

# Memorial Parks Concept

## “HIGHWAY OF HEROES AND HOPE”

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

Many stakeholders have expressed a need to change the ‘East End’ image and to make redevelopment and revitalization more feasible. Establishing a unique identity or brand for an area can be a valuable tool for attracting investment. The identity should be based on how a community sees and expresses itself and the message established by a unified brand represents a powerful marketing tool, helping to raise awareness and create broad interest in the area.

Opportunities exist at a number of intersections along the East Main Street Corridor to establish a series of “Memorial Parks” to reinforce and establish East Main Street as the “Highway of Heroes and Hope”, a theme that directly relates to the VA Health Facilities and Danville Area Community College.

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Potential “Memorial Park” at the intersection of Porter Street and East Main Street



A military flags garden was built by McDonalds at the intersection of Bowman Avenue and East Main Street to establish a “Highway of Heroes and Hope”



Memorial Parks could include water features, public art, seating, landscaping, lighting elements and special paving to celebrate military heroes



Potential “Memorial Park” locations



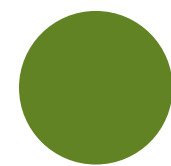
# Wayfinding and Signage Concept



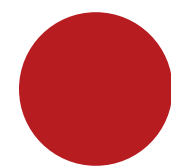
A traditional signage family concept for East Main Street



A gateway sign in Morton Grove, Illinois welcomes motorists



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A wayfinding and signage family could be developed that takes cues from the materials and architectural styles of DACC, VA and National Cemetery elements



# Image-Building Strategies

Improving the overall image of the commercial corridor and the neighborhood can help to attract new businesses and investors to the East Main Street corridor as well as build pride and civic involvement in the neighborhood. Three potential strategies for building a more positive image of the corridor and the surrounding neighborhood including placemaking initiatives, special events and festivals, and clean and green activities.

## “PLACEMAKING” PROJECTS

“Placemaking” projects are special initiatives to improve public spaces through the installation of public art, sculptures, streetscapes, signage, lighting and other public improvements. The purpose of placemaking activities is to build neighborhood pride and social interaction along with beautifying public and private spaces. Placemaking projects can be undertaken by the municipality and other government entities and by private institutions and property owners.

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DANVILLE, ILLINOIS  
EAST MAIN STREET CORRIDOR PLAN  
IMAGE-BUILDING STRATEGIES

## SPECIAL EVENTS AND FESTIVALS

Festivals and special events can help to build neighborhood pride, a unified neighborhood image and more activity along East Main Street. Such events can also bring together the Danville community to celebrate unique aspects of the neighborhood through its foods, arts, dances and music in a fun, family-oriented environment. Festivals and events can be organized once or twice a year in partnership with the City, Downtown Danville, the Community College and other entities.

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## “CLEAN AND GREEN” ACTIVITIES

“Clean and Green” activities can help make the East Main Street Corridor a more visually appealing, clean and safe environment for businesses and local residents. Such activities involve an annual or biannual organized effort through local volunteers and organizations performing a variety of deep-cleaning projects beyond just regular maintenance of streets, parkway and alleys. Sometimes, breakfast, refreshments, lunch, and t-shirts are provided for all volunteers.

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# Rehabilitation Strategies

Commercial and residential property rehabilitation strategies seek to maintain, improve and reuse existing buildings to stabilize the existing neighborhood, promote long-term sustainability and housing opportunities, preserve heritage, and provide for a foundation and starting point for future redevelopment activities. Three potential strategies for rehabilitating commercial and residential properties are proposed, including the establishment of a land bank, non-profit development corporation, and revolving loan fund.

## LAND BANK

A “land bank” is a public authority created by a municipality to acquire, hold, manage and develop vacant properties. Land banks aim to convert vacant properties that have been neglected by the private market into productive use, thereby transforming neighborhood liabilities into assets. A land bank undertakes the following activities:

- Acquires title to vacant and abandoned properties through a number of means, principally through foreclosure and tax sales.
- Transfers property to a new owner that rehabilitates the property and supports neighborhood revitalization goals.

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## NEIGHBORHOOD DEVELOPMENT CORPORATION

A neighborhood development corporation is a private non-profit organization created to undertake a variety of property rehabilitation activities in the neighborhood. A neighborhood development corporation is governed by a board of directors and usually undertakes the following activities:

- Purchases or receives homes and buildings, rehabilitates such properties, and sells to new owners.
- Offers special programs and incentives for minor home repairs, lead paint abatement, new homeowner counseling, energy efficiency improvements, business recruitment and property leasing and management.

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## REVOLVING LOAN FUND

A revolving loan fund is created and managed by a municipality, a land bank or neighborhood development corporation to rehabilitate residential and commercial properties. A Revolving Loan Fund usually undertakes a number of activities, including:

- Purchases or receives homes or buildings, rehabilitates them and sells them to new owners.
- Provides small loans for exterior property improvements to existing owners.

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