

2020

REIMAGINING DOWNTOWN DANVILLE

JOSEPH
&
JOSEPH
ARCHITECTS SINCE 1908

BRAVURA

ARCHITECTURE | INTERIORS | MASTERPLANNING

 Gresham
Smith

**“QUALITY OF LIFE IS MORE IMPORTANT THAN EVER ...
THE FUTURE BELONGS TO TOWNS THAT FOCUS ON *PEOPLE*”**

GOALS	SAFE STREETS	STRATEGIES	ENTERTAINMENT
GUIDING PRINCIPLES	Main Street Walnut Street 3 rd Street 4 th Street	Core: Concept A Core: Concept B Core: Concept C Core: Concept D Civic: Courthouse Expansion Civic: Rehab Property Ideas Centre: Walnut Street Centre: Speedway Relocation So. Entry: Church St Extension So. Entry: Residential Density KSD: PUD KSD: 2 nd Street Park	DESTINATION CENTER Concept and Boundaries
OBJECTIVES	PLANNING DISTRICTS		OVERALL INITIATIVES
Centre College Residential Food & Drink Establishments Workplaces Town Meeting Center Retail & Service Establishments Parking Hospitality Ephraim McDowell Med Center Boyle County Courthouse Public Parks Streets and Sidewalks Multi-use Trails	Centre Civic & Medical Iconic East Entry Core South Entry Kentucky School for the Deaf		Tree Canopy Enhancement Celebrate Stephen Rolfe Powell A Regional Trail System ReAnimate: Black History Project Development Incentives

GOALS

The Opportunity

Danville is in an outstanding position to capitalize on our strengths. As we define the areas of focus for the Master Plan, we are providing a unique vision, clear objectives, and enabling action steps for 7 planning districts throughout our downtown—with clear connections across these districts focused on *PEOPLE*.

The Intent

The Danville Downtown Master Plan is meant to *lay out the vision* for our town, *inspire investment* from both the private and public sectors, as well as *prepare us for the future*. The Master Plan is not only critical for the *health of our community*, but also to ensure economic longevity as other cities and towns continue to evolve—each competing to bring individuals and businesses to *live, work, invest, vacation and play* in their communities.

We planners listened to many residents, interest groups, community leaders, students, businesspeople, and institutions in the community. Without any remorse, we stole all of their best ideas and included them in this document. We sincerely believe that the aspirations, and concerns they expressed for Danville, are fairly addressed in this Master Plan.

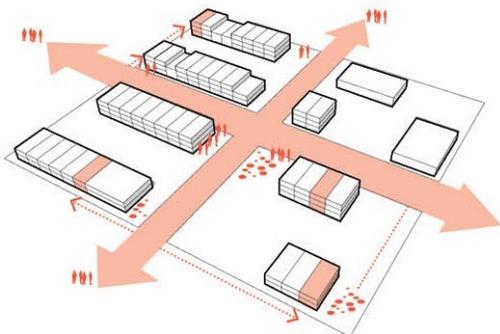
- The plan can be a tool for positive change in Danville’s future.
- It proposes some innovative and bold ideas. It is meant to provoke more ideas.
- It is a general roadmap for achieving success; a tool to focus many people and organizations on common goals that they want and need to achieve.
- It can be used to unite local Institutions, governments, and the private sector for *action*, and set the stage for creative cooperation, with everyone working together.



It takes the liberty of showing many ideas for uses of property privately owned by others; this is not meant to advocate for using urban renewal or eminent domain as methods for implementation. It is merely trying to provoke interest in looking at opportunities that may not be obvious, but could be beneficial to all parties involved. It assumes that all transactions would be between willing participants.

GUIDING PRINCIPLES

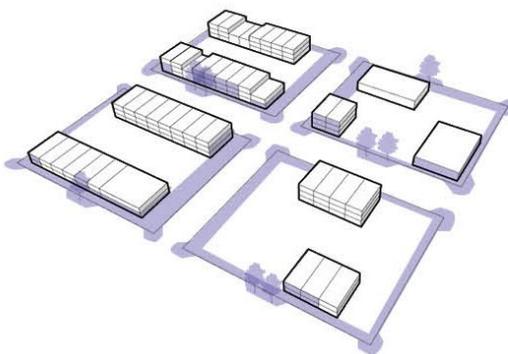
Connect to People, Places and Culture



Connectivity

A focus on connecting people to one another, connecting physical places to each other, connecting our culture and history to our experiences, and connecting our institutions and businesses together for mutual benefit.

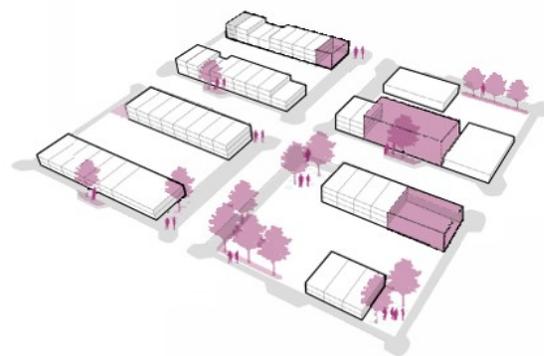
Make Streets for People



Streets for Everyone

A focus on making our streets and sidewalks safe for everyone to use, encouraging everyone to visit the Downtown and enjoy the experience. Using the sidewalks to increase Downtown energy and commerce.

Infill Blocks, Lots, and Buildings



Development

A focus on leveraging more investment in both renovation and new construction; infilling vacant or obsolete properties; restoring the urban fabric of the street facades; creating new Civic facilities; and offering more amenities and services

GUIDING PRINCIPLES

UNDERSTANDING THE VALUE OF SYNERGY



Achieving Objectives

A linear approach to Master Plan implementation is not as likely to be successful as an approach that takes on many of the objectives simultaneously. Success in one aspect is dependent on successes in other master plan initiatives.

Sharing Risk

Investment in an initiative carries risk that the anticipated result will not be achieved. The odds for success are greatly enhanced when other plan initiatives are successfully implemented. Each inter-related project supports the other.

Integration of the Endeavor

The efforts of private entrepreneurial initiatives, public infrastructure improvements, public-private partnerships, institutional projects and philanthropic contributions are all interdependent upon one another. The whole is greater than the sum of the parts.

OBJECTIVES

To make a plan that achieves our objectives for change, we defined the issues and areas of focus that can be the tools for achieving success.

Centre College

Everyone agrees that creating a strong connection between the college and downtown Danville has great benefit for both institutions and is key to the master plan mission. Physically it is important to make Main Street and Walnut Street inviting and robust pedestrian connectors. Changing the character of these streets, particularly Walnut, will be an invitation to Centre students to engage more in the everyday life of the town. Creating more activities and features attractive to young people create destinations for them to enjoy.

Programmatically there is also the opportunity to integrate arts, learning, and recreational initiatives community-wide. The Norton Center for the Arts is an underutilized asset that could be an important player in revitalizing downtown nightlife. Connecting the campus to a regional trail system that connects to city parks and other cultural features would be an enhancement to student life.



Residential

The development that probably has the most impact on launching the synergy to revive the downtown is attracting more people to live there. They are the consumers for downtown amenities. Adapting existing buildings for residential use is encouraged. Building more multi-family units in a more densely urban style would not only increase dwellings in or near downtown, but also add to the street charm and historic traditions of Danville. Ground-level retail may also be combined with the townhouses. This creation of a new downtown neighborhood can be encouraged by assisting with the assembly of properties and providing revolving loan funds and tax deferral strategies for individual or corporate investors/developers.



Food and Drink

The development that typically initiates people’s discovery of the charm of the downtown scene, and significantly boosts visitation, is the evolution of a cluster of unique eating and drinking establishments. The current food establishments would also benefit with stronger sales if 3 or 4 new venues were added to the lineup. More outdoor dining opportunities would add to the attraction. Existing under-utilized buildings offer interesting adaptive re-use opportunities; but new purpose-built infill construction should also be encouraged. Helping to partner operators, creative kitchen talent, investors, and property owners will help instigate projects—as will financing incentives.



Workplaces

The *CentreWorks* entrepreneurial initiative offers great promise for developing community-wide innovations and skills relating to the successful launch of ideas. The downtown can be poised to enhance that initiative, in concert with Centre College, by facilitating the development of start-up office spaces that also appeal to knowledge-based businesses that could be attracted to Danville. In other cities, adapting industrial buildings, loft space, new construction, and live/work alternatives in a vibrant small town have proven to be appealing to the 'high tech' work culture and aesthetic. Facilitating, incentivizing, and assisting in a community-wide branding effort will assist in the development of such workplace projects.



A Town Center and Event Plaza

An innovative, inviting, and flexible gathering place would be a considerable civic benefit for Danville and also serve to attract outside visitors. Such a facility could host events, conventions, business meetings, mixers, and weddings. A model described here could offer an expansive lobby, gallery, and 3 meeting rooms on the ground floor, with an event hall seating up to 200 people on the second level supported by visitor amenities and ample catering capabilities. Outdoor gathering space could provide for additional types of events. A coordinated effort and support from the City, Centre, Ephraim McDowell, and local businesses/industries could make this flagship project a useful and attractive centerpiece of the re-energized downtown.



Retail and Services

Opportunities for more retail establishments will come from more residences, more food and drink establishments and more visitors in the downtown neighborhood. Development projects that upgrade existing buildings or construct new ones will add to the inventory of leasable ground-floor space. The master plan encourages the inclusion of retail space on the ground floor of residential or office developments as a contributor to the streetscape on major downtown streets. Finding ways to offer shopping that appeals to Centre College students and young residents should be considered. Community input suggests the downtown is underserved in terms of Grocery offerings and Day Care facilities. Longer evening and weekend hours are also desired.



Parking

Large expanses of downtown Danville are consumed by paved surface parking owned by a number of different businesses. This is an inefficient use of real estate that also works against the master plan goal of creating new structures to fill gaps in the street facades and restore the density and sense of place when moving through the downtown streets. Three strategic locations are proposed for garage structures. They are sized to approximately double the number of parking spaces that currently exist. This serves to replace the lost surface spaces and add capacity for all of the growth proposed in the master plan recommendations—including any street parking spaces lost due to the lane modifications to downtown streets.



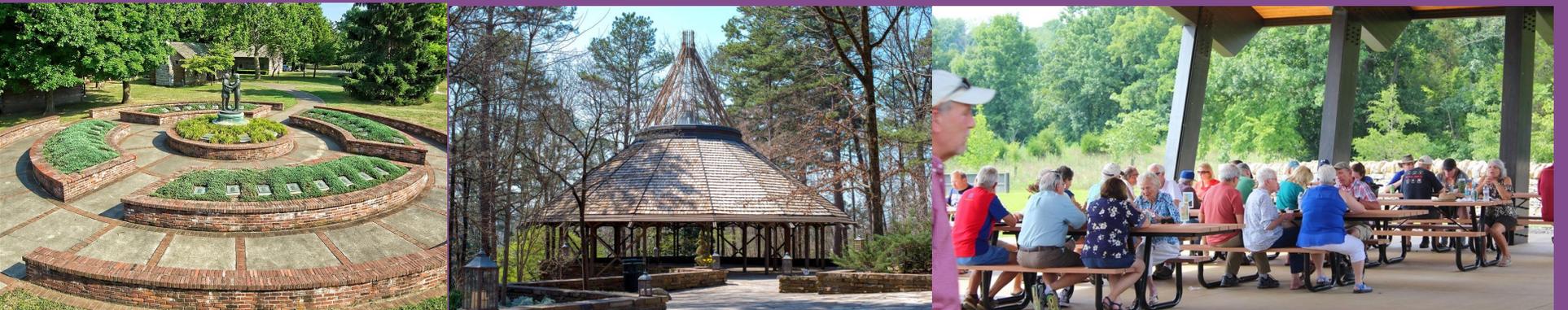
County Government Center

The Boyle County Courthouse and related government services attract a significant number of residents to the downtown and will continue to be an important activity generator. It is important to the success of the master plan that everything possible be done to keep these functions downtown, and to solve the current logistical inconveniences and needs for expansion at the historic downtown location. Finding ways to modernize, expand and provide convenient parking at the current location will not only benefit county government, but also neighboring businesses. It is also an opportunity to reduce the expanse of unattractive surface parking lots surrounding the courthouse.



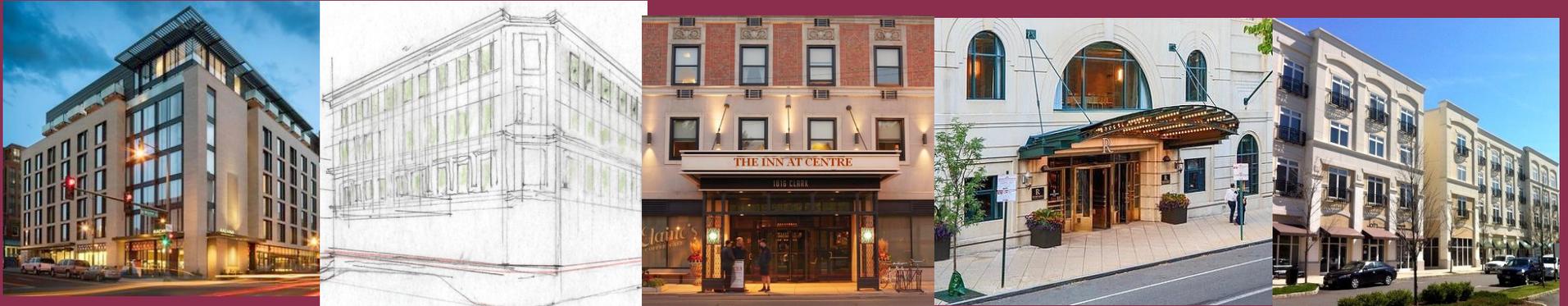
Public Parks

Parks are an important amenity expected of successful cities of all sizes. Downtown living requires the access to green space and the recreational outlets they provide. In Danville, *Millennium Park* is widely appreciated for all the active recreational facilities that it provides. *Constitution Square* provides a venue for community events and historic interpretation. However, *Henry Jackson Park* and *Batewood Park* are relatively inaccessible and under-developed to be as useful as they could be to downtown residents and workers. New park opportunities on the Kentucky School for the Deaf campus offer an intriguing opportunity for an important urban cultural venue and community gathering space. Efforts to improve and interconnect the Danville urban parks would help promote the downtown as the place to live, work and play.



Hospitality

The City of Danville has long wanted a new hotel in the downtown, and this goal was a major reason for commissioning this master plan. If enough of the plan recommendations are implemented that create the desired synergy and activity downtown, the potential viability of a new hotel is enhanced. It is recommended that Centre College take a leadership role in the hotel concept. Similar to lodging associated with other campus locations, this facility could benefit from co-branding with Centre. This would assure a high standard of operations. It would also more strongly integrate the campus with the downtown. For purposes of this master plan, a 60-75 key facility was assumed, with the ground floor entirely devoted to visitor amenities.



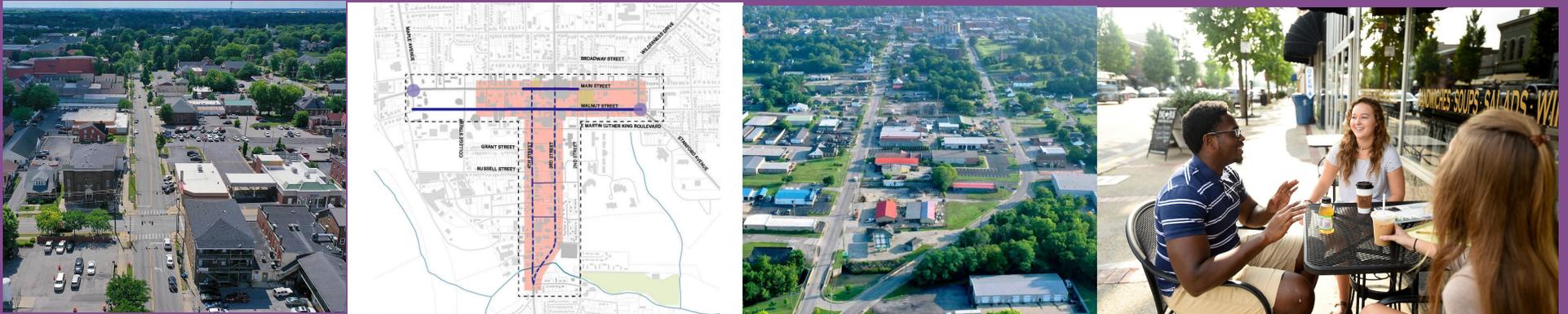
Ephraim McDowell Regional Medical Center

It is important to the energy and economy of the downtown to maintain and grow the presence of the EMRMC as a synergistic force for achieving the master plan goals for growth and renewal. Reciprocally, the City of Danville can do much to partner with the EMRMC to expand its reach and grow its services. Planning and working together, these partners can overcome functional disadvantages that threaten that desired growth and quality of health care services. They can also overcome the inconveniences to the City and the impediments to the master plan strategies presented by current operations of the EMRMC. The entire community's mission should be to strengthen the future competitive position of this great asset, and to make downtown Danville a great workplace to the benefit of the facility and its associates.



Streets

More downtown connectivity, traffic calming, pedestrian safety, and sidewalk appeal are the objectives here. Reducing vehicular lanes can offer more control of traffic while providing more needed space for sidewalks, seating, dining and landscape features. Main Street improvements could include creative adjustments to the streetscape, extending 'bump-outs' at street corners to aid pedestrian crossings, and installing 'roundabout' intersections at both ends of the downtown. Third and Fourth Streets offer opportunities for major augmentations to pedestrian multi-use paths, while calming vehicular speeds and offering a pleasing tree-lined entry to the city. Extensions of Church Street would add considerable developable land for residential and retail use, and create an important new north-south downtown connection.



Multi-use Trails

Walking and bicycling are the most popular outdoor recreation activities in the U.S. Dedicated multi-use paths are very popular and have considerable appeal to downtown residents, Centre students, and outside visitors. Investing in trails serves those in the community while also attracting tourists to area. We propose more 'destination quality' trails that add to the existing infrastructure—completing 'loops' to the country-side and back to the downtown. A hub downtown trailhead with parking, kiosks, and restrooms, would be an appealing amenity 'jumping-off spot' for out-of-towners enthusiasts. Trail routes through Downtown and Centre campus would offer yet another attraction for recruiting future students and staff. Trails separate from street surfaces and of ample trail width speak to the safety concerns of users.



Safe Streets

The community has understandable concerns about pedestrian safety and the amount of through-traffic on downtown streets. New ideas for the streetscapes offer added benefits to connectivity and ambiance

Put Main on the Big Stage!

Main Street is dangerous, and doesn't have much room for people to enjoy the amazing historic view.

By reorganizing the streetscape we can give businesses more space to grow, people space to have fun and do it all while making the road much safer for everyone!



Main Street

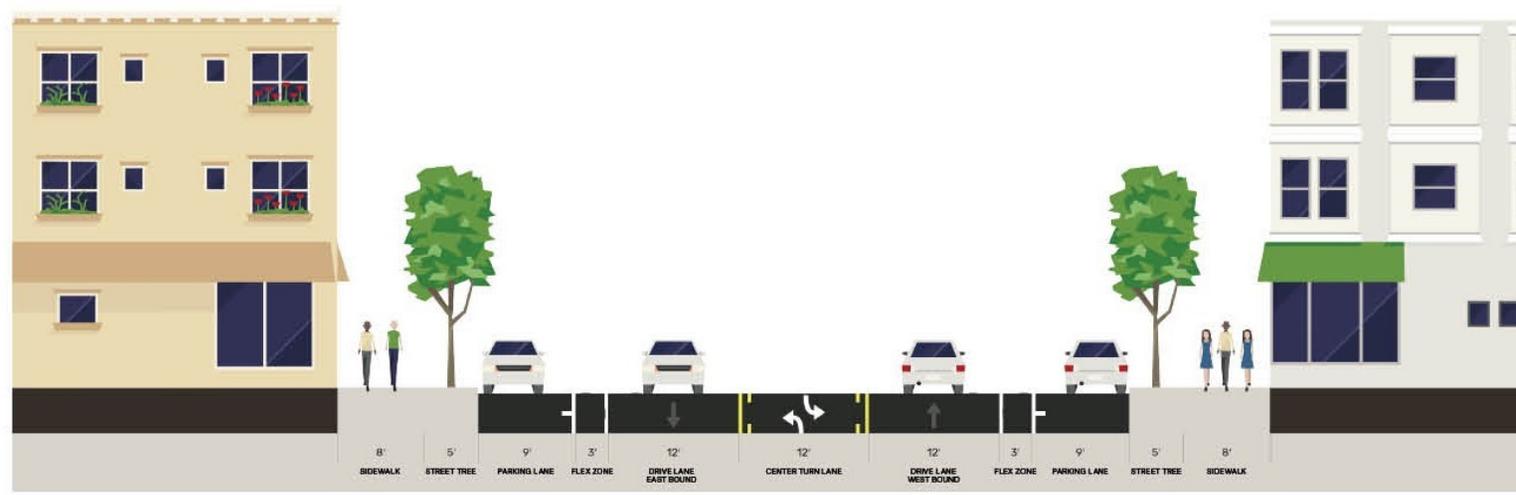
Build full curb extensions at all intersections to reduce turning speeds and crosswalk distances. This also provides more space for amenities like bike parking, cafe seating etc. and gives pedestrians more visibility.

Incorporate left over space along street edges where possible. Eliminate central lane totally where possible also create a planted median between intersections.

Shorten crossing distance as much as possible for seniors, kids, and accessibility needs.

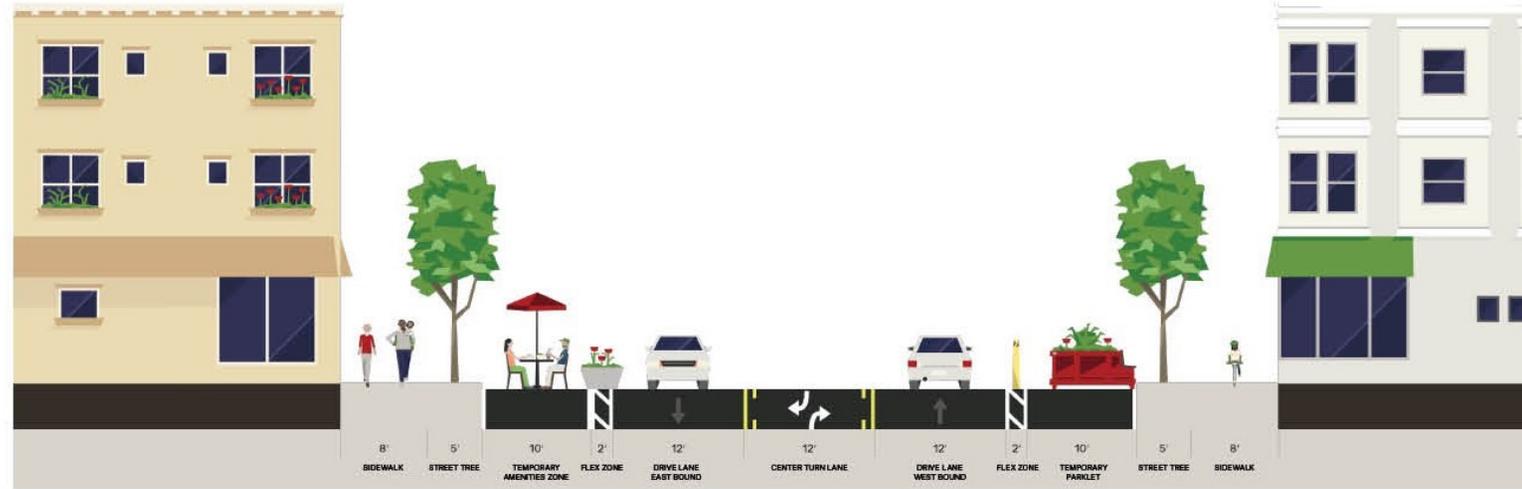
Main Street Today

Main Street is wide and dangerous. But that means more room for improvement!



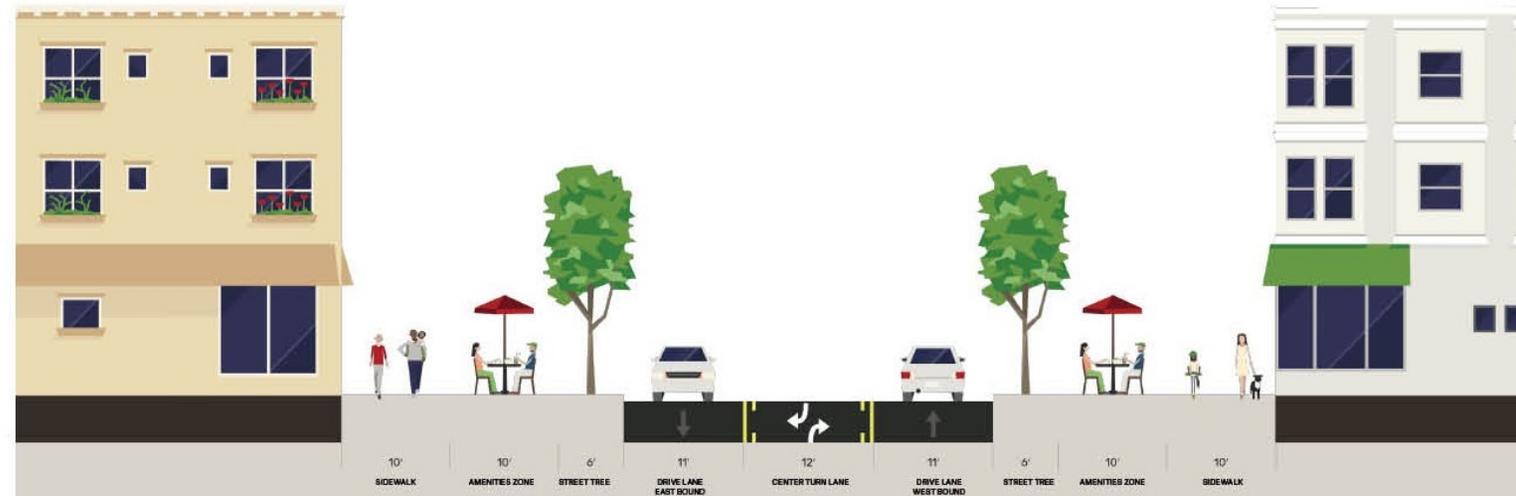
Short Term Improvements

By utilizing left over spaces and underutilized parking areas you can temporarily add seating, bike parking, landscaping and public art along Main Street to make it a better place to be.

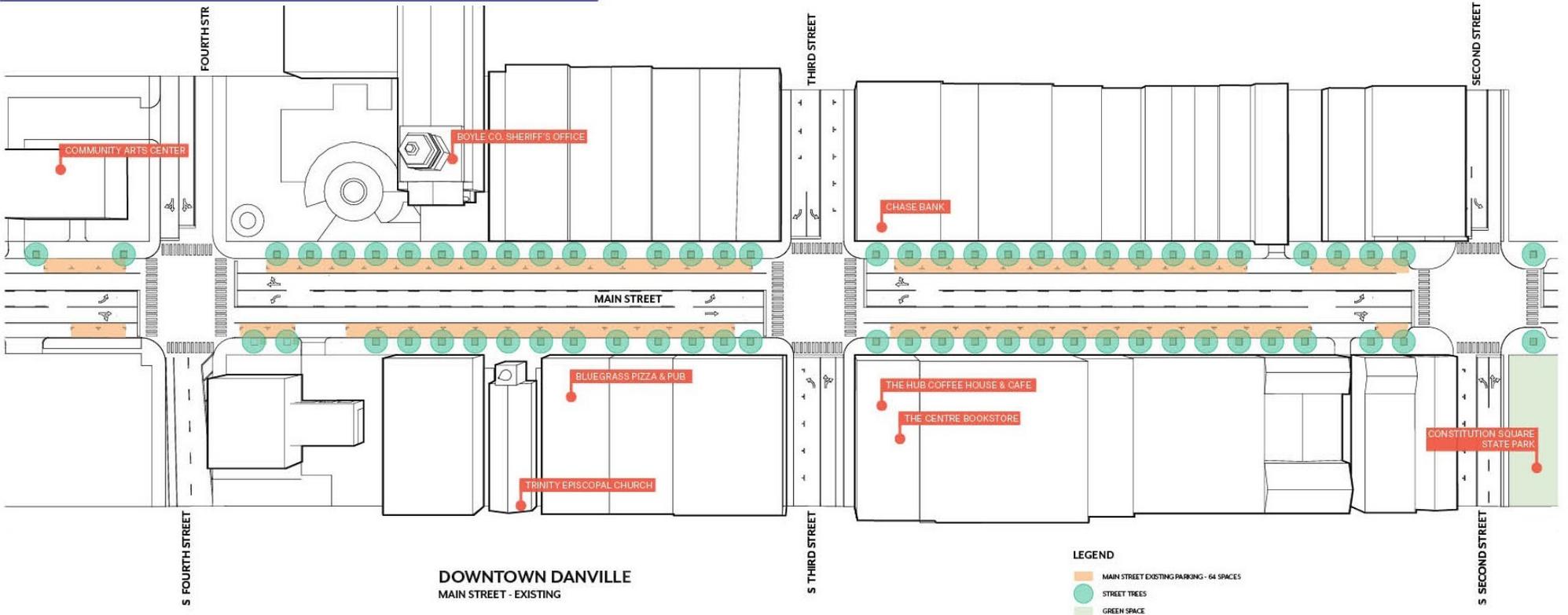


Main Street Long Term

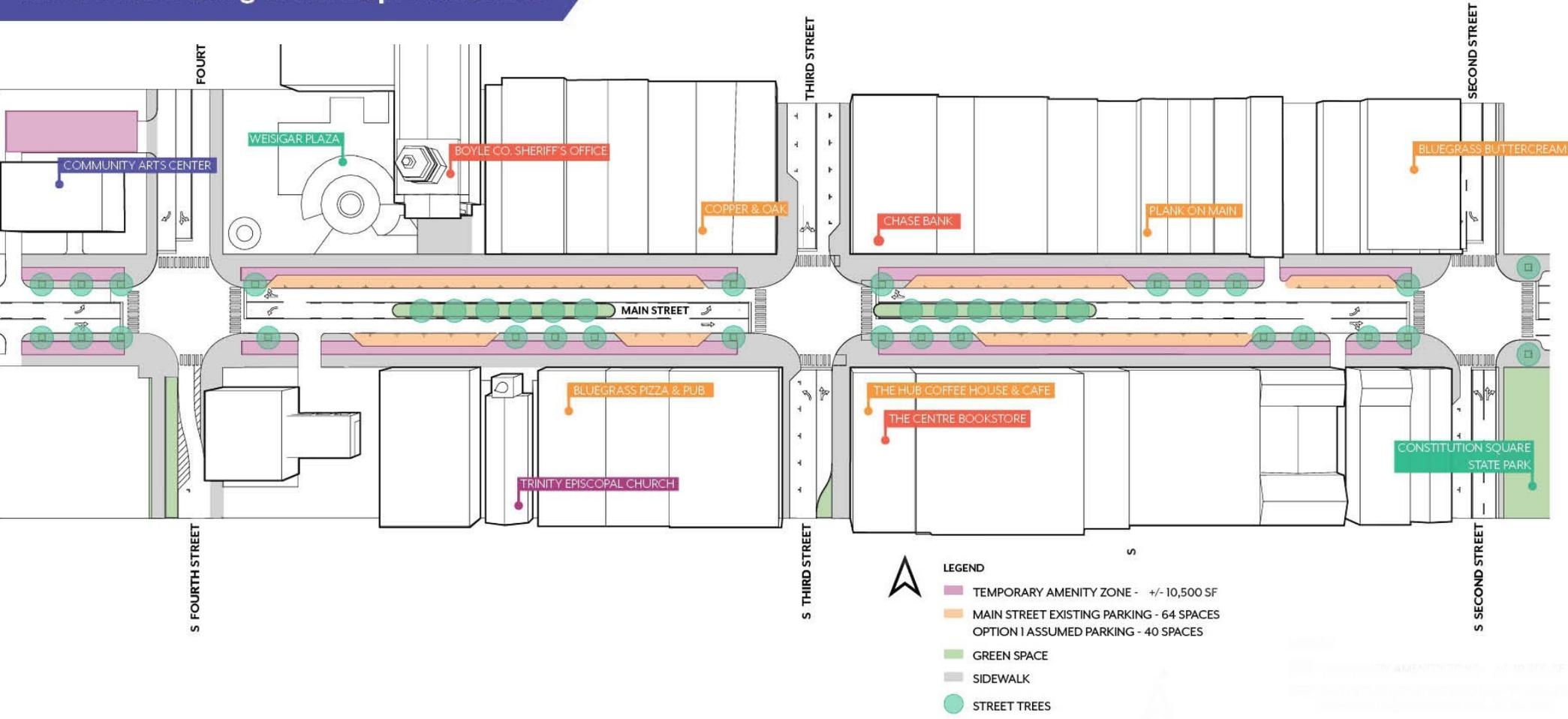
After testing the ideas developing permanent solutions for Main Street is the next step. Focusing on simple materials and creating safe and comfortable pedestrian environments is the priority.



Main Street Today



Main Street Long Term Improvements



A Concept for Main Street in the Future

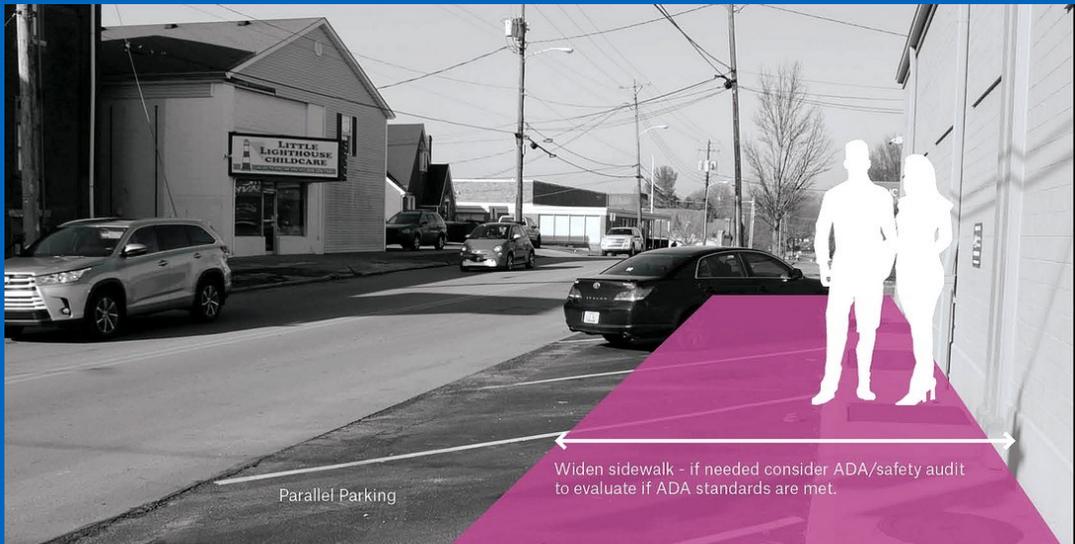


Walnut Street

Walnut Street today is generally an after thought focused mostly on access to parking and service access to buildings.

Walnut could however be much improved with the strategic redevelopment of the blocks on underutilized properties and with the reestablishment of safe and accessible pedestrian infrastructure.

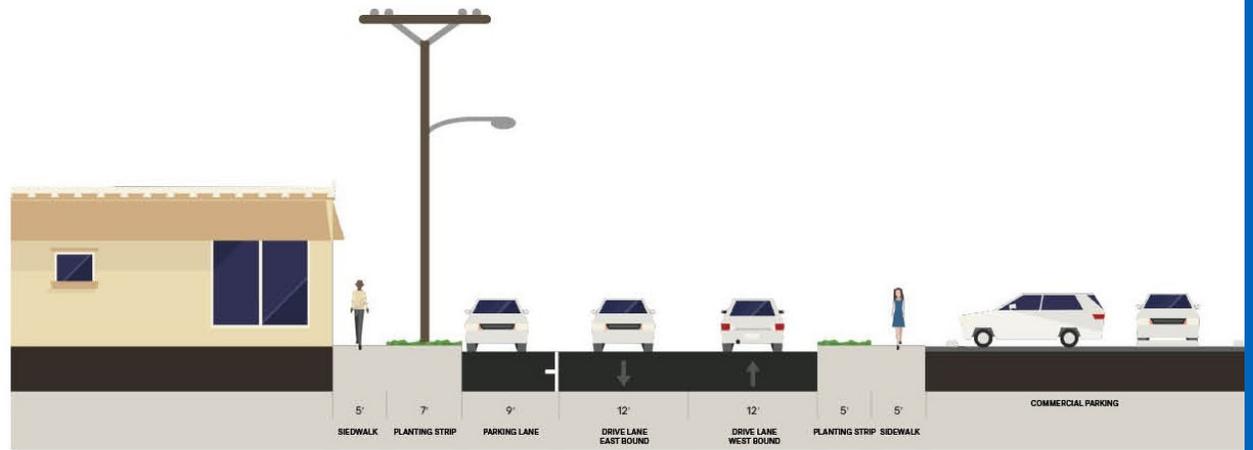
In the future the connection from Centre's central campus to downtown and Constitution Square is an opportunity too big to be missed.



The master plan envisions a reconfiguration of the traffic lanes and removal of some parallel parking to allow for the creation of an 10' sidewalk on the south side of the street and a landscaped tree lawn to create the desired trail connection between Centre and Constitution Square.

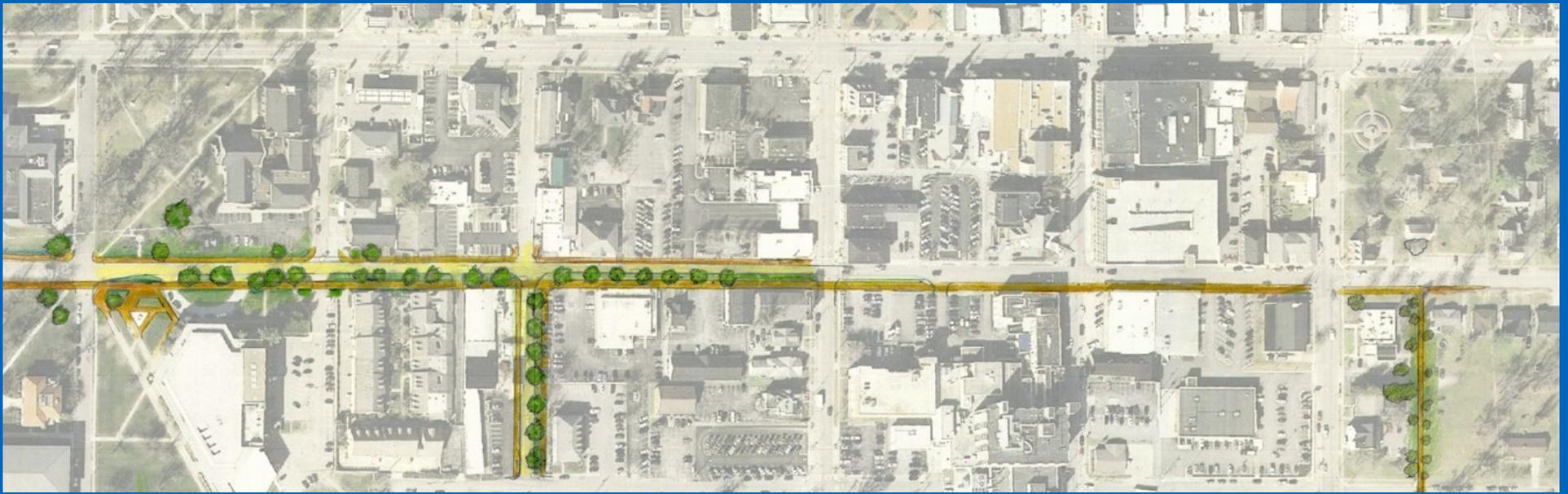
Walnut Street Today

Walnut is wide, and mostly adjacent to parking lots and low density development.



Walnut Street in the Future

The Walnut Street of the future should dramatically improve the pedestrian infrastructure and provide new beautiful frontage for potential new development.



Third and Fourth Streets

Third and Fourth Streets today expand downtown to the South. The character transitions from medical office to commercial. Historically properties near Clarks Run have been treated as highway business.

Wide travel lanes and one way streets lead to speeding traffic. Narrow sidewalks and on-street bike lanes don't offer much encouragement to the pedestrian or cyclist.

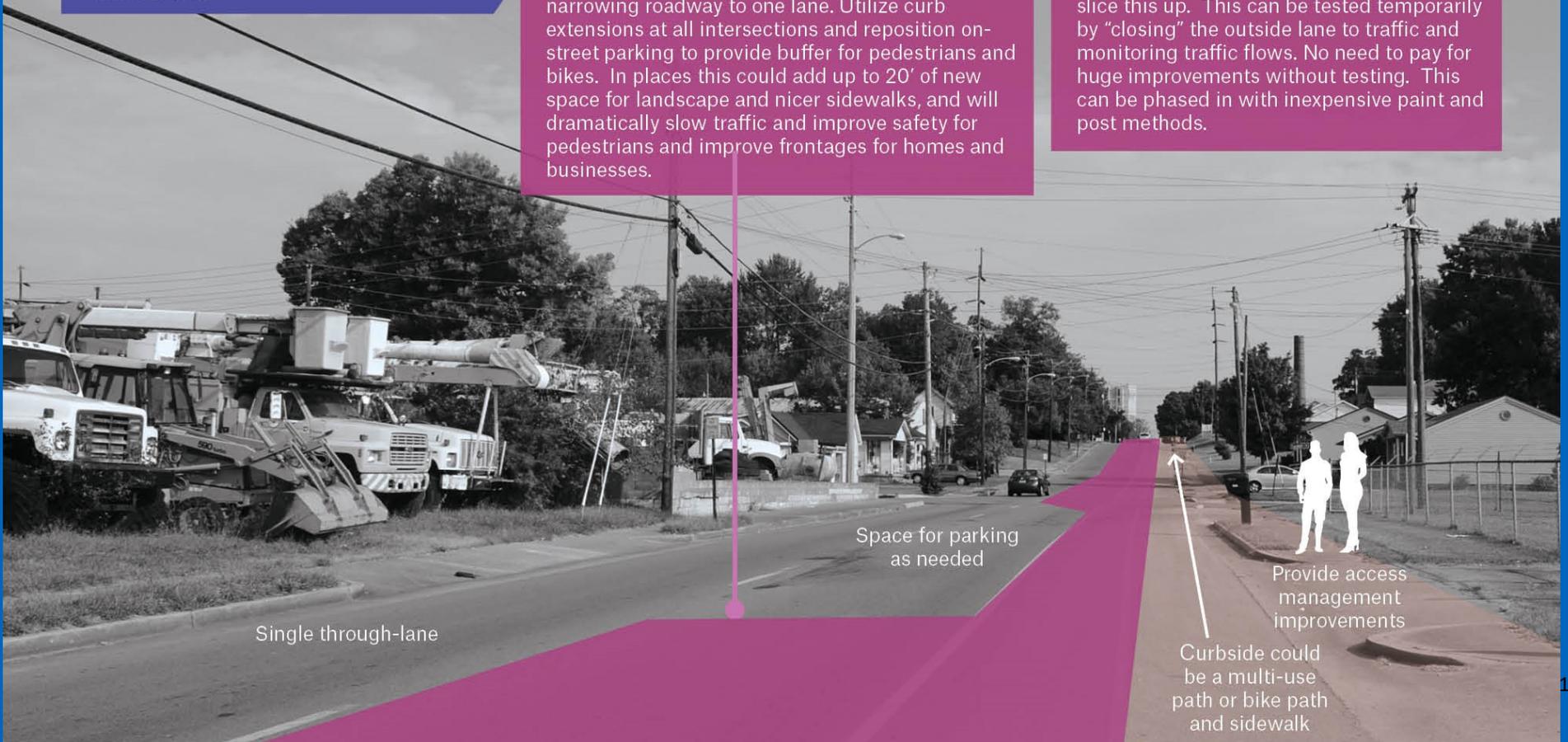
These two corridors are an important extension of downtown. Active land uses that encourage pedestrians should be prioritized along with connectivity to Clarks Run and neighborhoods and park to the south.



3rd Street

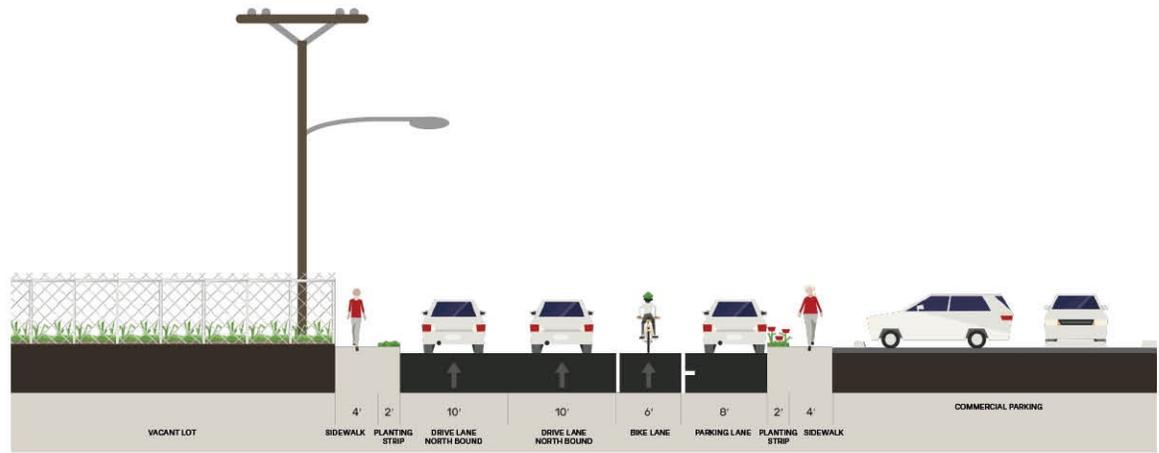
Add underutilized space to the sidewalk. Consider narrowing roadway to one lane. Utilize curb extensions at all intersections and reposition on-street parking to provide buffer for pedestrians and bikes. In places this could add up to 20' of new space for landscape and nicer sidewalks, and will dramatically slow traffic and improve safety for pedestrians and improve frontages for homes and businesses.

Food for Thought: There are a lot of ways to slice this up. This can be tested temporarily by "closing" the outside lane to traffic and monitoring traffic flows. No need to pay for huge improvements without testing. This can be phased in with inexpensive paint and post methods.



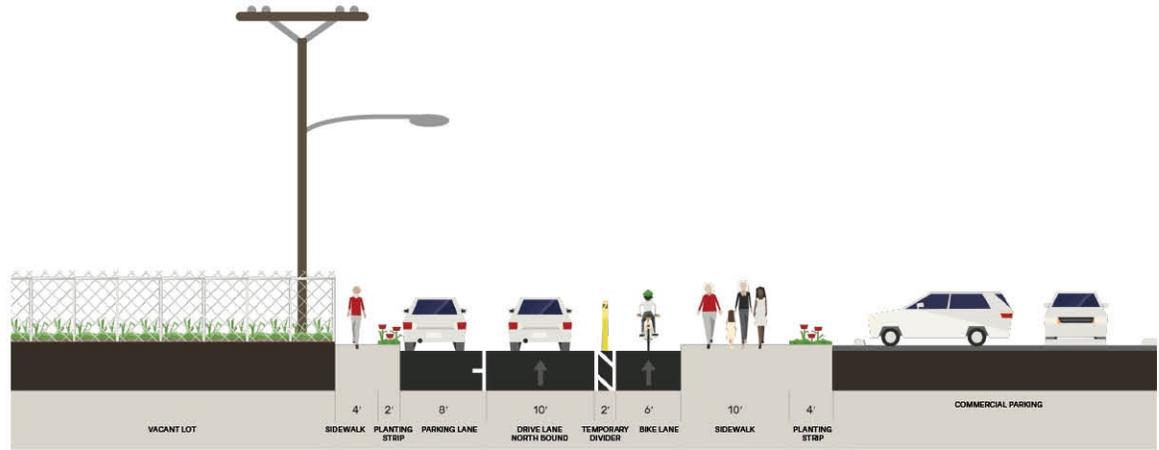
3rd Street Today

Third Street is one way with a bike lane and on street parking. The sidewalks are narrow and lack any buffer from the street and provide no shade. Access management creates lots of pedestrian vehicular conflict. Land use has allowed surface parking and light industrial to face the street.



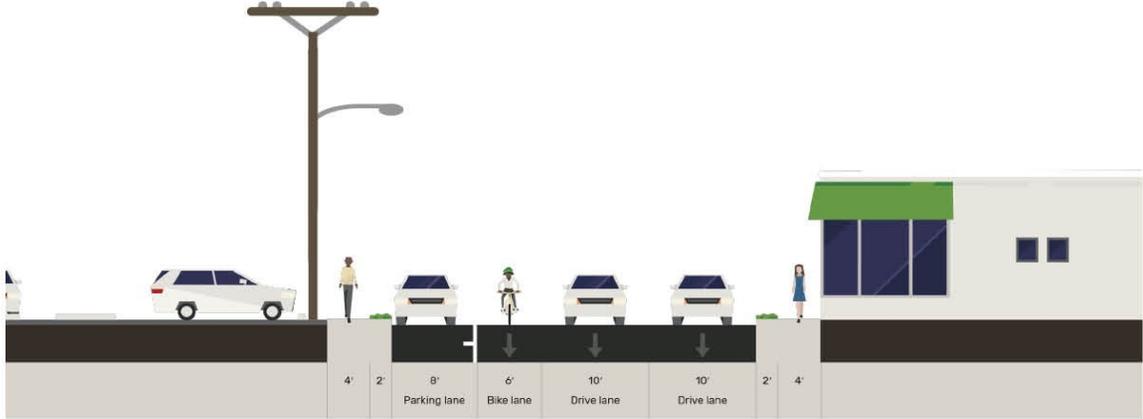
3rd Street in the Future

By reclaiming a lane of traffic, a protected bike lane can encourage riders to feel more comfortable. Expanded curb allows for the sidewalk to expand on one side.



4th Street Today

Fourth Street is one way south with a bike lane and on street parking. The sidewalks are narrow and lack buffer from the street and shade. There are numerous small businesses along the corridor that would benefit greatly from an improved streetscape. Access management and high speeds create unsafe pedestrian vehicular conflict.

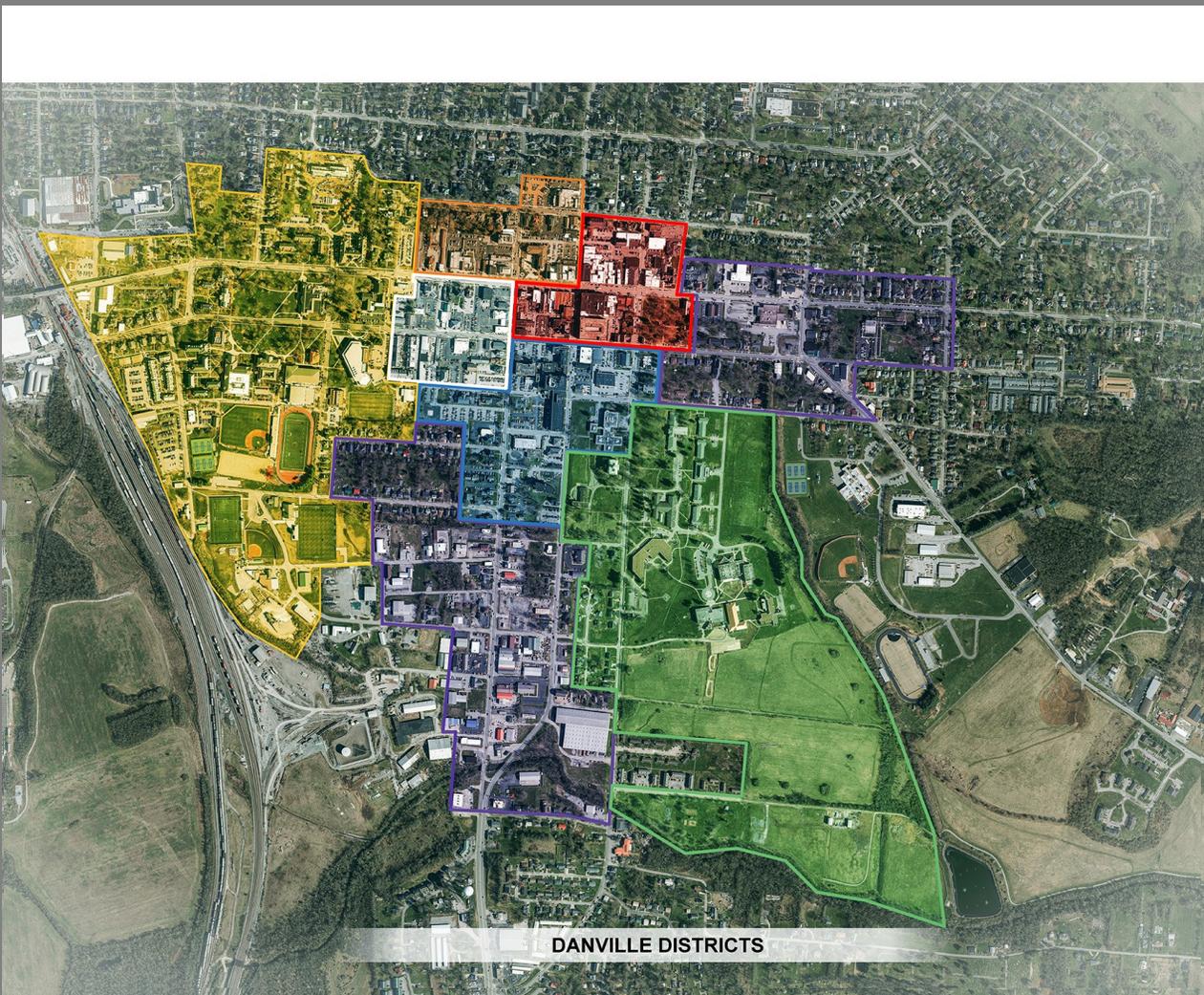


4th Street in the Future

By re-purposing parking, or even a travel lane could allow for dramatic improvements including a multi-use bike path with a generous buffer and landscaping.



PLANNING DISTRICTS



Issues

To understand the dynamics of the Danville Downtown, it is helpful to think of it as a combination of distinct character districts or form districts, rather than one homogeneous entity.

The planners have identified 7 different neighborhoods with a shared 'DNA' identity.

Each of these districts have unique assets, features, opportunities, problems or drawbacks. Each of these districts can significantly contribute to the regeneration and growth of the downtown.

The following descriptions of those districts outline master planning issues and recommendations that could have significant benefit in achieving our master plan objectives.



CENTRE COLLEGE DISTRICT

- Make Improvements to Maple/Main Intersection

- Facilitate relocation of Speedway store.
Potential site for new Centre Admin Building

- Make Norton Center more a part of Downtown

- More Walkable Campus/Town Connections
Reinvent Main/Walnut Pedestrian Experience

- Help Facilitate Centre's Planned Campus Changes

- Work jointly with Centre to adaptively re-use the unsightly industrial and roadway remnants.

- Connect Campus to Overall Trails System

Civic District

Improve the 3rd St. pedestrian experience linking Main St. and Library

Improve the 4th St. pedestrian experience linking Arts Center and Library

Provide additional parking for Civic Buildings and Main St.

New Central Fire Station Development

Keep Courthouse downtown/ Find ways to expand it to meet needs

Create more commerce and improve ambiance on 3rd St.

Promote adaptive re-use of existing buildings for residences and retail uses through incentives and leadership

Medical District

Reduce hospital surface parking footprint in downtown Danville by constructing a new parking structure to reclaim land for development

Seek ways to relocate outpatient entrance and parking from Walnut Street

Create a robust corridor of medical campus facilities on 3rd St. and 4th St/ Adapt streetscape to provide a unified brand through a public perspective

Provide opportunities for medical campus expansion and services

It is vitally important to coordinate the planning efforts of the City of Danville and Ephraim McDowell Regional Medical Center to achieve a dynamic downtown environment that contributes to the success and growth of the medical center and an amenity for its associates and patients



CIVIC/MEDICAL DISTRICTS

Iconic District

Encourage preservation and incentivize maintenance and enhancement of existing historic structures

Consider a pedestrian d-block link between 2nd and 3rd Streets and enhance Community Theater presence

Encourage and facilitate infill of vacant properties and adaptive reuse of substandard properties for retail and restaurant purposes

Improve streetscape on Main Street to make it pedestrian friendly, and more useable while adding to the area's charm

Promote and incentivize the adaptive reuse of underutilized upper floor spaces in historic buildings for residential purposes



ICONIC DISTRICT

East Entry District



Add Pedestrian Friendly Features and Vehicular Control to Lexington

Consider PUD for Multi-Family Residential Townhouse Development

Prevent Deep Building Setbacks on Main Street; Buildings should Front the Street with Parking in the Rear

Encourage Adaptive Re-use of Jenny Rogers School

Improve Walnut/Wilderness Rd Intersection; Consider a Roundabout. Add Pedestrian Friendly Features to Wilderness Road

The CORE District

Provide improved streetscape and pedestrian travel on Main Street

A new Town Center event venue for community gatherings, festive events, conferences and conventions

A new 70 hotel with first floor amenities and potential for a bar and restaurant

Newly constructed apartments, ground level retail and restaurants

A new Parking Structure to replace lost surface spaces plus providing for additional demand from new functions

Reconstruct Walnut Street to create ambiance and become major pedestrian connection

Encourage the reinvigoration of Walnut St. with residential units and ground level attractions



South Entry District

Create a new extension of Church Street from Walnut Street to Russell Street

Incentivize and promote denser urban multi-family housing development in the near-downtown Russell/Grant neighborhood

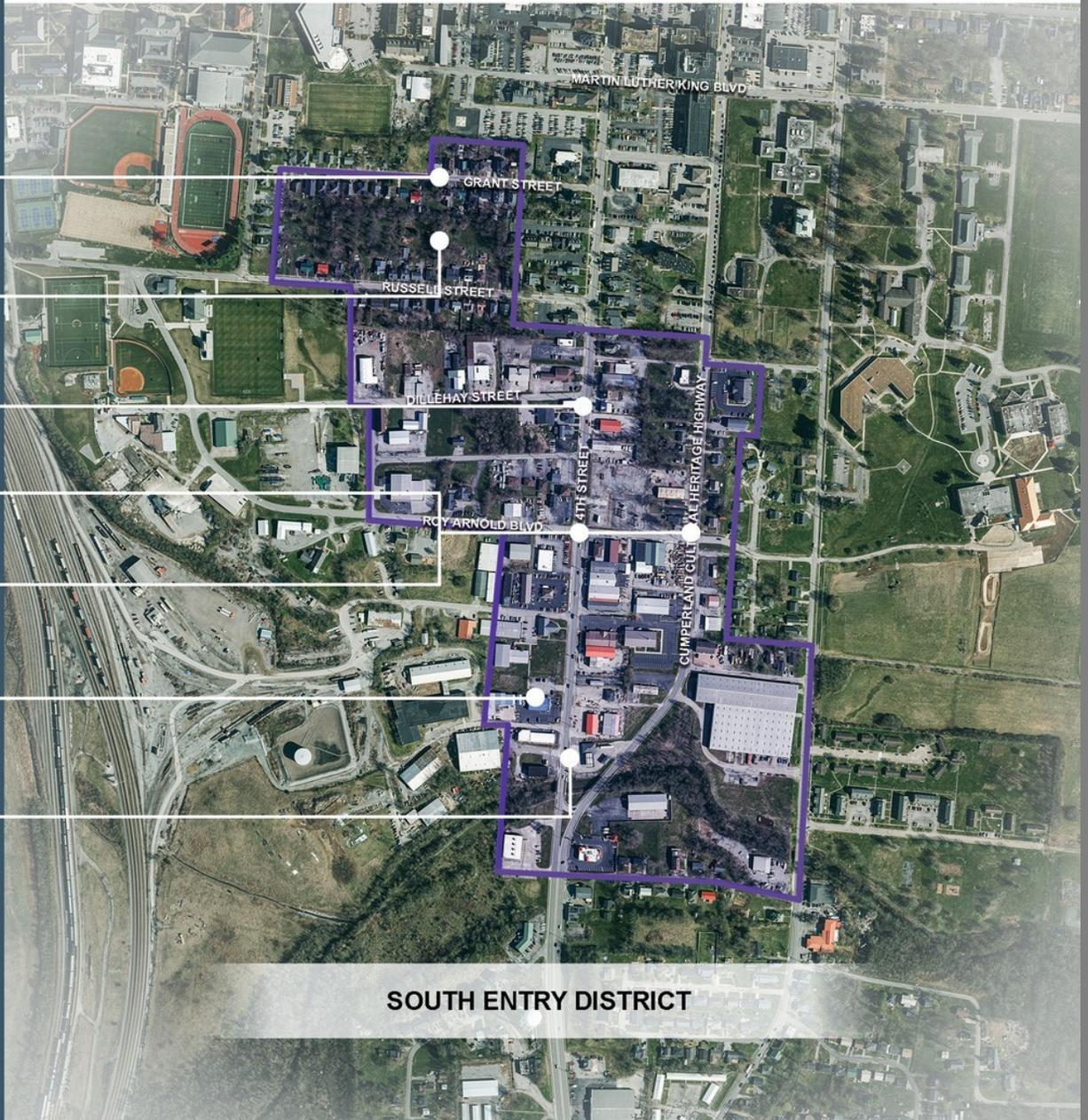
Maintain the scale of 'village' commerce establishments on 4th Street and improve character with street trees

Implement 'road diet' modifications to 3rd and 4th Streets and assert control over curb cuts

Create a pedestrian-friendly multi-use trail alongside narrowed 4th Street

Incentivize and encourage creative adaptive re-use of industrial buildings for lofts, club ls, distilleries, breweries, etc

Modify zoning to upgrade land use and aesthetics on 3rd and 4th Streets south of Arnold Blvd



SOUTH ENTRY DISTRICT

Kentucky School for the Deaf District

Prepare a Planned Unit Development (PUD) for the KSD Campus that addresses future potential development, so it is in the best interests of the educational institution and the Danville Downtown master plan objectives.

If the extent of the existing campus were to be reduced, some suggestions for components of the PUD might include:

Create a downtown trailhead as an embarking point for the evolving regional trail system.

Develop a new city park to serve the downtown as well as students and staff of KSD.

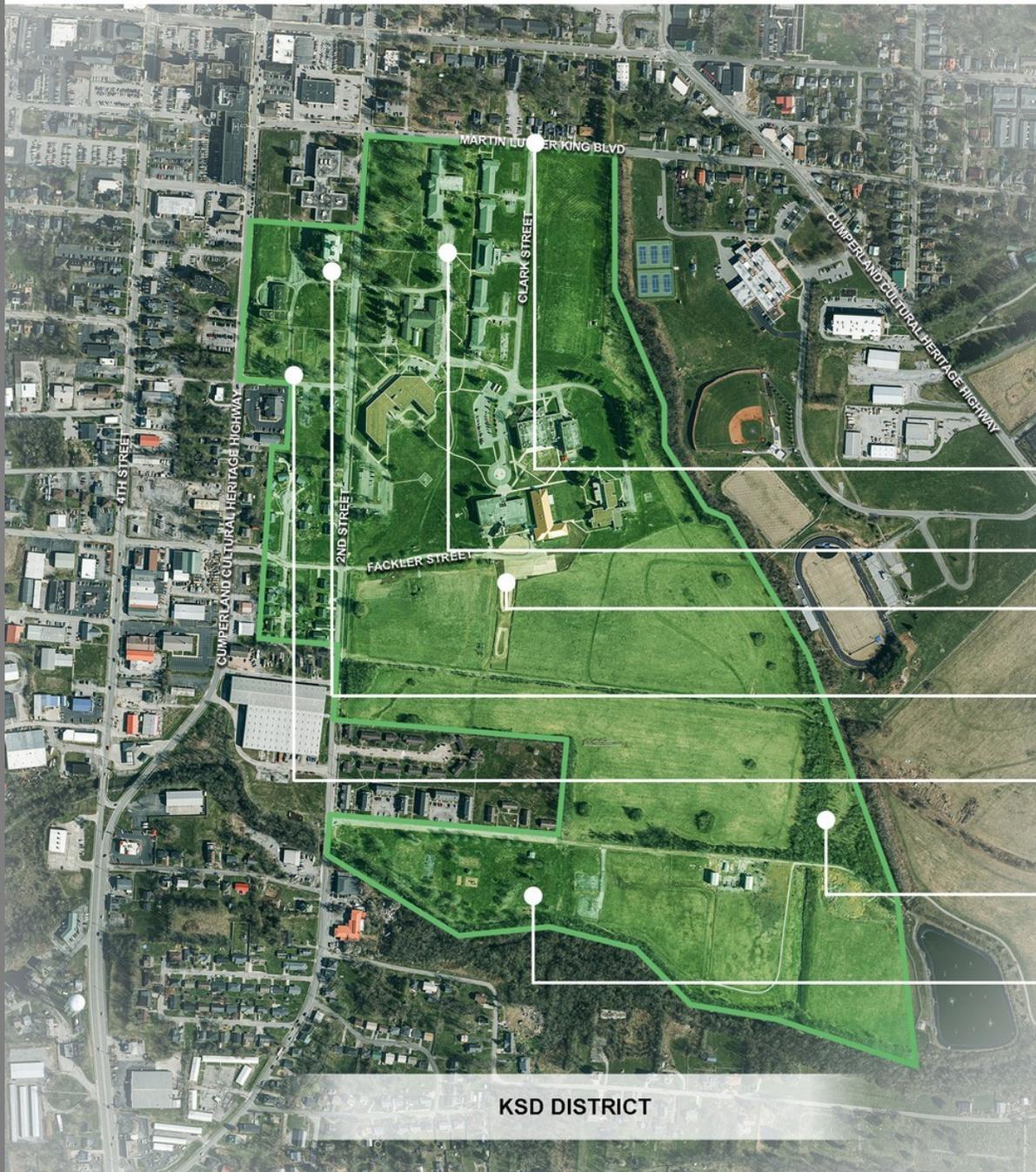
Maintain KSD Facilities

Preserve the historic Jacobs Hall in an improved parklike setting.

Promote the development of additional medical facilities and services on 3rd Street.

Maintain and improve existing wooded greenway connection between Martin Luther King Street and Michael Smith Memorial Park

Prepare a new plan for Michael Smith Memorial Park and upgrade its facilities. Improve trails.



KSD DISTRICT

STRATEGIES

To demonstrate how certain specific projects could contribute to our stated Objectives, the Master Plan offers some design concepts for those potential projects. The following implementation ideas are not presented as the only way forward, but are offered to provoke interest, understanding and discussion. These are examples of creative ways to think about the possibilities for the re-invigoration of downtown Danville.

Concepts for the Core . . . Ideas for promoting the development of:



HOTEL



TOWN CENTER



COMMERCIAL



PARKING DECK

Concepts for the Core



This city block bounded by Main, Walnut, 4th, and Church Streets offers the most exciting opportunities for new development in the downtown.

The master plan views this block as the pivotal link and overlap between the historic downtown and the Centre College campus. An opportunity that should not be overlooked. It could give a fresh new identity to Danville and provide the impetus and energy for achieving many other objectives of this master plan. It is a bold idea.

With the re-location of the Central Fire Station, and acres of under-utilized property used as surface parking, it could be a rare opportunity for constructing new facilities in a planned development. Its location would allow this new investment to add to Danville's streetscape without any threat or diminishment of its historic building stock.

Vast paved surface parking now occupies approximately 65% of the area of downtown between 4th Street and the campus. It is a detriment to a closer connection and a visual break in the fabric of the downtown streetscape.

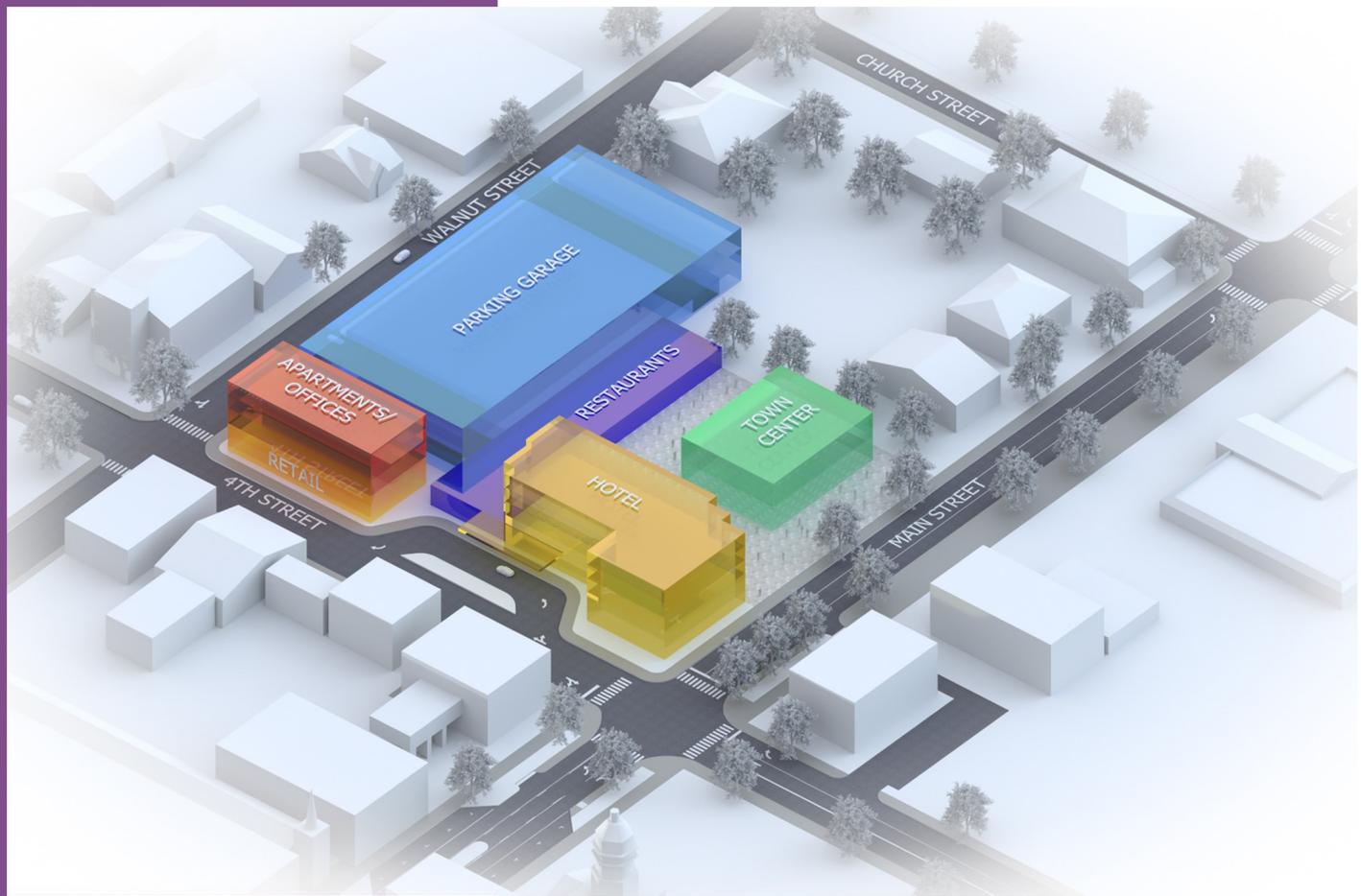
The four concepts that follow are merely intended to show the general possibilities for something special to be developed here.

Core Block Opportunities

OPTION A

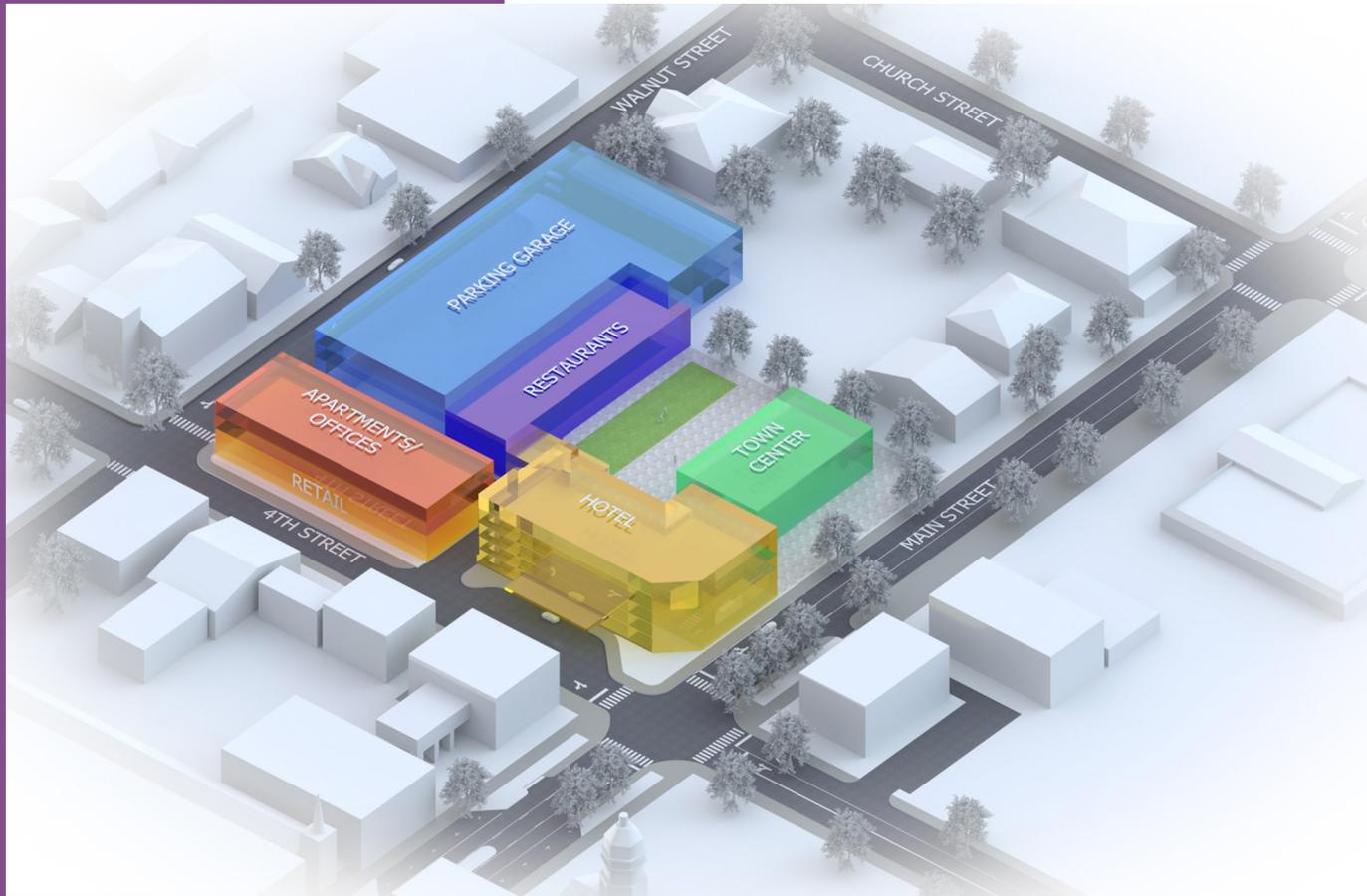
Envisions a new hotel anchoring the corner of 4th and Main, with its lobby entrance on 4th Street. The hotel shares a civic plaza with the Town Center and a row of restaurants constructed as a part of the 3-story parking garage—all having the opportunity for outdoor dining and events on the plaza.

The parking structure is accessed from Walnut Street offering retail space fronting the street. A new building on the corner of 4th and Walnut could have a restaurant, retail or offices on the ground floor as well as apartments or workplaces on upper floors.



Core Block Opportunities OPTION B

Similar to Option A. This plan provides a service alley for the hotel and the new multi-purpose building at 4th and Walnut. This alley could also be designed as an interesting intimate space for alfresco dining. The new row of restaurants has been partially shifted into the parking garage footprint—allowing for a larger Commons space, which could then offer an event lawn for open-air gatherings or tented activities.

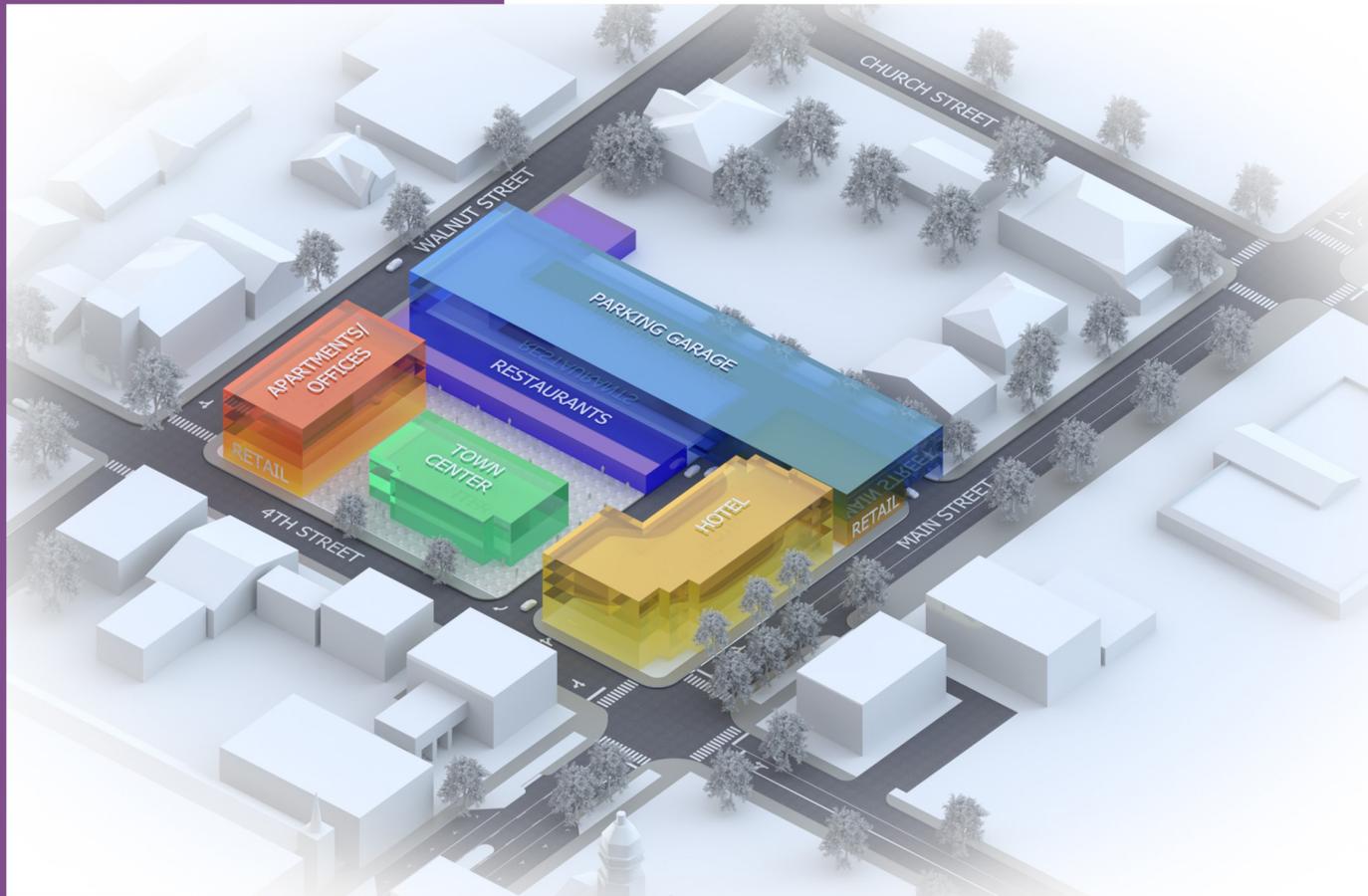


Core Block Opportunities

OPTION C

Also envisions a civic Commons as a central event or outdoor dining feature for the potential components of the development. The hotel anchors the corner of Main and 4th, with a lobby entrance drive on the south side of the building, across the Commons and into the parking garage. The parking garage is accessed from both Walnut and Main, with ground floor retail opportunities on both streets, and a row of restaurants accessed from the Commons.

The Town Center is mid-block on 4th Street. A new building on the corner of 4th and Walnut could have a restaurant, retail, or offices on the ground floor as well as apartments or workplaces on upper floors.

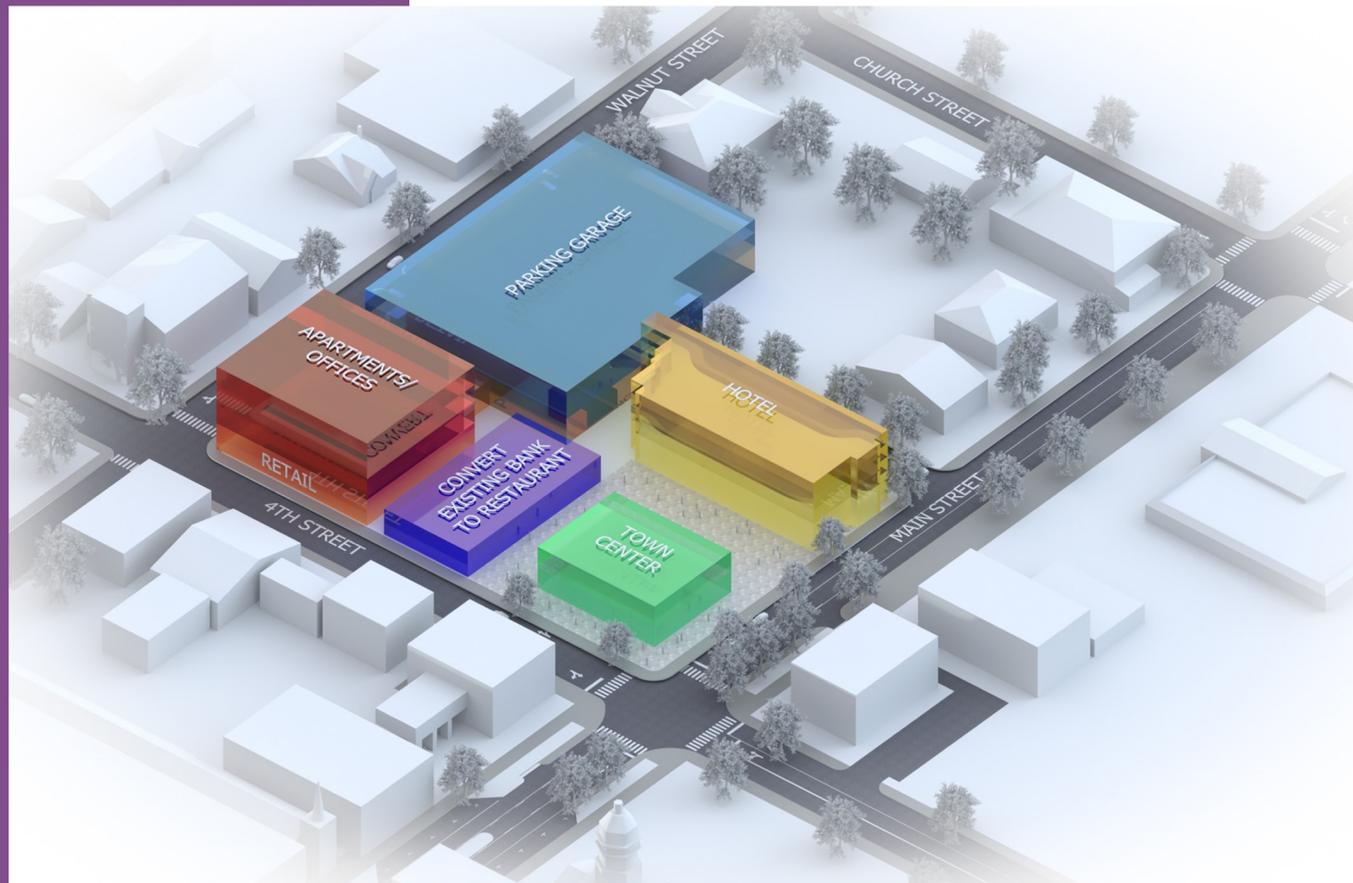
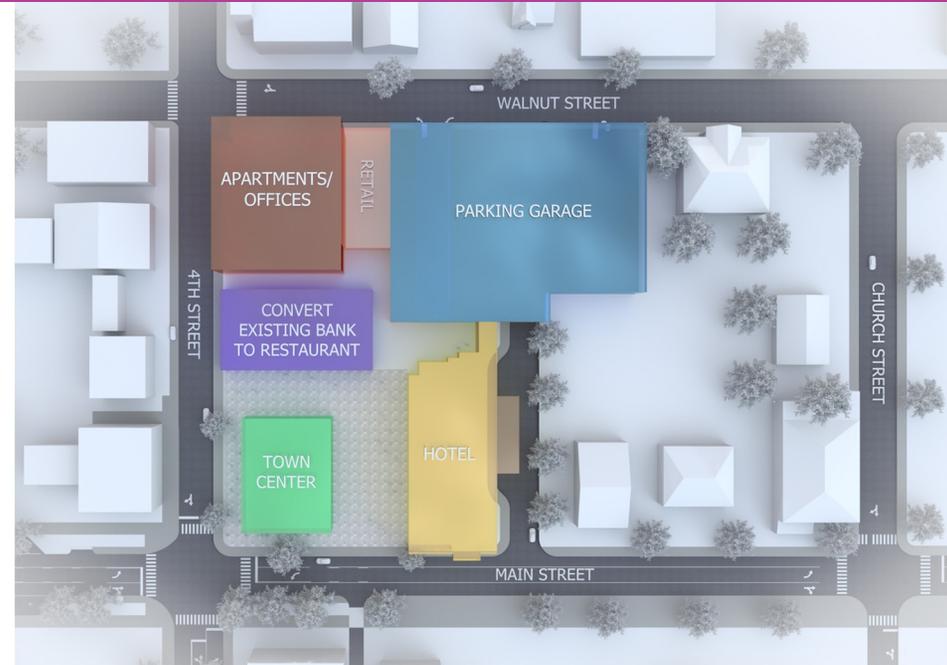


Core Block Opportunities

OPTION D

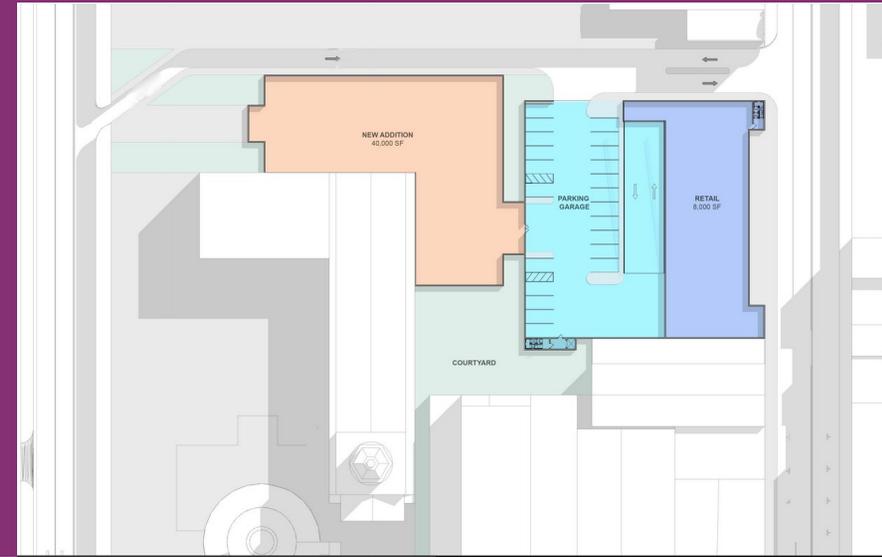
Envisions the Town Center and civic Commons anchoring the corner of Main and 4th Streets. The new hotel façade faces Main Street with a lobby entrance drive on the west side leading directly into the parking garage. The garage is also accessed from Walnut. New ground floor restaurants could be constructed along 4th Street; or, as this plan suggests, the existing bank building could be converted to restaurant use.

As in other concepts, a new building on the corner of 4th and Walnut could have a restaurant, retail, or offices on the ground floor as well as apartments or workplaces on upper floors. Ground floor space can be provided between the new building and the garage; or, this could be an alley designed as an interesting intimate space for alfresco dining.



CIVIC DISTRICT: Boyle County Courthouse

The masterplan addressed the need to expand the existing courthouse and also the need to provide additional parking for the public and city and county employees. One option, shown here, is to develop existing city and county-owned land how used for surface parking. This option shows it is possible to add a 40,000 square foot addition to the historic courthouse structure, while also providing decked parking for over 200 cars—a net increase of over 100 cars.





This concept could also provide a new commercial relevance on Third Street. The new structure could provide up to 8,000 square feet of street-level space for restaurants, shops, or county services. The attractive new aesthetic would likely trigger even more street-level business activity on Third.



ICONIC DISTRICT

Adaptive Re-use Opportunities

Encouraging innovative redevelopment of existing buildings that could have a higher and better use is a way to add value, not only to a particular structure, but also to the neighborhood and streetscape of which it is a part. This is true of all districts in the downtown. These can become attractive places for residential units, restaurants, bars or any commercial activity. Eliminating street-facing parking lots in favor of outdoor gathering spaces is also a plus to the neighborhood

Food Hall Retrofit



Food Hall Retrofit



CENTRE COLLEGE DISTRICT

Connectivity Opportunities

WHAT ABOUT THAT *SPEEDWAY* STATION . . .

It sits squarely between the campus and the downtown. It provides needed services to downtown Danville, but it is a formidable obstacle to creating a strong pedestrian linkage along Main Street. Pedestrian safety is also an issue because of the vehicular traffic turning into the extremely wide curb-cut in front of the business. If a mutually agreeable relocation of this business to another downtown location could be negotiated, this property might be ideal for a new needed Centre Administration building—binding the east edge of the campus to the west edge of the downtown.



MAKING THE MOST OF EXISTING EAST-WEST LINKS . . .

The master plan envisions sidewalk streetscape enhancements on Main Street. Walnut Street will be modified to offer a sidewalk on its north edge and a major 8' multi-use trail on the south edge. This trail extends through campus to Millennium Park and points west; and is intended to connect to a major trailhead hub near Second Street.

A new Church Street extension will connect Main and Walnut to Martin Luther King Street, and encourage multi-family residential development in that neighborhood. Some redesign of the campus connections adjacent to the Norton Center for the Arts could enhance the functional and aesthetic attractiveness to pedestrians.



SOUTH ENTRY DISTRICT

Opportunities for Downtown Housing

A new section of Church Street connects Walnut and Martin Luther King; providing more developable land in the CORE for multi-family living, and offering potential retail and restaurant space at the street level. This changes the character of Walnut Street, making it a residential neighborhood.



SOUTH ENTRY DISTRICT

Opportunities for Downtown Housing

The Master Plan imagines the re-organization of neighborhoods immediately south of the downtown and adjacent to the Centre campus. Further extending Church Street south from Martin Luther King through Grant to Russel Street, as a landscaped boulevard with inviting wide sidewalks, would create a strong pedestrian link from new housing to the downtown core.



Acquiring the land shown here would provide over 9 acres for innovative housing development.

Apartments, condos, duplexes, and townhouses could line the streets and offer amenities for the residents. Off street parking could be provided internally at the rear of the properties.

An attractive urban neighborhood with character within a few minutes walk to downtown or Centre College.

KSD DISTRICT

A Planned Unit Development Concept

The historic campus of the Kentucky School for the Deaf is an incredible resource located within three blocks of the center of Danville's downtown.

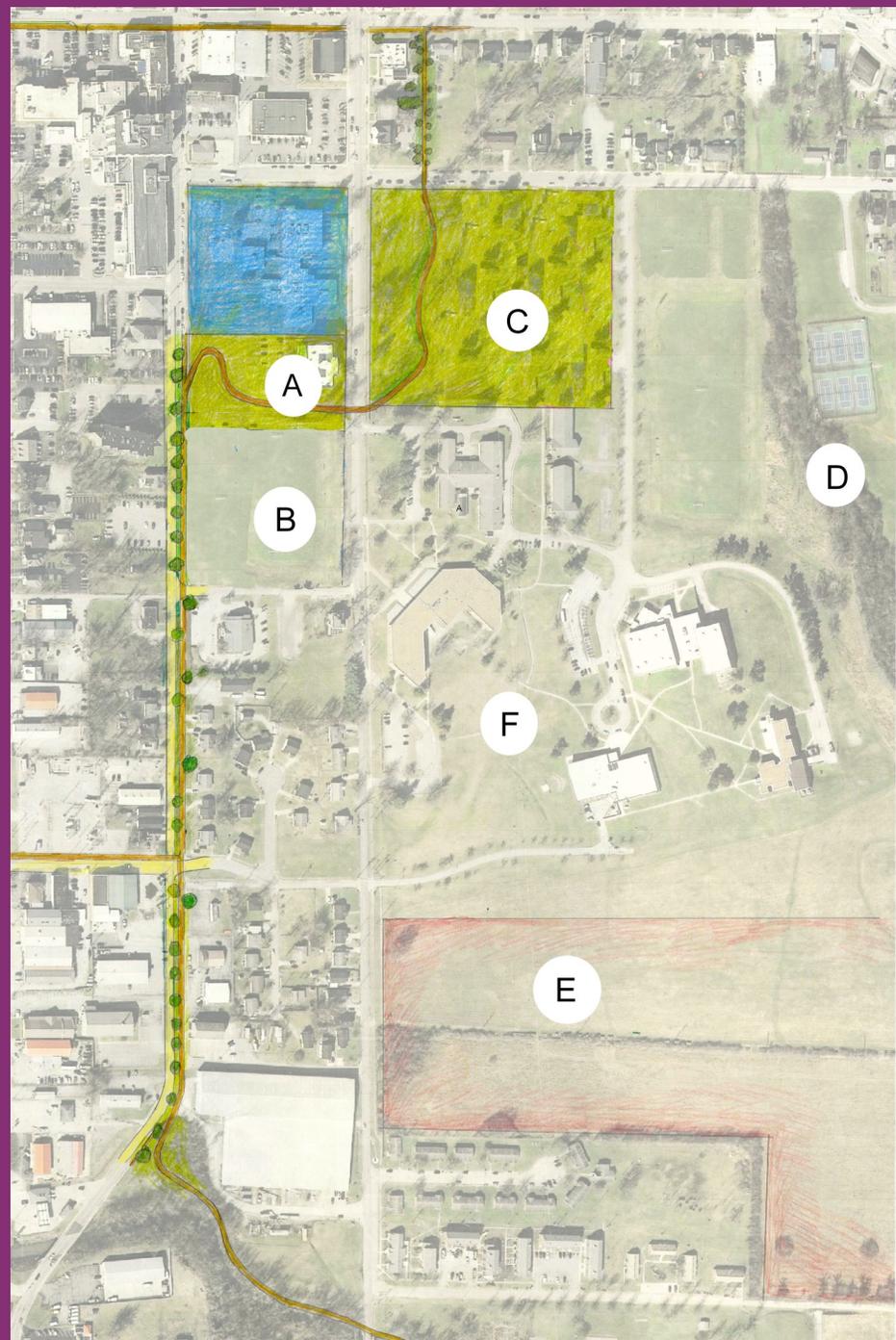
As the KSD student body has diminished over time, there has been some contraction of the use of the property. There will likely be pressures in the future to surplus certain underused parcels for commercial purposes.

It would be good policy to avoid haphazard development, and to control the nature of the overall land use for what is the highest and best use, and what is the best outcome for the overall community, the KSD institution and its students.

For that reason the it is recommended that a 'plan-certain' or Planned Unit Development (PUD) be created, that establishes clear guidelines and uses for all segments of the campus properties. This document should be jointly prepared by all the stakeholders in the future of this property.

Preliminary Master Plan ideas for consideration:

- A: Preserve and enhance site setting of Jacobs Hall
- B: Developable Parcel; Institutional or office uses
- C: Park jointly developed by KSD and City of Danville
- D: Preserved riparian woodland buffer
- E: Affordable single family and patio homes
- F: Operating KSD Campus
- G: Preserve historic 2nd Street Parkway imagery

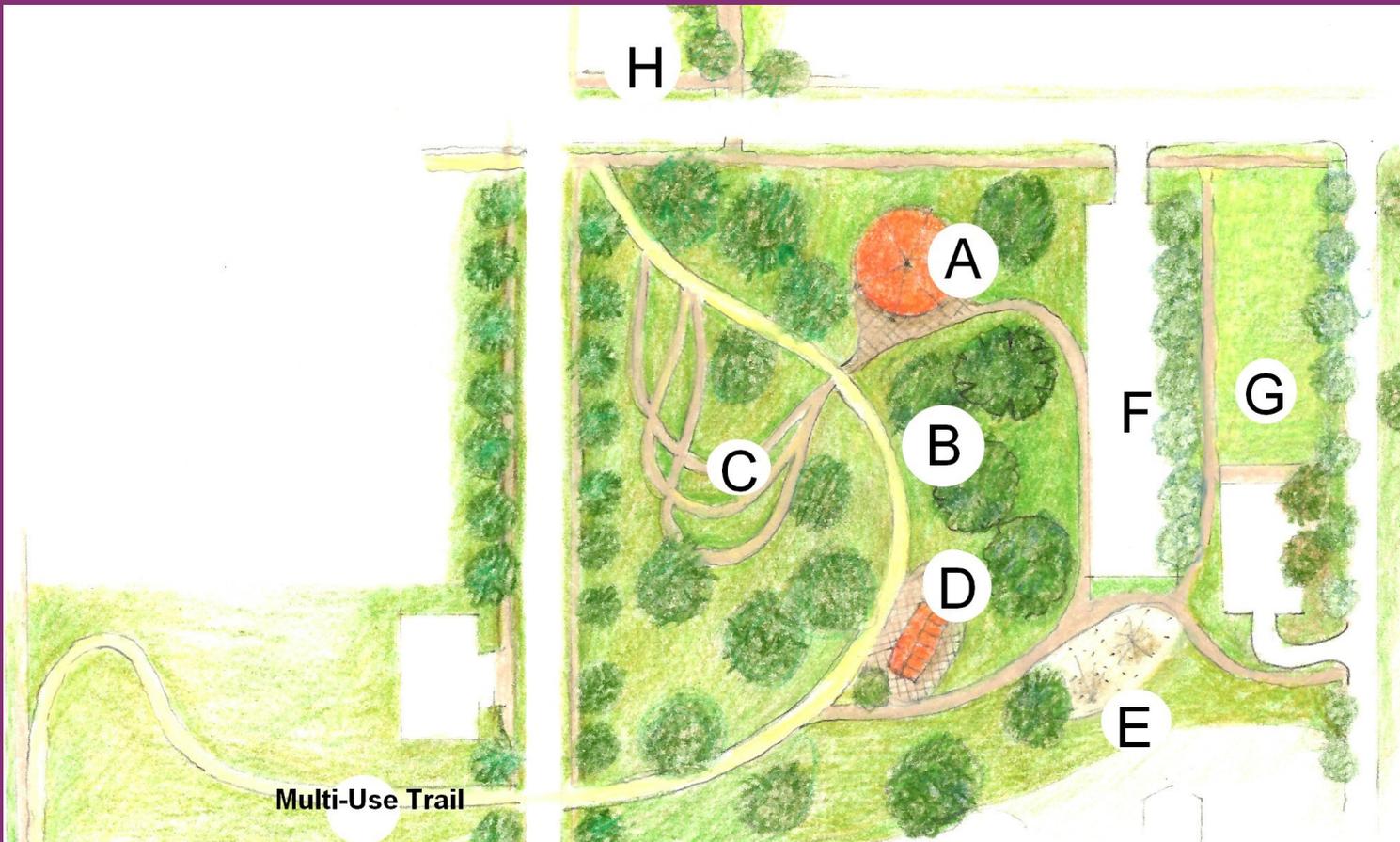


KSD DISTRICT

A New Downtown Park

One of the attractions of downtown living is the availability of public parks for passive recreation and walking destinations. Constitution Square, Weisiger Park and the Centre campus all are attractive outdoor spaces, but do not offer many opportunities for recreation or gatherings.

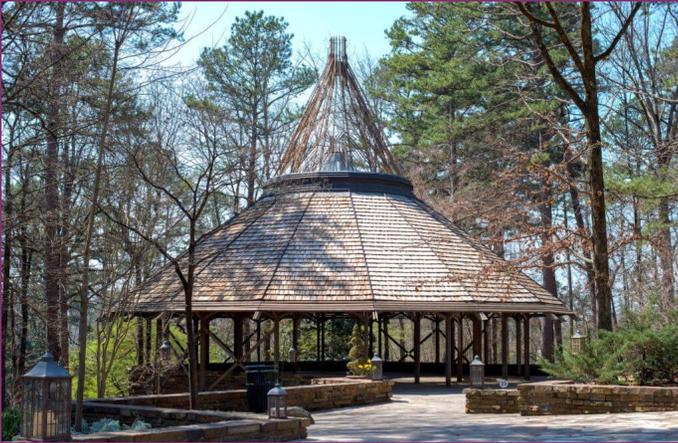
The northern portion of the KSD campus is a beautiful natural landscape with some of the oldest trees in Danville. The Master Plan recommends the consideration of this lovely setting for a new park, which could also be an amenity shared with the KSD. Use as a park would also preserve that historic landscape.



- A: Picnic pavilion
- B: Open picnic grounds
- C: Black history experience (ReAnimate)
- D: Trailhead hub and toilets
- E: Small children's play area
- F: Ample Parking
- G: Dog Park
- H: Path to Constitution Sq.

KSD DISTRICT

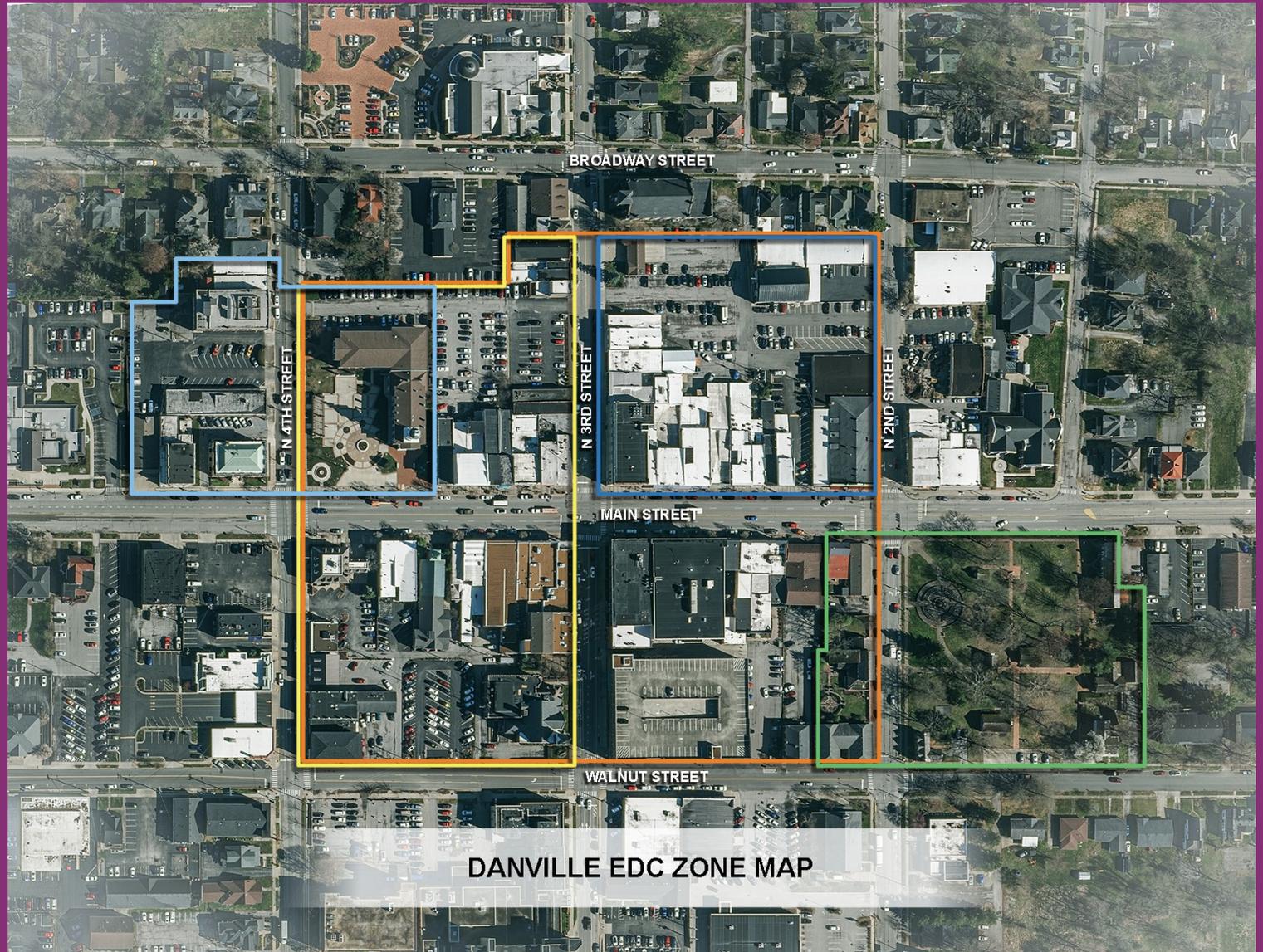
A New Downtown Park



ENTERTAINMENT DESTINATION CENTER

Facilitating Festive Events on Danville's Streets

The Master Plan recommends an EDC be established in accordance with Kentucky Statutes. The limits of this EDC are shown on the zone map below. It is a designated geographical area, subdivided into 5 subsections. Each subsection, or a combination thereof, can be licensed for general alcoholic beverage use for approved events.



Overall Initiatives

The Master Plan recommends attention to any opportunity that might unify the downtown community, amplify the attractiveness of Danville to its residents and visitors, and improve the quality of life. Previous sections of this report have stated the objectives for reinvigorating the downtown; and have investigated specific strategies for achieving it. The issues noted below are general ideas and initiatives that are general topics to pursue to support those same objectives.

Enhancement of the Tree Canopy

Adding more trees and shrubs to the urban landscape is obviously important for environmental and human health reasons. Everyone agrees it makes the city more visually attractive. But, it is also very key to our desires to add energy to the streets and entice people to walk and use the amenities and businesses we envision. Shade is a very important commodity in the warm seasons. Without a tree cover, our sidewalks become less used and benches sit empty.

Good efforts are being made by local groups interested in this topic. We suggest that an overall tree plan be prepared for the downtown, based on an assessment of existing conditions and needs. Any development project going forward should contribute to the canopy. Existing surface parking lots could be encouraged to establish planting islands amidst the asphalt.

Celebrate Stephen Rolfe Powell

The tradition of Powell's glass art tradition at Centre and his work in the city offers an opportunity to develop a unifying community-wide theme.

The Art Center of the Bluegrass has begun a display and interpretation of his work, and it would be interesting to explore ways to permeate our civic buildings, library, parks, public spaces, (and hopefully a hotel and Town Center) with this iconic Danville brand.

Curating a huge permanent collection would be difficult and expensive; but sponsoring rotating special exhibitions and interpretive events could attract public attention.

Devising other ways to express the character of local glass art might include incorporating the shapes, colors, materials, and photography in other things. Local and collegiate glass artists could be given encouragement and exposure to the broader public through exhibits throughout the city.

Overall Initiatives

A Regional Trail System

Danville and Boyle County have developed a master plan for regional pathways and trails. Walking and cycling are popular pastimes for residents, but also an increasingly strong tourism attraction for people living elsewhere.

Stating the obvious: Trails that are separate from roadways are the safest and most popular. Trails that are looping routes as opposed to dead-ends, offer a more attractive experience. Trails that access interesting destination points augment the visitor experience.

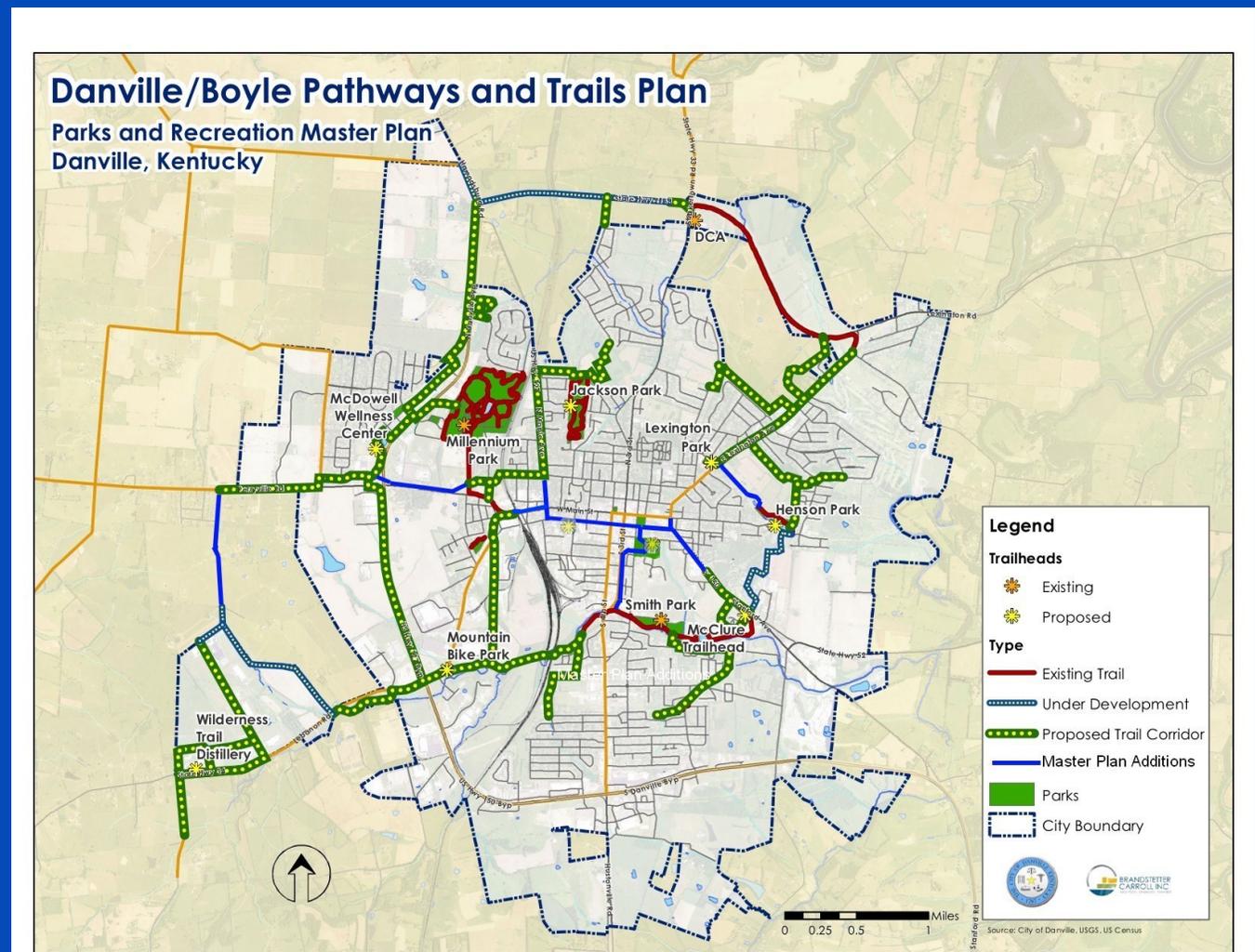
The existing trail plan shows only a planned bike lane through downtown.

Facilitating a more connected system that integrates the activities of downtown to be the starting point for pedestrians and cyclists to access open space.

The downtown should be connected to Centre's campus, Millennium Park, south to Clarks Run and more.

The difference between bike lanes and trails is vital. Safety and comfort are key, and prioritizing the movement of people over vehicles is what will make the difference.

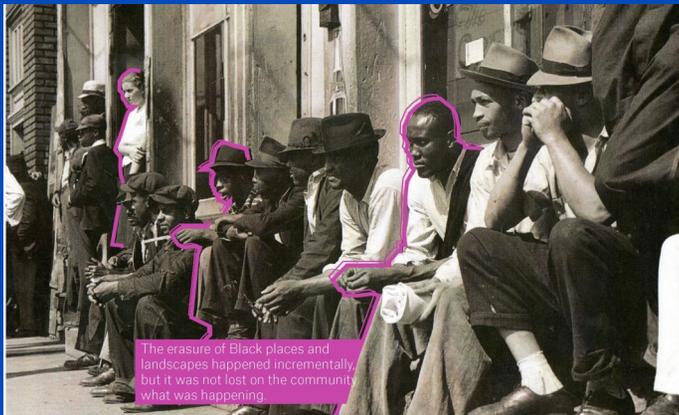
Some recommendations for supplementing the current trail plan are shown in the graphic map.



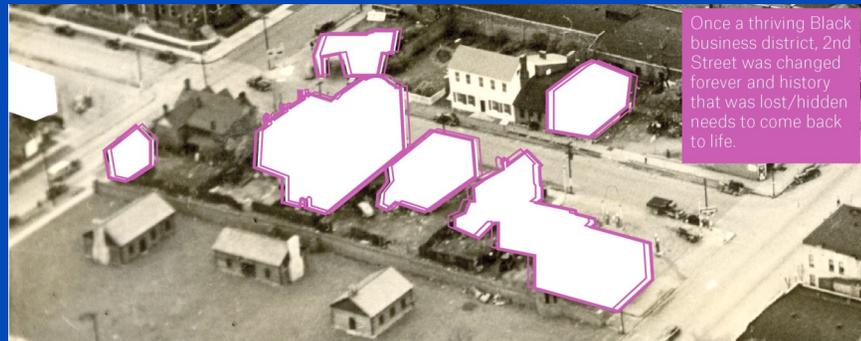
Overall Initiatives

ReAnimate: A Black History Project

Using research produced by project partners, ReAnimate proposes a connected framework—a trail of historic black cultural locations that memorialize, celebrate and tell the stories of Danville's black citizens, places and important moments in time. Central to the concept is the 2nd Street corridor, but reaching out to touch on numerous locations and stories in the broader community. A painted trail, pop-up 3-D and audio elements, and augmented reality technology will tell the stories.



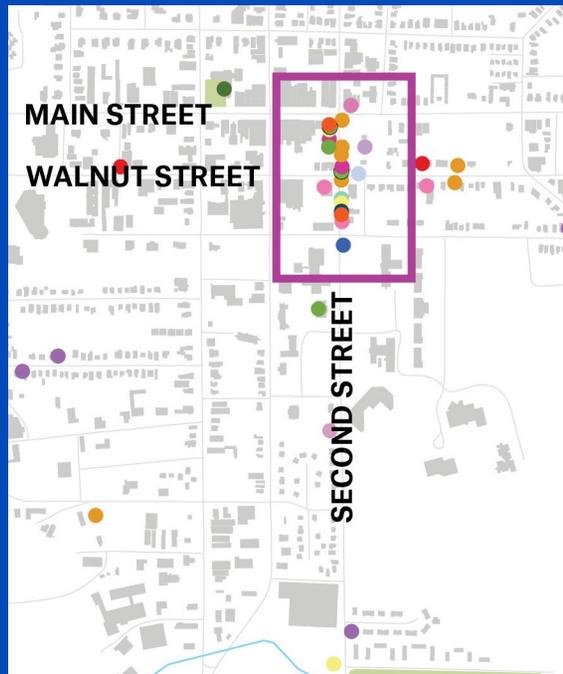
The erasure of Black places and landscapes happened incrementally, but it was not lost on the community what was happening.



Once a thriving Black business district, 2nd Street was changed forever and history that was lost/hidden needs to come back to life.



Social clubs and community were central to 2nd Street, a fabric that was critical to the Black community



Stories that are part of the fabric of Danville:

- The Swingland Club
- United Black Federation Hall
- Batewood Homes
- Rollerskating Fridays
- Walnut Street Bootlegging

Overall Initiatives

Development Incentives

The Master Plan strategies require investment if they are to be realized—investment from public agencies, private entities, institutions, and philanthropic organizations.

In some cases, it will require public-private partnerships.

Financial incentives and assists can come from existing programs, such as historic tax credits, façade loans, the Economic Development Partnership, etc.

Considerable equity exists in the current downtown building stock, and inventive ways to use this equity to leverage funds for adaptive re-use, rehabilitation or new construction is possible.

New programs need to be explored and implemented such as a revolving development loan fund, property tax deferral plans, targeted grants.

It would be most effective for an omnibus committee to prepare an overall coordinated plan for all of the financial tools needed, and then create individual Task Forces to follow through with program design and implementation

An aerial photograph of Danville, North Carolina, showing a dense urban area with various buildings, streets, and green spaces. The image is overlaid with a semi-transparent purple filter. The text is positioned in the lower-left quadrant of the image.

DANVILLE MASTER PLAN COORDINATING COMMITTEE:

**Brian Hutzley (Centre College), Dan McKay (President Ephraim McDowell Regional Medical Center)
Rob Caldwell (CSC & Airport Board), Chris White (Heart of Danville & Plank Owner),
Jody Lassiter (President & CEO Economic Development Partnership),
Jennifer Kirchner (Convention & Visitors Bureau), Steve Hunter (Director Planning & Zoning)
Earl Coffey (City Manager)**