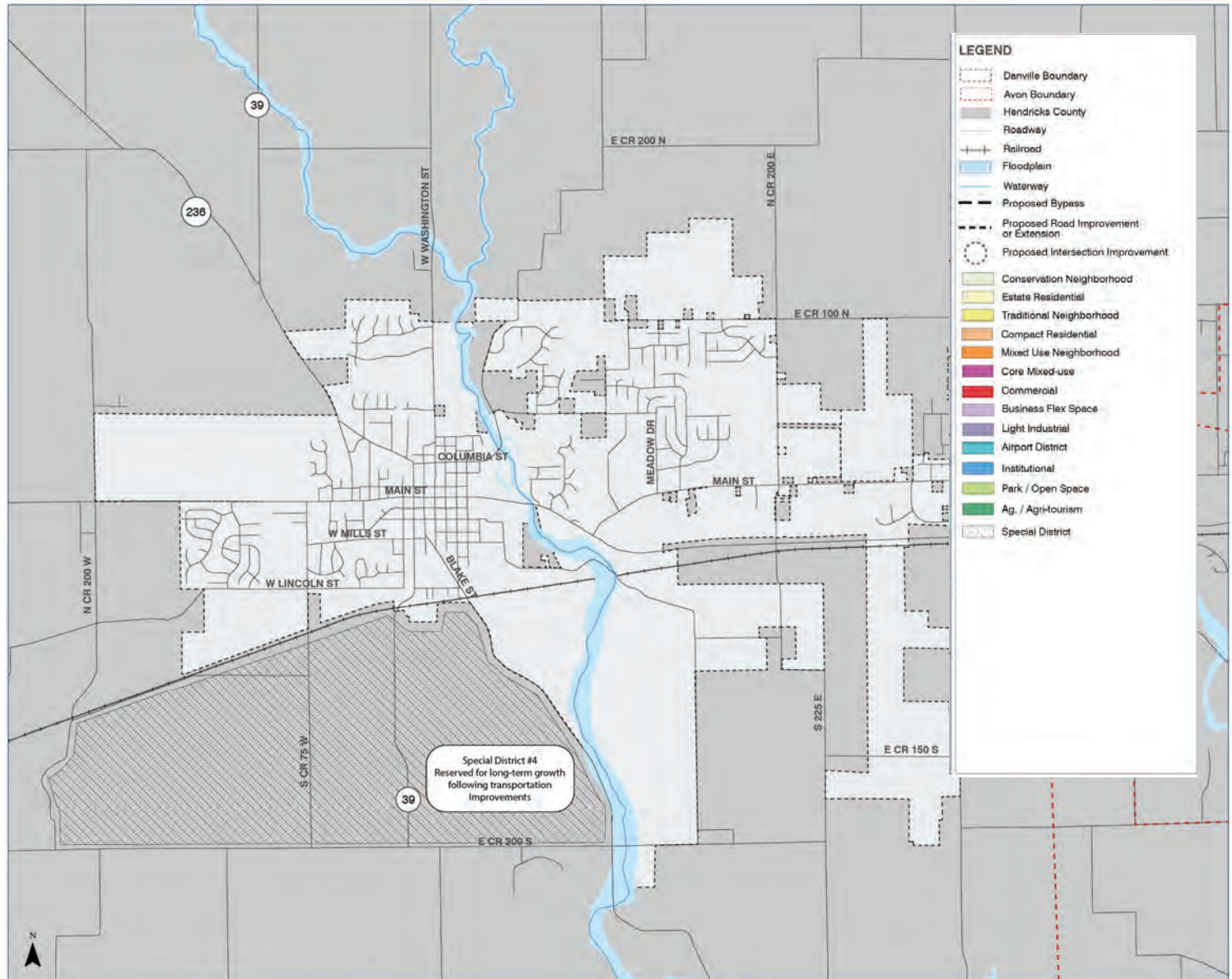
Map 4.5: Special District 4, Long-Term Growth South/West

GOAL

Reserve land to the south and southwest for long-term growth.

CONDITIONS

- Prior to development, roadways and infrastructure should be extended to the area to support development.
- Development of this area for residential (on septic systems), commercial or industrial is discouraged until such time as public utilities are extended.



Future Land Use Category Descriptions

Mandated by Indiana Statute, a future land use map illustrates how a piece of land is expected or encouraged to be used in the future. The map is intended to answer the question: where are future residents going to live, work, and do their everyday errands. It is important to understand that change takes time. Just because something is identified as industrial does not mean a new warehouse is going to pop up in the next couple of months. The map is a guide for local decision-makers to reference when development proposals come through the door. This document provides local leaders the rationale to approve or deny a proposal based on whether it aligns with the vision and goals of the comprehensive plan.

CONSERVATION NEIGHBORHOOD

This land use category is envisioned as very low-density, single-family development that prioritizes the protection of the natural environment. This neighborhood classification is most suitable for the area north of Danville, between SR 39 and N CR 100 E. With two stream corridors running through, residential development should be highly sensitive to the environment by limiting the disruption to natural features and protecting the creek corridors and floodplains.

ESTATE RESIDENTIAL

This land use category is envisioned as large lot, single-family development that can be developed as individual estates or subdivisions. This residential category reflects rural-like characteristics which include significant open space, rolling fields, pastures and established natural landscapes. Danville has some established estate residential area near Blanton Woods. Additional estate residential areas are proposed to the far southwest near the railroad and CR 200 W and to the east along CR 300 E.

TRADITIONAL NEIGHBORHOOD

This land use category is envisioned as more condensed, medium-intensity single-family development that reflects similar characteristics of traditional neighborhoods already established in the Town of Danville. In these areas, 4 dwelling units per acres are permitted. Existing traditional neighborhood development near the core pays special attention to the historic character and architectural style. As infill and new development opportunities become available, special attention should be given to preserving the character of Danville. High quality materials and pedestrian infrastructure should be highly encouraged. Additional traditional neighborhood areas are proposed. For the short-term, traditional neighborhoods should be focused in the east. In the medium-term, it is envisioned that traditional neighborhoods could start to develop in the northeast.

COMPACT NEIGHBORHOOD

This land use category is envisioned as higher-intensity residential development. Compact Neighborhood is the only category that allows multi-family as a standalone housing product. It is important to note the future land use map does not propose any additional Compact Neighborhood areas. The only areas identified are current developments.

MIXED USE NEIGHBORHOOD

This land use category is envisioned as a moderate to high intensity residential development that integrates a variety of housing types into each development. Estate, single-family, 2-3 family, and multi-family units can be combined to ensure Danville is providing the “missing” middle housing products. Residential is the primary use of this Mixed-Use Neighborhood but developments should be encouraged to provide community amenities and to consider providing limited commercial space along primary roadways. For this category, horizontal mixed use is most suitable; meaning the various uses could be next to each other rather than vertically stacked.

CORE MIXED USE

This land use category is envisioned to protect the downtown district that exists today. Downtown is Danville’s primary central business district with a variety of office, retail, and dining establishments. As it is today, this area is already a true reflection of mixed use. Core Mixed Use areas should prioritize retail and dining on the ground floor while allowing office and residential uses to occupy the second/third floor of structures.

COMMERCIAL

This land use category is envisioned as small to medium-scaled business establishments that provide goods and services to residents. Common characteristics may include longer business hours and moderate to high traffic generation. Commercial areas typically serve as a transitional use between lower intensity areas such as residential and higher intensity areas such as business parks and/or light industrial uses. Commercial uses are focused along the US 36 / Main Street corridor with a proposed area located at the intersection of SR 236 and SR 39.

PARKS AND OPEN SPACE

This land use category is envisioned as areas that provide recreation and leisure opportunities for residents but also provide a wide range of benefits to the natural environment. Nearly all the existing parks and open space areas in Danville are located along the creek corridor. As Danville continues to grow, additional parks and open space areas should be incorporated into mixed use areas and residential areas.

INSTITUTIONAL

This land use category is envisioned as development that serves the public. Institutional uses are civic in nature including public administration, public utility facilities, education, healthcare, and religious institutions. This land use should be conveniently located, easily accessible by multiple forms of transportation, and highly visible from the roadway with appropriate signage.

BUSINESS FLEX SPACE

This land use category is envisioned to serve business establishments that require a larger footprint. Structures within this category would still have an office like appearance and house less intense uses such as co-working space, storage facilities, warehouse showrooms, inventory or assembly areas, and administrative offices.

AGRICULTURE / AGRITOURISM

This land use category is envisioned as agriculturally based operations and activities. Establishments in this area are encouraged to offer educational and recreational activities for the community including ground tours, u-pick produce opportunities, corn mazes, fall festivals, and more. The only Agriculture/Agritourism designated area within the Town limits is Beasley's Orchard. This establishment is a community asset that should be maintained and protected from incompatible uses.

LIGHT INDUSTRIAL

This land use category is envisioned business and/or industrial employment centers that include clean, quiet, and moderately intense establishments. Light Industrials should be setback from the roadway with significant buffers from roadways and adjacent uses. It is important to note this category is not intended for large-scale, high intensity development. Light industrial should be modeled after the Commerce Drive area in massing, scale and density. Heavy industrial uses and large-scale distribution centers are not appropriate in this district.

AIRPORT DISTRICT

This land use category is envisioned as a supportive district for land uses that are compatible with air transportation and leverage the airport to advance economic development in Danville. Land uses that may endanger the lives or property of the public or aviation's uses should not be allowed to locate within this district or nearby the airport. Generally residential, schools, and churches are considered incompatible uses while commercial and industrial uses are more suitable. Light industrial in this district should be modeled after the Commerce Drive area in massing, scale and density. Heavy industrial uses and large-scale distribution centers are not appropriate in this district.

TRANSPORTATION

Land use and transportation are directly related and should be considered as a cohesive development plan. One of the key factors in determining the success of a development is accessibility. If appropriate transportation infrastructure is not in place to support proposed land uses, it can lead to traffic safety and congestion issues.

The first step in reviewing Danville's transportation network is understanding the functional classifications of the primary roadways. This inventory and analysis were described in Chapter 3. The second step is gathering input from residents that travel the roadways on a daily basis. Through this, several key issues and areas of concern were identified. The following transportation plan strives to outline strategies and potential projects for improving mobility and connectivity in Danville.

One of the key factors in determining the success of a development is accessibility.

KEY ISSUES AND OPPORTUNITIES

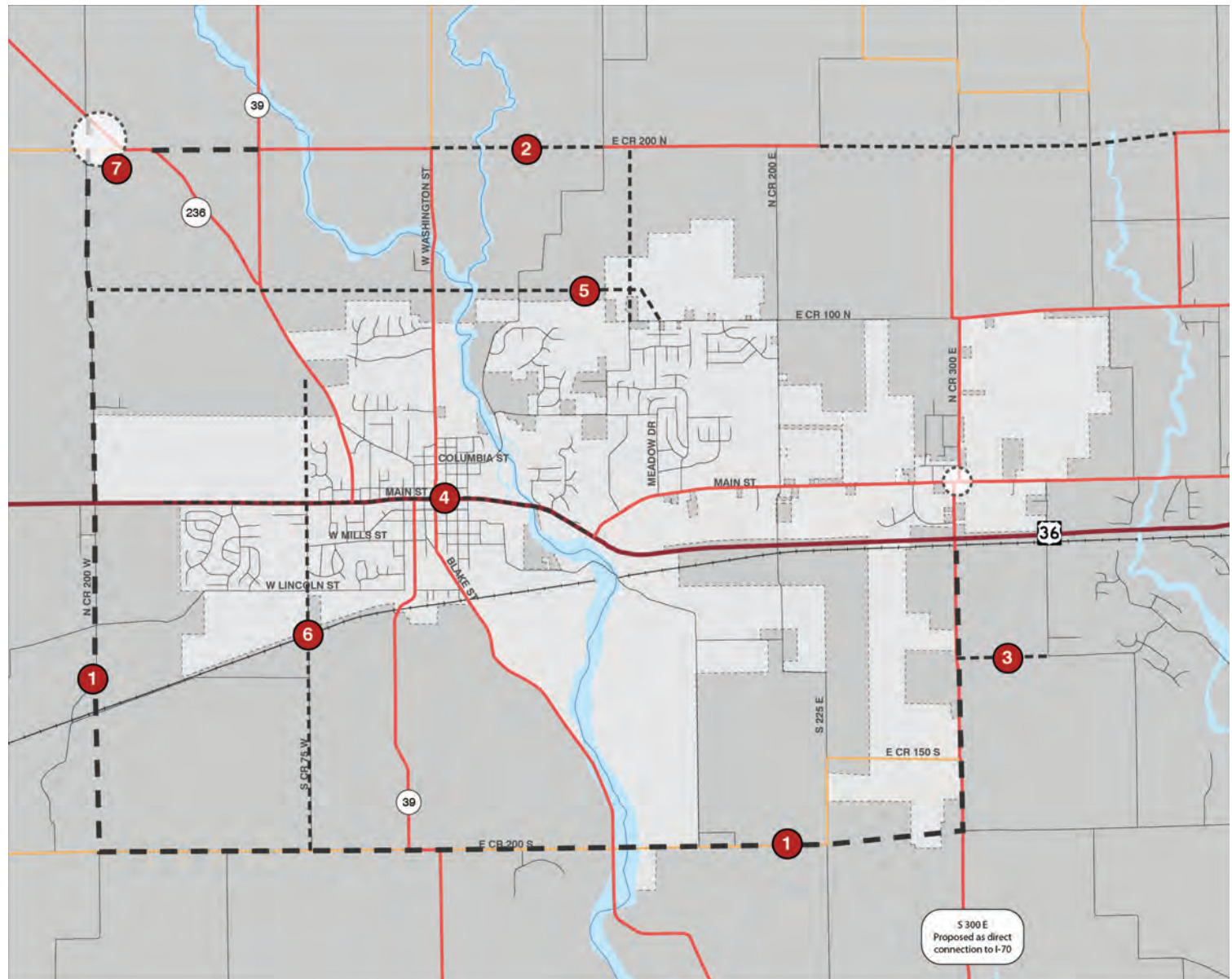
- **Traffic Congestion:**
Danville currently struggles with traffic build up along US 36/Main Street during peak hours of the day.
- **Increasing Demand:**
As Danville's population continues to grow, there will be more cars on the road.
- **Partnerships:**
Improving Danville's congestion and connectivity issues will require collaborating and partnering with local stakeholders such as the school corporation, Hendricks County and INDOT.
- **Implementation:**
Roadway improvements and extensions are expensive and take a long time to implement.

Map 4.6: Future Transportation Plan



PROJECTS

- 1 Proposed Southern Bypass from S CR 300 E continuing along E CR 200 S to connect to SR 236 / 39.
Improve CR 200 W to serve as a primary north-south corridor that connects CR 200 S and SR 236.
- 2 Construct missing segments along E CR 200 N to encourage connectivity through Danville into Marion County.
- 3 Connect E CR 100 S.
- 4 Balance vehicular and pedestrian environment.
Complete a traffic study to evaluate alternatives for short-term congestion relief on US 36 that will service local residents.
- 5 Complete evaluation for extending E CR 100 N to SR 39.
- 6 Evaluate connecting CR 75 W from CR 200 S to SR 39/SR 236.
- 7 Explore reconfiguring the intersection of CR 200 W and SR 236 to eliminate multiple access points.



Goals and Objectives

TRANSPORTATION GOAL 1:

Develop additional east-west roadway corridors to alleviate US 36/Main Street traffic.

OVERVIEW

Because there are no convenient east-west routes through Danville other than US 36, congestion on the roadway is a primary concern. To improve east-west connectivity through town, the Town should prioritize the development of additional east-west corridors. This plan has identified several potential corridors that could be developed. See the diagram on this page for the proposed corridor intent, and see the Future Transportation East/West Improvements plan for project details.

- CR 100 N: Extending CR 100 N from Money Lane to US 36 would create a parallel roadway to US 36 that would relieve significant local traffic from US 36 and also relieve some through traffic. This would provide a continuous roadway from SR 39 to I-465 and beyond.
- CR 200 N: Making CR 200 N a continuous roadway from SR 39 into Washington Township would also serve to improve east-west connectivity. The Town should also work with the county to complete missing segments so that this could be a continuous roadway into Marion County.
- CR 200 S: To make CR 200 S a more convenient roadway, the roadway should be extended between CR 225 E and CR 300 E.
- Broadway Street or Lincoln Street: These are local roads that could both be extended east to intersect with Main Street and alleviate traffic on US 36. Since both are neighborhood streets, the impacts of such changes should be carefully examined before implementing.

OBJECTIVES

- Complete a feasibility study for building CR 100 N from Money Ln to SR 39.
- Pursue funding for making CR 200 N continuous through Danville.
- Encourage Hendricks County to build out missing CR 200 N segments between Danville and Avon.
- Pursue funding for extending CR 200 S between CR 225 E and CR 300 E.
- Complete a feasibility study to evaluate connecting Broadway Street and/or Lincoln Street to Main Street. This should include a traffic study.
- Complete a traffic study to evaluate if traffic could be improved by changing signal placement or changing streets to two-way traffic downtown.

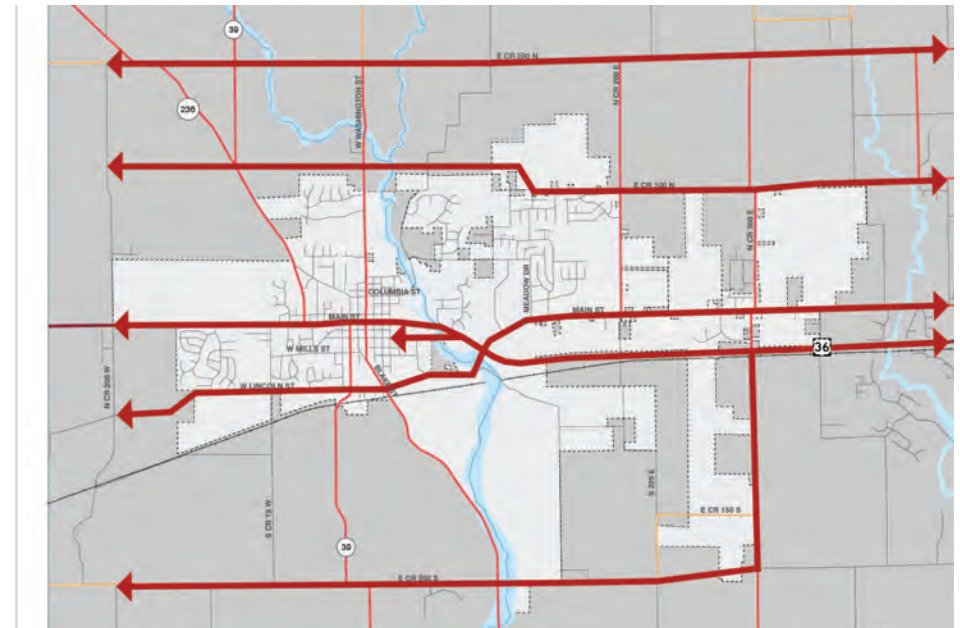


Figure 4.2: East/West priority transportation corridors diagram

Goals and Objectives

TRANSPORTATION GOAL 2:

Improve north-south traffic connectivity through Danville.

OVERVIEW

While adding east-west alternatives is the highest priority for alleviating traffic congestion in Danville, providing north-south route alternatives will also help address the issue. Of note, improving CR 300 E and CR 200 S would provide easier access between US 36 and SR 39 and would reduce traffic on US 36 downtown.

Longer term, the town should begin planning for improvements to CR 200 W to serve as a future north-south corridor between CR 200 S and CR 200 N, including a potential reroute between Lincoln

Street and CR 200 S. If the long discussed SR 39 western bypass is to be developed, the town's preference is that it would occur west of town, potentially along or parallel to CR 200 W.

Improving and extending CR 75 W (Mackey Road) north to SR 39 would also improve north-south connectivity in town. It could also divert traffic away from the unsignalized US 36/SR 39 intersection. As future changes to Mackey Road are considered, it is important to recognize that students at the high school and two elementary schools along Mackey Road walk to school, as bus service is not provided close to the schools. Any improvements along this corridor should be carefully coordinated with the school corporation. The needs of student drivers and pedestrians will need to be prioritized along this corridor.

OBJECTIVES

- Utilize CR 300 E and CR 200 S to connect US 36 and SR 39 (including extending CR 200 S between CR 225 E and CR 300 E as noted in Transportation Goal 1)
- Improve and extend CR 75 W (Mackey Road) to provide a connection between CR 200 S and SR 39.
- Improve CR 200 W to serve as a primary north-south corridor that connects CR 200 S and SR 236.

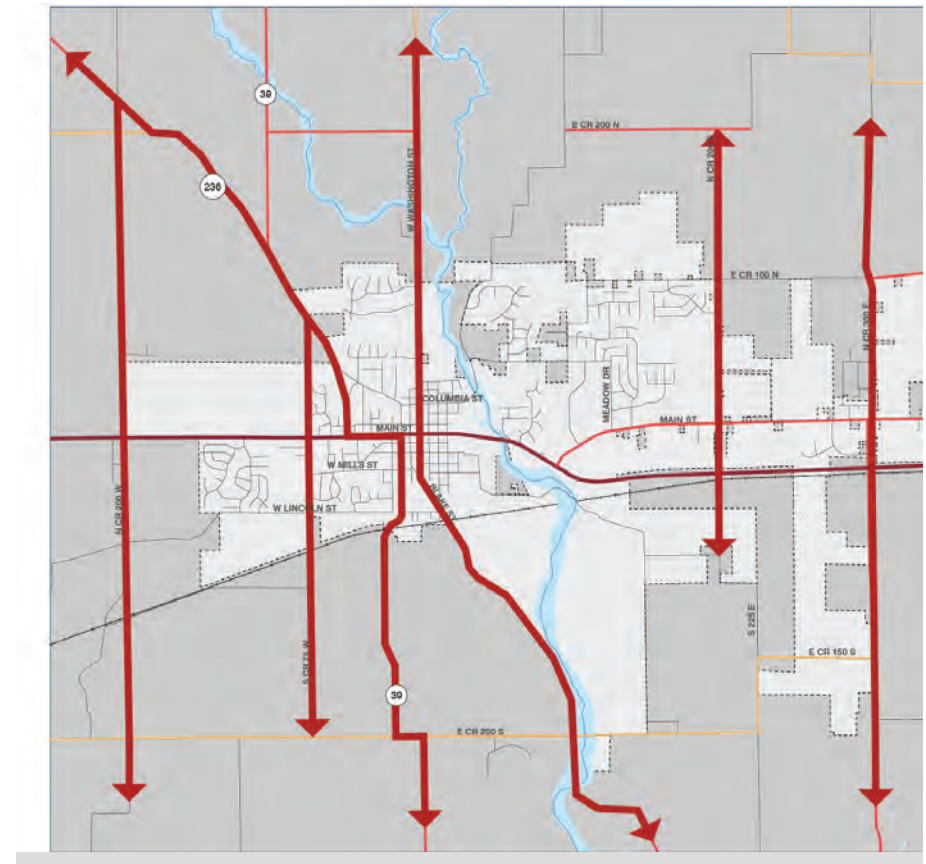


Figure 4.3: North/South transportation corridors diagram

Goals and Objectives

TRANSPORTATION GOAL 3:

Support road improvements for connecting corridors as outlined in the Hendricks County Thoroughfare Plan.

OVERVIEW

Addressing roadways within Danville will improve local traffic conditions, but will not impact the regional challenges of east-west travel between Danville and Marion County. The town of Danville supports the east-west travel corridor improvements recommended in the 2019 Hendricks County Thoroughfare Plan, including improvements to US 36, CR 100 N and CR 200 N.

OBJECTIVES

- Partner with Hendricks County to support improvement of key connecting corridors outside of Danville's jurisdiction.

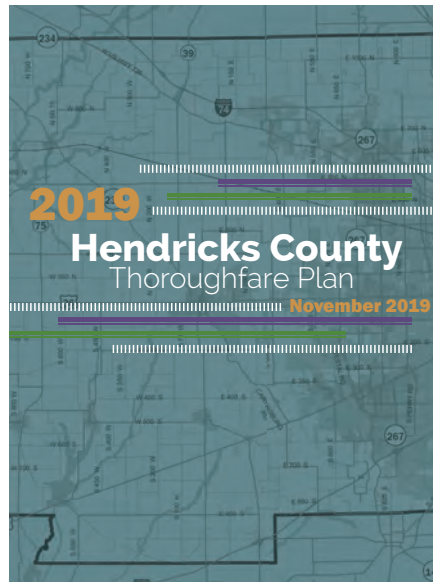


Figure 4.4: Hendricks County Thoroughfare Plan

TRANSPORTATION GOAL 4:

Continue to utilize road impact fees to provide revenue for future roadway improvements.

OVERVIEW

The town of Danville is currently updating its Transportation Impact Study/Fee to generate needed revenue to make roadway improvements in the town.

OBJECTIVES

- Once completed, Danville's Transportation Impact Study shall be evaluated and updated as necessary to reflect changes in construction costs, and changes to any other factors relating to determining the impact fee assessment.
- All transportation impact fees collected shall be utilized for transportation improvement projects as identified in this plan and the County Thoroughfare Plan.



Goals and Objectives

TRANSPORTATION GOAL 5:

Support the expansion of the Hendricks County Airport-Gordon Graham Field (Airport) and extension of the runway.

OVERVIEW

The Airport is an important quality of life and economic development asset for the community. This plan supports its role in the community as well as improvements needed to keep the airport as a community asset.

OBJECTIVES

- Support the expansion of the runway at the Airport.
- Evaluate abandoning CR 150 S (between CR 225 E and CR 300 E) to allow the future runway extension after CR 200 S is extended between those corridors.
- Protect the airport's approaches and air space from encroachment through height and land use restrictions.

TRANSPORTATION GOAL 6:

Continue to evaluate the need for public transit options as population increases.

OVERVIEW

The need for public transit was noted by many residents as a key need during public engagement. While there are not currently plans for transit service in the area, it is recommended that Danville take steps to develop a long-term strategy for improving access to multiple forms of transportation for its residents.

OBJECTIVES

- Improve access to information on the transit options that are already available to residents.
- Develop a long-term strategy for providing access and mobility options for community members regardless of age and abilities.



Goals and Objectives

TRANSPORTATION GOAL 7:

Update Thoroughfare Plan

OVERVIEW

After reviewing the proposed north-south and east-west roadway improvements, the town should update its Thoroughfare Plan to reflect the final alignments. This would establish formal policies for right-of-way dedication necessary to protect the identified corridors. It is recommended that detailed traffic modeling be included as part of the planning process to evaluate the network improvements.

OBJECTIVES

- Update Thoroughfare Plan after analysis of connectivity improvements.



UTILITIES

The town of Danville provides water, wastewater, and stormwater utilities to local residents. Electric and telecommunications are serviced through private providers.

The Town of Danville operates a municipal water and wastewater utility that currently serves potable water to approximately 3,500 water customers in Center Township in Hendricks County, Indiana. A majority of its customers are located within the Town of Danville town limits; however, not all have been annexed into town limits. The service area is restricted from expanding to the east because Citizens Energy Group (CEG) and West Central Conservancy District (WCCD) serve large portions of that land.

Overall, the town is in a good position with utilities and has been proactive in its planning efforts. Danville has a clear understanding of its capacity, what types of growth is sustainable, where growth is possible, and when partnerships will be required to provide adequate services.



Figure 4.5: Danville Wastewater Treatment Plant

KEY ISSUES AND OPPORTUNITIES

- **Increasing Demand:**
As Danville's population continues to grow, infrastructure will need to have additional capacity to support the higher demand.
- **Communication is key:**
Utility infrastructure improvements and extensions take years to plan and fund. Utility providers need to be kept in the loop to make sure they are adequately preparing.
- **Industrial Capacity:**
The town has limited capacity today to serve industrial developments.
- **Anticipated Improvements:**
The town is anticipates needing a complete wastewater treatment expansion in the next 3-5 years.

Overall, Danville is
in a good position
with utilities.

Goals and Objectives

UTILITIES GOAL 1:

Implement the recommendations of the 2020 Water and Wastewater Master Plans.

OVERVIEW

In early 2020, the town of Danville updated its Drinking Water Master Plan and Wastewater Master Plan. These plans reviewed current needs, made land use assumptions to project the future needs, and evaluated alternative solutions to address the needs. The primary recommendation from the Drinking Water Master Plan was to construct a new water treatment plant, new water supply wells, and new clear well water storage tank costing just over \$10 million dollars. The Wastewater Master Plan indicates the town faces challenges related the wet weather overflow events, general maintenance, and lack of capacity. The primary recommendations from that plan were to complete two gravity main replacements, one lift station replacement, and one life station upgrades costing just over \$5.8 million dollars.

The land use assumptions made during the development of the utility master plans were used to inform this plan. Specifically, water and wastewater capacity exist to serve residential development on the east, north and west sides of town. Some limited commercial services can also be accommodated, but no large capacity commercial/ industrial uses can be accommodated in these locations.

To the southeast, Danville has limited capacity for serving proposed industrial uses, but has been negotiating with CEG and WCCD to provide utility service for such users.

OBJECTIVES

- Maintain an adequate level of service by ensuring that water and sewer service recommendations identified in the current utility master plans are in place to support development.
- Plan for the construction of a new water treatment plan, water supply wells, and clear well water storage tank.
- Plan for the completion of the Southern Gravity Main Replacement, Northern Gravity Main Replacement, Parkridge Lift Station Replacement, and County Home Life Station Upgrades.
- Partner with other providers such as West Central Conservancy and Citizens Energy Group to provide water and wastewater services for higher volume water users in the southeast part of the town.
- Direct higher volume water and wastewater uses to areas south of US 36 and east of CR 150 E.
- Continue to update the utility master plans every 5-10 years, or as needed to match the pace of growth.
- Evaluate alternatives for providing sewer service and capacity for industrial development to the airport area.



COMMUNITY SERVICES

When people think about the kinds of services a community provides, they usually think about roads and utilities but there are a handful of other community services that local government provide in order to protect the public health, safety, and general welfare of residents.

Community services can mean a wide range of things including public safety, education, healthcare and support services for people that are struggling to meet their basic needs for food, clothing, and shelter. While the town may not be directly responsible for providing some of these services, it is important that organizations and agencies are present in the community to provide these services and ensure they are accessible to all.

Danville has various departments and organizations that work together to make sure the community is efficiently delivering services and addressing shared community needs that cross jurisdictional lines. Some of the key players include Danville Fire Department, Danville Metropolitan Police Department, Danville Community School Corporation, Hendricks County Health Department, and Hendricks Regional Health.



Figure 4.6: Hendricks Regional Health

KEY ISSUES AND OPPORTUNITIES

- **Increasing Demand:**
As Danville's population continues to grow, the service area for public safety services including police, fire, and EMS will increase.
- **Limited Programming:**
As of now, the school system is the primary source for youth programming.
- **Short-term Capacity:**
The current school facilities can handle about 3-5 years of growth and before adaptations will need to be made.
- **Demographics:**
About 30% of kids within the Danville school system are on the reduced lunch plan.
- **Communication and Collaboration:**
The rate of growth impacts the enrollment and tax structure for schools. The town and school officials need to be meeting regularly to plan and prepare for changes.
- **Healthcare:**
Hendricks Regional Health is a great community asset and major employer.

Goals and Objectives

COMMUNITY SERVICES GOAL 1:

Maintain adequate public safety, education, and healthcare services for residents.

OVERVIEW

A city or town's vitality depends on the degree to which its residents and families thrive. Community services assist people in times of need and invests in the development of healthy, educated individuals. An effective delivery of community services is a critical component to a successful, sustainable community. Furthermore, survey results revealed that residents feel safety and education were two of the top five amenities/characteristics that contribute the most value to quality of life.

As the population continues to grow, the demographic makeup of Danville may change too. The town should anticipate demographic changes and consider how it impacts the types of programs and resources needed to serve the community. Additionally, as mentioned in the land use section, it is important for Danville to reserve land for future schools, parks, and public facilities.

OBJECTIVES

- Respond to demographic changes in all land use, transportation, and community services planning and decisions.
- Continue to evaluate the need for additional public safety personnel and equipment.
- Support improvements to educational facilities and programs.
- Provide supportive services and facilities to Danville families, elderly, special needs, and others in need of services that continue their quality of life.
- Ensure that high quality, affordable primary health centers are available and accessible to all Danville residents.
- Support programming and encourage collaboration to address local health and wellness issues.

There are a handful of community services that local government provide in order to protect public health, safety, and general welfare of residents.



GOVERNMENT CAPACITY AND RESOURCES

It is important for Danville's governance to be appropriately sized to meet the unique needs of the community. In this context, capacity is defined as having the enough qualified staff to complete local government responsibilities, and having the structures in place to effectively use that staff. Resources means having the funding needed to efficiently support community goals and objectives.

Related to funding resources, the town has experienced challenges funding improvements to keep pace for growth. In order to make sure that new developments pay for their fair share of improvements needed to support growth, the town has increasingly looked to implement impact fees. Park impact fees were established in 2016 and have been an effective tool for raising funds to support quality of life. Danville is currently in the process of developing an impact fee for transportation improvements.

Regarding staffing capacity, there was general consensus the town's staffing capacity and structure was well aligned with current needs and opportunities.

Nonetheless, the town recognizes the need to improve communications at all levels of government. Transparent decision-making, frequent communication, and streamlining processes are common topics that are revealed in nearly every planning process. Local governments should always be striving to improve these things as technology is continuously evolving in ways that impact how people receive and share information.

KEY ISSUES AND OPPORTUNITIES

- **Perception:**
The perception of growth, or lack of awareness, creates challenges.
- **Transparency:**
Residents expect transparency in what the vision is and how we are planning to get there.
- **Distrust in Leadership:**
In the past, the community has struggled with distrust in leadership.
- **Simple Solutions:**
Communication could be improved with simple solutions such as broadcasting meetings, hiring a communications director to share the good things, and getting conversations started early to get out ahead of things.



Goals and Objectives

GOVERNMENT GOAL 1:

Establish a formal communications plan.

OVERVIEW

Government staff and officials make decisions every day that impact the residents of their community. They are tasked with publishing data, sharing updates about what is happening in and around the community, providing opportunities for public input, deciding how much is spent, and voting yes or no to development proposals, projects, and programs for their community. Whether it's elected officials, appointed officials, or hired staff, one of the hardest jobs these individuals have is building trust with the general public. Having a strong communications plan in place is a critical component to building trust between local leaders and residents.

OBJECTIVES

- Explore hiring a Communications Director to manage communication between Danville's leadership and citizens.
- Create a media relations and marketing plan for the promotion of Danville that incorporates both online platforms and paper methods.

GOVERNMENT GOAL 2:

Implement the "High Performing Government" goal from the 2018 Town of Danville Strategic Plan in order "to deliver a collaborative, effective and transparent town government."

OVERVIEW

The 2018 Strategic Plan emphasized the significance of collaboratively working together for the prosperity of the community. While much effort has been made since the plan was adopted to improve collaboration, more can be done to deliver government services with the hometown values and pride evident across the community.

OBJECTIVES

- Develop a more collaborative Town Council
 - Continue to review and update the Council Member Handbook as appropriate
 - Increase transparency of Town Council decisions
- Reinvigorate the Danville Redevelopment Commission by activating the membership of the Danville Redevelopment Commission
- Evaluate existing and additional funding sources
 - Action Item: Evaluate existing and new appropriate uses for the Host Fund and update existing policies
 - Collaborate with the town's financial advisors and the Redevelopment Commission to identify the potential for establishing Tax Increment Financing areas
- Objective: Engage Young Professionals
 - Encourage a platform for economic, social, and cultural growth
 - Foster the development of a Danville Youth Council

ECONOMIC DEVELOPMENT

Economic development is one of those buzz words that are said frequently in the planning and development world but can mean a lot of different things to different people. In general, economic development focuses on improvements that contribute to increasing the overall standard of living or quality of life. This could mean providing better infrastructure, creating new jobs, supporting innovative ideas, improving the education system through new school facilities, supporting businesses and the workforce with the training and resources they need to be successful, and much more. Communities usually have a desired outcome when considering economic development

related projects or programs including enhanced fiscal stability for the community, improved quality of life, and/or business attraction and retention. There are countless tools or incentives that local governments can utilize to spur economic development. The key is being aware of these opportunities, understanding how to use them, and promoting them to interested parties.

There are countless tools
or incentives local governments
can utilize to spur economic
development.

KEY ISSUES AND OPPORTUNITIES

- **Development Hesitation:**
At the time this plan was completed, there was a controversial planned unit development being considered on the west side of Danville. Because of this, residents are hesitant to embrace any type of business or development attraction.
- **Preferred Land Uses:**
Danville feels very strongly about discouraging new heavy industrial uses or large-scale distribution centers.
- **Commuting:**
Most of Danville residents commute outside of Danville for employment opportunities.
- **Development:**
Danville wants to say yes to quality development proposals, but it needs to align with the vision and goals of this plan.
- **Diversifying the Business Climate:**
Danville has great business owners but needs a more diverse business climate.
- **Regional Approach:**
Danville should be thinking regionally. Hendricks County has many assets that benefit Danville.

Goals and Objectives

ECONOMIC DEVELOPMENT GOAL 1:

Implement the “Economic Health and Prosperity” goal from the 2018 Town of Danville Strategic Plan in order “to advance a sustainable and vibrant economy supported by community values.”

OVERVIEW

Successful economic development requires marketing to new industry prospects, supporting the retention and expansion of existing businesses, and supporting local/small businesses as they grow. Each of these fundamentals is outlined below.

OBJECTIVES

- Grow regional collaboration by expanding partnerships with pertinent regional organizations to market the community’s assets.
- Advance business attraction and growth incentives by:
- Develop re-use concepts for strategic assets, including buildings and corridors
- Develop research and marketing materials for prospective targets in partnership with local and regional economic development organizations
- Evaluate virtual speculative building options
- Increase fiber utilization and marketing of the asset to residents and businesses
- Expand the Business Retention and Expansion program with Hendricks County Economic Development Partnership
- Advance and market entrepreneurship and small business development.

ECONOMIC DEVELOPMENT GOAL 2:

Implement the “Talent Sustainability” goal from the 2018 Town of Danville Strategic Plan in order “to educate and skill-up the existing workforce while attracting quality workers to the Danville region.”

OVERVIEW

A key component to talent attraction and retention is providing the necessary education and training. Creating a sustainable pipeline of workers starts with providing a strong primary education. Danville has a great school system and should continue improving the facilities and services offered to students. Following high school, some people will choose to go to college and other people will enter the workforce. It is important to have opportunities and strategies for both career paths. Partnering with local employers and organizations and establishing a business roundtable group are collaborative efforts that ensure needs are being met for the employer and the employee.

OBJECTIVES

- Amplify talent pipeline development by:
 - Targeting industry workforce training
 - Continuing to develop public-private-partnerships to support college and career counseling, training, and programs
 - Establishing a Business Roundtable Advisory Group
 - Boosting talent attraction initiatives by:
 - Creating a “Talent Ready” dashboard
 - Creating a Talent Attraction Tour initiative

Goals and Objectives

ECONOMIC DEVELOPMENT GOAL 3:

Support workforce attraction and retention efforts by promoting local quality of place.

OVERVIEW

Providing an available and skilled workforce is today's biggest barrier to growing the local economy. To attract and retain its workforce, Danville will emphasize building quality of place assets. There are several contributing factors that play into quality of place such as the natural environment, built environment, recreational opportunities, and culture amenities. It focuses on the tangible and intangible attributes that make a place unique or special.

OBJECTIVES

- Continue promoting Danville as a great place to live and work through investing in quality of place elements. This includes providing outstanding parks and recreation facilities, emphasizing walkability, providing outstanding programming/ events, protecting the downtown district, and requiring high-quality neighborhood development.



Figure 4.7: Bread Basket Cafe *Source: visitindiana.com*



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PRESERVING COMMUNITY CHARACTER



Preserving community character is the second theme of the Defining Danville Comprehensive Plan. In addition to maintaining adequate infrastructure and services, it is important to community members to preserve the character of Danville. Residents described Danville's character by using phrases such as “small-town charm” and “hometown heritage” but those phrases can mean different things to different people. This plan strives to define the elements that contribute to character.

The built environment plays a major role in how a place is perceived, and depending on where you are within the town, the look and feel of the area may be different. The character of downtown Danville is much different than the character on the east side of Danville where development is more recent. Because of this, this chapter defines the desired character for three key areas: the downtown, redevelopment and infill within the current town limits, and new residential growth along the outskirts of town.

Preserving community character means clearly identifying the elements that contribute to quality of place, elements that could be improved or enhanced, and elements or land use types that are not appropriate for specific areas. The following sections will consider how urban design principles, streetscape elements, and development standards can be used to encourage the desired outcome. Furthermore, character imagery is included to provide visual support to the goals and objectives that follow.

Any decisions related to preserving character must also follow the guidance of the land use, transportation and related goals outlined in other chapters of this plan.

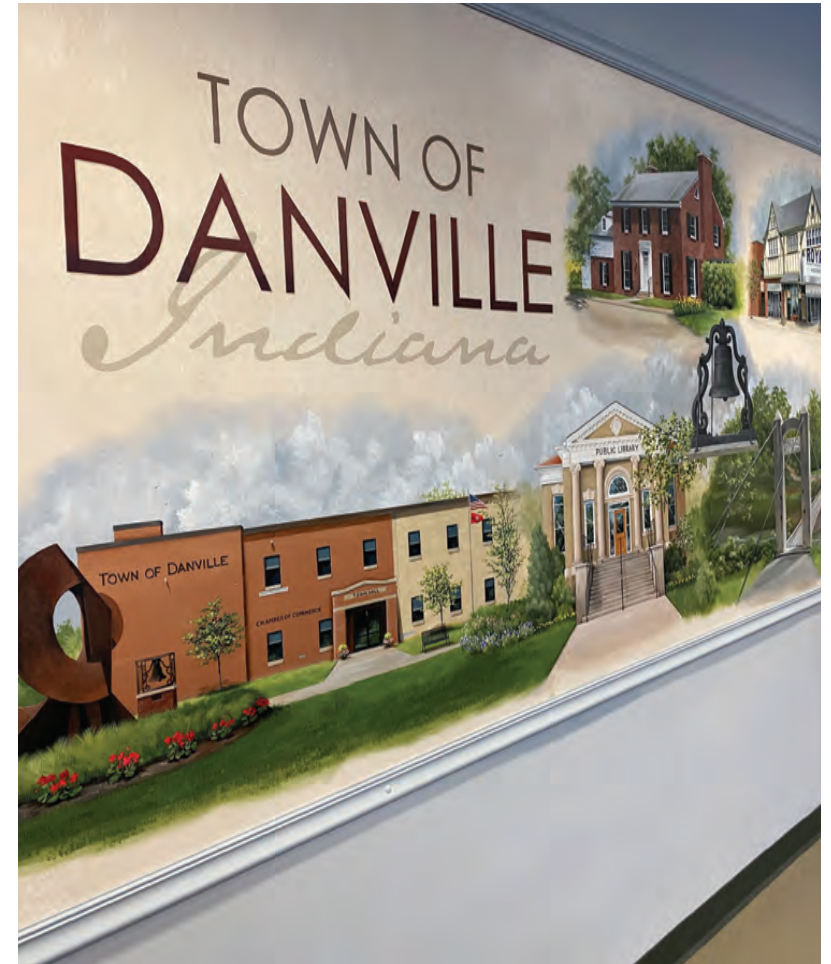


Figure 5.1



Best Practices

To encourage development that is cohesive with the existing urban form and community vision, there are key components of character that should be considered for each distinct area. These elements work together to create a sense of place:

- Street frontage
- Streetscapes
- Building types and scale
- Land use
- Architecture
- Open space and public amenities
- Parking
- Gateways and wayfinding

On the other hand, there can be threats to community character. The following list of undesirable characteristics should be avoided as redevelopment and new development occurs:

- Stock “suburban” architecture
- Visual clutter (overhead utilities, signs) or lack of identity along major corridors
- Large parking lots in front of development
- Incompatible land uses
- Non-context sensitive infill

The following sections are organized by the location/type of (re)development. Within each of these topic sections, there are a series of specific goals with supporting objectives and graphics.



DOWNTOWN

Danville is fortunate to have a unique community asset that not all places have- a courthouse square surrounded by local shops and dining. The courthouse square contributes to the small-town feel that residents value and want to preserve as the community grows. It is evident historic preservation has been a community value for some time now, even before this planning process. One of the key takeaways from the 2007 Downtown Danville Action Agenda was to retain Downtown's ambience and small town feel despite rapid growth in the county. Following that, the 2018 Danville Strategic Plan outlined a vision statement stating, "The Town of Danville is committed to sustaining its hometown heritage while advancing its inviting quality of life."

Because of this, the downtown is the first of three-character typologies. A character typology is a classification used to describe physical characteristics of the built environment. For the purpose of this comprehensive plan, the typologies are geographic in nature, meaning the typology is for a designated area within Danville that has or should have similar physical characteristics.



Figure 5.2: Festivals and events have been important to Danville's success

Source: Town of Danville

KEY ISSUES AND OPPORTUNITIES

- **Parking:**
Community members expressed that parking is limited and sometimes business owners and/or employees are occupying the convenient parking spots making it inconvenient for customers.
- **Business Hours:**
Community members expressed that inconsistent hours deter people from visiting downtown businesses.
- **Retail and Dining:**
Community members expressed a strong desire to focus the downtown around local retail and dining establishments.
- **Pedestrian Safety:**
Traffic along Main Street can make pedestrian uncomfortable.
- **Pedestrian Connectivity:**
The current sidewalks are narrow and there isn't other pedestrian infrastructure available.
- **Underutilized Areas:**
There are buildings and areas throughout Downtown that aren't being used for their highest and best use.
- **Streetscape Beautification:**
The roadways and adjacent pedestrian environment could use updates and clean up.

Goals and Objectives

DOWNTOWN GOAL #1:

Support infill and redevelopment in the downtown core.

OVERVIEW

Because downtown Danville is completely built out, meaning there are not areas left for greenfield development, the primary focus for the downtown will be infill and redevelopment. Infill refers to improvements of a vacant lot, while redevelopment means removing one use and replacing it with new development. Ensuring infill and redevelopment projects are compatible with their surroundings is critical to preserving the character of this traditional downtown area.

OBJECTIVES

- Maintain a compact development pattern with a diverse mix of uses and activities.
- Maintain small-scaled buildings (1-3 stories) that house locally owned businesses with upper story office and/or residential uses.
- Encourage specialty retail establishments to locate downtown.
- Emphasize local establishments in the downtown while directing a mix of local and chain establishments to develop outside the downtown.
- Encourage more housing in the downtown to increase downtown vibrancy.



Figure 5.3: While vacant spaces on the courthouse square provide parking, redevelopment would help to add more vitality to the downtown.



Goals and Objectives

DOWNTOWN GOAL #2:

Prioritize the pedestrian environment over vehicular mobility in the downtown.

OVERVIEW

Roadway configuration and streetscape amenities must complement the adjacent development. Throughout the planning process, US 36 / Main Street has been a common topic of concern. Community members have expressed their desire to prioritize the pedestrian environment over vehicular mobility along Main Street. Currently a significant portion of the right-of-way is dedicated to motorists with travel lanes, turning lanes, and parking on both sides of Main Street. The town of Danville should partner with INDOT to explore reconfiguring the roadway design to allow for more pedestrian space and amenities.



Figure 5.4: Seating is a critical component of being a pedestrian friendly community.

OBJECTIVES

- Explore how Main Street could be reconfigured to include a multi-use path.
- Maintain the pedestrian scale of development and enhance pedestrian connectivity to nearby neighborhoods.
- Use plantings, street furniture, decorative paving, and ornamental lighting to support downtown character.
- Allow businesses to create outdoor dining opportunities in the pedestrian zone.
- Evaluate removing parking on Main Street in the downtown to improve the pedestrian environment, and review options for replacing parking.



DOWNTOWN GOAL #3:

Continue to activate the downtown through public art, historic preservation, small locally owned businesses, and programming.

OVERVIEW

Activating the public realm through diverse places, accessible amenities, and unique programs can contribute to the sense of the place or character of an area too. The Danville community takes pride in the community events that occur throughout the year. Not only do events provide entertainment for residents, but many of the events also attract people from outside of Danville. Additionally, locally owned businesses promote a unique experience for residents and visitors that is not available in surrounding communities with few local shops.



OBJECTIVES

- Expand the number of community events occurring in the downtown.
- Encourage business owners to expand their business hours.
- Encourage business owners to reserve the prime, convenient parking spots for customers.
- Utilize incentives to support small businesses.
- Support economic development in the downtown by completing, and then promoting, an inventory of vacant / underutilized space.



Figure 5.5: Royal Theater in downtown Danville

REDEVELOPMENT AND INFILL

Over time, it is common for a piece of land or structure to be left vacant, in disrepair, or left underutilized. While these instances might be an eye sore for the community, they hold great potential for reinvestment. Redevelopment reduces the need for greenfield development, prevents sprawl from occurring, and becomes a catalyst for neighborhood revitalization.



Figure 5.6: Redevelopment opportunity

KEY ISSUES AND OPPORTUNITIES

- There are several non-conforming properties in residential areas surrounding the downtown core.
- When property owners of non-conforming uses want to do any type of improvement, they must go through a complicated review process.
- There are several homes north and south of US 36 that could be restored.
- There are several areas surrounding Hendricks Regional Health and Old Farm Road that could be redevelopment opportunities.



Goals and Objectives

REDEVELOPMENT GOAL #1:

Encourage infill and redevelopment of vacant and blighted properties in the community.

OVERVIEW

Instead of focusing solely on outward growth, Danville should promote infill development on vacant lots and the redevelopment of blighted properties.

OBJECTIVES

- Create an inventory of vacant and underutilized properties to target for infill and redevelopment.
- Incentivize infill and redevelopment through density awards and bonuses, reduction of impact fees, tax abatement, and/or expedited permitting.
- Utilize façade grants to offset private costs of reusing existing buildings.



Figure 5.7: Infill example



REDEVELOPMENT GOAL #2:

Encourage context-sensitive design principles to be followed on infill and redevelopment projects.

OVERVIEW

As redevelopment and infill projects are considered, it is important for Danville to ensure the development is contributing to the community character instead of detracting. One way to do this is through context-sensitive development.

Context-sensitive development refers to using the surrounding built and natural environment to guide the design and construction of new development. It takes into consideration the look and feel of its surroundings, materials, building scale and placement on a site, and even the paths in which people and vehicles circulate through an area.

OBJECTIVES

- Encourage context-sensitive design through coordination of building forms, landscape design, and façade patterns of neighboring properties.
- Maintain a consistent development pattern by implementing a similar density to the adjacent development.
- Encourage the incorporation of building materials on new projects that are similar to those prominently featured on surrounding buildings.
- Create a seamless connection of landscaping between properties.
- Encourage architectural styles and treatments that are consistent with the surrounding area.



REDEVELOPMENT GOAL #3:

Encourage renovation or adaptive re-use of historic structures when feasible.

OVERVIEW

The town should promote the preservation of historic structures as part of redevelopment projects. This includes downtown districts as well as other areas throughout the community.

OBJECTIVES

- Support historic preservation during infill and redevelopment projects.

REDEVELOPMENT GOAL #4:

Update the zoning ordinance to provide guidance to infill and redevelopment projects.

OVERVIEW

The current zoning and subdivision control ordinance provides limited guidance on infill and redevelopment projects. This can hinder new projects because of the unique mix of existing conditions on the site and in adjacent areas. An ordinance update would provide developers with additional flexibility needed for a successful project.

OBJECTIVES

- Update the zoning ordinance to provide the necessary flexibility.



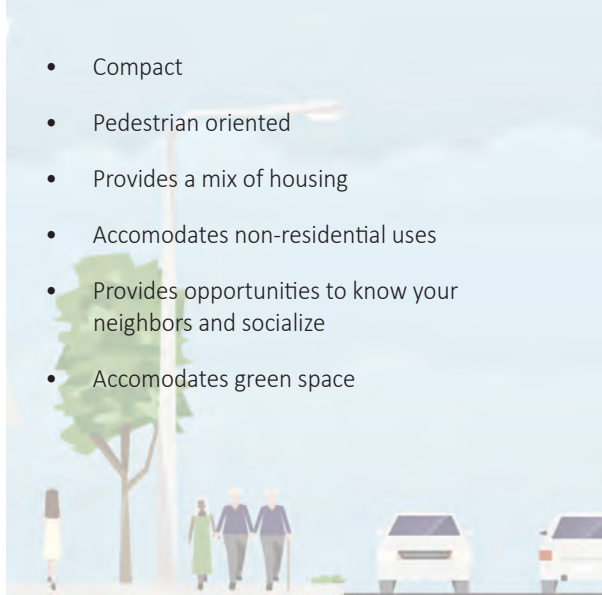
GROWTH AREAS

Within its small town feel and proximity to Indianapolis, Danville will continue to be attractive to home builders, developers, and potential residents. A common concern from current residents is about the type and quality of residential developments. Equally as important as maintaining the character in the downtown, the character of new residential developments should complement existing development and reflect the vision and goals spelled out in this plan.

While other sections of this plan identify where development should occur, this section of the plan outlines a vision for creating walkable neighborhoods with a sense of community (and not just another subdivision). Danville will support quality neighborhoods by focusing on three components of neighborhood design: buildings, lots, and streets.

DESIRED CHARACTERISTICS OF A WALKABLE NEIGHBORHOOD

- Compact
- Pedestrian oriented
- Provides a mix of housing
- Accommodates non-residential uses
- Provides opportunities to know your neighbors and socialize
- Accommodates green space



KEY ISSUES AND OPPORTUNITIES

- Utility and roadway infrastructure need to be able to support development.
- Residential growth could mean more children going to Danville schools.
- Residents want to avoid “vinyl villages” that use cheap materials, bland architecture, and uniform appearances.
- The community feels current neighborhoods lack pedestrian connectivity and want it to be a higher priority in future residential development.
- Development should promote neighborhoods and not just subdivisions.



Goals and Objectives

GROWTH GOAL #1:

Provide diverse housing opportunities by creating mixed-density neighborhoods that integrate various lot sizes and housing types together.

OVERVIEW

A primary concern throughout this planning process was preserving the character and small town feel of Danville. It is important to recognize that only allowing single-family, large-lot development will not meet this objective. In fact, suburban subdivisions of that kind contribute to sprawl and jeopardize the small-town feel of the community. To maintain the character, Danville needs to adhere to the compact development pattern with a mix of lot sizes that exists today. There are several benefits to this type of development. Mixed, walkable neighborhoods can:

- Lower municipal costs by taking advantage of existing infrastructure instead of building new.
- Meet housing needs of people of all income levels
- Conserve land and natural resources by preventing sprawl and protecting open space
- Reduce fuel use and driving expenses because their focus is on walking and local consumption.
- Provide positive health benefits by providing pedestrian options that encourage walking.

OBJECTIVES

- Encourage new neighborhoods to blend a mix of lot sizes and housing types.
- Support the development of “missing middle” housing including duplexes, triplexes, quadplexes and related development.
- Encourage future multi-family neighborhoods to be integrated into a mixed-use neighborhood.
- Develop a pattern book to guide design decisions related to mixing lot sizes and housing types.
- Update the zoning ordinance to support a mix of lot sizes and housing types.



Goals and Objectives

GROWTH GOAL #2:

Promote high quality and diverse architecture in neighborhoods.

OVERVIEW

The architecture of a neighborhood is a key aspect of community character. Danville seeks to promote neighborhoods that have a diverse range of architectural forms, architectural styles, building massing, durable materials, and supportive landscaping.

OBJECTIVES

- Encourage a wide range of architectural floor plans and elevations within each development.
- Require review of plans and elevations with plan commission approvals to confirm conformance with standards.
- Update the zoning ordinance to establish architectural standards for new development



Figure 5.8: Example 1



Figure 5.9: Example 2



Figure 5.10: Example 3

GROWTH GOAL #3:

Create distinct and attractive streetscape environments to support new development.

OVERVIEW

The street environment is another aspect of neighborhood design that supports community character. Danville's goal is to utilize a "complete streets" principles to guide the design of streets. Complete streets refers to designing streets to accommodate all users (including

OBJECTIVES

- Integrate generous pedestrian and bicycle accommodations into all street environments.
- Incorporate tree planting and/or other landscaping into street design where appropriate.
- Utilize landscaping and/or hardscape to add character to streetscapes. This could include gateways at neighborhood entrances or small park areas.
- Consider adopting standards for upgraded street name and regulatory signage within neighborhoods.
- Ensure new residential developments connect to existing/future neighborhoods through stub streets, extending a grid pattern.



Figure 5.11: Example



Figure 5.12: Quality streetscapes promote community character.

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ENHANCING QUALITY OF LIFE



The third and final theme for this comprehensive plan is Enhancing Quality of Life. When asked why they were proud to be Danville residents, conversations turned to the quality of life afforded in the community. Residents described quality of life in terms of their love for Ellis Park and the balance of the parks system. They were proud of the compact community where they could walk to so many amenities. Residents further remarked about the courthouse square and its role in daily life and community events. Together, all of these components make up a strong quality of life in the community that residents want to protect and build upon.

QUALITY OF LIFE

is further defined by the daily rituals and routines that make up community life. This could be a regular stop by a downtown shop for morning coffee or attendance at high school sporting events.

This section of the plan outlines a strategy for continued investment in local quality of life, including further investments to enhance key components including (1) parks and recreation, (2) bicycle and pedestrian connectivity, and (3) placemaking.

Quality of life (or quality of place) refers to the mix of community character, amenities, and activities that make a place special. In previous sections of the plan, we focused on community character in terms of managing future development. In this section of the plan, we are broadening our view to establish priorities for protecting quality of life in a broader sense.

In addition to the character of new development, quality of life is defined by the mix of community amenities available. This includes parks and recreation facilities, restaurants and retail establishments, and arts/culture programming.

Quality of life is further defined by the daily rituals and routines that make up community life. This could be a regular stop by a downtown shop for morning coffee or attendance at high school sporting events. It is also the recurring and special events that bring the community together – from the county fair to events at Beasley's Orchard.

Danville residents frequently listed parks and recreation as top quality of life amenities in the community. Residents are proud of local parks and wanted to see continued investment made in the parks to keep them as a top amenity.

Best Practices

- **Community Events:**
Support repeating and annual events such as festivals or the farmer's market.
- **Local Shops and Restaurants:**
Maintain and grow Danville's base of local retail and restaurant businesses.
- **Parks:**
Protect and expand parks and recreational offerings in the community.
- **Arts and Culture:**
Support a mix of facilities and programs to appeal to a wide range of residents.
- **Bicycles and Pedestrians:**
Support Danville as an outstanding place to walk and bike.
- **Community Pride:**
Enhance community pride with programming, branding, and beautification efforts.

1 VISIONS 2 GOALS 3 PLANS

PARKS, RECREATION, AND NATURAL ENVIRONMENT

KEY ISSUES AND OPPORTUNITIES

- Location:
Parks are focused in the central part of the community meaning residents on the east and west sides of town must travel further to access parks.
- Indoor Recreation:
Expanding indoor recreation options was listed as a priority in the community survey.
- Passive Recreation:
Residents voiced the concern for additional passive recreation space in the community.
- Ellis Park:
While a cherished space, residents noted it could not be all things to all people in the community.



Figure 6.1: Local parks provide programming and amenities to serve the community. *Source:Town of Danville.*

PARKS AND RECREATION GOAL 1:

Continue to improve and expand parks and recreation opportunities.

OVERVIEW

Danville is currently updating their 5-year Parks and Recreation Master Plan. This plan will update the framework for short-term and long-term park system investments. Concurrent with the updated plan, the parks department is updating the park impact fee program. Impact fees are assessed on new development projects, providing funding from new residents toward the cost of improving parks as the community grows.

OBJECTIVES

- Implement goals of the 5-year Parks and Recreation Master Plan.
- Update/continue the park impact fees.
- Establish a long-term vision for Ellis Park that provides clear definition of the facilities and programs that should be in the park, and what should be included in other locations.

PARKS AND RECREATION GOAL 2:

Encourage parks to be provided within walking distance of all residents.

OVERVIEW

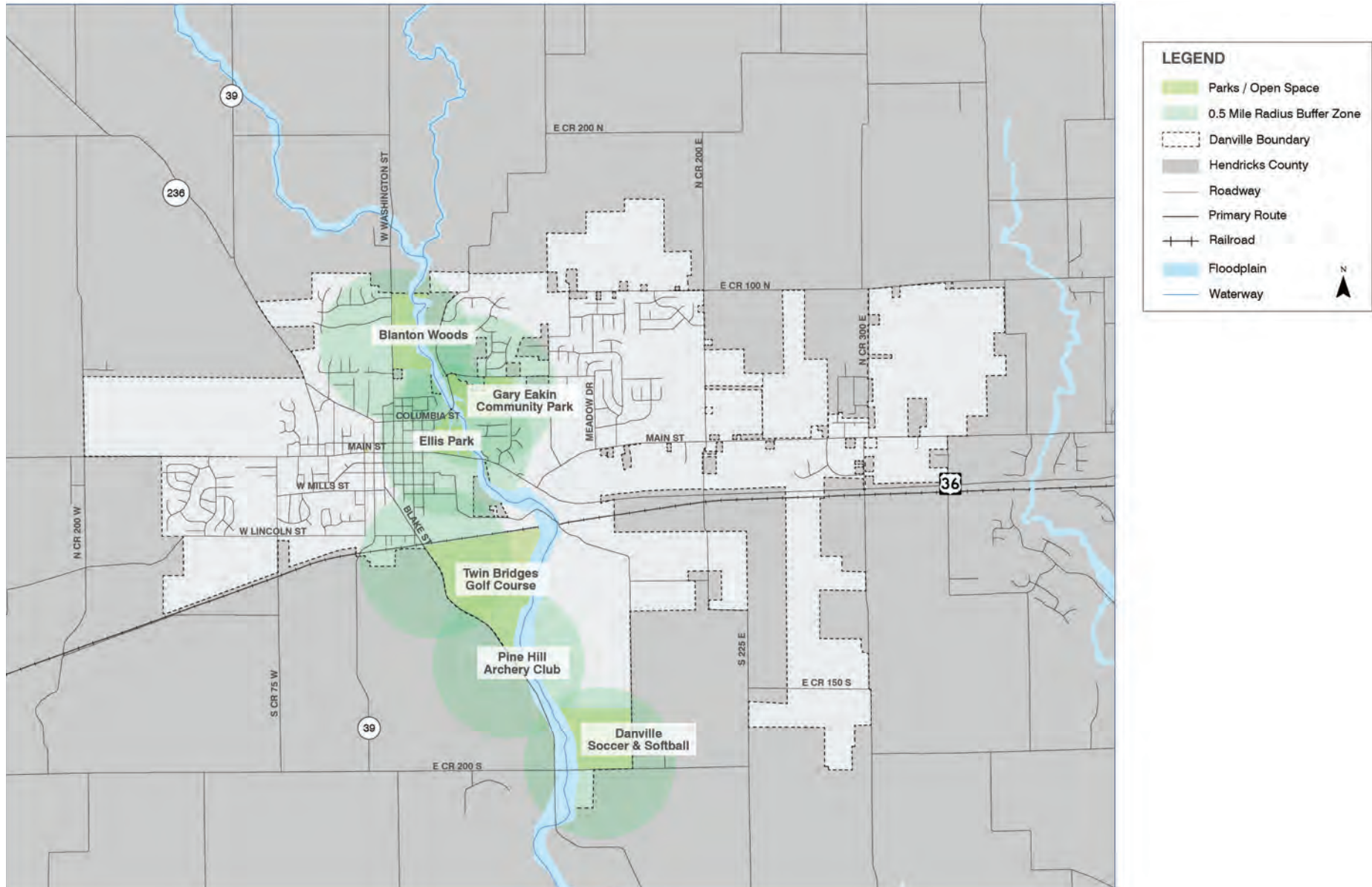
This goal was established in order to make sure that all residents have outstanding access to parks and recreation facilities. Implementing this goal will require the community to be diligent in requiring new developments to allocate space for parks. It also means looking for opportunities to expand parks and recreation facilities in areas where parks are currently lacking. Notably, most parks facilities are located in the central part of the community now, emphasizing the need to add parks on the east and west sides of the community in the future.

OBJECTIVES

- Strive to provide park space within a half-mile walking distance for each neighborhood
- Support the development of parks and recreation facilities on the east and west sides of the community to improve access to parks for all residents.



Map 6.1: Danville Parks



Goals and Objectives

PARKS AND RECREATION GOAL 3:

Protect Danville's natural features by encouraging appropriate development practices.

OVERVIEW

In addition to protecting and enhancing existing parks, it is important the community preserve and protect sensitive natural features of the community. This includes floodplains, wetlands, steep slopes, and forested areas.

OBJECTIVES

- Limit development within floodplains and environmentally sensitive areas.
- Create incentives for developments to preserve or dedicate natural areas within developments for parks, trails, and open space.

In addition to protecting and enhancing developed parks, it is important the community preserve and protect the natural features of the community.



BICYCLE AND PEDESTRIAN CONNECTIVITY

Improving bicycle and pedestrian connectivity was identified as a key quality of life goal during public engagement. Residents see that having a compact community gives them the opportunity to walk and bike to destinations, but they also noted that more sidewalks and trails were needed.

In 2020, the town of Danville adopted their Pedestrian Pathways and Trails Plan. This plan established the vision of creating a “well-connected, pedestrian friendly community”. The plan acknowledged there was currently a lack of pedestrian infrastructure in the community and established goals for developing a network of pathways and supporting facilities/programs to make it successful.



Figure 6.2: Expanding Danville’s trail network was identified as a key priority.

Improving bicycle and pedestrian connectivity was identified as a key quality of life goal during public engagement.

KEY ISSUES AND OPPORTUNITIES

- **Network:**
Danville needs a comprehensive pedestrian and trails network.
- **Safety and Equity:**
The network should meet the needs of all users.
- **Support Facilities:**
The network will require wayfinding, bike parking, drinking water, seating, and related facilities.
- **Bike and Pedestrian Friendly Developments:**
Require developments to provide interconnected routes and bike parking at all facilities.
- **Programming and Advocacy:**
Support the network with education and advocacy to promote safe usage.

Goals and Objectives

PEDESTRIAN CONNECTIVITY GOAL 1:

Implement the 2020 Pedestrian Pathways and Trails Plan.

OVERVIEW

This plan establishes the vision for a comprehensive system of bicycle and pedestrian pathways. The goals of the plan are identified in the introduction, and key actions from the plan are identified below. A map of recommended trails is provided in Figure 6.2.

OBJECTIVES

- Complete a feasibility study to evaluate the best way to provide an east-west trail along Main Street/US 36, including coordination with INDOT on the alternatives.
- Require developers to construct shared use trails along adjacent roadways for new developments and require town projects to follow the same requirements.
- Develop a Safe Routes to Schools master plan for Danville schools.
- Provide ADA-compliant sidewalks and trails for all residents, including disadvantaged members of the community.

PEDESTRIAN CONNECTIVITY GOAL 2:

Encourage trails to be provided within walking distance of all residents.

OVERVIEW

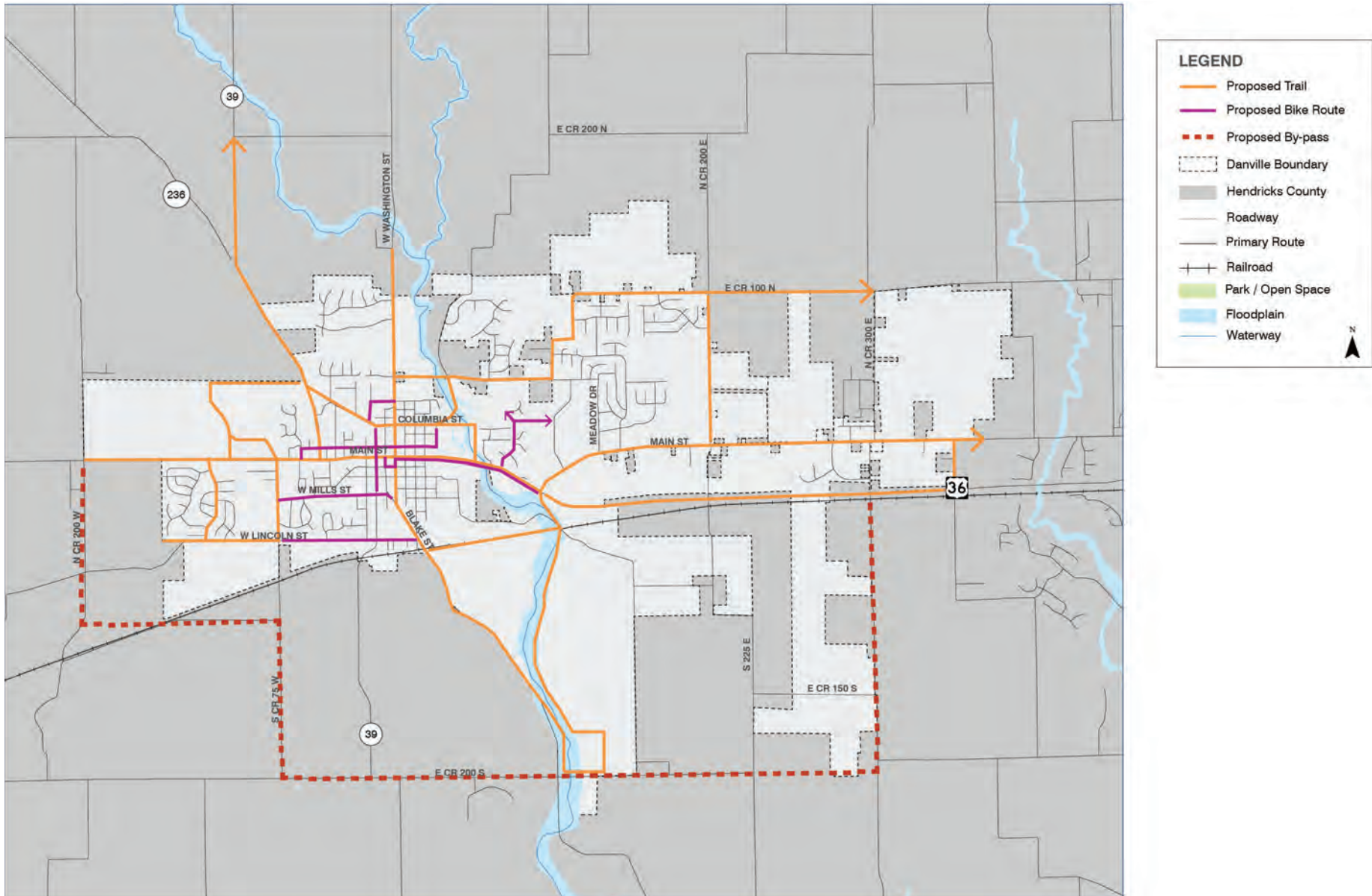
In addition to the goal of providing park space within walking distance, the town's goal is also to provide trails within a half mile of all neighborhoods. Because the trail network is in the early stages of development, this goal will take some time to accomplish. The first priority in meeting this goal will be to require all new developments to provide the required trails. Over time, the town should work to construct trails in previously established areas of the town, following the priority map established in the Master Plan.

OBJECTIVES

- Strive to provide access to Danville's trail network within a half-mile walking distance for each neighborhood.



Map 6.2: 2020 Trails Plan Routes



PLACEMAKING

The concept of placemaking was popularized by the organization Project for Public Spaces. They advocate for building communities around interesting public spaces, and in doing so better connect residents to the places where they live. Placemaking emphasizes community engagement in these public spaces through events and programming that bring them to life.

Placemaking examples can be found throughout the town. The downtown is a great public space, but truly comes alive during movie premieres, weekend farmers' markets, and festivals. The Hendricks County Fairgrounds, Ellis Park, and Beasley's Orchard are also great examples of venues that bring the community together with their events and programming.



Figure 6.3: Local events and programming enhance the connections between residents and the community.

KEY ISSUES AND OPPORTUNITIES

- **Downtown:**
Festivals and markets add vibrancy to the downtown.
- **Parks:**
Residents are interested in additional programs and events at local parks.
- **Fairgrounds:**
The fairgrounds provide a great venue for a wide range of community activities.
- **Events:**
Creative programming and events in the community support a greater connection between residents and the community.



PLACEMAKING GOAL 1:

Support the growth and enhancement of year-round community events and programs.

OVERVIEW

Improving placemaking does not necessarily mean needing to build new facilities or add new public spaces. Instead, the emphasis should be on quality of the events and programming at existing spaces. However, investment in facilities should be made when they will support, enhance, or expand established programs.

OBJECTIVES

- Partner with Visit Hendricks County to advertise events and promote local destinations.
- Ensure community events are coordinated across the public and private sector.
- Strategically invest in facilities to support established events and programming.
- Diversify the types of programs offered for youth, families, and seniors.
- Grow arts and cultural events/programming in the community.

PLACEMAKING GOAL 2:

Enhance community branding and support beautification efforts that celebrate the town's heritage and identity.

OVERVIEW

Placemaking can also be defined more broadly to include general community enhancement. Updating community branding and identity can help to celebrate a place. Beautifying community gateways supports the sense of place in a community.

OBJECTIVES

- Finish implementation of the wayfinding plan that was started in 2010.
- Develop gateway enhancements at the community's main entrances.

Beautifying community gateways supports the sense of place in a community.



CHAPTER 7

APPENDIX



DEFINING



DANVILLE

2021 COMPREHENSIVE PLAN UPDATE



PHASE 1

Public Engagement Summary

March 22, 2021



PHASE 1 ENGAGEMENT SUMMARY

January - March 2021

ACTIVITIES

- **Project Branding**

The project team used the phrase, “Defining Danville” to initiate a branding effort that would spark interest but also reflect the purpose of the planning effort. Consistently utilizing a distinct logo, color pallet, and font style can help generate project recognition in a compelling manner.

- **Project Website | Danvillecompplan.com**

The project website serve as a the clearinghouse for all things related to the comprehensive plan. Community members can visit the website to learn about the planning process, review frequently asked questions, and participate in the online engagement opportunities.

- **Social Media Campaign**

The project team has partnered with several community organizations and agencies to help advertise the planning process and engagement opportunities. Each week, for the duration of the engagement opportunity, the project team will share social media materials such as a written statement and digital postcard advertisement.

- **Promotional Video**

Town Manager, Mark Morgan, and the project team from HWC Engineering worked together to create an informative video clip to introduce the process and provide instructions on how to participate.

- **Online Survey**

The first community survey covered several high-level topics including community visioning and value identification. Additionally, it was designed to gage the community’s level of satisfaction with current conditions and offering in Danville.

- **Online Interactive Mapping**

This interactive tool allowed users to leave place-based feedback. Uses could identify community assets, elements to improve, desirable development, and land uses not preferred.

PROJECT MEETINGS

- **Steering Committee Meeting #1**

January 13, 2021

- **Stakeholder Meetings**

February 10-11, 2021

- **Online Workshop**

February 17- March 10

- **Steering Committee Meeting #2**

March 10, 2021

SOCIAL MEDIA PARTNERS

- Town of Danville
- Danville Parks and Recreation
- Danville Police Department
- Danville Community Schools
- Hendricks County Senior Services
- Woodland Trace of Danville

Stakeholder Meetings Key Takeaways

February 10-11, 2021



Infrastructure

- Utility Master Plans are setting the stage for future growth.
- Coordination is key – When growth is occurring the town needs to be “bringing along” all the necessary parties – utility capacity, school capacity, etc.
- The town will need to partner with nearby utility providers to service future growth, specifically wastewater.



Housing

- The housing market has been good but prices are increasing due to demand.
- Danville’s housing stock can appeal to a diverse group of home buyers. The town has newer, large lot homes but it also offers higher density areas with historical charm.
- The number of stop lights between Danville and Indianapolis makes commuting difficult.



Parks & Recreation

- Danville is very motivated to improve pedestrian connectivity.
- Ellis Park could benefit from some program management.
- There is a need for passive park space, especially on the west side of town.
- The parks department wants to take on more but doesn’t have the staffing capacity.



Community Services

- The perception of growth or lack of awareness creates challenges.
- Residents expect transparency in what the vision is and how we are planning to get there.
- A multi-generational indoor recreation facility is a topic of interest.
- Residents may see value in a vetting process for future development.
- Downtown parking and business hours



Local Organizations

- Programming is what keeps people interested. The parks department and school system play a major role providing community activities.
- There may be a bit of an identity crisis happening in the downtown.
- This process needs to build consensus around a few key issues such as traffic, vision for downtown, and the selection of businesses.



Education

- Good quality of life is dependent on accessibility, things to do, and efficient infrastructure. Danville needs to focus on the fundamentals.
- More kids than ever are walking to school. Sidewalks, clearly marked cross walks, and signals are important.
- In terms of capacity, the school system could handle the next 3-5 years of growth but then it would become a concern.

Online Community Workshop

February 17- March 10

PARTICIPATION



1,578

Workshop Visitors



217

Video Views



178

Map Comments



3,738

Liked Map Comments



438

Survey Responses



87%

Danville Residents

WORKSHOP PURPOSE

Because of the pandemic, the first community engagement opportunity was hosted online. The community worked to advertise the online workshop via social media platforms and popular community websites. The workshop was organized around 3 key steps- LEARN. INTERACT. SHARE.

- Participants could learn about the project by watching an introductory video and reviewing project materials such as the schedule and FAQ sheet.
- Participants could interact with others by providing place-based comments on an interactive map.
- Participants could share their thoughts and ideas by completing a survey.

SOCIAL MEDIA

DEFINING DANVILLE
2021 COMPREHENSIVE PLAN UPDATE
TOWN OF DANVILLE

HOW WOULD YOU DEFINE THE FUTURE OF DANVILLE?
Please join us for an **ONLINE** community workshop!
Participate **ANYTIME** between February 17 - March 10
Visit: Danvillecompplan.com/workshop

LEARN. Meet the project team and review the project resources to learn about the planning process.

INTERACT. Use the interactive map to help us identify places to PRESERVE and places to IMPROVE in Danville.

SHARE. Complete the survey to share your ideas and feedback with us!

Vision and Quality of Life

Online Community Workshop Summary

4



STARS FOR QUALITY OF LIFE

WISH JAR

Several common ideas were shared:

- Downtown revitalization
- More dining and shopping option
- Make our school system the best in the country
- Bypass to improve traffic flow through town
- Walking trails along nearly every street
- More roundabouts
- Athletic/community center
- Outdoor activities around a large lake
- Rebuilding Main Street with buried utilities, proper cross walks and sidewalks, and greenspace.
- Utilizing available land to improve quality of life instead of building more homes.
- A co-op for small businesses and co-working space
- Invest in what is already built instead of continuing to build more.
- Build strong community engagement
- Ease of access to the rest of the county
- Maintaining our integrity of small town feel and not getting too big too soon.
- Indoor / Outdoor water park

COMMUNITY VALUES

Top 5 amenities or characteristics that contribute the most value to quality of life:

1. Safety
2. Small Town Charm
3. Parks, Recreation, and Trails
4. Education System
5. Welcoming / Friendly People

HOMETOWN HERITAGE

Survey respondents agreed that the following items are important to preserving Danville's hometown Heritage:

1. Monitoring the type of growth (92%)
2. Protecting the historic downtown (89%)
3. Improving walkability (85%)
4. More local businesses (84%)
5. Marketing and branding efforts (65%)

Key Survey Conclusions

Online Community Workshop Summary

Community Assets

Danville Is...

- A great place to raise a family
- A great place for young professionals
- Welcoming to newcomers
- Home to lifelong residents

Danville has...

- A vibrant downtown
- A strong sense of community pride
- Plenty of jobs available within the county
- Services for high-speed internet
- Good quality roadways
- Well-maintained historic buildings and homes
- Well-maintained parks

Desirable Actions

Danville should...

- Preserve the historic charm and heritage
- Embrace growth and change in the downtown
- Offer incentives to support small businesses
- Build new houses to grow the population base
- Improve regional trail connectivity
- Expand resources for aging adults
- Improve the perception of its housing stock
- Improve Danville's marketing and branding
- Expand workforce training resources
- Improve pedestrian connectivity throughout Danville
- Maintain housing quality

Danville needs...

- More Mixed-use areas
- More Small-scale commercial
- More Parks and recreation
- More Single-family homes
- More Shopping, dining, and entertainment
- More Activities for children under 18
- More Jobs in Danville
- To increase its infrastructure capacity to support growth
- To find a solution for the traffic along US 36

Not Preferred

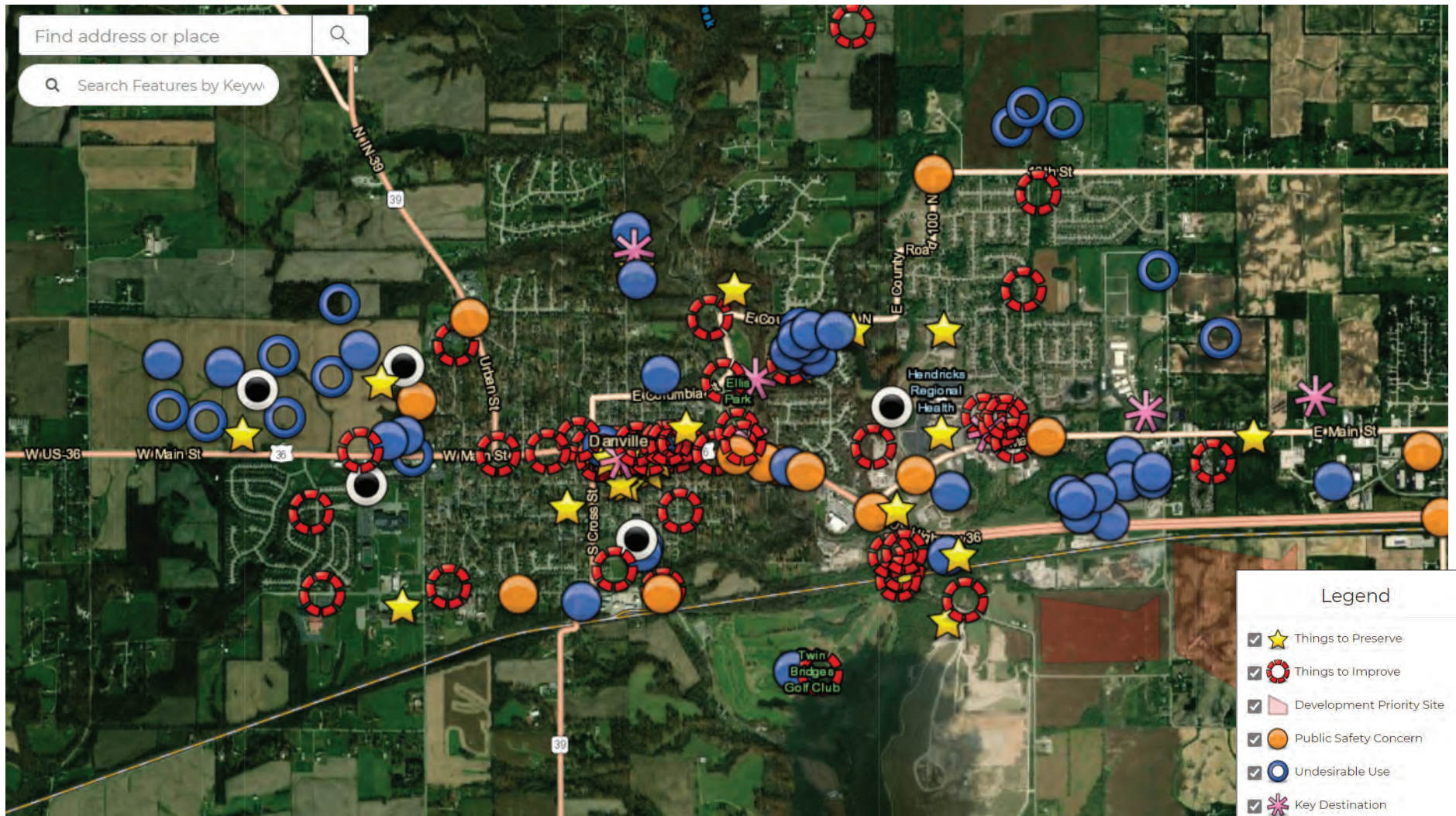
Danville doesn't need...

- To be known as an employment destination
- More large-scale commercial
- More Residential
- More Business parks
- More Moderate intensity industrial
- More High intensity industrial
- More Multi-family units

Interactive Map Overview

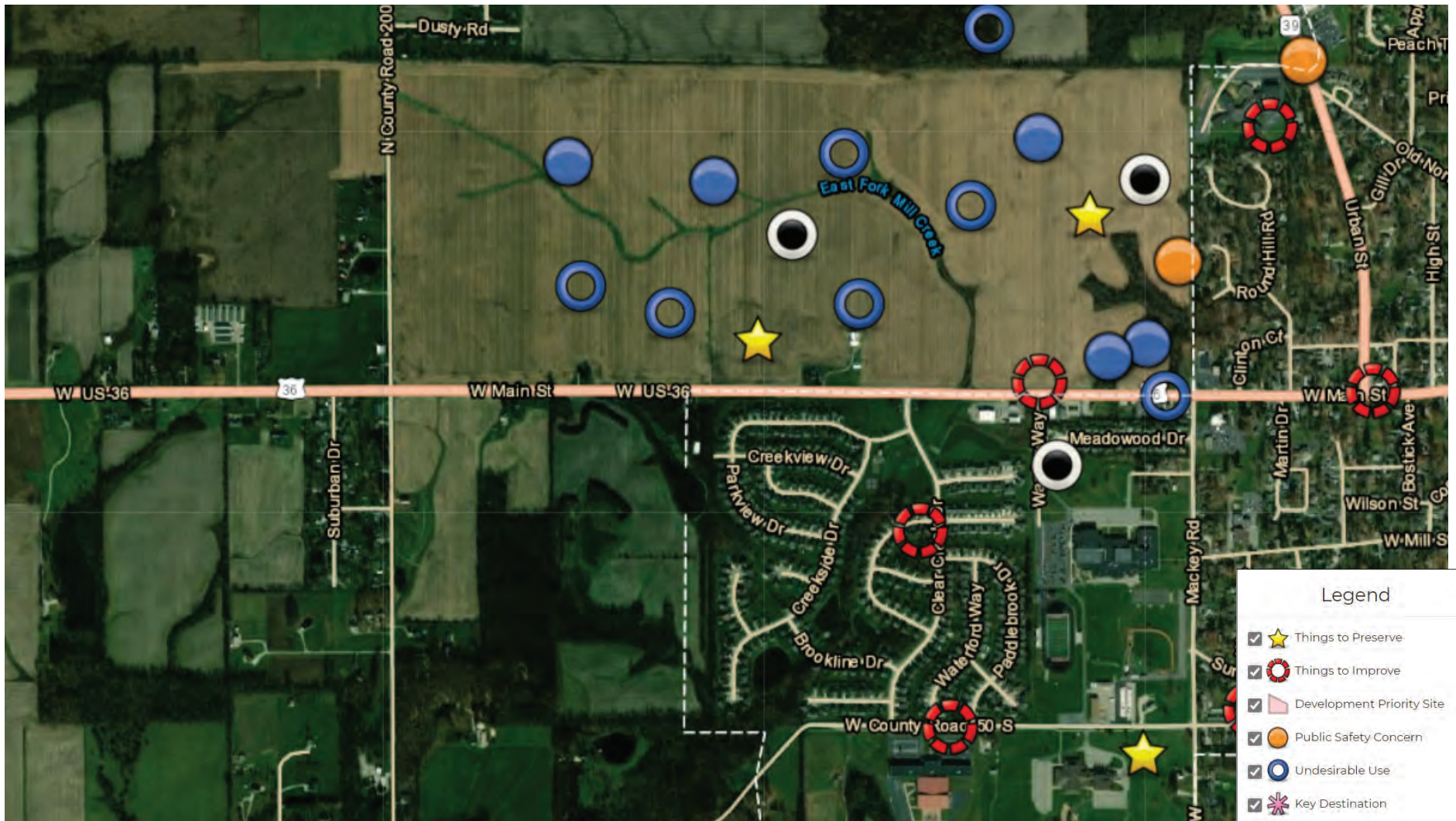
Online Community Workshop Summary

MOST LIKED COMMENT (120 Thumbs Up) “More Housing not wanted!” located on the west side of danville.



Interactive Map | West Side of Danville

Online Community Workshop Summary

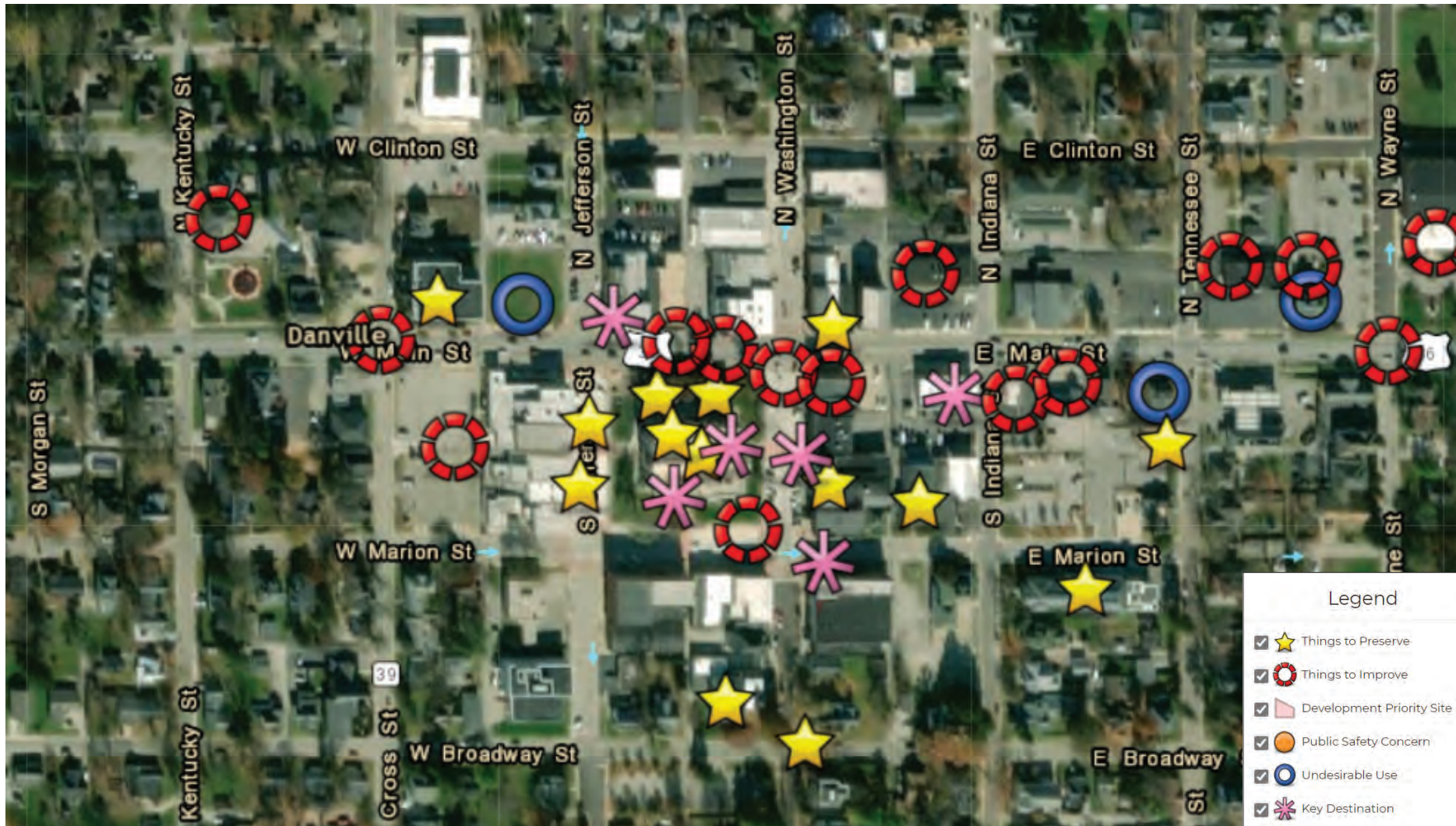


Legend

- ★ Things to Preserve
- Things to Improve
- Development Priority Site
- Public Safety Concern
- Undesirable Use
- ★ Key Destination
- Desired Use
- Other

Interactive Map | Downtown Area

Online Community Workshop Summary

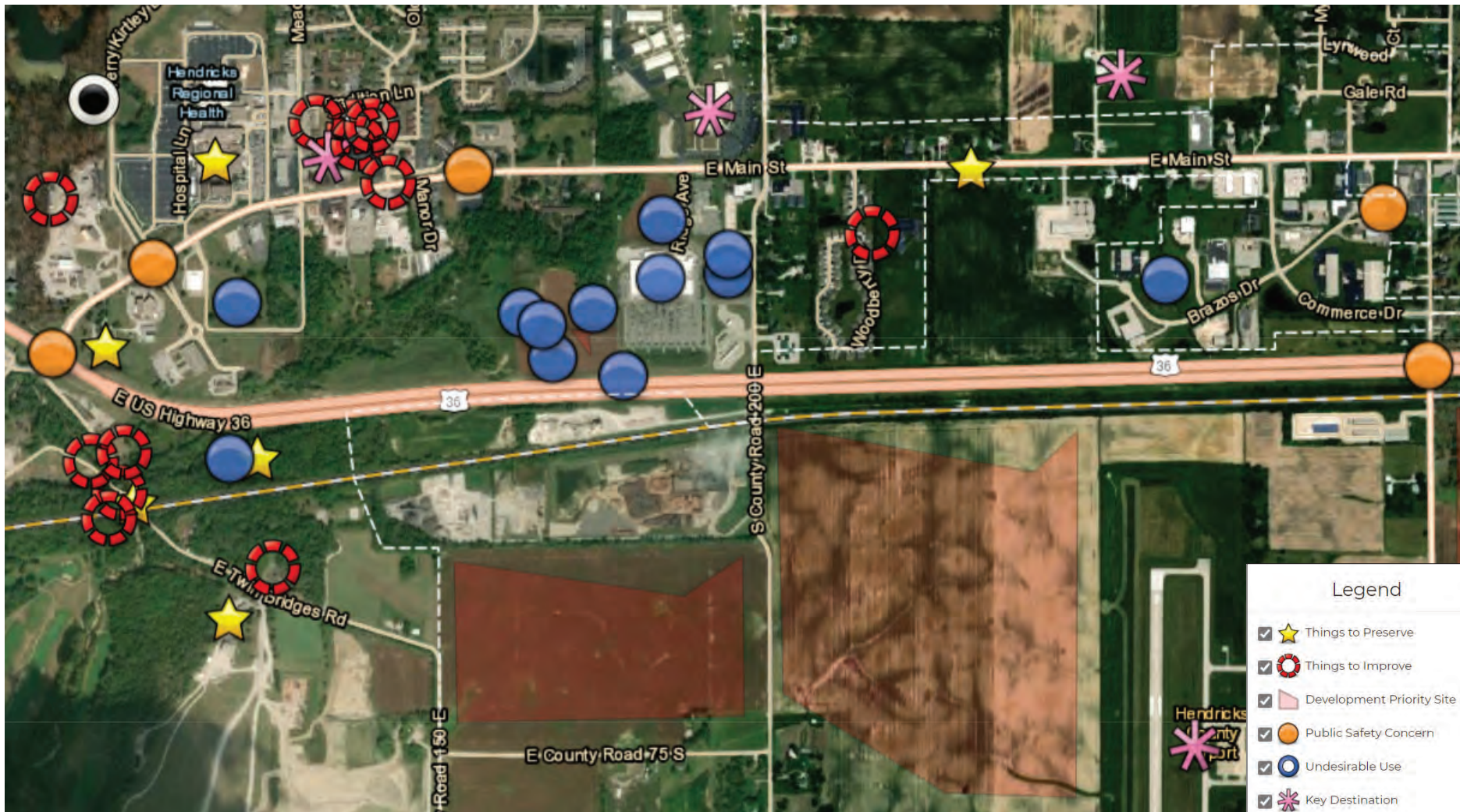


Legend

- ★ Things to Preserve
- ⦿ Things to Improve
- Development Priority Site
- Public Safety Concern
- Undesirable Use
- ✨ Key Destination
- Desired Use
- Other

Interactive Map | East Side of Danville

Online Community Workshop Summary



Key Map Conclusions

Online Community Workshop Summary

Community Assets

- Ellis Park
- Courthouse Square
- Downtown
- Hospital
- Danville Amphitheater
- Beasley's
- Gov. Chase historic home
- Library
- Airport
- Fairgrounds
- Undeveloped Land
- Breadbasket Café
- The beehive
- Two Guys Pies
- The Royal Theater
- Danville Dips
- Farmers Market
- Historic Buildings

Things to Improve

- Specific locations identified for pedestrian connectivity
- Specific locations identified for vehicular mobility
- Underutilized areas near downtown
- Underutilized land on south-side of town
- Upgrade appearance of downtown structures
- Use of decorative lighting, sidewalks, and utility poles
- Entrance (gateways) into town
- Access to Ellis Park
- More parking at Ellis Park
- More pickle ball courts
- Improve Gary Eakin Park
- Free recycling for the community
- Fine Dining Options
- More retail options
- Parking Downtown

Desirable Development Opportunities

- Specific location identified for development
- Specific types of land use identified such as:
 - Crew Car Wash
 - Hotel
 - Dog Park
 - Restaurant and Business District at US 36 and S CR 200 E
 - Farm to Table Restaurant

Development Not Preferred

- Housing development on west-side of Danville
- Housing development on northeast quadrant of Danville

Level of Agreement - Based on Majority

Online Community Workshop Summary

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<p>Danville is a great place to raise a family.</p> <p>Danville should preserve the historic charm and heritage.</p> <p>Danville should embrace growth and change in the downtown.</p> <p>Danville needs to find a solution for the traffic issues along US 36/ Main Street.</p>	<p>Downtown Danville is vibrant.</p> <p>Danville is a great place to retire.</p> <p>Danville is a great place for young professionals.</p> <p>There is a strong sense of community pride in Danville.</p> <p>Danville is welcoming to outsiders / newcomers.</p> <p>Danville is home to lifelong residents.</p> <p>Danville needs more mixed use areas.</p> <p>Danville needs more small-scale (neighborhood) commercial.</p> <p>Danville needs more parks and recreation.</p> <p>Danville needs more light Industrial.</p> <p>Danville should embrace growth and change in the eastern portion of the town.</p> <p>Danville should embrace growth and change in the western portion of the town.</p> <p>Danville should embrace growth and change anywhere as long as it aligns with the vision for the future.</p> <p>There are enough jobs available in Hendricks County.</p> <p>Incentives should be offered to support small businesses.</p> <p>There are service options for high-speed internet.</p> <p>Roads are generally in good condition.</p> <p>It is easy to travel through Danville.</p> <p>Building newer housing in Danville is important to growing the population base.</p> <p>Danville needs more single-family homes.</p> <p>The historic homes and buildings in Danville are well-maintained and preserved.</p> <p>Danville offers plenty of parks and recreation opportunities.</p> <p>Danville's parks are well-maintained.</p> <p>Danville offers enough parks and recreation programs for children and adults.</p> <p>Danville's trail network provides great connectivity throughout Danville.</p> <p>Danville should improve regional trail connectivity.</p>	<p>There are sufficient resources for aging adults.</p> <p>Danville is known for its great housing stock.</p> <p>Incentives should be offered to attract large employers.</p> <p>There is a clear marketing and branding message for business attraction.</p> <p>There are plenty of workforce training resources available in Danville.</p> <p>A regionally approach should be considered in Danville's growth plan.</p> <p>Sidewalks are generally available and in good condition.</p> <p>The overall housing stock is well-maintained.</p> <p>Stricter preservation measures are needed to maintain Danville's historic structures.</p> <p>11.22.21 DRAFT</p>	<p>There are plenty of shopping, dining, and entertainment options in Danville.</p> <p>There are sufficient activities for children under the age of 18.</p> <p>Danville is known as an employment destination.</p> <p>Danville needs more large-scale (regional) commercial.</p> <p>There are enough jobs available in Danville.</p> <p>It is easy to walk and bike throughout Danville.</p> <p>Danville has the infrastructure capacity to support future growth.</p>	<p>Danville needs more residential.</p> <p>Danville needs more business parks.</p> <p>Danville needs more moderate intensity Industrial.</p> <p>Danville needs more high intensity Industrial.</p> <p>Danville needs more multi-family residential units.</p>

DEFINING



DANVILLE

2021 COMPREHENSIVE PLAN UPDATE



PHASE 2
Public Engagement Summary
June 7, 2021



PHASE 2 ENGAGEMENT SUMMARY

March - June 2021

ACTIVITIES

- **Project Website | Danvillecompplan.com**

The project website was updated regularly throughout phase 2. The project team published the Phase 1 Public Engagement Summary, updated the calendar, and launched another online workshop for people who could not attend in-person.

- **Social Media Campaign**

The project team has partnered with several community organizations and agencies to help advertise the planning process and engagement opportunities. Each week, for the duration of the engagement opportunity, the project team will share social media materials such as a written statement and digital postcard advertisement.

- **In-person Public Open House**

The project team hosted an open house on May 12 at Bosstick Gym. Visitors could review the draft content and provide feedback at each station. There were 9 interactive stations that covered the following topics; vision, land use, transportation, economic development, downtown character, neighborhood character, pedestrian connectivity, parks and recreation, and placemaking.

- **Promotional Video**

The planner from HWC Engineering created an informative video clip to update viewers on the process and briefly explain the big ideas that were shared with the public.

- **Online Survey**

The second community survey covered the same content as the in-person public workshop. The survey was intended for people who could not attend the in-person event. The survey was designed to gage the community's level of support on the draft goals and objectives.

PROJECT MEETINGS

- **Steering Committee Meeting #2**

March 10, 2021

- **Steering Committee Meeting #3**

April 7, 2021

- **Public Open House**

May 12, 2021

- **Online Workshop #2**

May 12- 26, 2021

- **Steering Committee Meeting #4**

June 9, 2021

SOCIAL MEDIA PARTNERS

- Town of Danville
- Danville Parks and Recreation
- Danville Police Department
- Danville Community Schools
- Hendricks County Senior Services
- Woodland Trace of Danville

In-person Public Open House

Meeting Board Summary - Board #1



Welcome!

PROJECT OVERVIEW

1. What is a Comprehensive Plan?

A comprehensive plan is a guidance document for local leaders and staff to reference when making decisions about future growth and development.

2. What is the purpose of a Comprehensive Plan?

A comprehensive plan strives to do three things:

- Evaluate the existing conditions of your community.
- Establish a clear vision and goals for the future.
- Identify recommendations for how to achieve the vision and goals.

3. What topics will be addressed?

Land use, Transportation and Utility Infrastructure, Community Services, Community Character, Placemaking, Parks and Recreation, Natural Features, and Government Resources and Capacity.

4. Where are we at in the process?

The planning process kicked off in January 2021. The first public engagement opportunity was facilitated in March. It is anticipated that the draft plan will be available for public review in September.

INSTRUCTIONS

1. Sign-in at the welcome station and say hello to the project team members.

2. Visit each station, in any order, at your own pace. Please share your thoughts with us by completing the exercise at each station. There are two ways to provide input. Use the post-it notes and stickers provided here OR provide feedback electronically by scanning this QR Code.



3. If you have questions, please ask a project team member!

Meet the Team!



Cory Whitesell
Project Manager



Hailey Woods
Planner



Chris Hamm
Director of Economic
Development

In-person Public Open House

Meeting Board Summary - Board #2



Vision Statement

Let us know if you agree or disagree with the following statements. Place a sticker in the appropriate box. If you disagree, please use a post-it note to explain why.

Danville is a community inspired by its hometown charm and prepared to embrace strategic investments that cultivate sustainable growth and development.

<i>Danville will prioritize:</i>	AGREE	DISAGREE	COMMENTS
Managing growth by making informed decisions that support long-term economic stability, reflect our community values, and contribute to Danville's strong sense of place.	13 Stickers	3 Stickers	1. Each project should be a positive financial impact on the town (schools, etc.) Nothing should be built that increases taxes on or burdens any existing citizens of the town.
Preserving the character and mix of local business establishments in our historic downtown and surrounding neighborhoods.	15 Stickers	1 Sticker	2. Agree but would like more emphasis on small locally owned business, as opposed to box stores and chains. 3. #Keep Danville's District - Historic District.
Strengthening quality of life for residents through livable neighborhoods, premier parks, walkable districts, and outstanding event programming.	14 Stickers		1. Quality of life is more much. Boom town is not quality of life. 2. "Livable neighborhood nodes" sounds like a code word. Please define. I don't want PUD's across from Dave's All-American.

In-person Public Open House

Meeting Board Summary - Board #3



Land Use

Ensure growth occurs as directed on the Future Land use Map and at a rate that is consistent with the town's ability to provide adequate services and infrastructure.

BIG IDEAS

1. Downtown -

- Maintain the courthouse square as the central core of Danville.
- Prioritize local businesses, restaurants, and specialty retail shops within the downtown.

2. Residential -

- Support a range of densities to maintain a compact footprint and offer a wide range of housing products.
- Focus residential development to the north and northwest.

3. Commercial -

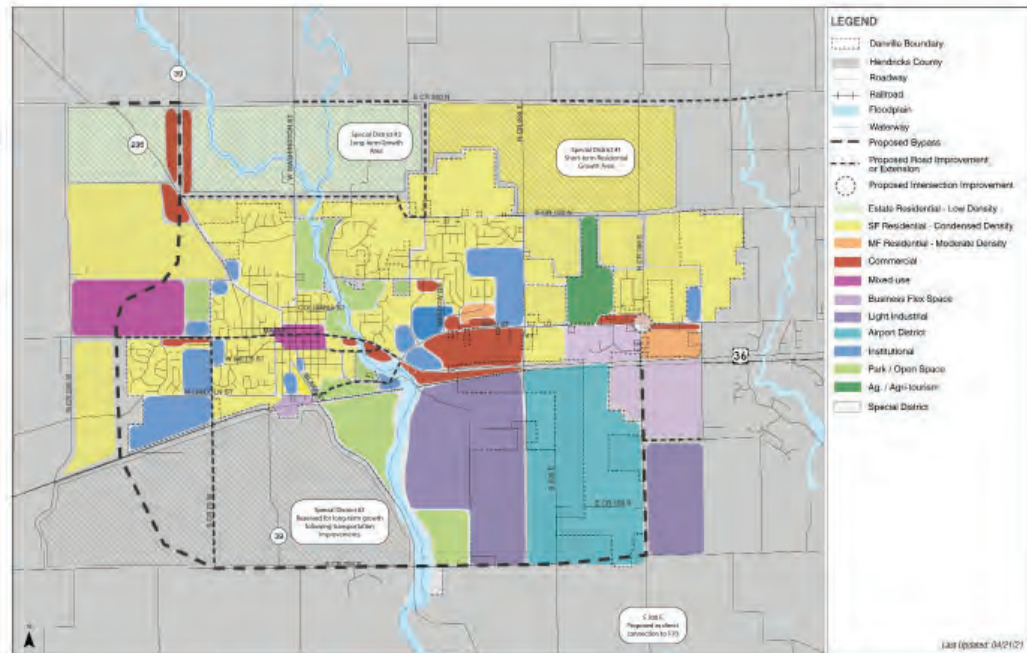
- Maintain US 36 and Main Street as commercial corridor with a mix of local and chain establishments.

4. Industrial -

- Focus industrial development in the southeast.

5. Other -

- Reserve land for future parks and recreation.
- Reserve space for future roadway and utility infrastructure.
- Reserve land in the southwest for development until roadways can adequately serve the area.



AGREE - Place your sticker here!

14
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

Comments

4
Stickers

- The proposed bypass shows at 200 S. What about the railroad tracks?
- Concerns about the wildlife that live around the proposed 100 N extension.
- Seems smarter to build to the east of town.
- Bypass just south of railroad tracks
- Figure out the plan before doing anything about the proposed Miles Farm Development.
- You need to concentrate development to the east and northeast where we can handle traffic and already have infrastructure.

In-person Public Open House

Meeting Board Summary - Board #4

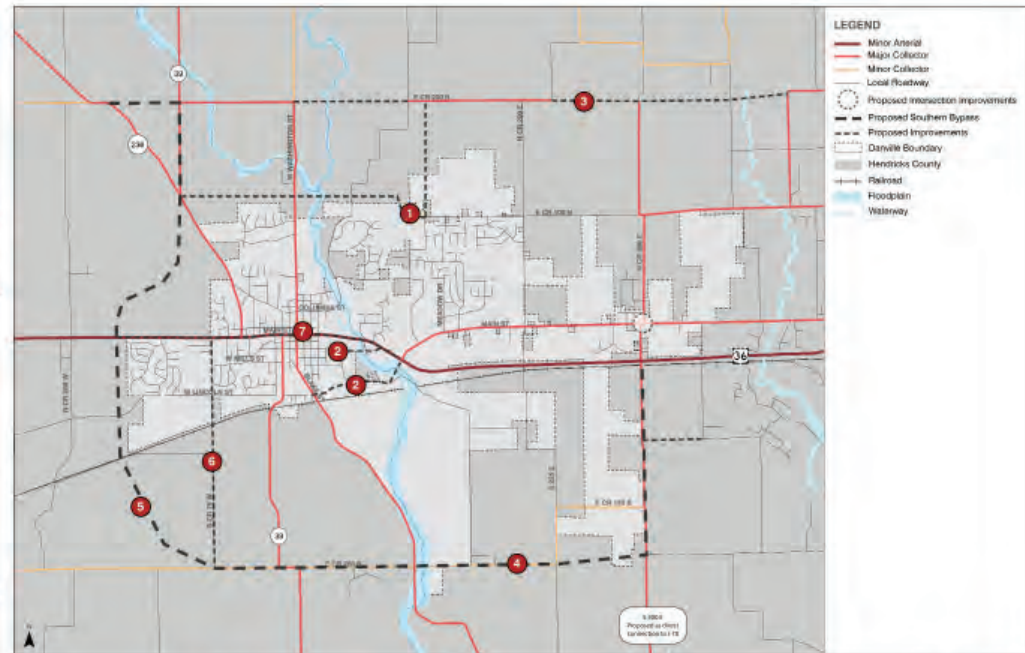


Vehicular Transportation

Provide a roadway network that promotes efficient and safe movement of traffic through the town.

BIG IDEAS

1. **Develop additional east-west roadway corridors to alleviate Main Street traffic.**
 - 1 Evaluate extending CR 100 N from Money Ln to SR 39.
 - 2 Create parallel routes along Broadway and/or Lincoln to alleviate traffic from Main Street.
 - 3 Construct missing segments along CR 200 N to encourage connectivity through Danville into Marion County.
2. **Develop an unofficial Danville bypass to improve traffic flow.**
 - 4 Utilize CR 300 E and CR 200 S to connect US 36 and SR 39.
 - 5 Evaluate the preferred route for the SR 39 bypass along the west-side of Danville.
 - 6 Investigate a truck bypass on CR 75 W as a short-term option until bypass is developed.
3. **Evaluate the impact of converting downtown streets back to two-way streets.**
 - 7
 - Evaluate if two-way traffic would allow traffic signal at Main Street/Tennessee Street to be eliminated.



AGREE - Place your sticker here!

12

Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

Comments

4

Stickers

- Streets at the square are too narrow to convert to 2-way.
- Washington Street - too small to use to alleviate SR 39.
- Is 200 N too far out of town?
- 30 years too late.
- A sign on Tennessee is still useful. Traffic coming south to Danville alternates and pushed north to Washington Street.
- Traffic through town is nothing compared to almost any other town.
- The SR bypass should go further to the west.
- Main Street with 3 lanes alternate 2,3 in AM/PM.
- Project #2 - impacts historic properties. Priority: 1,3,4 over #2.
- I like the idea of a local bypass that commuters can use but won't detract from the daily exposure businesses receive from one-way traffic.
- Extend Mackey Road north to SR 39.
- CR 200 N - slot of traffic to go through.
- Need light at on-ramp with pedestrian signal.
- Just look at doing #4 and #6.
- Connect #1 further to the side.
- INDOT already had a bypass on CR 200 S about 1 mile long. Adding a 1000+ residential development to this was further complicate traffic.
- Mackey Road to CR 39 - Follow Old State Highway.

In-person Public Open House

Meeting Board Summary - Board #5



Economic Development

Expand business attraction and retention initiatives to advance a sustainable and vibrant community.

BIG IDEAS

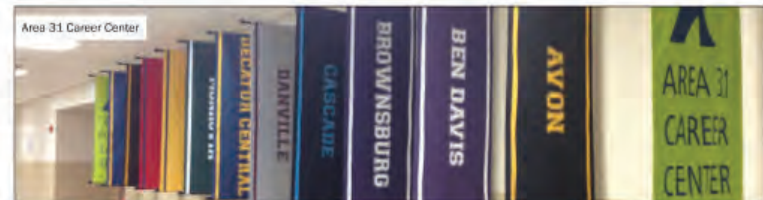
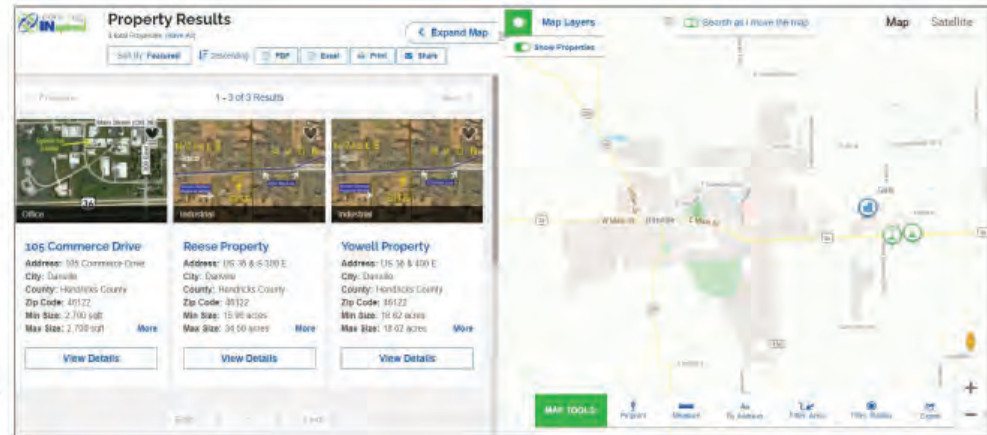
1. Promote quality of place to support workforce attraction and new business attraction.

- Maintain and promote an inventory of available development-ready sites.
- Utilize quality of place strategies to attract workforce to Danville.
- Leverage proximity of airport by attracting complimentary development.

2. Develop and promote a "Buy Local" campaign to encourage retention of local spending and new business development.

3. Support quality, comprehensive education and lifelong learning opportunities.

- Encourage collaboration among educational institutions, local employers, and local workforce development partners to create opportunities for students.
- Expand local career pathways strategies that can offer continued training to advance a worker's skills, pay, and future employment opportunities over time.



AGREE - Place your sticker here!

18
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

0
Stickers

Comments

- Focus on 21st Century businesses - Call Centers, Medical
- Big Ideas?
- It is a noble thought to want to provide quality education, however, we aren't attracting/retenting teachers with current wages.

In-person Public Open House

Meeting Board Summary - Board #6



Community Character - Downtown

Protect the existing unique character of the older downtown district while promoting continuity of character in newer areas.

BIG IDEAS

1. Support infill and redevelopment in existing urban areas.

- Maintain the compact development pattern with a diverse mix of uses and activities.
- Maintain small-scaled buildings (1-3 stories) that house locally owned businesses.
- Encourage specialty retail shops to locate downtown.
- Emphasize local establishments in the downtown while allowing a mix of local and chain establishments to develop outside the downtown.

2. Prioritize the pedestrian environment over vehicular mobility in the downtown.

- Explore how to incorporate a multi-use path on Main Street.
- Use plantings, street furniture, decorative paving, and ornamental lighting to support downtown character.
- Encourage businesses to create outdoor dining opportunities along the sidewalk.

DEVELOPMENT CHARACTER



ROADWAY CHARACTER



AGREE - Place your sticker here!

19
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

0
Stickers

Comments

- So excited for more walkability!
- We love our downtown! I'm excited to see the thoughtfulness our leadership is using in plans for future improvements. This place is special.
- Improve downtown alleys for pedestrian travel. Improve and clean up.

In-person Public Open House

Meeting Board Summary - Board #7



Community Character - Neighborhoods

Protect the existing unique character of the older downtown district while promoting continuity of character in newer areas.

BIG IDEAS

1. Create diverse housing opportunities in the north and northwest portion of Danville.

- Encourage mixed density neighborhoods with single family, 2-3 family, and multi-family units.
- Discourage residential development with only one proposed housing type.
- Utilize durable and high-quality materials in new construction.

2. Ensure development proposals are contributing to Danville's overall community character.

- Ensure new residential development provide non-motorized links to existing and planned trails.
- Require new development to connect to existing stub streets.
- Enhance connectivity by maintaining Danville's grid pattern.
- Require right of way dedication for future trails and roadways.
- Encourage development proposals to include public open space for parks and recreation.



AGREE - Place your sticker here!

13
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

Comments

3
Stickers

- We have already created 1,000 diverse houses that have a negative impact. That's 33% growth in 18 months.
- Do not be enticed by development money, PUD housing is not the way to keep our charm.
- Too many homes already approved. Losing small town character. Rapid unsustainable growth. Higher traffic.
- No need for zoo rental in Danville. Build more homes of 450K and up.
- Adequate roads for growth
- Concerned that too many apartments would bring too many people without financial benefit.
- Love the plans for new housing but worried about too many apartments. Is there a cap or way of monitoring this?

In-person Public Open House

Meeting Board Summary - Board #8



Parks, Recreation, and Natural Areas

Promote a safe and active lifestyle through recreation opportunities.

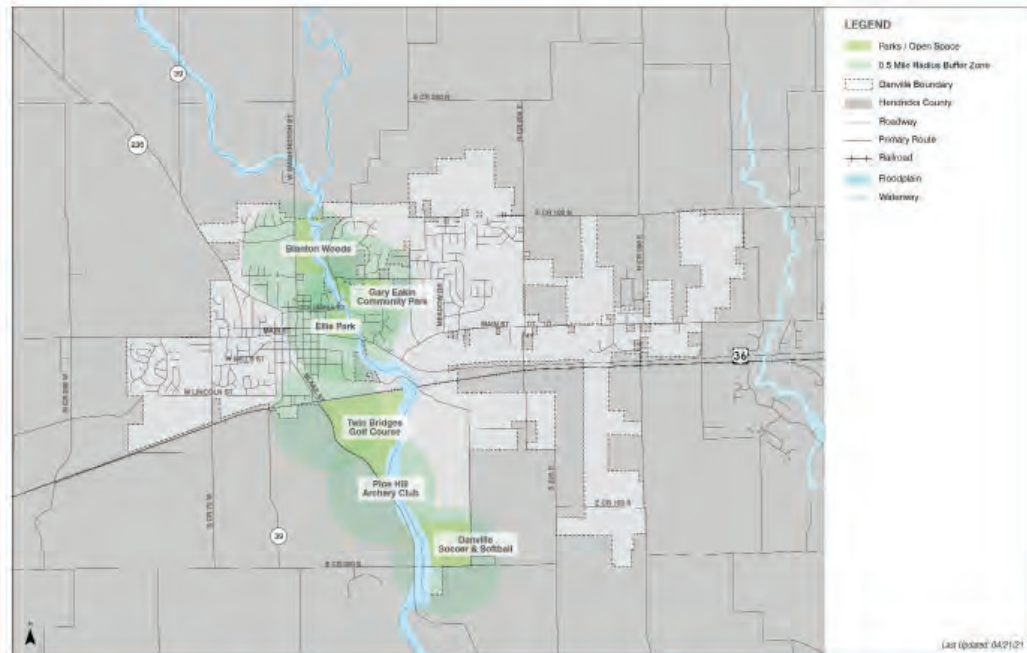
BIG IDEAS

1. Continue to improve and expand parks and recreational opportunities.

- Continue evaluating the parks department capacity and resources.
- Implement goals of the 5-year Parks and Recreation Master Plan.
- Strive to provide park space within a 0.5 mile walking distance for each neighborhood.
- Strive to provide access to Danville's trail network within a 0.5 mile walking distance for each neighborhood.

2. Protect Danville's natural features by establishment environmental policies.

- Limit development within floodway and environmentally sensitive areas.
- Create incentives for development to preserve or dedicate natural areas within developments for parks, trails, and open space.



AGREE - Place your sticker here!

21
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

Comments

1
Stickers

- Danville has adequate park space. Building more homes with higher levels of hard surfaces kills habitat areas.
- I like the idea of Danville striving to preserve wildlife areas / planting native grasses to help maintain water retention; new development and asphalt can lead to diminishing habitat and I'd love to see the town approach new development differently.

In-person Public Open House

Meeting Board Summary - Board #9



Pedestrian Infrastructure

Connect local destinations and neighborhoods for bicyclists and pedestrians.

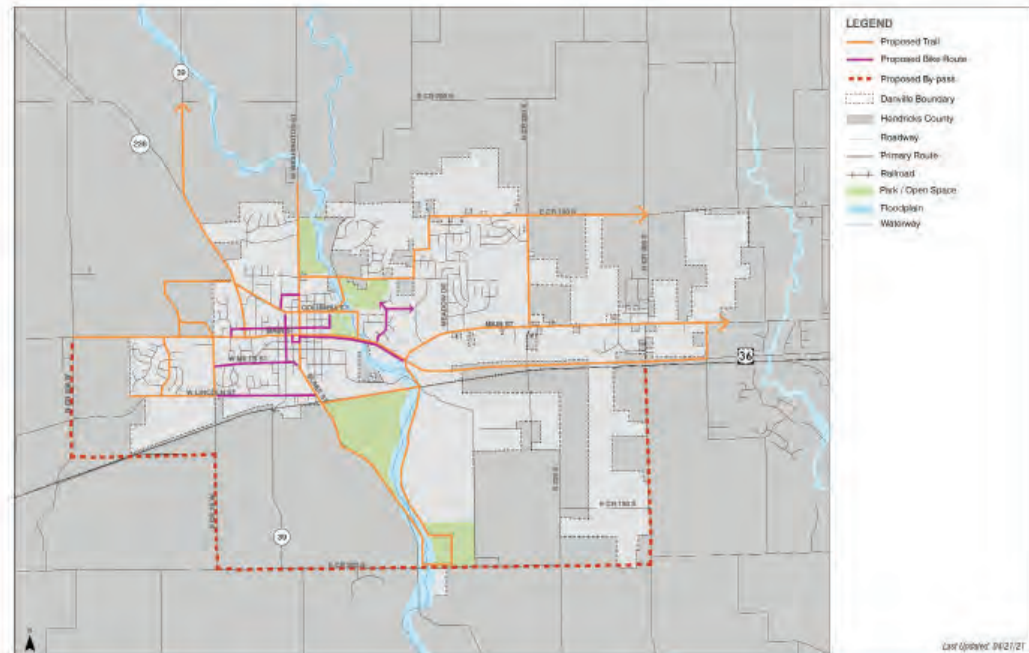
BIG IDEAS

1. Implement the Pedestrian Pathways and Trails Plan completed in 2020.

- Evaluate the best way to provide a major east-west trail along Main Street.
- Require developers to construct shared-use trails along adjacent roadways for new developments and require Town projects to follow the same requirements as outside developments.
- Begin early coordination with INDOT on the long term plan for the trail and pedestrian connectivity along Main Street, US 36, the new by-pass, trails, and Safe Routes to Schools.

2. Develop a network of safe, inclusive pedestrian pathways.

- Complete a Safe Routes to School Master Plan and develop programming to encourage students to walk and bike to school.
- Provide ADA-compliant sidewalks and trails for disadvantaged members of the community.



AGREE - Place your sticker here!

18
Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

0
Stickers

In-person Public Open House

Meeting Board Summary - Board #10



Placemaking

Expand activities, events, and programming offered in Danville.

BIG IDEAS

1. Support the growth and enhancement of year-round events.

- Partner with the Visit Hendricks County to advertise events and promote local destinations.
- Ensure community events efforts are coordinated across the public and private sector.

2. Diversify the types of programs offered for youth, families, and senior citizens.

- Complete an inventory of all programs based on the specific age groups to identify gaps.
- Conduct a community-wide survey to determine what types of programs the community would like to have access to.

3. Establish a community brand that celebrates the Town's heritage and identity.

- Implement the wayfinding study that was completed in 2010.
- Identify potential locations for community gateway signage.



AGREE - Place your sticker here!

16

Stickers

DISAGREE - Place your sticker here and tell us why on a post-it note.

0

Stickers

Comments

- Strongly agree with partnering with Visit Hendricks County: they do excellent work!
- Consider signs that point to bus stop location on the square.

Online Survey Results

May 12 - 26, 2021



VISION STATEMENT

Overall, survey respondents support the vision station.

- 74% of respondents AGREE Danville with prioritize managing growth by making informed decisions that support long-term economic stability, reflect our community values, and contribute to Danville's strong sense of place.
- 84% of respondents AGREE Danville will prioritize preserving the character and mix of local business establishments in our historic downtown and surrounding neighborhoods.
- 80% of respondents AGREE Danville will prioritize strengthening quality of life for residents through livable neighborhoods, premier parks, walkable districts, and outstanding event programming.

LAND USE

Survey respondents were not in favor of supporting residential growth.

- Only 34% of respondents AGREE with supporting a range of densities.
- Only 28% of respondents AGREE with focusing residential development to the north and northwest.

Survey respondents support the goals related to downtown.

- 92% of respondents AGREE Danville should maintain the courthouse square as the central core.
- 83% of respondents AGREE Danville should prioritize local businesses, restaurants, and specialty retail shops within the downtown.

Survey respondents are conflicted about supporting industrial development in the southeast.

- Only 48% of respondents AGREE to focusing industrial development in the southeast.

TRANSPORTATION

Survey respondents feel the transportation plan isn't aligning with their vision and values yet.

- All statements within this section will be revisited by the project team.
- 61% of respondents AGREE with evaluating the extension of CR 100 N from Money Lane to SR 39.
- 62% of respondents AGREE with utilizing CR 300 E and CR 200 S to connect US 36 and SR 39.

Online Survey Results

May 12 - 26, 2021

ECONOMIC DEVELOPMENT

Survey respondents are not in favor of workforce and business attraction initiatives.

- Only 45% of respondents AGREE with maintaining and promoting an inventory of available development-ready sites.

Survey respondents want to support the local businesses in Danville.

- Nearly 75% of respondents AGREE with developing and promoting a “Buy Local” campaign.

Education and life-long learning opportunities are important to survey respondents.

- 82% of respondents AGREE with encouraging collaboration among education institutions, local employers, and local workforce development partners.
- 78% of respondents AGREE with expanding local career pathways strategies.

DOWNTOWN CHARACTER

Survey respondents want to maintain the existing character of downtown.

- 72% of survey respondents AGREE with maintaining the compact development pattern with a diverse mix of uses.
- 82% of survey respondents AGREE with maintaining small-scaled (1-3 story buildings).
- 78% of survey respondents AGREE with encouraging specialty retail shops to locate downtown.

Survey respondents want to prioritize the pedestrian environment over vehicular mobility in the downtown.

- 65% of survey respondents AGREE with exploring how to incorporate a multi-use path along Main Street.
- 80% of survey respondents AGREE with using planting, street furniture, decorative pavings, and ornamental lighting to support downtown character.
- 80% of survey respondents AGREE with encouraging businesses to create outdoor dining opportunities.

NEIGHBORHOOD CHARACTER

Survey respondents aren't comfortable with mix density neighborhoods.

- Only 25% of respondents AGREE with encouraging mixed density neighborhoods with single-family, 2-3 family, and multi-family units.

Survey respondents feel it is important that development proposals are contributing to Danville's overall character.

- 84% of survey respondents AGREE with encouraging development proposals to include public open space for parks and recreation.
- 78% of survey respondents AGREE to ensuring new residential development provides non-motorized links to existing and planned trails.

Online Survey Results

May 12 - 26, 2021

PARKS & NATURAL AREAS

Survey respondents want to continue improving and expanding parks and recreational opportunities.

- 88% of survey respondents AGREE with continuing to evaluate the parks department capacity and resources.
- 75% of survey respondents AGREE with implementing the goals of the 5-year master plan.
- 67% of survey respondents AGREE with striving to provide park space and trail access within a 0.5 mile walking distance for each neighborhood.
- 85% of survey respondents AGREE with limiting development within the floodway and environmentally-sensitive areas.

PEDESTRIAN INFRASTRUCTURE

Survey respondents support the goals related to expanding pedestrian connectivity.

- 71% of survey respondents AGREE with evaluating the best way to provide a major east-west trail along Main Street.
- 77% of survey respondents AGREE with requiring developers to construct shared-use trails along adjacent roadways for new development.
- 80% of survey respondents AGREE with beginning early coordination with INDOT on a long-term plan for trail connectivity along Main Street, US 36, the new bypass, and Safe Routes to School.
- 80% of survey respondents AGREE with completing a Safe Routes to School Master Plan, developing a Safe Routes to School program, and providing ADA compliant sidewalks.

PLACEMAKING & PROGRAMMING

Survey respondents support the growth of year-around community events.

- 76% of survey respondents AGREE with partnering with Visit Hendricks County to advertise events and promote local destinations.
- 78% of survey respondents AGREE with ensuring events are coordinated across the public and private sector.
- 78% of survey respondents AGREE with conducting a community-wide survey that determines what types of programs the community would like to have access to.

Survey respondents are not aware of wayfinding and branding efforts.

- Only 35% of survey respondents AGREE with implementing the 2010 Wayfinding Study. Several comments indicated that public did not know about the study.
- Only 47% of survey respondents AGREE with identifying potential locations for gateways.