

October 2019

The Danville Village to Village Project Activity Center Master Plan



Danville, Vermont



ACKNOWLEDGMENTS

This project is funded through a better connections grant from the Vermont Agencies of Transportation (VTrans) and Commerce and Community Development (ACCD), a program that seeks to align state and local investments to increase transportation options, build resilience, and strengthen economic vitality in Vermont's community centers.

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TABLE OF CONTENTS

INTRODUCTION

| | |
|--|----|
| Project Background | 5 |
| Project Area | 7 |
| Related Projects & Studies | 8 |
| Community Needs | 9 |
| Goals for Connecting Danville's Activity Centers | 10 |
| Activity Centers and Connections | 12 |
| Public Engagement | 14 |

EXISTING CONDITIONS

| | |
|--|----|
| Demographics & Economic Conditions | 21 |
| Economic Assets & Opportunities | 23 |
| Natural Resources | 24 |
| Traffic Patterns | 26 |
| Safety | 28 |
| Walking Conditions | 33 |
| Bicycling Conditions | 38 |
| LVRT | 39 |
| Danville Train Station | 44 |
| Public Transit | 45 |
| Public Parking | 46 |
| Wayfinding | 47 |

THE PLAN

| | |
|---|----|
| West Danville | 55 |
| LVRT Route 2 Crossing at Larrabee's | 62 |
| Peacham Road | 65 |
| Re-imagining the Train station | 67 |
| The Danville Village | 69 |
| Route 2 near Marty's | 72 |
| Route 2 near Parker Road | 75 |

IMPLEMENTATION

| | |
|--|----|
| Implementation | 78 |
| 12-Month Priority Action List | 81 |
| Leadership & Community Building | 82 |
| Transportation Improvements | 78 |
| Economic Development & Marketing | 85 |
| Wayfinding | 90 |

APPENDICES

| |
|---|
| Appendix A: Trail User Survey Data |
| Appendix B: Economic Analysis and Recommendations |
| Appendix C: Wayfinding Plan |
| Appendix D: Train Station Conceptual Design & Costs |
| Appendix E: Funding Sources |
| Appendix F: Other Resources |

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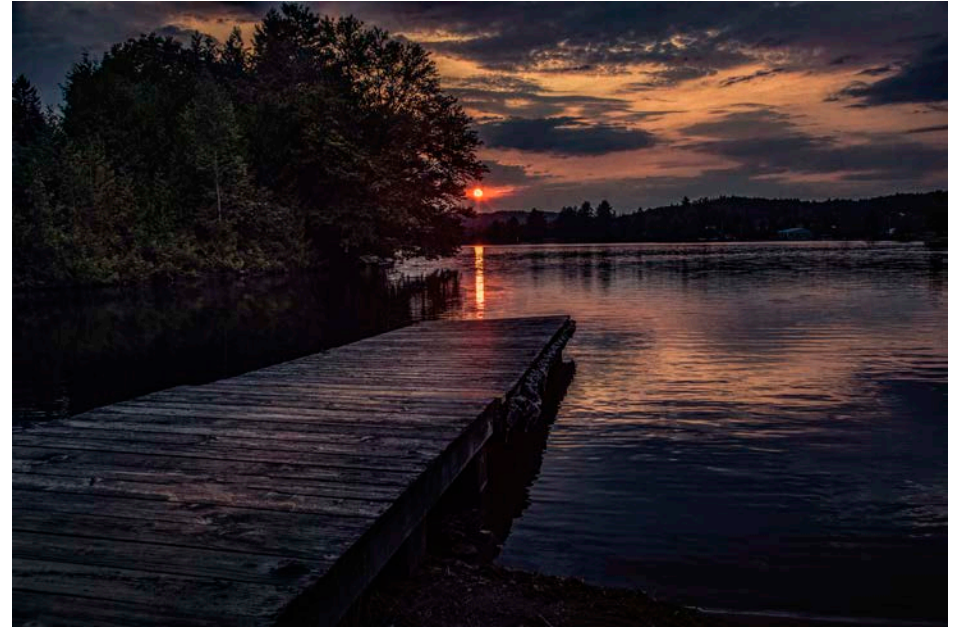
INTRODUCTION

Project Background

The Town of Danville is a classic, rural Vermont community that lies along an east/west corridor connected by Route 2, Route 15, and the Lamoille Valley Rail Trail (LVRT). Danville is fortunate to have a framework of assets (including outdoor recreation, vibrant villages and a strong sense of community) that provides residents and tourists with things to do, places to go and people to meet. Assets like these provide opportunities to build excitement and draw in new energy from the surrounding area.

Route 2 and its connection to Route 15 to the west and Montpelier to the south is the most significant east-west travel corridor in Northern Vermont. West Danville is home to Joe's Pond, a gorgeous scenic and recreational resource that provides multi-season activities to residents and tourists. Danville's village, which has experienced an influx of new business development, provides a picturesque location to stop, eat, and shop. Connecting all of these assets is the 15.4-mile segment of the Lamoille Valley Rail Trail that extends from Danville to St. Johnsbury. This trail is extremely popular, providing significant opportunities for walking and biking to connect visitors and residents to the community's activity centers as well as surrounding communities.

The West Danville trailhead of the Rail Trail is an exceptional opportunity to welcome tourists to Danville; with the scenic background of Joe's Pond, the trailhead is an appealing introduction. New interest in the community will bring an economic benefit: Pedestrians and cyclists will use local business establishments (such as Hastings Store in West Danville or Barrel to Bottle in Danville's Village Center), and are likely to spend more over time than people who drive to the same places. Likewise, assets such as the Rail Trail provide new opportunities for business, which in turn provide local job opportunities. The 2021 target for completion of the Lamoille Valley Rail Trail makes the Village to Village project timely for the Town of Danville. Connections are essential to stimulate a community's social and economic vitality.



The Village to Village project, funded through the Better Connections Program (a partnership between the Vermont Agency of Transportation and the Agency of Commerce and Community Development), kicked off in the summer of 2018. The project involved a local steering committee (made up of town officials and community volunteers) and the consulting firm of DuBois & King, Inc. The purpose of the project was to develop this Activity Center Master Plan for the community to use as a tool to enhance and improve connections within the community with a focus on the Lamoille Valley Rail Trail.

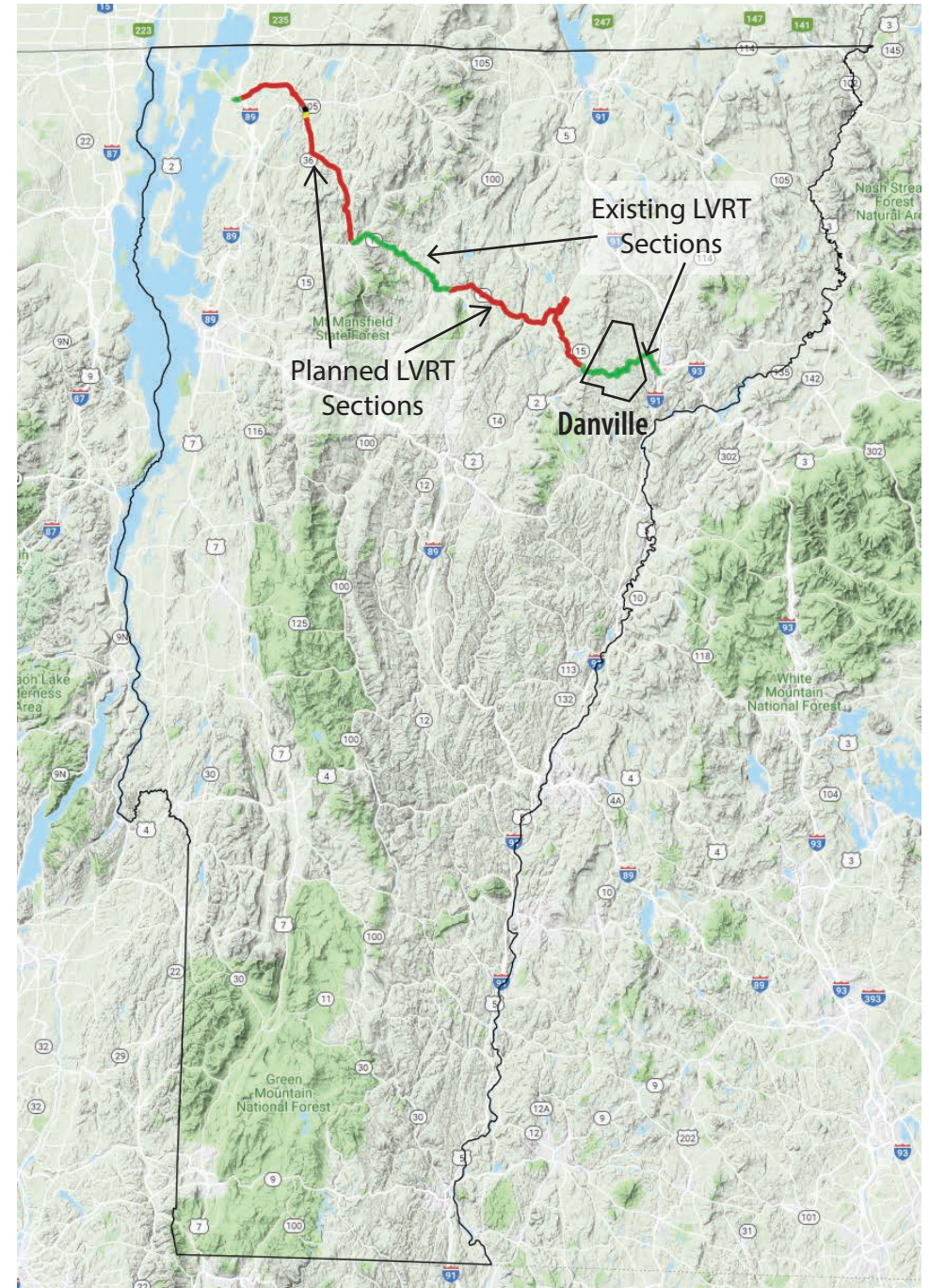


Figure 1 Project location. Map from <https://www.lvrt.org/trail-maps>

Project Area

This project focuses on the east-west Route 2 and LVRT corridor through Danville, from Parker Road on the east to the access of Joe's Pond on VT15 to the west.

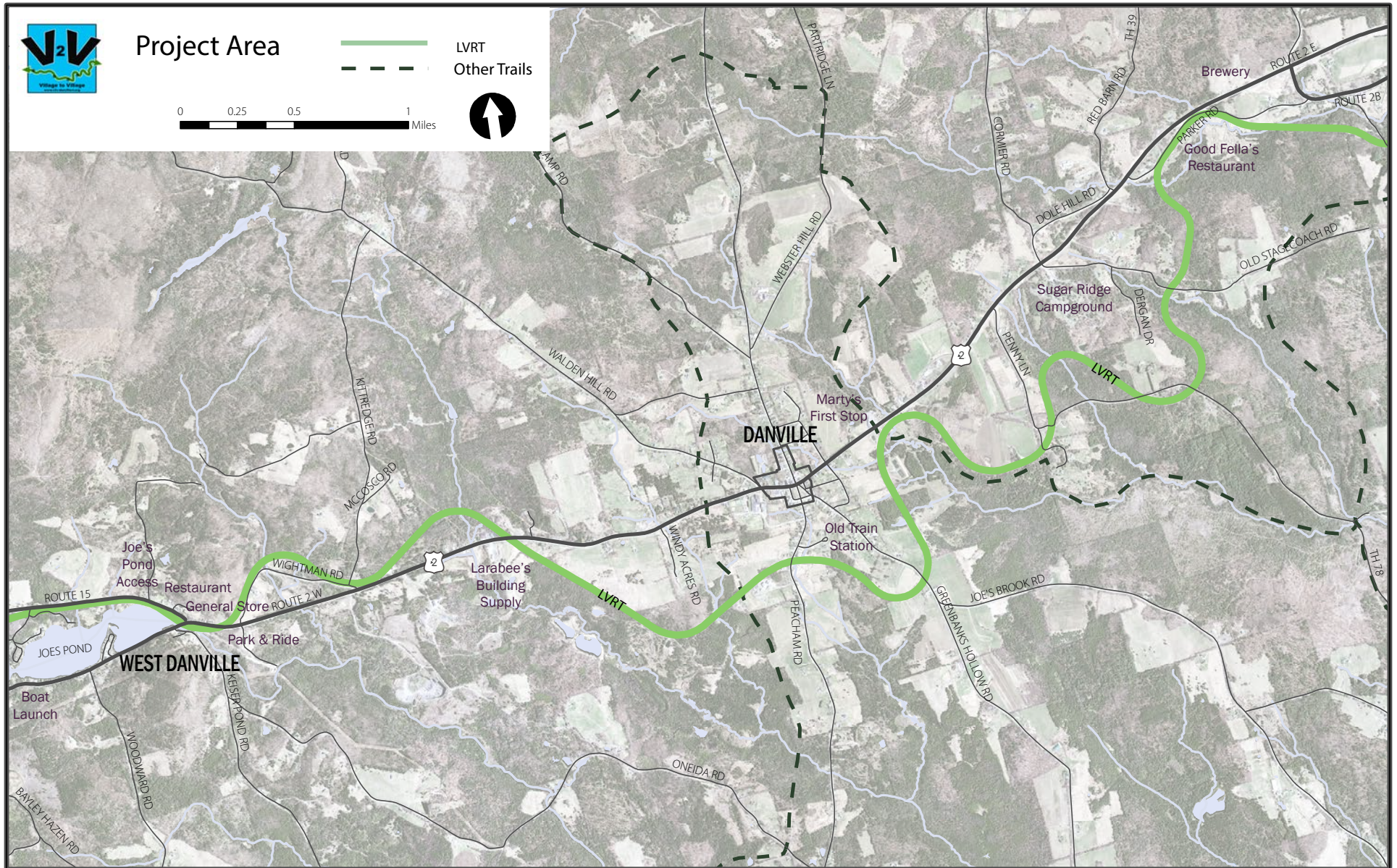


Figure 2. Project area

Related Projects & Studies

This project was informed by the following studies and projects:

The Danville Transportation Enhancement Project, the Vermont Arts Council and Vermont Agency of Transportation (completed 2014).

This project, which was a collaboration between the Vermont Arts Council and the Agency of Transportation, started in 1999 and was installed in 2014. It was the first time this type of collaboration happened in the state. The project brought transportation improvements to Route 2 through Danville's Village, including gateway treatments, traffic calming measures, and pedestrian enhancements, to improve the safety and aesthetic quality of the Village. This plan builds off of these improvements to continue to highlight Danville's unique rural character and close-knit community.

Bicycle & Pedestrian Scoping Study, Dufresne Group (2014).

This scoping study explored options for bicycle and pedestrian connectivity in the Village of Danville. Recommendations from this study were carried forward to show how they fit into this comprehensive plan for the Town.

Northeast Kingdom Regional Plan, Northeastern Vermont Development Association (2018).

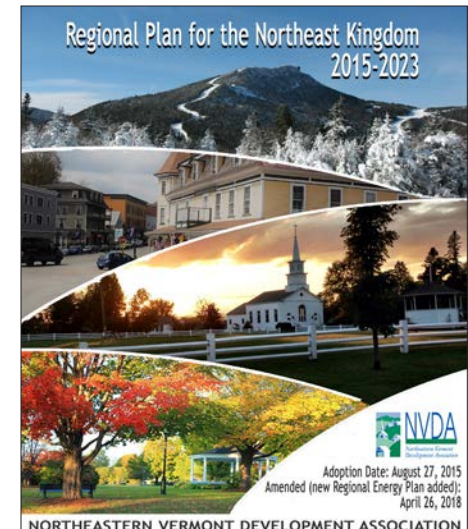
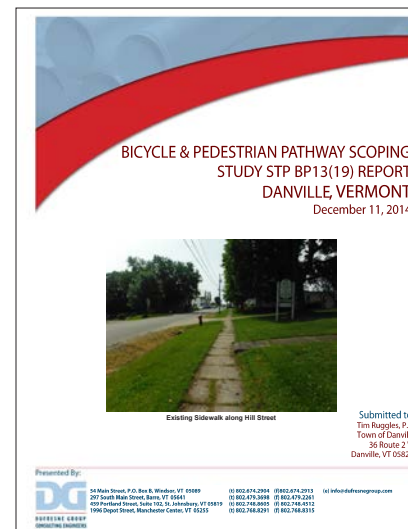
This plan is in line with the following goals, among others, for the region.

- Decrease the region's reliance on single occupancy vehicle trips and gas/diesel powered vehicles.
- Expand tourism in the Northeast Kingdom, and make eco-based businesses a part of the region's landscape.
- Maintain and revitalize the downtowns and village centers in the Northeast Kingdom.

Danville Town Plan (2018).

The Danville Town Plan includes a number of policies, tasks and programs that relate to the Activity Center Master Plan, including the desire to develop a long-range plan to maximize the public use of Town buildings such as the Railroad Station. The Plan seeks to capitalize on existing recreational resources, including the Lamoille Valley Rail Trail. In addition, the following Smart Growth Principles are supported:

- Support the rural landscape by creating an economic climate that enhances the viability of working lands and conserves natural lands.
- Help existing places thrive by taking care of assets and investments such as existing infrastructure, and places that the community values.
- Create great new places by building vibrant, enduring neighborhoods and communities that people, especially young people, don't want to leave.



The purpose of the Village to Village project is to create a master plan that improves connections along the Lamoille Valley Rail Trail, supports interest in outdoor activity, builds a sense of place and encourages economic vitality.

Community Needs

PHYSICAL CONNECTIONS

There are opportunities to improve connections between Danville's activity centers. Limited bicycle infrastructure and gaps in the pedestrian network hinder multimodal access in these areas. High crash segments in both the Villages of Danville and West Danville indicate that there are safety concerns for vehicles traveling in the area, too. By improving the safety of these connections more users will be encouraged to use the trail.

MARKETING & WAYFINDING

Less than 50% of visitors to the LVRT visit West Danville or Danville Village while using the trail. For people from out of town who haven't done prior research and locals who haven't used the trail before, there are limited wayfinding cues that help people understand the proximity of the LVRT, both West Danville and the Danville Villages, and other amenities that the Town has to offer.



Goals for Connecting Danville's Activity Centers

The project team worked to identify this project's goals and important connections among activity centers based on input from the Steering Committee and a synthesis of both public input and the existing conditions analysis. The goals are outlined below, and the activity centers and connections are discussed on the following pages.

CREATE SAFE PLACES FOR PEOPLE TO WALK AND BIKE.

There is a strong desire in Danville to improve access to transportation, recreation, and commerce in Danville for people on foot and on bicycle. Walkable and bikeable communities promote active transportation, sustainability, and resiliency.

DEVELOP A COMPREHENSIVE WAYFINDING SYSTEM.

Wayfinding is an integral part of strengthening connections between different parts of towns or villages. Carefully planned wayfinding enables people to 'read' a place through cues, landmarks and signs that help them seamlessly keep moving between destinations.

INTEGRATE THE LVRT WITH DANVILLE'S VILLAGES.

Connecting the LVRT with the Villages gives trail users access to amenities that make or break a visit to the trail: bathrooms, water, and food. In turn, trail users are supporting the local economy, making business more viable and creating a stronger community.

DIRECT PUBLIC INVESTMENT.

This plan will serve as a guide to strategically direct public investment to the places that dollars will have the most impact, to better position the Town and other groups within the community to apply for funding.

SUPPORT LOCAL BUSINESSES.

Implementing the physical improvements outlined in this plan will create a stronger local economy and attract more people to Danville. This makes the Town more marketable to new businesses while also supporting existing businesses.

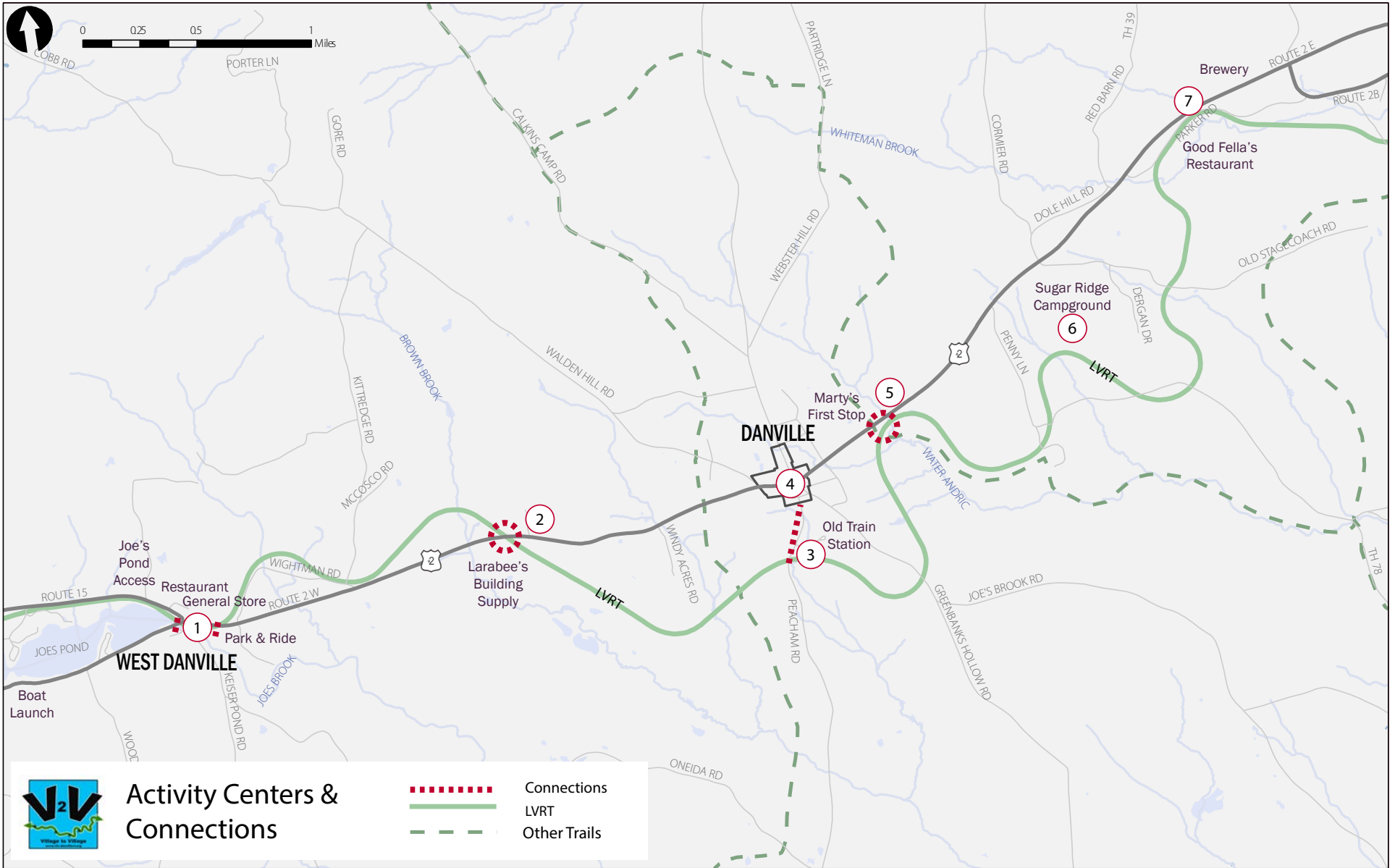


Figure 3. Activity centers and important connections between them in Danville



Activity Centers and Connections

Opportunities for recreation, shopping, and socializing are abundant throughout the project area. But, the connection gaps between these activity centers hinder a person's cohesive experience throughout this corridor. These activity centers and connections among them include:

01 WEST DANVILLE

The small village of West Danville offers a historic general store and post office, beach access to Joe's Pond, a new restaurant, access to the LVRT, a covered pedestrian bridge, and other attractions. Joe's Pond itself is a destination for people across the country who come to stay in one of the many cabins lining this idyllic pond in the hills. The LVRT crosses Route 2 twice in West Danville.

02 TRAIL CROSSING NEAR LARRABEE'S BUILDING SUPPLY

Between the West Danville and Danville Villages, the LVRT crosses Route 2 in a 50-mile-per-hour zone. This is an extremely important multimodal link among the two Villages, but most trail users do not feel safe crossing the road here—several people told us that they turn around when they reach this crossing.

03 OLD TRAIN STATION AND PEACHAM ROAD

The LVRT crosses Peacham Road at the former train station, which is currently being used as the Town's recycle center. Reimagining this historic building will create interest and is an opportunity for providing amenities for trail users. In addition, Peacham Road connects the LVRT with the Danville Village, though there are no facilities for walking or bicycling between these two places yet.

04 DANVILLE VILLAGE

The charming Village of Danville is a point of pride for the community. Its historic setting includes a Village Green, the Danville School, the Town Offices and Post Office, an Inn, restaurant, bakery, and shops. Many community event like the Danville Fair, Autumn on the Green, and the Farmer's Market are held on the Green.

05 MARTY'S FIRST STOP

This classic Vermont rest stop provides travelers with food, fuel, and restrooms while also serving as a local market for residents.

06 CAMPGROUND

This campground and RV village is complete with a mini golf course and creamee stand. It is a destination offering 150 campsites for people looking for a quintessential Northeast Kingdom summer vacation.

07 ROUTE 2 NEAR PARKER ROAD

This area has an existing restaurant and a new brewery that will eventually offer a tasting room for visitors is currently under construction.



Public Engagement

Public engagement is essential to any planning project. Providing a community with information and giving stakeholders the space to be heard helps build support for a project and ensures that the final Plan reflects the community’s vision for the future. The project team used the following public engagement tools and events throughout the Village to Village project:

Information & Education

Information about project milestones, reports, events or other opportunities to participate were provided at www.v2v-danvillevt.com. In addition, when significant events were planned, communication was distributed via an email list and on the local Front Porch Forum.



Homepage of the project website: www.v2v-danvillevt.com

Danville Fair

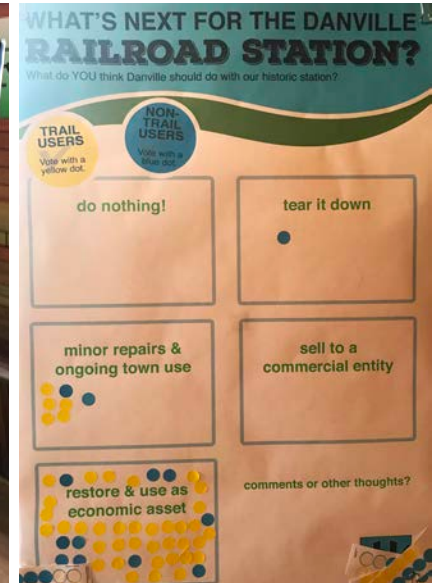
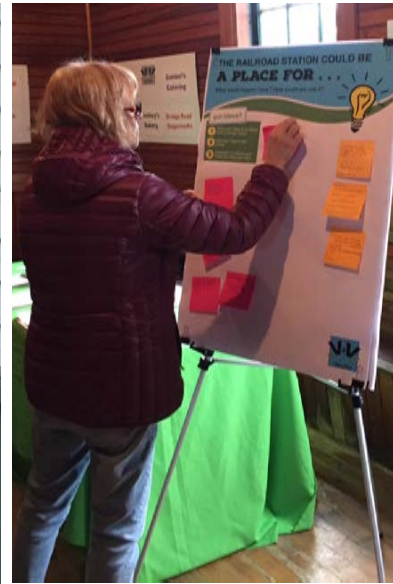
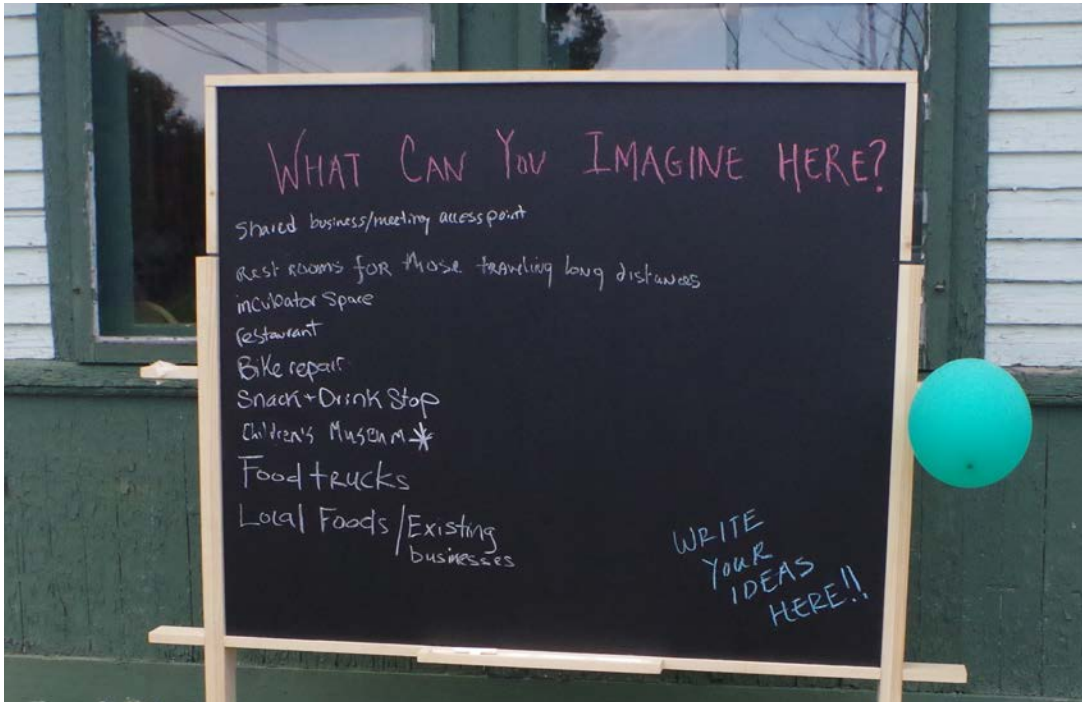
The first significant engagement event took place on August 11, 2018 at the Danville Fair. The fair was an exceptional opportunity to introduce residents to the project and to collect their input as part of the Trail User Survey (see below). The project’s presence at the fair included a tabled booth with a map exercise as well as a parade float organized by the Project Steering Committee.



Danville Fair: Mapping exercise at the Village to Village project booth

Re-imagine the Train Station

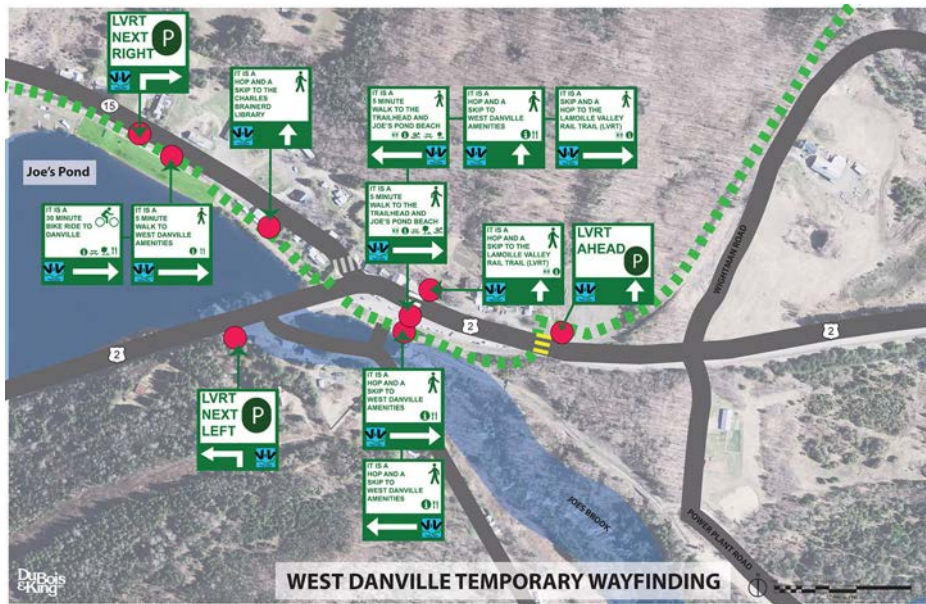
Danville's former Train Station is one of the community's most significant trail-related assets. As part of the Village to Village project, conceptual designs were developed by Vermont Integrated Architecture to help the community better visualize the possible uses of this unique Town-owned building. On October 27, 2018, the Village to Village team hosted an open-house style event where visitors were invited to comment on how they felt the Train Station should be best used.



Friends of the LVRT Event & Temporary Wayfinding

On Saturday, June 15, 2019, D&K staff joined Steering Committee members at the Danville Train station to kick off temporary wayfinding along the LVRT and around the Villages. The day provided community members with an opportunity to learn, or hear an update, about the project, be introduced to wayfinding principles and a “search and find” activity along the trail to test their observation skills of unique features in and around Danville. Following the event, temporary wayfinding signs were installed along the trail and within the communities.

The focus of the temporary signs was to connect the trail to the villages through indications of approximate time needed to travel by bike or on foot between destinations.



Temporary wayfinding plan for West Danville. *Note: temporary signs within the highway Right-of-Way were not installed.

Additionally, orientation maps were created for both Villages, with destinations listed, including local businesses. During the event, these were installed in both Villages at existing information destinations: the kiosk in West Danville and at the Town Offices and the Train Depot in Danville.

Comment cards were left at both the Town Offices and at the Danville Library for community members and the general public to provide feedback about the temporary wayfinding. An online map and comment link was also created on the project website.



Temporary wayfinding sign in Danville



Trail User Survey Findings:



West Danville (25%) and the Train Station (34%) were the most popular places that people parked to use the trail. About 15% of trail users parked at Marty's.

Many of our respondents also indicated that they live near the trail and access it from their property.



Almost 85% of respondents spent between 30 minutes and 2 hours on the trail.

Most survey respondents described maintenance and cleanliness of local trails as good or excellent. The trail is utilized for recreation, health, and exercise.



Nearly 50% of people visited Joe's Pond in conjunction with visiting the trail.

About 40% of people also reported visiting a business.



Restrooms were the amenity that was mentioned the most for what people would also like to see on the trail.

Also mentioned: Water, benches, and bike parking



Over half of respondents do not feel safe crossing Route 2 at West Danville and Larrabee's. 40% did not feel safe crossing at Marty's.

Almost 80% of people did not feel safe because of vehicle speeds.



EXISTING CONDITIONS

Demographics & Economic Conditions

An economic analysis of Danville was conducted from September 2018 to April of 2019 (see Appendix B). The purpose of this analysis is to collect information that was to inform the master plan, including the development of recommendations relative to marketing and other methods of encouraging economic vitality, particularly as they relate to the Lamoille Valley Rail Trail.

Existing economic conditions for Danville are largely positive. Since 2010, the community has seen a 4.6% growth in population (compared to 1.5% for Caledonia County for the same time period). Residents are attracted to the community's size, rural character and "quintessential New England Feel." During interviews conducted as part of the economic analysis, residents and business owners indicated a strong pride in their community and its assets, such as the local Farmer's Market, library, restaurants and cafés and the LVRT. As indicated in the sidebar, Danville's median household income is just over \$60,000, which is 24% higher than Caledonia County (approximately \$47,000).

From a housing perspective, Danville's proximity to St. Johnsbury makes it a favored location to reside. As such, median home values are higher in Danville (\$200,000) than the Caledonia County Median (\$149,000). Housing stock is primarily single family homes, a majority of which (66.6%) are owned vs. rented. 20% of Danville's housing is for seasonal use.

A Quick Look at Demographics in Danville:

The population increased by 4.8% between 2010 and 2018.

The median age is 48 years old.

The median household income is around \$60,000.

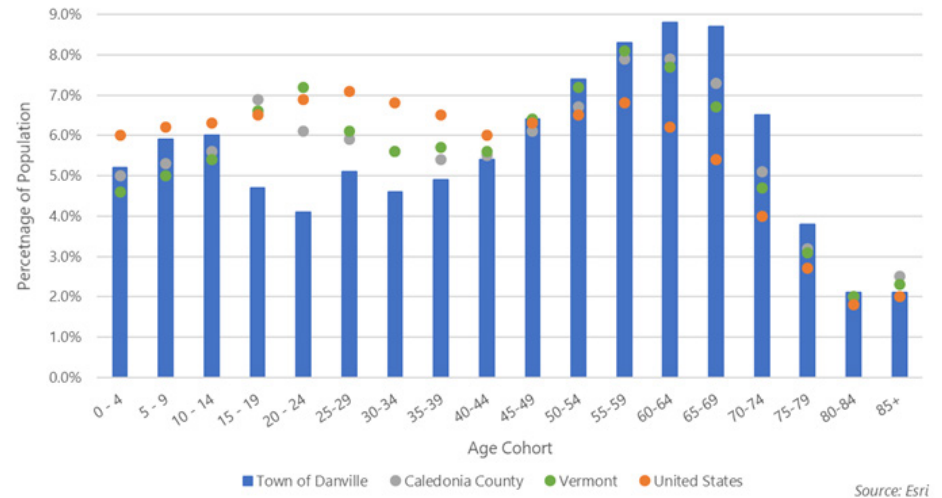


Figure 4. Comparing age distribution in Danville with the county, Vermont, and the United States, 2018

As is the case in most areas of Vermont outside of Chittenden County the median age of Danville's residents (51) is higher than the statewide median of 42.8. Older and aging populations are seeking and require a different set of goods, services and housing than younger generations, which may impact the types of businesses and housing that are in demand in the community. It is important to note that data collected as part of Danville's intercept survey indicates that while residents may be older, they are very active and see the LVRT as important to their lifestyle.

As of 2018, there are 84 businesses located in Danville. Nearly 68% of these businesses are service-based, which includes stores, restaurants, lodging, etc., as shown in Table 1. Only 7.4% of Danville’s residents work in Danville. St. Johnsbury is the location that has the highest population of Danville’s workers (Table 2). Local business owners indicated that, from a permitting perspective, Danville is easy to work with. And an analysis of Danville’s 2018 Zoning Bylaw revealed a clearly written regulation that adequately reflects the desired pattern of development and a desire to work with local small-scale businesses.



Table 1. Jobs in Danville by 2-digit NAICS (North American Industrial Classification System) code

| Jobs in Danville by 2-digit NAICS | | |
|-----------------------------------|--|-----------|
| NAICS | Description | 2018 Jobs |
| 11 | Agriculture, Forestry, Fishing and Hunting | 27 |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 0 |
| 22 | Utilities | 0 |
| 23 | Construction | 139 |
| 31 | Manufacturing | 0 |
| 42 | Wholesale Trade | 0 |
| 44 | Retail Trade | 63 |
| 48 | Transportation and Warehousing | < 10 |
| 51 | Information | 22 |
| 52 | Finance and Insurance | 23 |
| 53 | Real Estate and Rental and Leasing | < 10 |
| 54 | Professional, Scientific, and Technical Services | 36 |
| 55 | Management of Companies and Enterprises | 0 |
| 56 | Administrative and Support and Waste Management and Remediation Services | 22 |
| 61 | Educational Services | 0 |
| 62 | Health Care and Social Assistance | 49 |
| 71 | Arts, Entertainment, and Recreation | < 10 |
| 72 | Accommodation and Food Services | 87 |
| 81 | Other Services (except Public Administration) | 24 |
| 90 | Government | 372 |
| 99 | Unclassified Industry | 0 |

Source: EMSI

Table 2. Where do people who live in Danville work?

| Where do people who live in Danville work? | |
|--|-------|
| Location | Share |
| St. Johnsbury CDP, VT | 25.7% |
| Danville CDP, VT | 7.4% |
| Lyndonville village, VT | 3.4% |
| Burlington city, VT | 2.2% |
| Montpelier city, VT | 2.2% |
| Barre city, VT | 1.6% |
| Plainfield CDP, VT | 1.6% |
| Quechee CDP, VT | 1.5% |
| Hardwick CDP, VT | 1.4% |
| Newport city, VT | 1.3% |
| All Other Locations | 51.5% |

Source: U.S. Census, On the Map

Note: CDP stands for Census Designated Place. A CDP is a concentration of population identified by the US Census Bureau for statistical purposes.

Economic Assets & Opportunities

INFRASTRUCTURE & PROPERTY

The Village of Danville is served by a municipal water and wastewater system that, according to local officials, has ample capacity to serve more customers, which allows for the more typically concentrated density found in a small village. The water system is served by a drilled well and is currently serving 55,000 GPD with remaining capacity. However, it is unknown as to whether the existing system could handle a significant commercial user (such as a brewery). Broadband and cellular access are available in the community, although there are areas that remain underserved or coverage is inadequate.

The Danville Train Station is a Town-Owned property which is currently used as a recycling center. Its location on Peacham Road next to the LVRT makes it a prime opportunity for investment. The building has the potential to be a strong trailhead that hosts businesses such as a bike shop or a coffee shop, or could serve as a welcome center and event space.

CONNECTIVITY & LOCATION

The LVRT provides a strong connection between Danville's villages and surrounding areas, which will grow stronger once the entire LVRT is completed. Additionally, Danville's location on Route 2 and connection to Route 15 make it an excellent place to stay while planning day trips to adjacent recreational resources.

RECREATIONAL

In addition to the LVRT, Danville has much to offer in terms of recreational activity. Joe's Pond is a focal point for locals and visitors alike, providing opportunities for camping and outdoor recreation. Danville also has some fascinating historic sites of interest including Greenbanks Hollow, which was once a small village. There are many outdoor recreation areas within a 30-60 minute drive of Danville, including Kingdom Trails (Burke), the Barr Hill Natural Area (Greensboro), The Victory State Forest (Victory), Stillwater State Park (Groton) and Devil's Hill Trail (Peacham) to name a few.



SETTING & LIFESTYLE

Danville's "small town" feel appeals to its residents. Its villages offer a mix of restaurants and services, while remaining distinctly rural. The K-12 school is located in the center of the Village making it accessible to the community. Beyond the villages, Danville is forests, farm fields and dirt roads—many of the hallmarks that draw people to rural communities. Many residents are interested in active recreation, and have chosen Danville because of its assets and its location in the County.

Natural Resources

According to the Vermont Significant Wetlands Inventory, there are four mapped Class II Wetlands in the project area at the following locations:

- On the north side of the road along the Brown Brook stream crossing, located between West Danville and Larrabee's
- Just west of the LVRT crossing at Larrabee's.
- Near Old Stage Coach Road on both the north and south sides of the road.
- Along Whiteman Brook, adjacent to the LVRT.

We do not anticipate any of the proposed alternatives to impact these wetlands. None of the project area is within a flood hazard area, according to FEMA-digitized data.

Hazardous Sites

There are no brownfields in the project area, but there are hazardous sites that could impact changes recommended in this plan. According to reports available online from the Vermont Agency of Natural Resources, three underground storage tanks were removed in and around the parking area across from the Park & Ride in West Danville in 1994, leaving behind contaminated soils. Since then, the last remaining underground storage tank has been removed (2016) but the contaminated soils remain in place.





Joe's Pond Boat Ramp-Access



Joe's Pond beach access in West Danville



Joe's Pond Memorial Bridge



Traffic Patterns

The majority of traffic moving through Danville is carried along Route 2, a major east-west route in northeastern Vermont (see Figure 5). It connects Danville to Saint Johnsbury, New Hampshire, Interstate 91 and 93 to the east, and the State capital (a major employer in Vermont), other central Vermont communities, and eventually Burlington to the west. This is a vital route for Danville, especially considering that only 7% of Danville residents work in town and the rest commute elsewhere. In the study area, the segment of Route 2 between Saint Johnsbury and the Village of Danville has an average annual daily traffic (AADT) of 7,000 vehicles. Part of this segment is a limited access highway with a higher speed limit than the rest of Route 2 of 55 MPH and no bicycle or pedestrian access. The limited access highway starts in Saint Johnsbury and ends at Parker Road in Danville near the Goodfella’s restaurant. It allows for a high level of mobility for people traveling by car between Danville and Saint Johnsbury. Nealy 27% of Danville residents work in Saint Johnsbury.

In the Village, Route 2 intersects with Peacham Rd, Hill St, and Brainerd St, which connect to communities to the north and south of Danville. The AADT on US 2 between Danville and West Danville is 7140. In West Danville, most traffic is split between VT 15, which has an AADT of 2600, and US 2, which has an AADT of 4300 to the west of West Danville.

Table 3. Traffic volumes on roads in the project area

| Road (segment) | AADT | AADT Count Year |
|----------------------------------|------|-----------------|
| Route 2 (east of Danville) | 7000 | 2011 |
| Peacham Rd | 1500 | 2019 |
| Brainerd St | 625 | 2018 |
| Hill St | 1175 | 2018 |
| Route 2 (Danville to W Danville) | 7140 | 2018 |
| Route 15 | 2600 | 2018 |
| Route 2 (west of West Danville) | 4300 | 2018 |



Looking west on Route 2 at Marty's



Looking west on Route 2 in West Danville at Joe's Pond

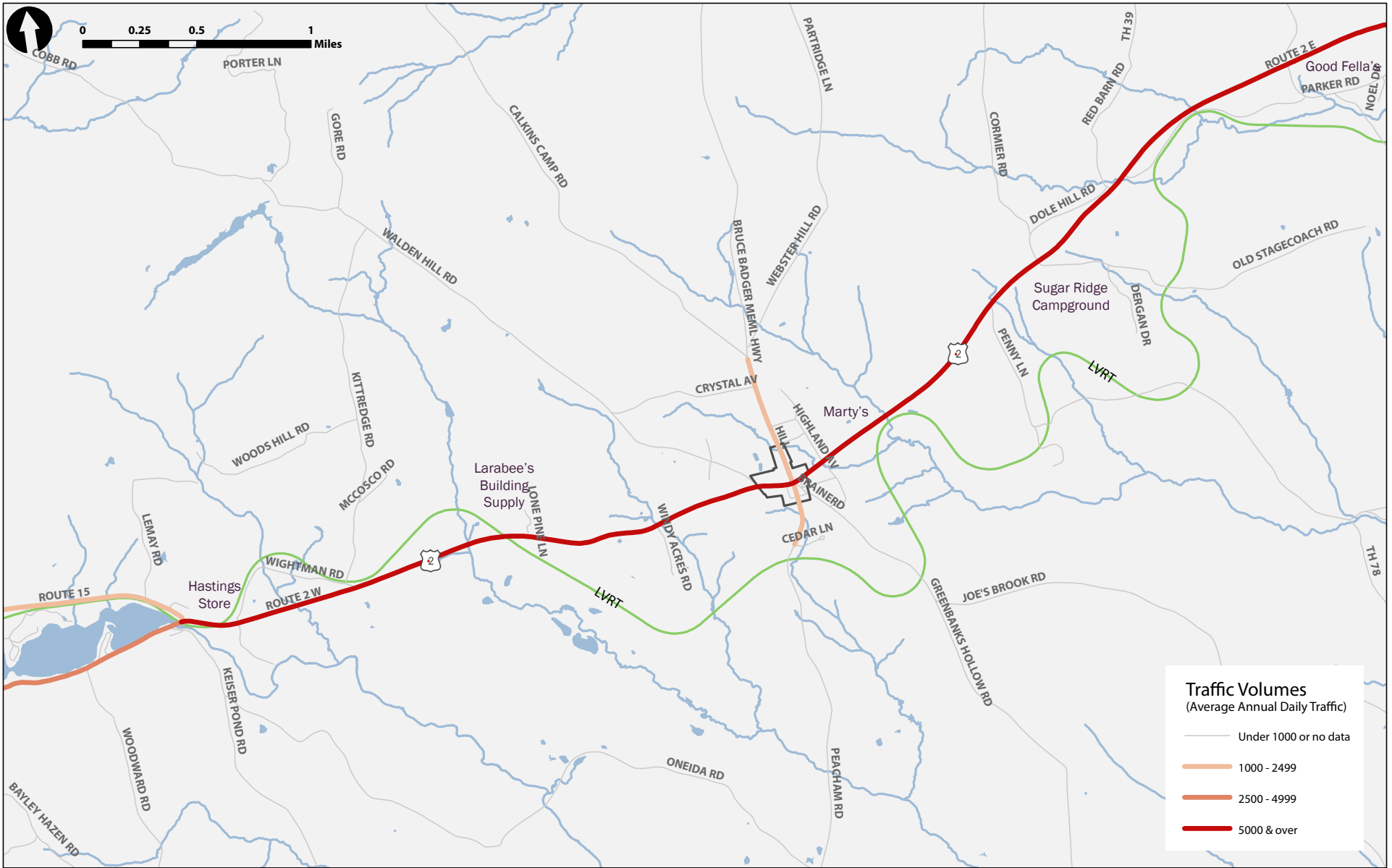


Figure 5. Traffic volumes in the project area
Source: VTrans

Safety

Figure 8 on the following page shows reported crashes in Danville from the most recent five years of crash data (2014 – 2018), and shows the areas that have been identified as “High Crash Locations” by the Agency of Transportation. These are road segments where VTrans has determined the number of crashes is unusually high based on the volume of traffic during the period studied (2012-2016). There were no crashes in Danville resulting in a fatality, but 26% of crashes resulted in an injury. 45% of all crashes in Danville were reported as “single vehicle crashes” that only involved one vehicle. This type of crash is usually caused by distracted driving or speeding. One quarter of crash reports had no information about the crash type.

Route 2 through the Village of Danville is also a high crash segment based on VTrans 2012–2016 records. However, the Transportation Enhancement Project in the Village, which was developed between 1999 and 2014, brought pedestrian amenities to Danville while highlighting community assets like the Village Green. New sidewalks, and pedestrian safety enhancements like median islands have created a welcoming environment for people walking and a slow speed environment for vehicles. VTrans crash data between 2011 and 2018 show that the average number of crashes per year in the Village of Danville has decreased since the installation of the Transportation Enhancement Project in 2014.

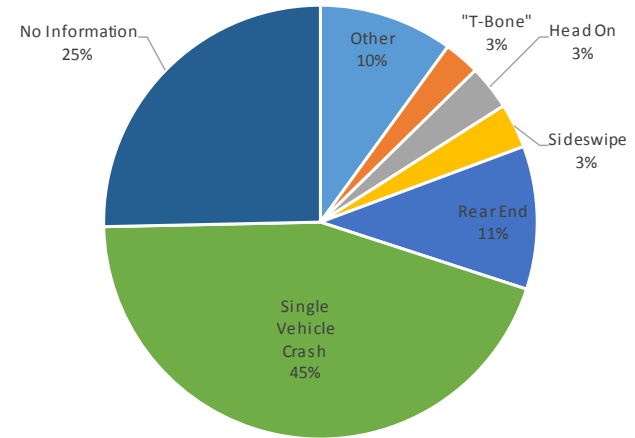


Figure 6. Crash types in Danville (2014 - 2018). Source: VTrans Crash Query Tool.

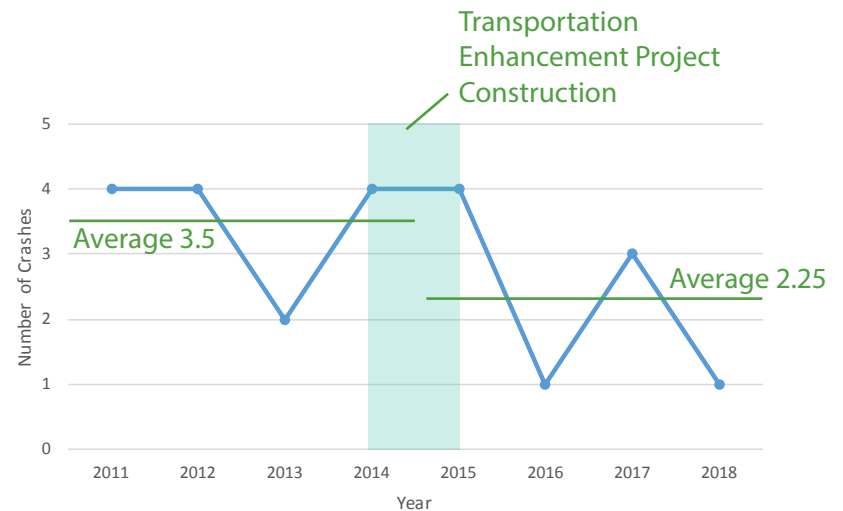


Figure 7. Crashes on Route 2 in Danville Village between 2011 - 2018. Source: VTrans Crash Query Tool.

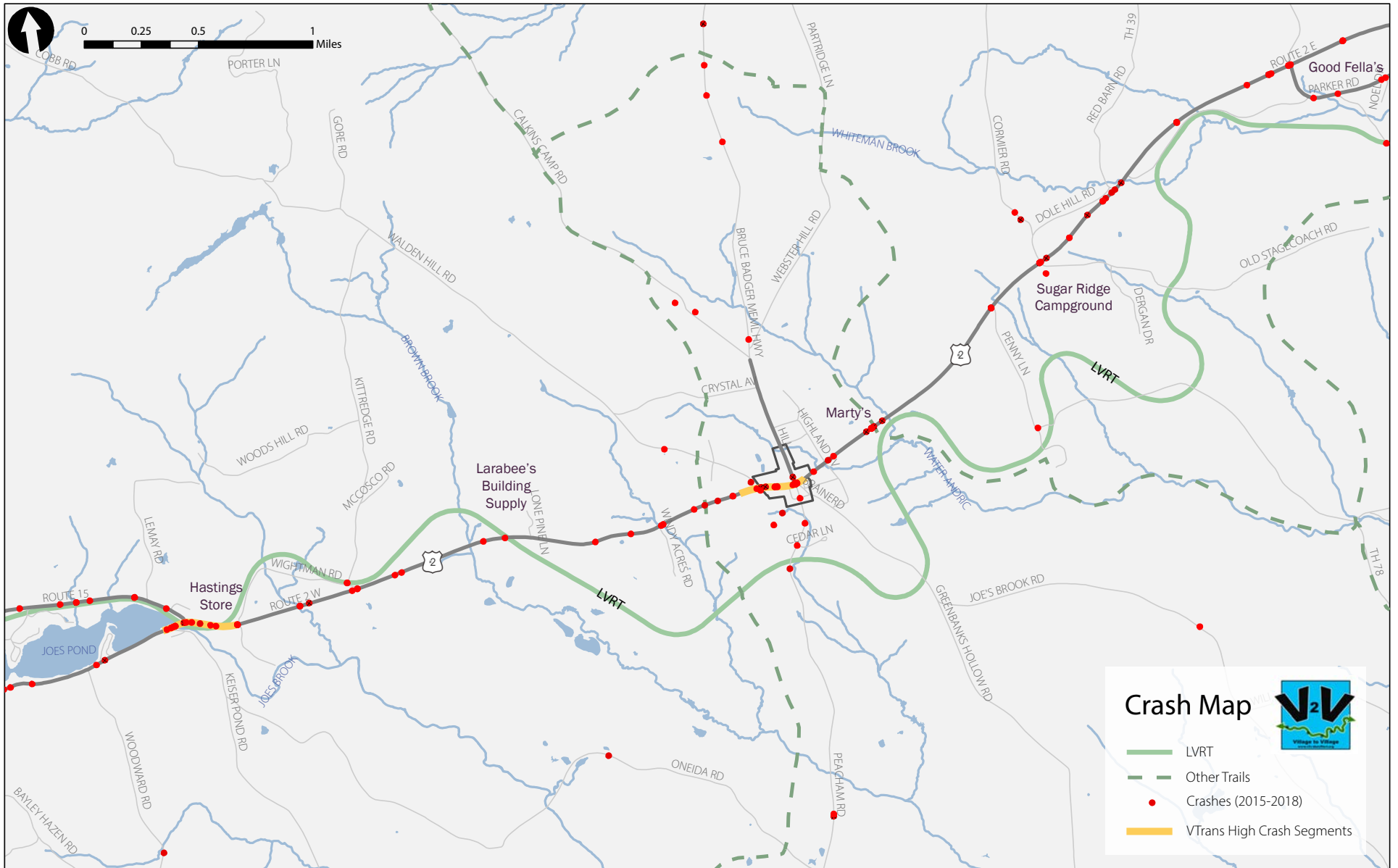


Figure 8. Crashes in the project area from 2014 - 2018 and VTrans High Crash Segments
 Source: VTrans Crash Query Tool

Route 2 through West Danville is designated as a high crash location. This section of the road includes two of the LVRT crossings and two pedestrian crossings, and there are several safety concerns in West Danville for motorists, bicycles, and pedestrians:

- Entering West Danville, there are few significant indicators along the street that alert drivers they are entering a village area and need to slow down.
- Entrances to the Park & Ride are very wide; instead of having clear entrance and exit points, it has a vast opening to the roadway on both ends.
- In front of the general store and restaurant, there are informal parking areas that bleed into the travelways. This creates an excess of pavement leading to confusion for drivers and vehicles doing unexpected maneuvers in and out of the roadway.
- The edgelines of the road tend to wear off during the winter and spring, which eliminates whatever road delineation there was.
- There are two entrances to the parking area in front of the restaurant building, which is acting as a “slip lane” for vehicles turning right onto Route 15 from Route 2, especially large trucks. The building owners have worked with the District to install temporary bollards to narrow the entrance, but it hasn’t stopped the through traffic.
- The school bus drops off children at the crosswalk in front of the general store. During this time, vehicles use the Park & Ride as a cut through so they don’t have to wait for the bus.



Curb cut on the east side of the Park & Ride



Vehicles driving in the shoulder



Figure 9. Existing configuration in West Danville



School bus drop off in West Danville



Parking area without delineation



Large truck using the parking lot as a slip lane



Parking area that acts as a slip lane

Walking Conditions

West Danville

In West Danville, there are several scattered elements of pedestrian facilities but no clear pedestrian network. There is a segment of sidewalk on the bridge along US 2 crossing Joe's Brook that is relatively isolated, starting and ending in the road shoulder. There is also a midblock crosswalk that connects the Park & Ride with the general store and restaurant. This crosswalk doesn't have detectable warning surfaces on either end. Additionally, vehicles often pull up to the edge of the crosswalk and park next to it in front of the general store, limiting the visibility of pedestrians. There is another crosswalk across VT15 where it intersects with US2 that is nearly 75 feet long and doesn't have detectable warning surfaces or lead people to obvious pedestrian infrastructure.

West Danville has a general store, craft shop, and restaurant and bar that would benefit from pedestrian connectivity. The restaurant puts out temporary planters, chairs and tables for outdoor seating but worries about the large trucks cutting through the parking area right next to it.



Parking at the crosswalk between the Park & Ride and general store



Route 15 crosswalk



Looking east towards West Danville on Route 2

Danville

Within the Village of Danville, there are about 1 ¼ miles of sidewalk connecting Danville's Historic Green, the Danville School, and extending all the way to Marty's First Stop along Route 2. In addition, the Village boasts many aesthetic and traffic calming features on Route 2, which were designed and installed in cooperation with VTrans between 2010 and 2014. These include several medians, some of which also act as pedestrian refuge islands at crosswalks, and gateway signs.

There is a commercial strip along the southern block of Hill Street that includes a cafe, restaurant, and store that currently does not have sidewalks though it would greatly benefit from pedestrian infrastructure connecting the businesses. Currently, there is a three-foot asphalt pathway for about 500 feet on the western side of Hill Street. The Village of Danville already has planned pedestrian improvements in this area from the 2014 Bicycle and Pedestrian Scoping Study, including a 5-foot wide sidewalk on Hill Street, between Highland Ave and the beginning of the commercial buildings at the southern end of Hill Street. The route is shown in Figure 10.

Along the commercial block, the buildings are currently at the same elevation as the roadway, and the study's recommendation is to delineate a pedestrian area with stamped asphalt directly in front of the businesses, convert the diagonal parking configuration to parallel, and separate the pedestrian area from the parking with a narrow median or curbing.



Crossing of Route 2 with a flush median in front of The Danville School



Sidewalks and crossing of Route 2 with a raised median in the Village



Figure 10. Existing and Planned Pedestrian Infrastructure in Danville Village



Figure 11. Pedestrian infrastructure along Route 2, east of the Village

There is a gap in the pedestrian network between the Village and the LVRT trailhead at the train station on Peacham Road. This was also identified in the 2014 Scoping Study, and the recommendation for pedestrian facilities in this area includes an 8-foot-wide shared path with a curb immediately adjacent to the road. However, the Scoping Study's recommendation is expensive and does not meet guidelines for shared use path design in the VTrans Bicycle and Pedestrian Facility Planning and Design Guide, which has a minimum separation requirement between the road and path of 4 feet with a curb and 5 feet without a curb.



Looking north at the train station on Peacham Road



Figure 12 (right). Peacham Road, between the Danville Village and recreation fields.

Bicycling Conditions

According to the VTrans bicycle corridor priority map, Route 2 in the project area falls under the “Moderate Use/Priority” bicycle use category. Because the LVRT offers an alternate route through this corridor that is more comfortable and safe for bicycles than Route 2, people bicycling in this area tend to choose to ride on the Trail. This option is not as appealing for bicyclists when there is snow on the ground since the LVRT is not plowed. Throughout the rest of Danville, there is limited bicycle infrastructure with the exception of bike parking at some locations, which makes the LVRT a significant asset for bicyclists.

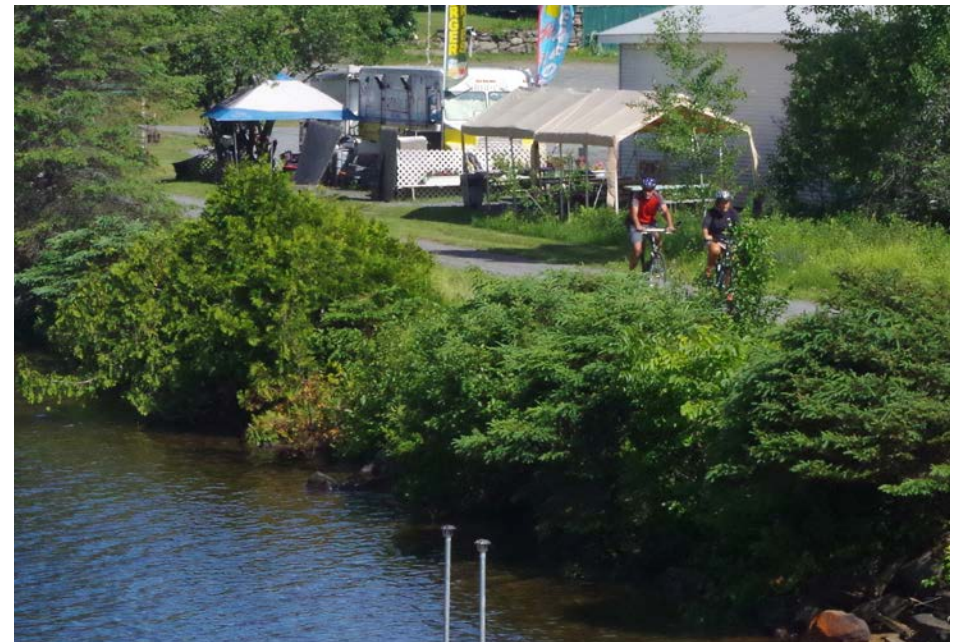
Based on the VTrans On-Road Bicycle Plan Bicycle Level of Comfort Map, Route 2 between West Danville and Danville is a comfort level 3 (on a scale of 1 to 4, with 4 being uncomfortable for most bicyclists) and Route 2 from the Danville Village to Parker Road is level 4. These ratings are based on factors including AADT, shoulder width, truck traffic, and speed limit.



Bicycle parking in West Danville



Bicycling on the LVRT



Bicycling along Joe's Pond

LVRT

Trail Volumes

Figure 13 shows the locations of Trail counts conducted by VAST along the LVRT between 2016 and 2018. Counts at the bridge near Marty’s, the Trestle Road Bridge, and at Joe’s Pond along VT 15 are within or just outside of the study area of this project, and the I-91 tunnel is in Saint Johnsburry. This data includes all trail users—walkers, bicyclists, snowmobilers, and more.

Interestingly, though the construction of the LVRT has not been completed beyond Channel Drive in West Danville, the 2018 volume of users on the LVRT at Joe’s Pond along VT15 is much higher than the other volumes in Danville. Outdoor recreation enthusiasts reported bicycling on dirt roads and unmapped trails north of Route 15, and locals that prefer to walk around Joe’s Pond likely use this portion of the trail more often. In the past, the volumes at the I-91 tunnel in Saint Johnsburry have been higher than those in Danville, though they have begun to converge over the past three years. The population of Saint Johnsburry is more than double that of Danville, which likely adds to the higher use of the trail.



Figure 13. VAST Trail Volume Count Locations

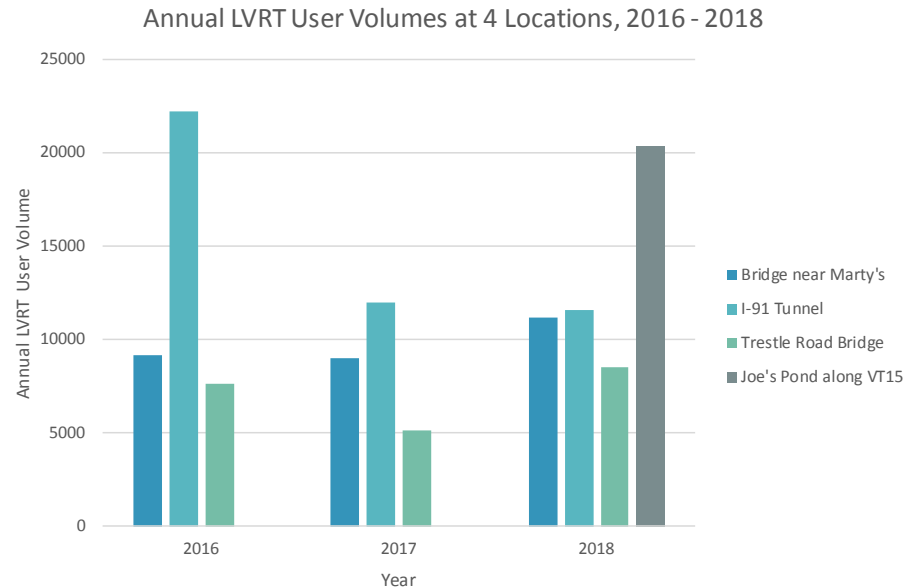


Figure 14. Annual Trail Volumes. Source: VAST

Trail Crossings

Safety is one of the primary concerns with regard to the use of the Lamoille Valley Rail Trail. Responses from the Trail User Survey indicated that many users felt uncomfortable or unsafe at the points along the Trail that cross VT Route 2. Table 4 shows the characteristics of different trail crossing locations, including crossing distance, speed limit, and average annual daily traffic count (AADT) of the road that the trail is crossing. These crossing locations are shown on the map in Figure 15. This information can help identify the types of safety improvements that could be made.

The trail crossing distances of the road varies at some locations because the LVRT exists within the footprint of the old railroad, which often crossed the road askew to keep the rail bed as straight and flat as possible. For Trail users, an askew crossing creates longer crossing distances and increases their exposure to traffic. There have been efforts to channel people crossing the road to the optimal location, where the crossing distance is shortest, using paved pathways and concrete pads with detectable warning surfaces. However, without markings that help guide people to where they should cross, people may not be crossing at the safest location.

Table 4. Characteristics of LVRT Crossing Locations

| ID | Crossing Location | Crossing Distance (ft) | Speed Limit | Cross Road AADT (year) |
|----|--------------------------------|------------------------|-------------|------------------------|
| A | Just west of VT15 (W Danville) | 42 | 35 MPH | 4258 (2018) |
| B | East of West Danville | 42 | 35 MPH | 7140 (2018) |
| C | Larrabee's | 58 - 112 | 50 MPH | 7140 (2018) |
| D | Peacham Rd (Train Station) | 24 | 25 MPH | 1500 (2019) |
| E | Brainerd St | 24 | 30 MPH | 600 (2018) |

There are other locations in Danville where the trail crosses the road, like Penny Lane, Trestle Road, and Parker Road (Route 2B), but there are bridges at these locations. There is also a crossing at Old Stagecoach Road, a local road with a few residences and a dead-end.

Based on the trail user survey, nearly 56% of survey respondents indicated that they felt unsafe crossing Route 2, particularly in West Danville or Near Larrabee's Building Supply. Nearly 80% of people said that vehicle speeds made them feel unsafe.



Route 2 crossing near Larrabee's (looking east)

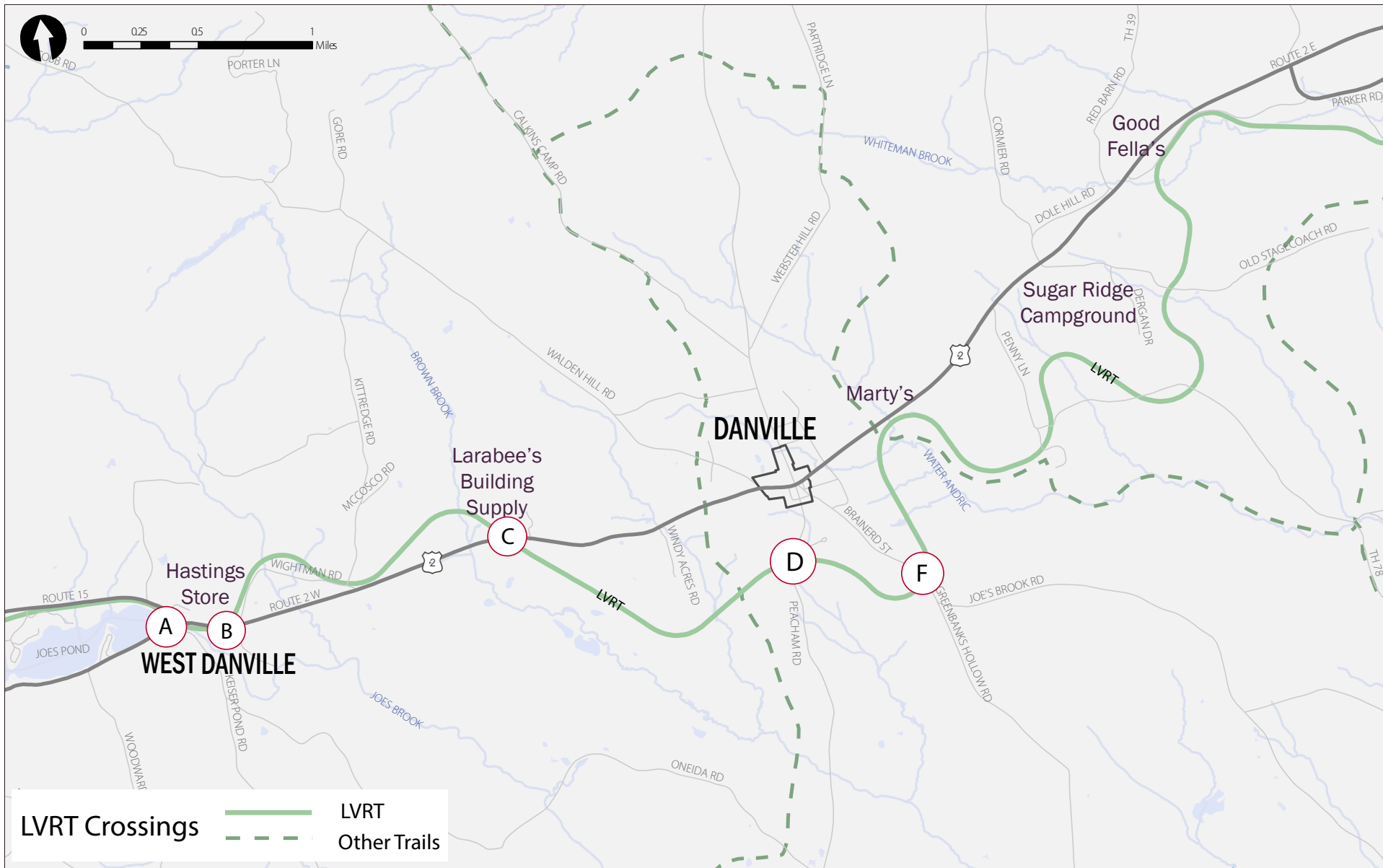


Figure 15. Locations where the LVRT crosses the road



Crossing of Route 2 to the east of West Danville Village



Peacham Road crossing at the Train Station



Route 2 crossing near Larrabee's (looking west)



Brainerd Street Crossing

Trail Parking

Several crossing locations in Danville have parking available. The Joe's Pond trailhead is close to both West Danville Route 2 crossings, and there is access to the trail directly from the West Danville Park & Ride. The former train station on Peacham Road is a trailhead and offers parking for the trail next to the building. Marty's has the most parking spaces available of all these locations, but users must cross Route 2 to get between the LVRT and the parking areas without any formal crossing or signage.

Based on responses from the Trail User Survey, people often park in the Good Fella's parking lot to access the LVRT where it crosses the private road/driveway parallel to Parker Road. The LVRT does not advertise parking here, but there is a concern that the restaurant's parking lot is being taken up by trail users instead of restaurant patrons. Incorporating parking management strategies in cooperation with Good Fella's could help alleviate this issue.

Table 5. LVRT Parking

| Location | Number of Spaces* |
|---------------------------|-------------------|
| Joe's Pond Beach Access | 12 |
| West Danville Park & Ride | 15 |
| Old Train Station | 5 |
| Marty's | 20 |

* as advertised on the LVRT website: <https://www.lvrt.org/trail-maps>



Joe's Pond Beach Access Parking area



Parking at the old train station on Peacham Road

Danville Train Station

One of Danville's most significant publicly owned assets is the Danville Train Station. Built in 1871, the building is on a .14 acre parcel located on the edge of the Village at the intersection of Peacham Rd and the LVRT. The property has a small gravel parking lot on the north side of the parcel. The train station is currently being used as the community's recycling center, but many believe that it could have uses that are more beneficial to recreation and the local economy. Danville has convened a committee of representatives from the Selectboard, Historical Society, Planning Commission and Conservation Committee to identify potential uses for the building in the future.

The building itself has been maintained sufficiently to protect the building from significant deterioration. Some funding for prior maintenance (such as roof repairs) was acquired through grant programs. A 2015 estimate of repairs necessary to restore it completely, including foundation, sill and roof repairs as well as other modernization improvements (such as HVAC, lavatories, etc), totaled over \$450,000. Funds for improvements to the building were applied for through the Northern Borders Regional Commission, but the bid was unsuccessful. The NBRC recommended that additional planning be conducted prior to reapplying for funding.



Historic Image of the Danville Train Station, image courtesy of the Danville Historical Society

Public Transit

Danville is served by Rural Community Transportation (RCT), which has two routes that go through the community. The US 2 Commuter operates Monday through Friday, and both eastbound and westbound buses stop at the West Danville Park & Ride twice every morning and twice every evening. Westbound, the US 2 Commuter goes to Montpelier, where bus transfers are available to the GMTA Link Express (to Burlington) and Waterbury Link. Eastbound, the US 2 Commuter goes to Saint Johnsbury, where another transfer can be made to the Twin City route that connects to Littleton, New Hampshire. The earlier and later buses are free to the public, and the others currently have a fare of \$2.

Another RCT route that goes through Danville is the Greenleaf Shopper, which operates twice a month and has three stops in the Village of Danville and then connects to Peacham, Groton, and a shopping center in Woodsville, New Hampshire. This is a deviated route, which will deviate up to $\frac{3}{4}$ of a mile from its established route to pick up passengers if requested in advance. It is free to the public.



Bus stop in the West Danville Park & Ride with bike parking

Public Parking

Public parking in West Danville is free and plentiful (see Tables 6 & 7). The Park & Ride provides 25 spaces where people can park to access the LVRT as well as the restaurants and shops across the street. There are also 12 more parking spaces available for the LVRT at Joe's Pond Trailhead. On Route 2 in front of the shops and restaurants in West Danville, people use the wide shoulder for on-street parallel parking. In addition, the parking area in front of the restaurants holds about 7 cars in the summer and 5 when snow is piled up in the lot.

In Danville, free on-street public parking is available on Park Street and Hill Street. There is also free public parking in small lots on Brainerd Street, and in front of the Post Office. In addition, the Town is currently constructing a new parking lot next to the Town Offices that will add 24 to 29 new free parking spaces in the Village. For the LVRT, there are also 5 parking spaces available at the old train station on Peacham Road.



West Danville

Table 6. Public parking in West Danville

| Location | Number of Spaces |
|-------------------------------------|--------------------------------------|
| Park & Ride | 25 (incl. 2 handicap, 1 truck space) |
| On street (in front of store) | 3 - 4 |
| Parking area in front of restaurant | 7 |
| Joe's Pond Access | 12 |

Table 7. Public parking in Danville Village

| Location | Number of Spaces |
|-------------------------|--------------------------------------|
| Hill Street (on street) | 12 marked, 8 unmarked, head in |
| Park Street (on street) | 20 marked, parallel |
| Brainerd St 1 | 4 unmarked, head in |
| Brainerd St 2 | 3 unmarked, head in |
| Near Post Office | 8 marked, head in (incl. 1 handicap) |
| New lot at Town Offices | 24 - 29 (planned) |

Wayfinding

Combined with improving safety to all modes of transportation, wayfinding can keep people progressing towards their intended destination as they read the ‘user interface’ of the environment and make decisions as they go.

Maps have a place in wayfinding, but looking at a map at home is part of planning, whether a printed map or gps. Relying on either a printed map or a gps all the time can become daunting and reduce a person’s connection to their surroundings, as well as making them ‘pause’ in order to become oriented on a map. Providing way showing tools in the landscape enables people unfamiliar with the town to see the cues, keep moving and arrive at their destination. Allowing an individual’s attention to be on their surroundings means they can notice places and things that are not on maps, perceive triggers that may be of interest, possibly leading them off their intended journey, increasing the number of destinations they visit and inciting them to stay longer and (potentially) spending more.

While there are several existing directional signs in Danville that lead to nearby towns or to some basic amenities, there is not a family of cues, landmarks, or signs that are pedestrian-scaled for those walking or biking, nor are there any informational signs. Historical signs are also limited.

How does Wayfinding help Market Danville?

Both West Danville and Danville have gained economically from the Lamoille Valley Rail Trail’s location in proximity to both Village centers. Greater economic impact is possible, if the right connections are provided to visitors and locals. Wayfinding is not just signage, showing the way around Danville is an opportunity to market the Villages and visually connect Danville and West Danville’s identities.



Gateway Sign to the LVRT in West Danville



LVRT Information Kiosk in West Danville

As mentioned in the economic analysis completed in 2018, less than 50% of visitors to the LVRT visit West Danville or Danville Village during a trip. Several factors contribute to the quantity of visitors remaining on the trail, but the lack of connecting information between the LVRT and the Villages is a factor.

To support visitors in Danville and West Danville and strengthen the connection to the LVRT, the following opportunities for wayfinding are suggested:

- Introduce consistent gateway signs to welcome visitors at the entrances of West Danville and Danville. Where possible, couple gateway signs with clear changes in pavement widths, circulation and streetscaping. It's not just about 'signs', but a transition.
- Install branded gateway welcome signs on west, southwest and east entry state roads into West Danville; limit branded gateway welcome signs into Danville to one welcome sign type (say it once).
- Support the installation of clear directional signage to LVRT trailhead and parking areas.
- Use signage, recreational symbols, interpretation panels and destination maps to enhance visitor experiences at key locations.

- Celebrate Danville's community assets and historic places with interpretive information

Through informal discussions and site observations, examples of wayfinding categories that are issues in Danville include:

- State roads signs for key turns are either lacking or in the wrong location
- Lack of directional signage to the LVRT and to the villages
- Lack of orientation maps in Danville Village
- Unclear information about official trailhead parking in and near Danville Village
- Directional signs are predominantly VTrans signs



The development of a wayfinding plan for Danville presents opportunities and challenges that can help connect several pieces of the overall master plan, but its success will depend on optimizing the opportunities and mitigating the challenges while implementing the plan.

| Opportunities | Challenges |
|--|---|
| <p>Improves wayfinding and access</p> <p>A wayfinding plan highlights issues in the town for both residents and visitors. The plan provides priorities and solutions to address these issues. A new system of wayfinding tools will also build community pride and ownership and illustrate the value of the LVRT to the town.</p> | <p>Coordination with multiple jurisdictions</p> <p>Wayfinding in Danville will depend on cooperation and coordination with different governing bodies in the area with different priorities. As the main corridor is a state highway and the LVRT is owned by the State, the Town of Danville has no power to develop or enforce any signage regulations and must rely on cooperation and collaboration with VTrans.</p> |
| <p>Enhances local and visitor experiences</p> <p>Two consistent key elements for a memorable visitor experience are amenities (such as restrooms) and the ability to find your way. Reducing the likelihood of not finding the way to parking or not knowing when one is near Danville Village along this portion of the LVRT will ensure a better experience for visitors with reduced frustration and greater satisfaction.</p> | <p>Aligning different priorities of area public transportation agencies</p> <p>The Town of Danville Department of Public Works and the Vermont Agency of Transportation (responsible for the state roads in Danville) have different priorities and responsibilities and whose priorities may not mesh with the needs of improving connections within the Danville-West Danville-LVRT corridors</p> |
| <p>Builds relationships between Danville Village, West Danville and the Lamoille Valley Rail Trail to improve long-term, trail-wide visitor experience</p> <p>Developing a wayfinding program is an opportunity for towns, community groups and the trail community to work on a common goal.</p> | <p>Need for coordination with existing standards, logos and looks</p> <p>The towns along the LVRT and the LVRT have different sign and graphic standards and will need to be considered when developing a wayfinding plan. The plan will need to consider the standards.</p> |



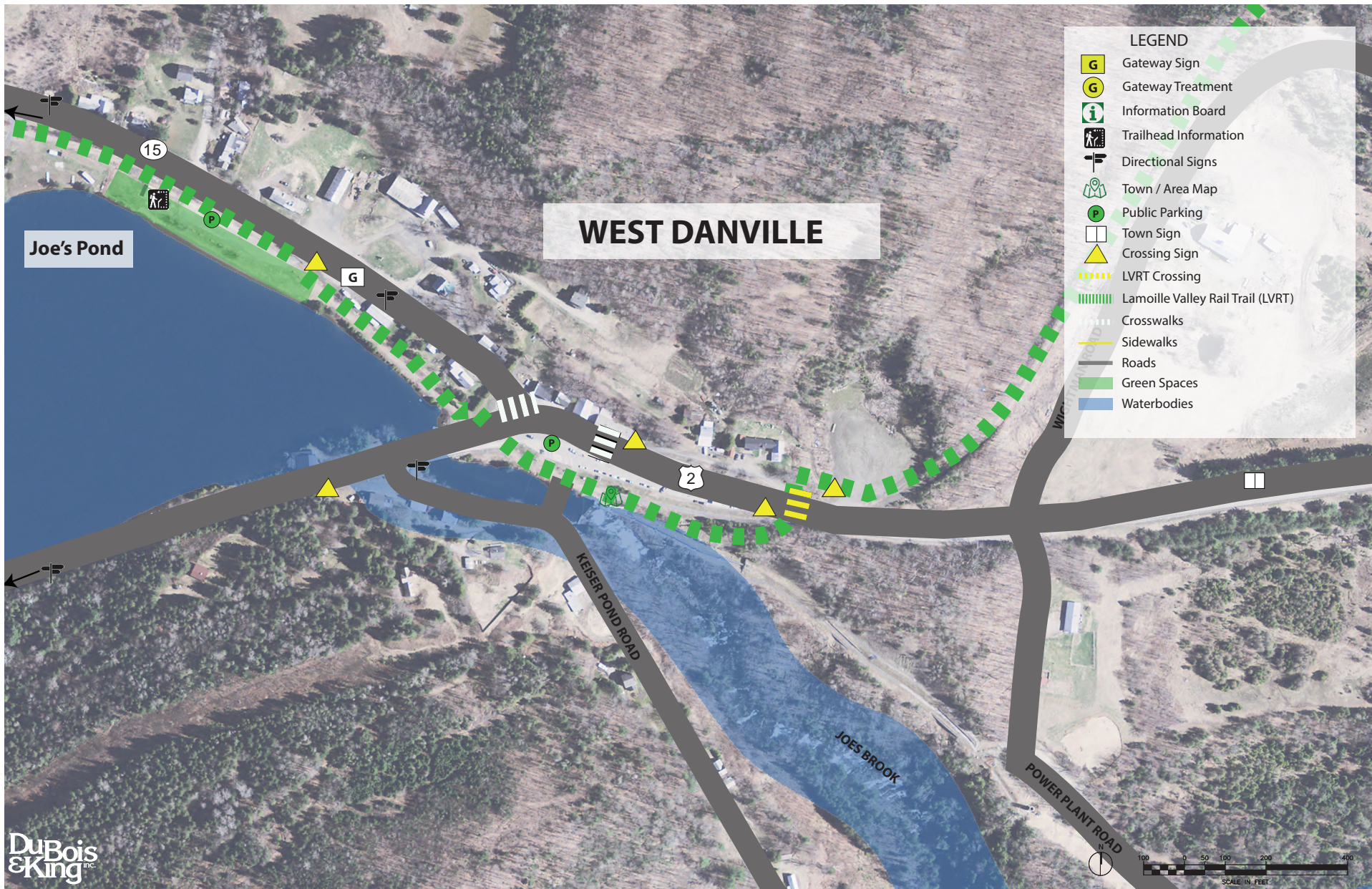


Figure 16. Existing wayfinding in West Danville

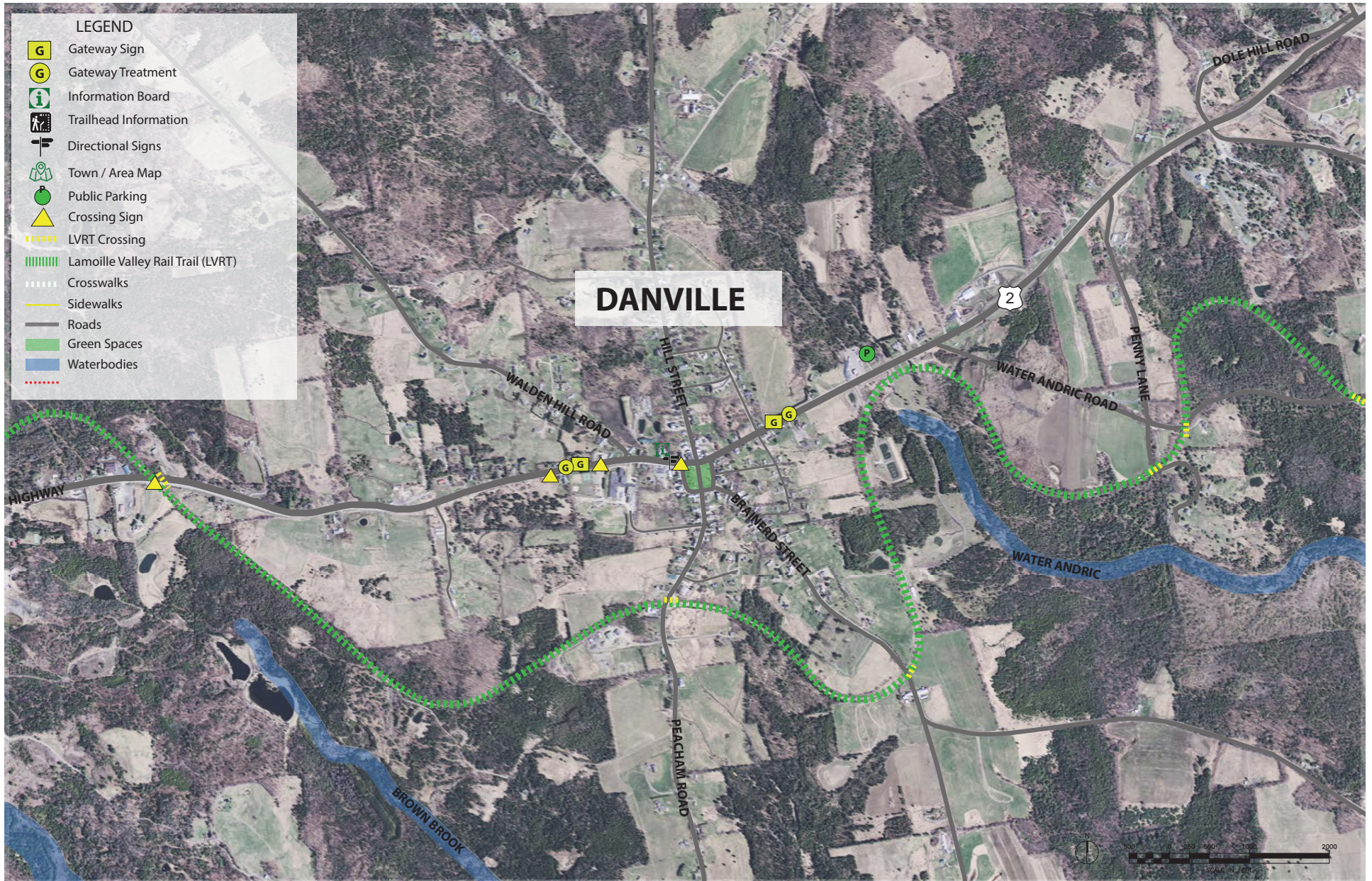


Figure 17. Existing wayfinding in Danville (Village area)

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Danville Village to Village
Making safe connections
to where we live, work and play
www.v2v-danvillevt.org

WALK
DANVILLE VERMONT
REST
EAT
DRINK
BREAK
PEDAL



THE PLAN

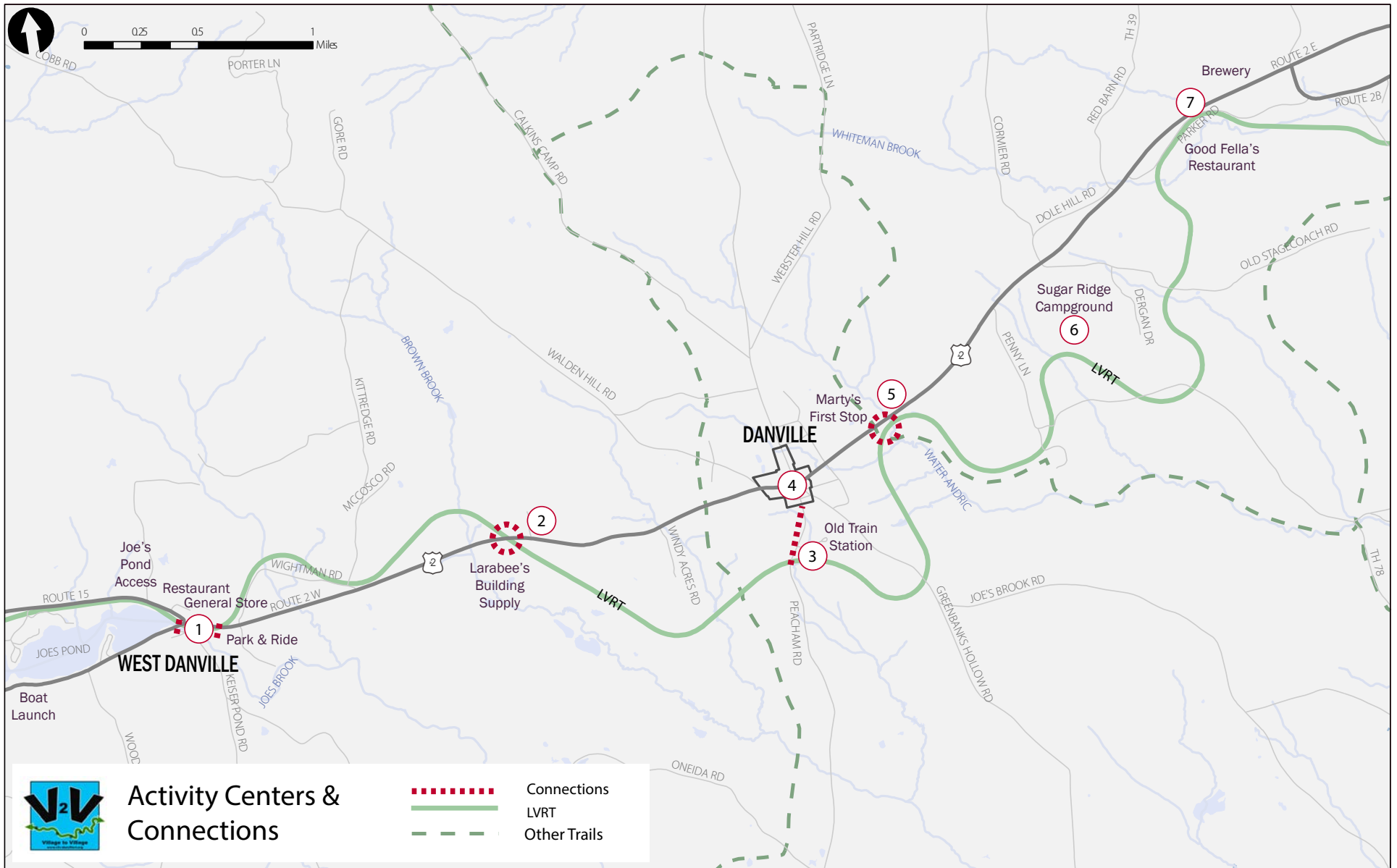


Figure 18. Focus Areas: important connections among the activity centers in Danville

West Danville

This section identifies potential corridor improvements in West Danville. It should be noted that areas where improvements are suggested are within the State right-of-way, and as such the State has jurisdiction over these areas and any changes that may be made. Permits and approval will be required for the Town to do any work in the State's right-of-way.

Reconfiguring the Park & Ride

The current configuration of the Park & Ride is confusing: there is angled parking in both directions on one side of the road, and parallel parking on both sides of the road. It's unclear if or where it is one-way, and people park in the parallel spaces facing both directions of either side. There are wide curb cuts that leave the angled parking areas open to the road. The plan presented in Figure 19 on page 55 aims to make the Park & Ride predictable and separate from the road. It moves all of the parking to the south side and changes it to head-in, with a 26-foot two-way travel lane separated from the road with extended medians. It preserves the parking space for trucks and two handicap spaces and adds 5 additional standard



Park & Ride

parking spaces.

LVRT Crossings

The two trail crossings that sandwich West Danville are important connections for the LVRT. The western crossing is the link to many homes and camps on Joe's Pond, a beach access point on the pond that houses food trucks and free public parking, and recreation trails to the north of VT 15 which are popular among residents and summer visitors. The eastern crossing eventually leads to the Danville village. The main objective of the Village to Village project is strengthening the connection between West Danville and Danville, and this crossing is an important link between the two villages. Both of these crossings are currently unmarked. Adding marked crosswalks would help direct pedestrians to cross at the most advantageous point, perpendicular to the road instead of diagonal. This part of Route 2 has a speed limit meets the following VTrans criteria for installing a crossing:

- Speed limit is 40 MPH or less (speed limit is 35 MPH)
- AADT exceeds 3000 vehicles per day (AADT is 7140)
- There is not another crosswalk within 200 feet of either crossing
- There is adequate sight distance in both directions (there is over 400 feet of sight distance in either direction of both crossings, measured in accordance with AASHTO standards)

In this Village setting, bicycles and pedestrians should have right-of-way over vehicles. There are two options for marking these crossings, according to the Vermont Pedestrian and Bicycle Facility Planning and Design Manual. A crosswalk would require bicyclists to dismount. Dotted guidelines across the road, while less visible to drivers, would not. Dashed lines are recommended to raise motorists' awareness of the presence of a crossing and to provide path users with additional crossing guidance. They would not make these crossings defined as legal crosswalks.

It should be noted that after reviewing with VTrans and the maintenance district, they are not in favor of installing any markings for either LVRT crossing. This is consistent with practices at other trail crossings

Delineating the Road

Along Route 2 and throughout the parking areas in West Danville, this plan aims to clarify travel patterns and maneuvers so that people know what to expect when they are driving, walking, or bicycling. The largest concern in this area is the parking area acting as a slip lane for vehicles going quickly and large trucks turning right onto Route 15 from Route 2. Closing off this area from Route 2 and curbing the road in a more predictable manner would eliminate the through traffic and provide space for the businesses to spill over with outdoor seating. Business owners acknowledge that many customers park across the street in the Park & Ride to avoid potentially dangerous situations, but also hold that parking directly in front of their buildings is important to customers.

To accommodate both the safety concerns and parking needs, the parking area could be delineated from the road with curbing that is either raised and mountable or flush with the pavement. With the curbs, a three to five-foot strip of different paving material, like stamped asphalt, would provide a visual distinction of the roadway edge. A raised and mountable curb would pose challenges for stormwater drainage design and plowing but would provide better distinction between the two areas.



Above: existing parking area

Below: flush curbing and different paving material that delineates the road from parking areas in Barre City, VT. Image from Google Maps



Seating area in front of the restaurant in West Danville



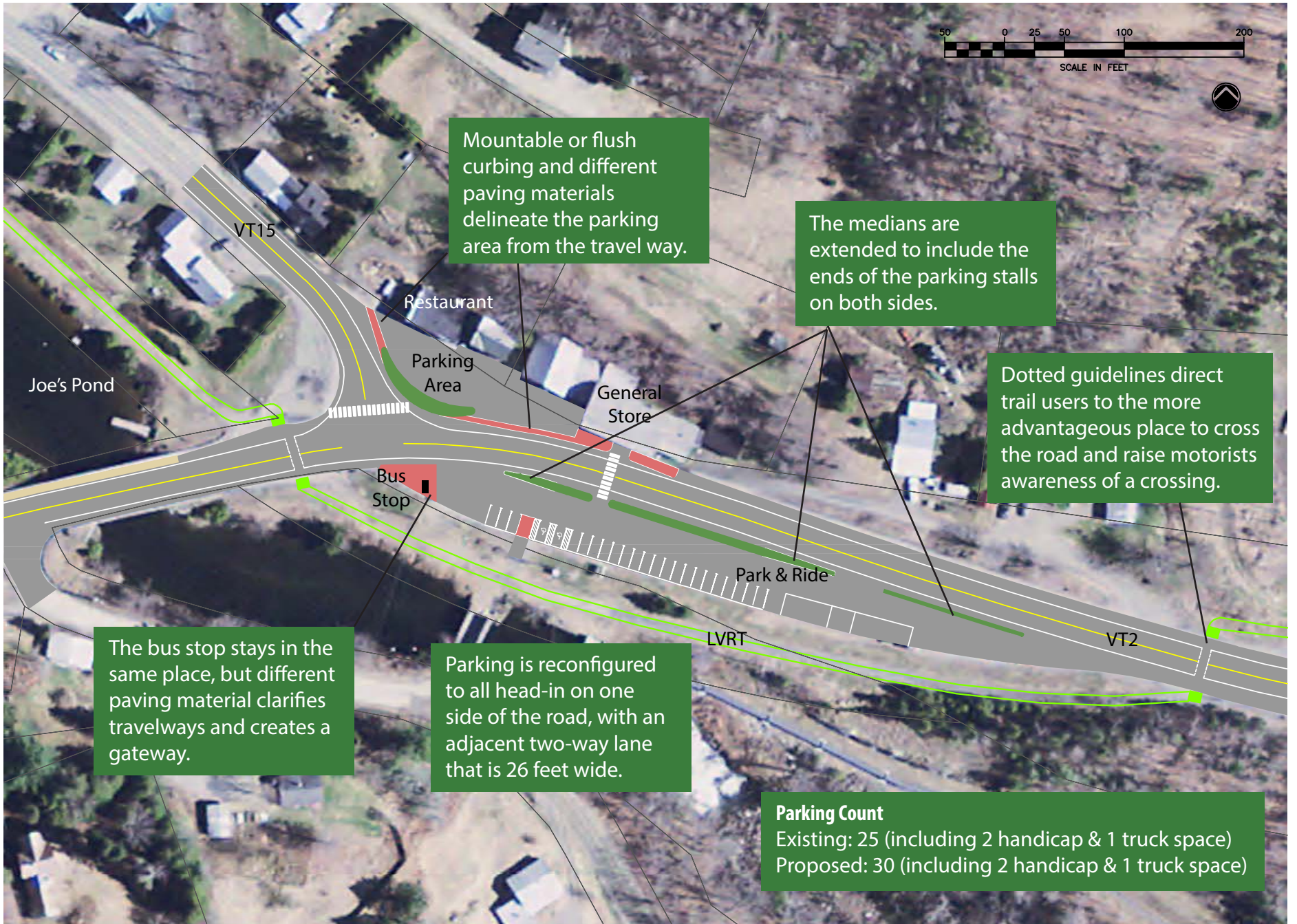


Figure 19. Reconfiguration of the Park & Ride and parking area in West Danville

Gateway: Creating a Sense of Arrival

There are three major vehicular approaches to West Danville: Route 2 from the southwest and Route 15 in both western and eastern directions.

Arrival into West Danville from Route 2 and traveling east on Route 15 is evident due to the glances of Joe's Pond—West Danville's most visible and largest landmark. Traveling west on Route 2, land uses with smaller lots and a mix of commercial and residential buildings signal change, but the extra wide pavement created by the park and ride adjacent to the travelways is not a gateway for West Danville.

To increase safety in this area and in turn, create a sense of arrival for West Danville, reconfiguring the park and ride, adding additional vegetative buffers between the park and ride and the travelways, and other visual narrowing of the pavement is recommended. Additional redesign that will make the eastern approach to West Danville memorable is recommended, including reevaluating the space directly adjacent to the Three Ponds restaurant for spillover of the business. Redesign would help motorists navigate this area and rethinking the pedestrian experience will also help people connect with West Danville safely.



View of Joe's Pond from Route 2 northeast bound approach



View of Arrival into West Danville eastbound on Route 15



View of Arrival into West Danville westbound on Route 2

Arriving into West Danville on Route 2 from the west, there are directional signs to Danville, St. Johnsbury, Walden and Hardwick that are well placed before the bridge over Joe's Brook. However, the placement of the current Park and Ride Sign suggests that the turn is at Keiser Pond Road. A more clear location for this sign is on the other side of the bridge, closer to the entrance to the Park and Ride. A new sign location and other gateway improvements are shown on the following page.



Existing signs upon arrival to West Danville from Route 2 from the west

The West Danville Village would benefit from delineation to increase safety and ease of navigation. Currently, the pavement color change and the small islands delineating the park and ride are too small to visually support circulation. There are crosswalks that lead to islands with no pedestrian infrastructure. Delineation of the pavement would also create space for pedestrians and cyclists and visually enhance the village area. Warren, Vermont recently redesigned their main street to a shared street, with permeable pavement designating parking/ circulating areas and clear changes of pavement at crosswalks. Even though curbs are not utilized, the change in pavement material is both a visual delineation and aesthetically pleasing, sending a message of 'welcome'.



Warren, Vermont's redesigned village center.



Google maps image

Juncture of Route 2 with Route 15 and West Danville Park and Ride



Example of potential redesign of the area to clarify travelways and create a sense of arrival into West Danville

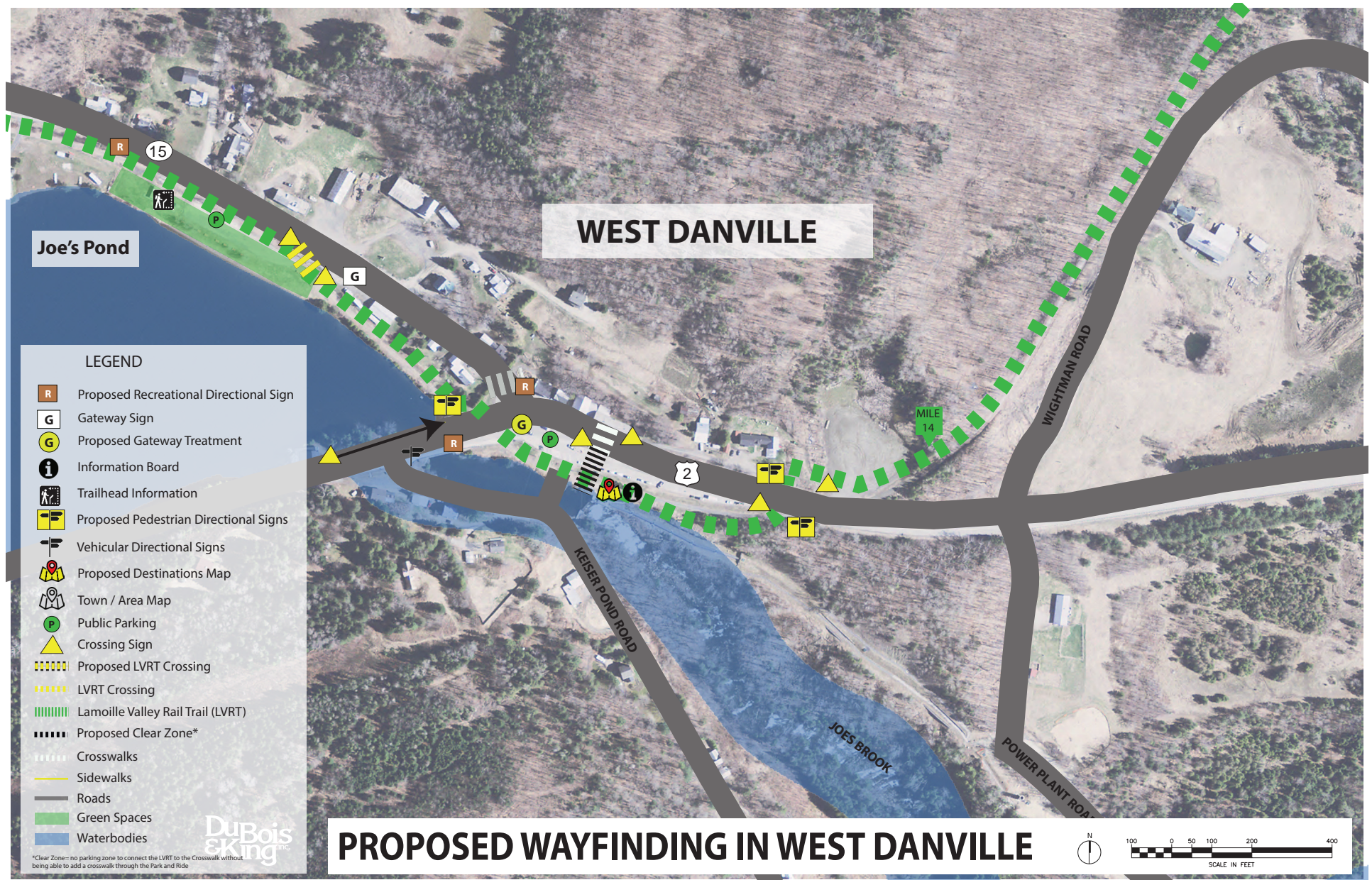


Figure 20. Wayfinding plan for West Danville

LVRT Route 2 Crossing at Larrabee's

Bicyclists and walkers are particularly vulnerable at high speed midblock crossings. The high speed limit of 50 MPH on Route 2 at this trail crossing means that adding a marked crosswalk may increase the risk of a pedestrian crash, according to research by the FHWA. Due to the cost-prohibitive nature of grade separated crossings, like a bridge or tunnel, this plan focuses on making the crossing as visibly clear as possible to drivers to alert them of the crossing.

Based VTrans data, the 85th percentile speed around this area is 53 MPH. The current placement of the advanced warning signs is approximately 250 feet before the crossing, which is based on the distance for warning signs from the MUTCD. However, for a vehicle traveling at 53 miles per hour, that only gives the driver about 2 seconds to see the crossing before they are already driving over it. Moving the advance trail crossing warning signs about 750 feet in advance of the crossing would give the driver a more reasonable amount of time to see a trail user trying to cross the road.¹ The existing and proposed placement of the advanced warning signs are shown in Figure 21.

Another option to make this crossing more visible is to install an additional trail crossing sign on the opposite side of the road so that there are signs on either side of the road facing both directions (called "gate-posting"). This is recommended in the AASHTO (American Association of State Highway and Transportation Officials) Guide for the Development of Bicycle Facilities.

The dimensions of the existing signs are 30 inches by 30 inches. They say "Trail Crossing" instead of having a symbol of a bicycle or pedestrian to encompass all users, including snowmobiles, people on horse, etc. While this sign is more universal, pedestrians and bicyclists are the most vulnerable users of this facility, so it is crucial to alert drivers that they should be looking for people walking and bicycling. To improve the visibility and legibility of the signs, the size of the signs could be increased to 36 inches.



Rendering of a rail trail crossing with upsized signs that are gate-posted Canton, CT. Original image from Google maps

¹ Noyce, D. et al. "Best Practices Synthesis and Guidance in At-Grade Trail Crossing Treatments." Wisconsin Traffic Operations and Safety Laboratory and Minnesota Department of Transportation, September 2013.



Figure 21. Existing and proposed advanced warning signs for the LVRT crossing of Route 2 near Larrabee's Building Supply

The distance of the road to cross and amount of exposure to traffic that a trail user faces can double if they don't cross the road at the right place. Though paved paths and concrete pads with detectable warning surfaces have been installed to guide users on where to cross, the natural flow of the path is diagonally across the road. Flexible delineator posts could be used to guide trail users to the safest crossing point. Three posts on each side of the crossing spaced 12 to 15 feet apart would be enough to delineate the path from the road. The delineators could be removed in the winter so they do not become an obstacle for snowmobiles, which are not as vulnerable crossing the road. The responsible party for this maintenance would need to be determined.

After reviewing these options with VTrans, the Agency has agreed to look into upgrading the trail crossing signs. The signs are under VTrans jurisdiction. At this time, the signs have already been gate-posted, upsized to 36" and moved for a better advanced warning. VTrans does not support installing delineators within the clear zone (24 to 28 feet from the edge of the travel lane/white shoulder line) of the road.



Crossing distances when crossing perpendicular to the road versus along the diagonal of the trail alignment

Peacham Road

Advisory Shoulders

Advisory shoulders create a shoulder space for bicyclists on roads that are otherwise too narrow to accommodate them. Peacham Road is approximately 24 feet wide, which does not leave enough room for conventional shoulders and travel lanes. This is an opportunity to install advisory shoulders and create a connection between the trail and the Village. The advisory shoulders would also create a bicycle and pedestrian facility between the Danville School and the recreation fields next to the Town Garage while connecting the LVRT to the Village. Installing advisory shoulders is a much less expensive alternative to building a sidewalk or sidepath along the road, since they only require restriping the road.

They would be installed along Peacham Road between the entrance to the Danville School, where a sidewalk on the west side of Peacham Road begins, and the Town Garage entrance as shown in Figure 22.

Advisory shoulders are made up of a two-way center travel lane and dashed bicycle lanes on both sides of the road. When a motorist approaches oncoming traffic, they merge into the advisory shoulder to pass the approaching vehicle, as shown in Figure 23. The preferred minimum width of the two-way center travel lane is 13.5 feet, but the practical minimum width is 10 feet¹; however facilities with the center travel lane as narrow as nine feet have been installed in the US with success². On Peacham Road, there is room for two six-foot advisory lanes and a 12-foot two-way center travel lane. A typical section is shown on the following page in Figure 24.

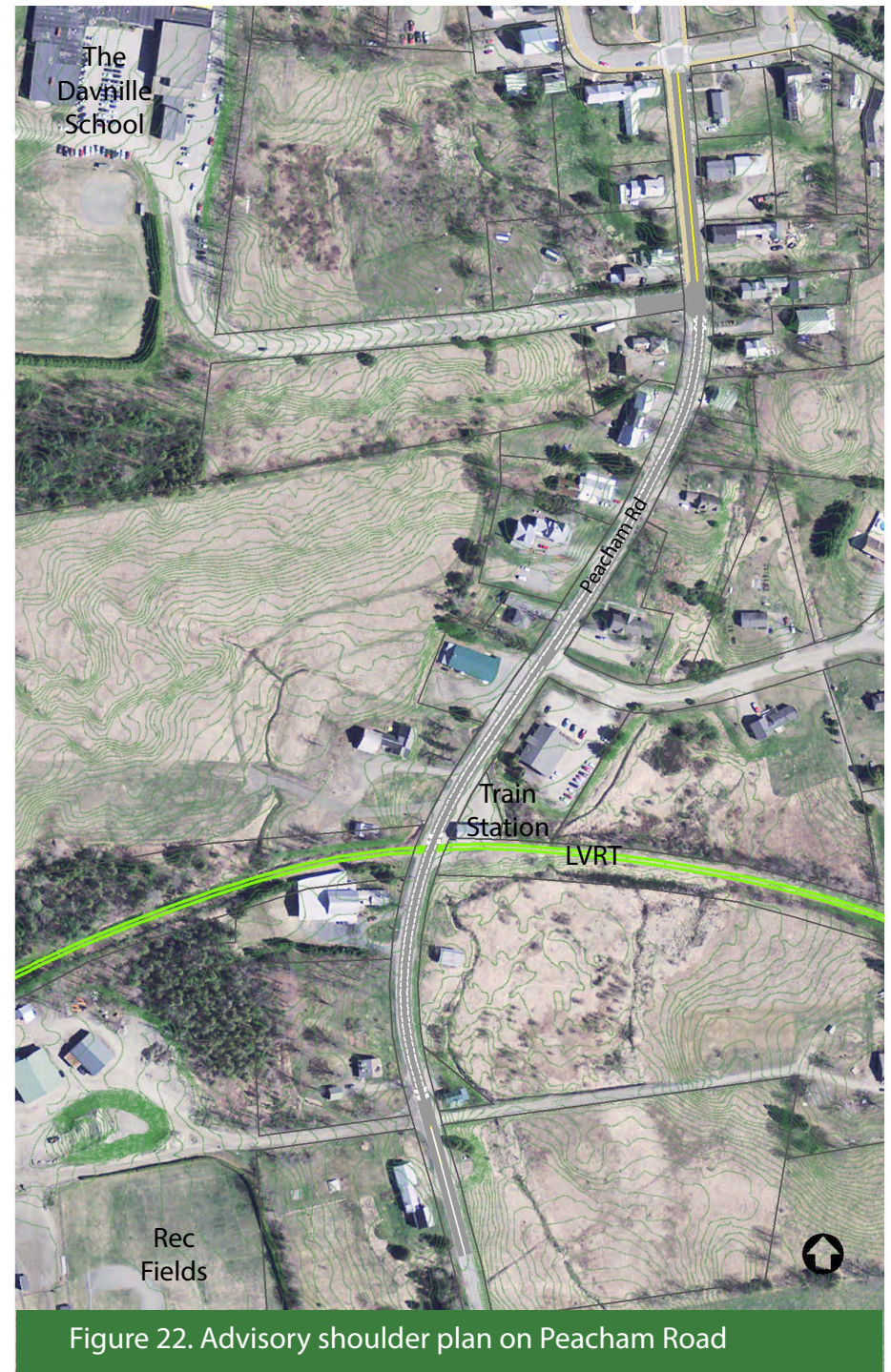


Figure 22. Advisory shoulder plan on Peacham Road

1 Dickman, D. et al. *Small Town and Rural Multimodal Networks* (FHWA Report No. FHWA-HEP-17-024). Federal Highway Administration Office of Planning, Environment, and Realty, 2016.

2 Gilpin, J. et al. *Advisory Bike Lanes in North America*. Alta Planning + Design, 2017.

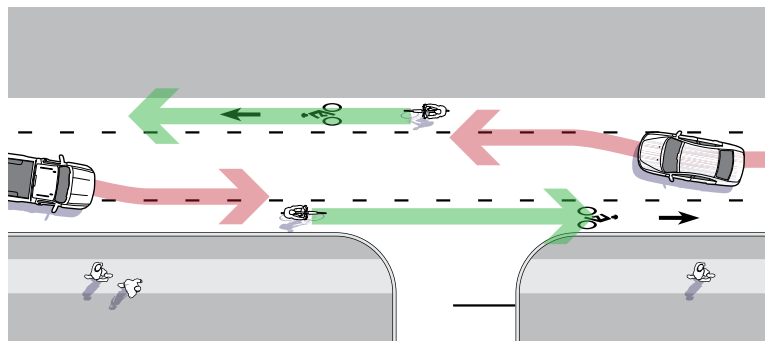
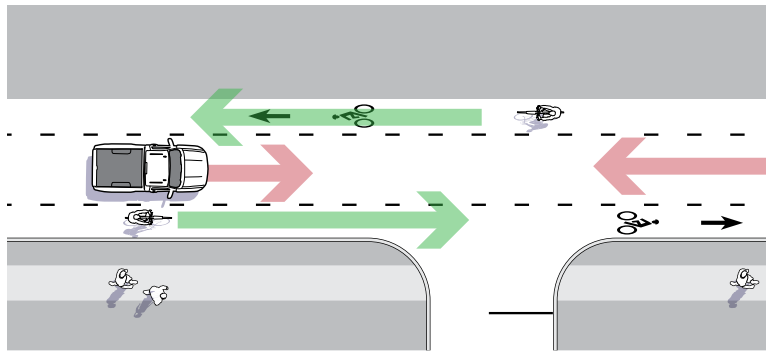


Figure 23. Operations of advisory shoulders.
Graphic from Alta Planning & Design

Based on the FHWA Small Town and Rural Multimodal Networks report, the preferred thresholds for installing advisory shoulders are 3,000 vehicles per day on roads with speeds 25 of miles per hour and below. Peacham Road has an AADT of 1500 based on a traffic count from 2019 and a speed limit of 25 miles per hour. There is community support for adding this facility on Peacham Road, and the Town is currently in the process of applying to the FHWA with a Request to Experiment to install this treatment.

In addition, to create this physical connection between the LVRT and the Village, signs with trailhead information and directional signs are proposed at this crossing, as shown in Figure 19. This will let people know how far it is to the Village and how to get there.

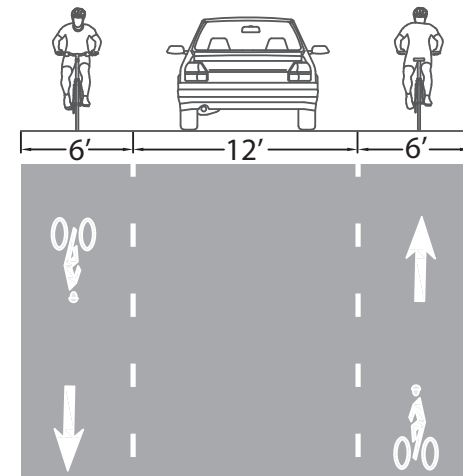


Figure 24. Peacham Road cross section with advisory shoulders

Reimagining the Train Station

Prior to the Village to Village project, members of the Selectboard, Historical Society, Planning Commission, Conservation Committee and members of the community met to brainstorm possible uses of the Danville Train Station. The meeting generated ideas for repurposing the station as a much-needed wayfinding and hospitality facility along the Lamoille Valley Rail Trail. It was recognized that the Railroad Station has the potential to provide space for a small business startup, such as a café or bike shop. Additionally, the building could act as a welcome center which would help direct more visitor traffic to existing Danville businesses by providing a waypoint kiosk from the Rail Trail directly into the Village Center. It could also be used as a place to develop regular “programming” (special events, festivities, etc.) that would bring visitors into the village.

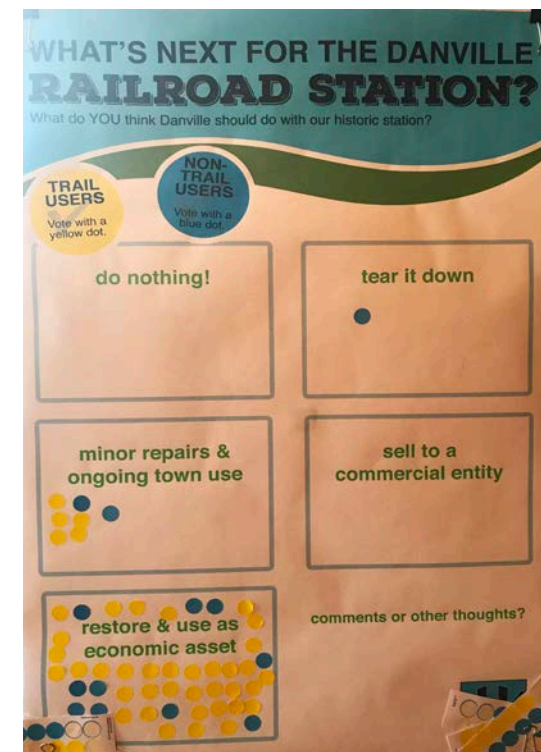
From a historic perspective, the Train Station is highly valuable, which meshes well with “heritage tourism,” where people travel to experience the places, artifacts and activities that authentically represent the history of communities and their residents. Along with supporting and promoting recreational opportunities, historic preservation measures contribute significantly to economic development. When the architectural details and features of a historic building are preserved it captures and promotes a community’s character and inherent uniqueness, both of which have been shown to be drivers of local economic development. Historic preservation of buildings also cultivates a sense of place and helps strengthens one’s attachment to a community. Attachment and sense of belonging can be directly linked to residents wanting to stay and invest in where they live.

Conceptual design plans for the Train Station, shown in Figure 27, were developed with assistance from Vermont Integrated Architecture. These designs propose an expansion and reconfiguration of the parking area (which would require acquisition or lease of property from the Danville Health Center), the development of a pavilion on the east end of the building and interior investments that include restrooms. Potential uses for the building suggested as part of the conceptual designs included a visitors center and a multi-purpose event space. Designs would also include multiple bathrooms and water.

In addition, rough cost estimates of the improvements were developed. These costs, which include land acquisition, are estimated to be approximately \$477,000.



Historic image at the Danville Train Station, image courtesy of the Danville Historical Society



Poster from Reimagine the Train Station Event in the fall of 2018.



DANVILLE TRAIN STATION
Peacham Rd, Danville, Vermont

January 07, 2019

POTENTIAL USE AND DESIGN
Scale: 1/8" = 1'-0"



Figure 27. Potential use and design for the Train Station

The Danville Village

As in West Danville, the parking area for the shops and restaurants on Hill Street in the Danville Village bleeds into the travel way and the storefronts lack pedestrian connectivity.

The proposed section from the 2014 Bicycle and Pedestrian Scoping Study is shown on the right in Figure 25. Converting the diagonal parking to parallel reduces the number of striped parking spaces on the east side of the street from 12 to 6. The parking is not currently marked on the west side of the street, but six parallel spaces could also be striped on the western side too. Because the elevations of the building entrances are at the road height, the sidewalk is at road level. A raised median separates the sidewalk from the parallel parking. It could be hardscape or landscaped and used for stormwater management.

Gateway

In Danville, there are four main vehicular approaches into the Village Center. Route 2 east-west and Hill Street, which becomes Peacham Road in the Village Center, travel north-south. These approaches are shown on the following page.

Along Route 2, there are identical ‘Welcome to Danville’ signs at either end of the Village. It is recommended that the ‘Welcome to Danville’ sign on the eastern side be relocated in front of the utility pole and speed change sign to improve its visibility.

On Hill Street southbound, a welcome sign is recommended near the Historical Society. Gateway treatment is recommended as a priority at Peacham Road at the Train Depot, as it is also a gateway to Danville from the Lamoille Valley Rail Trail.



Existing configuration of Hill Street (looking north). Image from Google Maps

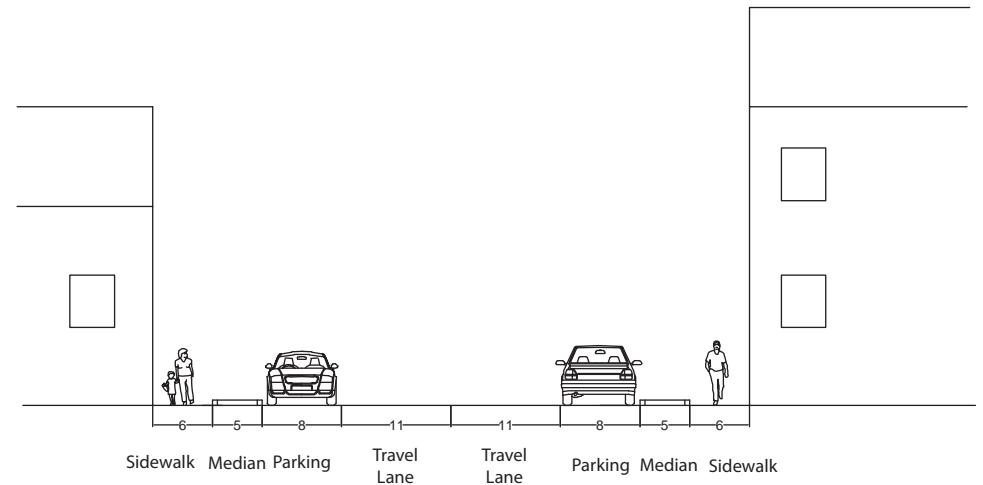


Figure 25. Hill Street proposed section with sidewalks and parallel parking



Eastbound view of Danville Gateway.



Westbound view of Danville Gateway and visual conflict.



Once rehabilitated, Danville's Train Depot will be a landmark and important gateway feature for the Village.



Southbound view of Danville Village in the distance.

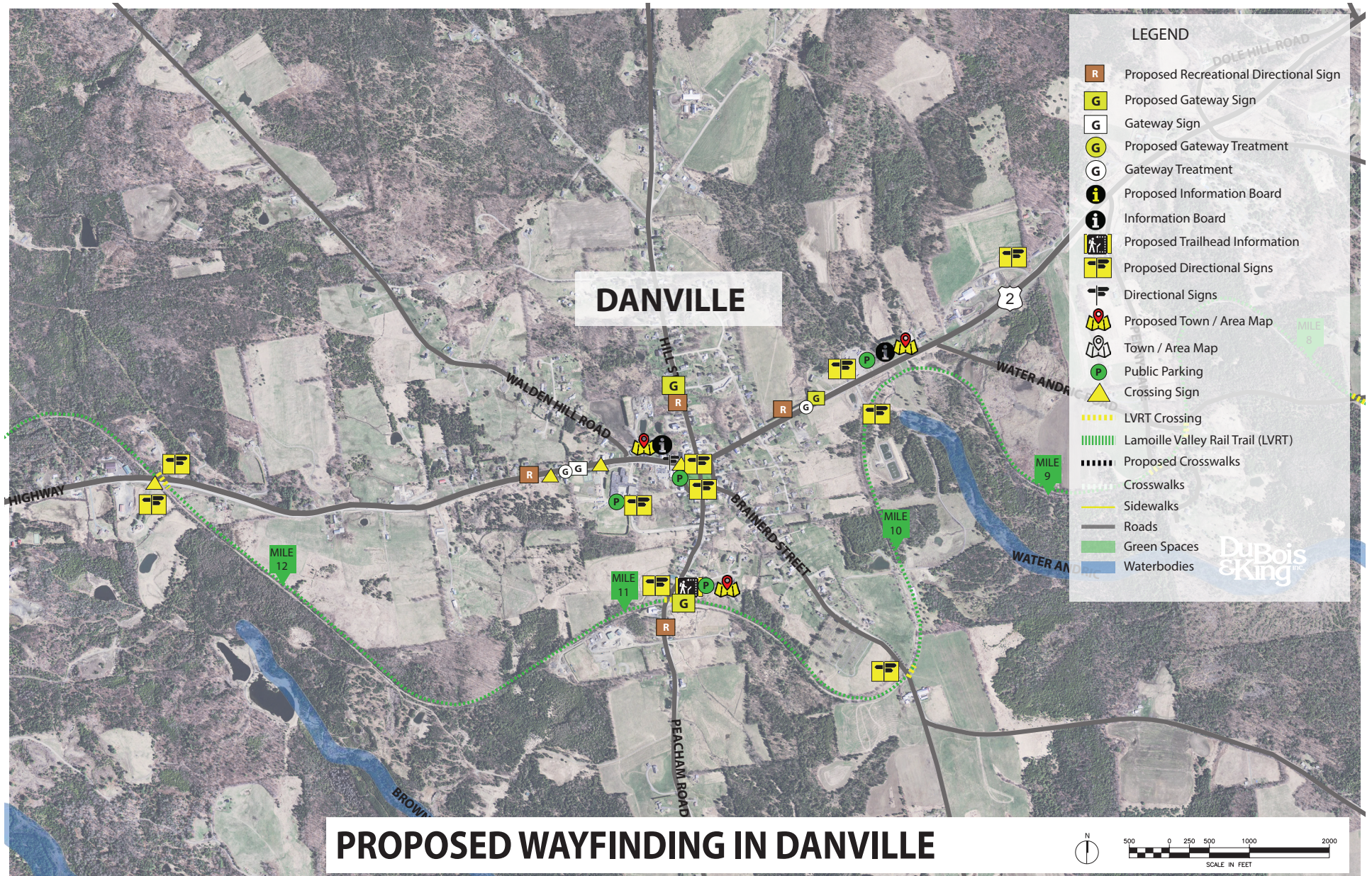


Figure 26. Wayfinding plan for Danville

Route 2 near Marty's

Marty's attracts vehicle traffic to stop when passing through Danville. The amenities provided like restrooms, food, and beverages are an ideal pit-stop for travelers, but not only just by car. Less than 500 feet from Marty's entrance lies an access point to the LVRT. Though parking for the trail is advertised on the website, there is no physical connection for non-motorized traffic between Marty's and the LVRT.

A crosswalk with a median are proposed at this location for several reasons (see Figure 27). Strengthening the connection between the LVRT and Marty's would give trail users access to the amenities and parking just across the street. Because there is a sidewalk on the north side of the street between Marty's and the Village, this would also be another place where trail users could access the Village. The driveway between Route 2 and the LVRT is Town-owned (it leads to a wastewater treatment plant, to the south) and could act as a trail spur. The conditions at this location meet the following VTrans criteria:

- Speed limit is 40 MPH or less (speed limit is 40 MPH)
- AADT exceeds 3000 vehicles per day (AADT is 7000)
- There is not another crosswalk within 200 feet of the crossing
- There is adequate sight distance in both directions (there is over 400 feet of sight distance in either direction of both crossings, measured in accordance with AASHTO standards)

The pedestrian volume during the highest volume hour is currently unknown. However, the average daily traffic of the LVRT at the bridge along the trail approximately 600 feet west of this location has risen from 25 to 31 between 2017 and 2018, according to counts from VAST. Additionally, parking for the LVRT is advertised on the trail website, and anybody parking there will be crossing the road to get to the trail. According to the trail user survey, 15% of all trail users that parked in Danville (coming from all over Vermont and out-of-state) parked at Marty's to use the trail. Furthermore, there are other recreation trails to connect the LVRT to that are accessed from the Marty's parking lot.



Looking north at the LVRT and Marty's across Route 2

Despite these factors, the Agency of Transportation is not in favor of installing a median and crosswalk here because of high volumes of traffic turning in and out of Marty's and anecdotal evidence that vehicles travel above 40 miles per hour at this location. For this reason, another option was developed to create a connection between Marty's and the trail. There is an existing cow pass under Route 2 about a quarter of a mile to the east of Marty's (see Figure 28). It may not currently be in use. Based on discussions with landowners, there is an opportunity to create a trail spur that brings trail users to the old cow pass to cross under Route 2. A path would then also be constructed along the northern side of Route 2 between the cow pass and Marty's, giving trail users access to water, bathrooms, and the Village. This option would avoid an on-street crossing of Route 2, however, it also requires trail users to go up hill and out of their way. It would also require coordination with several landowners and land easements for the new path.

Figure 28. An option for adding a connection between Marty's and the LVRT: adding a median and installing a crosswalk on Route 2.





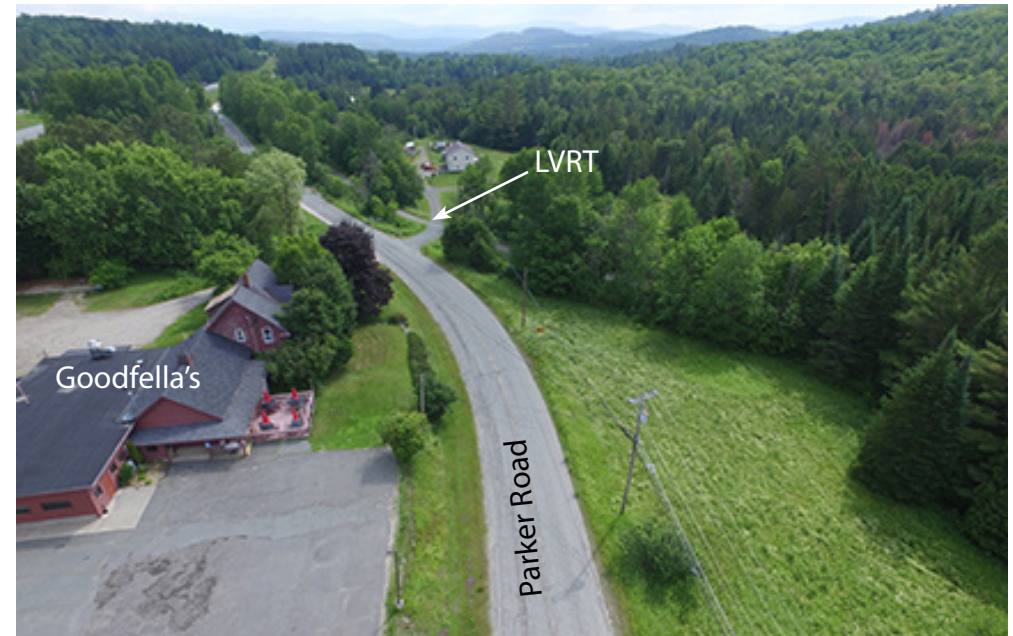
Figure 29. Option for a connection between the LVRT and Marty's via an existing cow pass. Cooperation with landowners is paramount in determining if this options is viable. This would require a trail spur to the cow pass, and a the construction of a new shared use path along the north side of Route 2 between the cow pass and Marty's.

Route 2 near Parker Road

Goodfella's and the LVRT are both on the south side of Route 2. The relationship between these two destinations in Danville could be improved with wayfinding signs telling trail users there is a restaurant nearby. Parking management strategies at Goodfella's could also be implemented, so that trail users don't use too much restaurant parking but have the option to use the restaurant as a starting and ending point for their trip—stopping in for food and drinks before or after a visit to the LVRT. Examples include adding signs that indicate parking spaces are for restaurant patrons only, or limiting hours when trail parking is permitted.

To the east of Parker Road, Route 2 becomes a limited access highway and the speed limit is 55 miles per hour. Bicycles and pedestrians are prohibited from this part of the road.

There is a new brewery under construction on the north side of Route 2. Because of State regulations adding bicycle or pedestrian infrastructure on the limited access highway is not possible. This area should be re-evaluated when the brewery is established. If a high volume of people on foot and bike are using the limited access highway in an unsafe manner, a grade-separated crossing (bridge or tunnel) of Route 2 could be considered.



Looking west at Goodfella's and the LVRT



Figure 30 (right). Limited access highway on Route 2 is shown in red



IMPLEMENTATION

PHOTO COURTESY OF EMPIRE IMAGING, INC

Implementation: Moving the Plan Forward

The process of assessing existing conditions and evaluating alternatives has led to the creation of a plan that meets the goals set by the Village to Village steering committee. Implementation is “where the rubber hits the road” in terms of taking a plan from vision to reality. This Implementation Plan is intended to act as a guide that, if utilized, will help the Village to Village project move forward.

Moving the Village to Village Master Plan forward is the primary objective of this Implementation Plan. In order to achieve this objective, it will be vital that a group of stakeholders continue to act as champions for the tasks recommended by the Plan. Implementation will rely on the support of Danville’s Selectboard, NVDA and other state agencies as funding for projects is developed. Additionally, local stakeholders will need to be involved, particularly in areas where they have unique expertise, such as the local economy.

Think. Plan. Act.

Objectives

There are six objectives that come from the original goals of the plan, which act as guideposts to help prioritize implementation actions. While each objective has a specific focus, they also overlap and work together in many ways. They are summarized below.



LEADERSHIP & COMMUNITY BUILDING

Moving this Plan forward is the primary objective of the implementation section. To achieve this, it is vital that a group of stakeholders continue to act as champions for the tasks recommended by the Plan. Additionally, local stakeholders will need to be involved, particularly in areas where they have unique expertise, such as the local economy. Specific recommendations to keep the momentum from this Plan and move forward with making the recommendations happen in Danville can be found in the Leadership & Community Building section.



CREATE SAFE CONNECTIONS

To further the goal of creating safe places for people to walk and bike, the Plan makes safe multimodal connections along and around the Lamoille Valley Rail Trail an essential objective. One of the key components of encouraging use of the LVRT is making the walking and biking environment feel safe. Recommendations relating to safety fall largely under transportation improvements.



CREATE STRONGER CONNECTIONS

As discussed in the Introduction of this Plan, Danville has many opportunities for recreation, shopping and socializing. Improved connections can be physical, such as with wayfinding signs that tell trail users where Danville's assets are; or personal, such as with events that bring people closer to the community. Recommendations relating to creating stronger connections are found in the Economic Development & Marketing category and the Wayfinding category.



ENHANCE ASSETS

Danville's assets are at the core of the Village to Village project. The Rail Trail and its value for outdoor recreation and civic interaction, Danville's village core with its public green, shops and Train Station building, and West Danville with Joe's Pond are all valuable to the community. Opportunities exist to enhance their value and expand their appeal. Recommendations to enhance assets can be found in the Economic Development & Marketing and Wayfinding categories.



INVEST WISELY

Many of the recommended tasks in this Plan will have a cost. Danville will need to carefully consider the cost of investments in new infrastructure against their value to the community. A number of the opportunities considered and recommended in this Plan are low-cost and generally easy to implement. These investments can be made quickly and will continue to maintain the Village to Village project's momentum. Recommendations relating to investing wisely can be found in all categories.



SUPPORT THE LOCAL ECONOMY

Local businesses and the economies they sustain are an important part of Danville's network of connections. Their relationship to the community and to the community's assets make them a key stakeholder in this Plan. Building solid lines of communication between businesses and leaders of the Village to Village effort is essential. Recommendations relating to supporting the local economy are found primarily in the Economic Development & Marketing category.

How to Use This Chapter

There are four categories of recommendations that have come from this planning process. These include Leadership & Community Building, Transportation Improvements, Marketing & Economic Development, and Wayfinding.

Each of these sections has several project recommendations, and all of the recommendations have tables associated with them that outlines the following:

- **Recommendation:** a description of the recommendation.
- **Objectives:** identifies which objectives this recommendation is supporting.
- **Priority:** the priority level relative to other recommendations (high, medium, or low).
- **Planning level cost estimate** that gives order-of-magnitude and ballpark cost of the recommended project for planning purposes only.
- **Timeframe** for when the project can start and how long it may take.
- **Jurisdiction:** parties with jurisdiction over the project area. Moving forward with the recommendation will require coordination with the party identified here.
- **Stakeholders & Partners:** identifies individuals or groups to engage in moving forward with this project.
- **Potential funding sources** for the Town to consider. More information on each funding source listed (and others) is provided in Appendix D.
- **Next Steps:** actions for the Town to move forward with the project.

Additionally, the recommendations are organized into a top ten priority action list on the next page. This master list serves as an immediate “road map” for the Town, listing what recommendations from this plan to take on first, next, etc. The list includes recommendations from all categories—Leadership & Community Building, Transportation Improvements, Economic Development & Marketing, and Wayfinding. More details about each recommendation can be found on the following pages.

12-MONTH PRIORITY ACTION LIST

Move forward with these items as soon as possible!

- 1. Maintain an active Steering Committee to guide the Village to Village project through the implementation process.**
- 2. Maintain active communication with the community and other stakeholders as the Master Plan is implemented.**
- 3. Send a request to VTrans to reconfigure the Park & Ride in West Danville.**
- 4. Test the advisory shoulders on Peacham Road.**
- 5. Apply for MPG to conduct a feasibility study for Train Station improvements.**
- 6. Install a demonstration project in the parking area in West Danville.**
- 7. Establish small event programming at Train Station.**
- 8. Design and install a wayfinding system.**
- 9. Work with NVDA to identify funding sources for Marketing Program development.**




Leadership & Community Building

Active Leadership

Danville has been fortunate to have very engaged volunteers participate in the Village to Village project on the Steering Committee, but it is important to recognize that to keep a volunteer stakeholder group sustainable, new members should be added periodically. New participants bring fresh ideas and different perspectives. They may also have skills to offer that are not available to current Steering Committee members. Plus, the addition of new people onto the Steering Committee will allow stakeholders to avoid burnout and remain enthusiastic for the

Village to Village project's goals.

Danville should work with current members of the Steering Committee to identify potential new members and the Selectboard should formalize the Committee by establishing its purpose to lead the Danville Activity Center Master Planning implementation. If possible, a small budget should be considered for the Committee to allow them to purchase supplies, host events, etc.

| | |
|-------------------------------------|---|
| Recommendation | Maintain an active Steering Committee to guide the Village to Village project through the implementation process. |
| Objectives |  LEADERSHIP & COMMUNITY BUILDING |
| Priority | Highest |
| Planning-level Cost Estimate | \$3000 |
| Timeframe | ASAP |
| Stakeholders & Partners | Residents, Town Officials, RPC, local business owners, local trail experts, Historical Society, etc. |
| Potential Funding Sources | Town General Fund, AARP Placemaking Mini-Grants, VNRC Small Grants for Smart Growth, Northeast Kingdom Fund Grants |
| Next Steps | <ol style="list-style-type: none"> 1. Meet as Steering Committee to discuss next steps, draft proposed committee purpose, roles and responsibilities for Selectboard review. 2. Selectboard enables Steering Committee to continue as determined. 3. Recruit new members. 4. Select projects to implement based on Plan priority. |

Continue Communication

With an active Steering Committee, it will also be important to continue to have a voice in the community through multiple forms of media. The Village to Village project web site should be taken over and maintained by the Steering Committee, using it as a location to keep the community up to date on the Plan's implementation. Additionally, the Steering Committee can continue to utilize an email list and distribute information via Front Porch Forum and other social media outlets.

Support for the action items outlined in this Implementation Plan will be stronger with an informed and engaged public. By maintaining strong lines of communication, the Steering Committee will sustain project momentum.

| | |
|-------------------------------------|---|
| Recommendation | Maintain active communication with the community and other stakeholders as the Master Plan is implemented. |
| Objectives |  LEADERSHIP & COMMUNITY BUILDING |
| Priority | High |
| Planning-level Cost Estimate | \$300 per year (web hosting fees) |
| Timeframe | ASAP |
| Stakeholders & Partners | Selectboard, Steering Committee |
| Potential Funding Sources | Town General Fund |
| Next Steps | <ol style="list-style-type: none"> 1. Selectboard agrees to take over cost of Village to Village web site and establishes maintenance of the site as a role of the Steering Committee. 2. Steering Committee updates site and actively communicates with the public about the Village to Village project and steps being taken to implement the Plan. |

Small Event Programming

One of the core roles of the Steering Committee should be to develop regular "programming" around Danville's assets, including the LVRT, Joe's Pond, the Train Station and the Village. This could include working with trail groups to organize community bike rides, history rides or nature walks. It could include working with the Town to organize a pop-up event at the Train Station with music and food.

Programmatic activities don't need to be large in scale, but they need to be well-organized and fun for participants. The Steering Committee should tap into local resources for additional volunteer assistance. For example, the Historical Society might have the perfect person to host a

history walk along the LVRT. A local photographer might be willing to donate some time to host an on-trail nature photography discussion. Events can be short or can be long-term, like an art installation or activity trail that might be up for an entire summer.

The primary purpose of creating regular programming is to build energy. When people see that "things are happening" in Danville the more likely they will be to get involved or come to the community to see what's going on.



| | | | |
|-------------------------------------|--|--|---|
| Recommendation | Develop and support regular event programming around Danville's assets. | | |
| Objectives |  LEADERSHIP & COMMUNITY BUILDING |  SUPPORT THE LOCAL ECONOMY |  ENHANCE ASSETS |
| Priority | High | | |
| Planning-level Cost Estimate | \$1000-5000 per year | | |
| Timeframe | High | | |
| Stakeholders & Partners | Steering Committee, Stakeholder organizations (based on event), Selectboard, Volunteers | | |
| Potential Funding Sources | AARP Placemaking Mini-Grants, VNRC Small Grants for Smart Growth, Northeast Kingdom Fund Grants | | |
| Next Steps | <ol style="list-style-type: none"> 1. Identify Goals and Focus of Programming. 2. Select a team of stakeholders that include a diversity of talents and interests. 3. Select projects that further the community's goals and build excitement. 4. Identify funding needs for programmatic events and opportunities for financial support from the community. 5. Schedule, plan and organize your first event! | | |

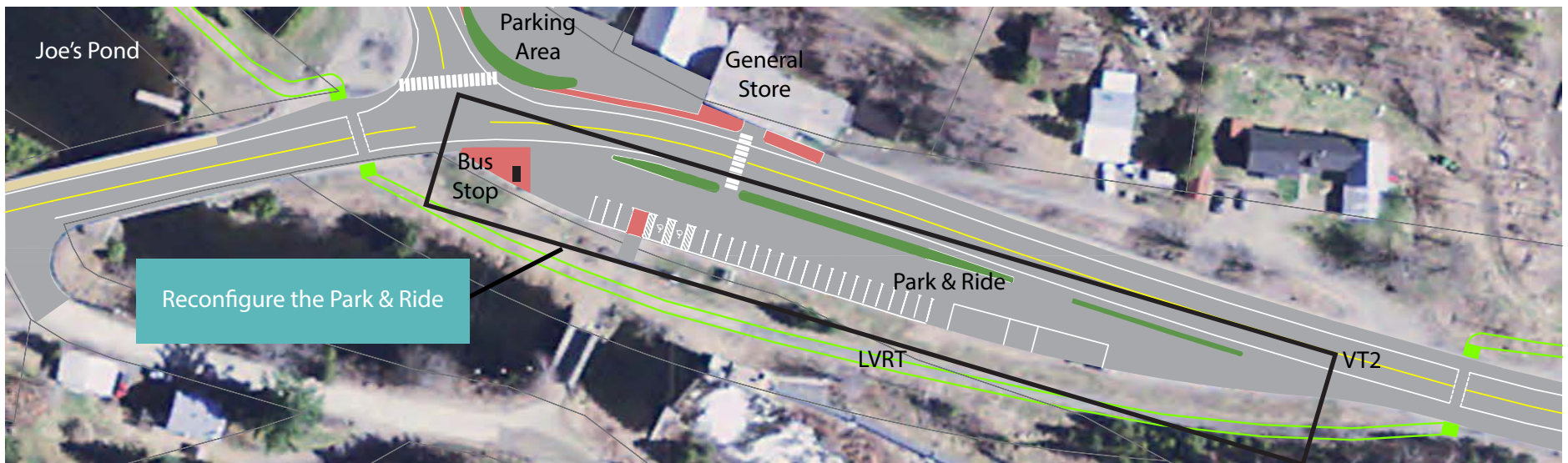
Transportation Improvements

West Danville: Reconfiguring the Park & Ride

The Park & Ride is owned by the State. The Town has the opportunity to request the reconfiguration proposed in this Plan. If it is approved by VTrans, this reconfiguration will be included in the next round of scheduled maintenance for the Park & Ride. Though the Town has little

control over when this maintenance occurs, they should work with NVDA to submit their request to VTrans as soon as possible so that this is in their records. Smaller additional items in the area, like landscaping, would need to be approved by VTrans but funded by the Town.

| | |
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| Recommendation | Submit a request to VTrans to reconfigure the Park & Ride |
| Objectives |  CREATE SAFE CONNECTIONS  CREATE STRONGER CONNECTIONS |
| Priority | High |
| Planning Level Cost Estimate | \$0 to \$10,000 (for landscaping or other small additional items, not included in VTrans construction) |
| Timeframe | Send request to VTrans ASAP; Actual construction based on VTrans schedule |
| Jurisdiction | Park & Ride is owned by VTrans and is in State ROW |
| Stakeholders & Partners | VTrans, NVDA, RCT (bus stop), VAST, GoVermont, West Danville Community Club |
| Next Steps | <ol style="list-style-type: none"> 1. Gain community support and finalize a design. 2. Work with NVDA to coordinate sending a request to VTrans (both the Chief Engineer and the District) to install the re-design of the Park & Ride next time VTrans maintenance is scheduled. |



West Danville: Adding Delineation to the Three Ponds Parking Area (Short-term Demonstration Project)

Danville can quickly progress improvements in front of the commercial area in West Danville with a low-cost demonstration project. This would be a temporary installation lasting for a summer. The demonstration project can then inform a more permanent design for the area. It should

be noted that VTrans is currently developing a policy for demonstration projects within State right-of-way. With a design available for when a VTrans policy is finalized, a demonstration could be installed as early as next summer (2020).

| | |
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| Recommendation | Add roadway delineation to the parking area with a demonstration project |
| Objectives |  CREATE SAFE CONNECTIONS  CREATE STRONGER CONNECTIONS  INVEST WISELY |
| Notes | The demonstration project would last one summer and is a low-cost option for the Town to "test" design ideas and determine if they are successful. A demonstration project can build community support for ultimately constructing permanent improvements. |
| Priority | High |
| Planning-Level Cost Estimate | \$10,000 |
| Timeframe | 1 year |
| Jurisdiction | Road and parking area are in State ROW |
| Stakeholders & Partners | VTrans, adjacent property owners, business owners, West Danville Community Club |
| Potential Funding Sources | AARP Community Placemaking Mini-Grants, VNRC Small Grants for Smart Growth |
| Next Steps | <ol style="list-style-type: none"> 1. Engage business and property owners to determine the interest in installing a demonstration project. 2. Finalize demonstration project design. 3. Work with VTrans to install the demonstration project once a formal policy is adopted. 4. Collect feedback from stakeholders and report on any lessons learned from the demonstration project to inform a more permanent design for the area. |



DEMONSTRATION PROJECT EXAMPLES



Burlington, VT - Parklet demonstration project
Image from Street Plans Collaborative



Philadelphia, PA - Temporary curb extensions
Image from Project for Public Spaces



Dallas, TX - Temporary curb extensions
Image from Project for Public Spaces



Bethel, VT - Temporary curb extensions
Image from the Bethel Revitalization Initiative




Montpelier, VT - Parklet on Langdon Street
Image from the U-32 Chronicle



West Danville: Adding Delineation to the Parking Area (Long Term Reconstruction Project)

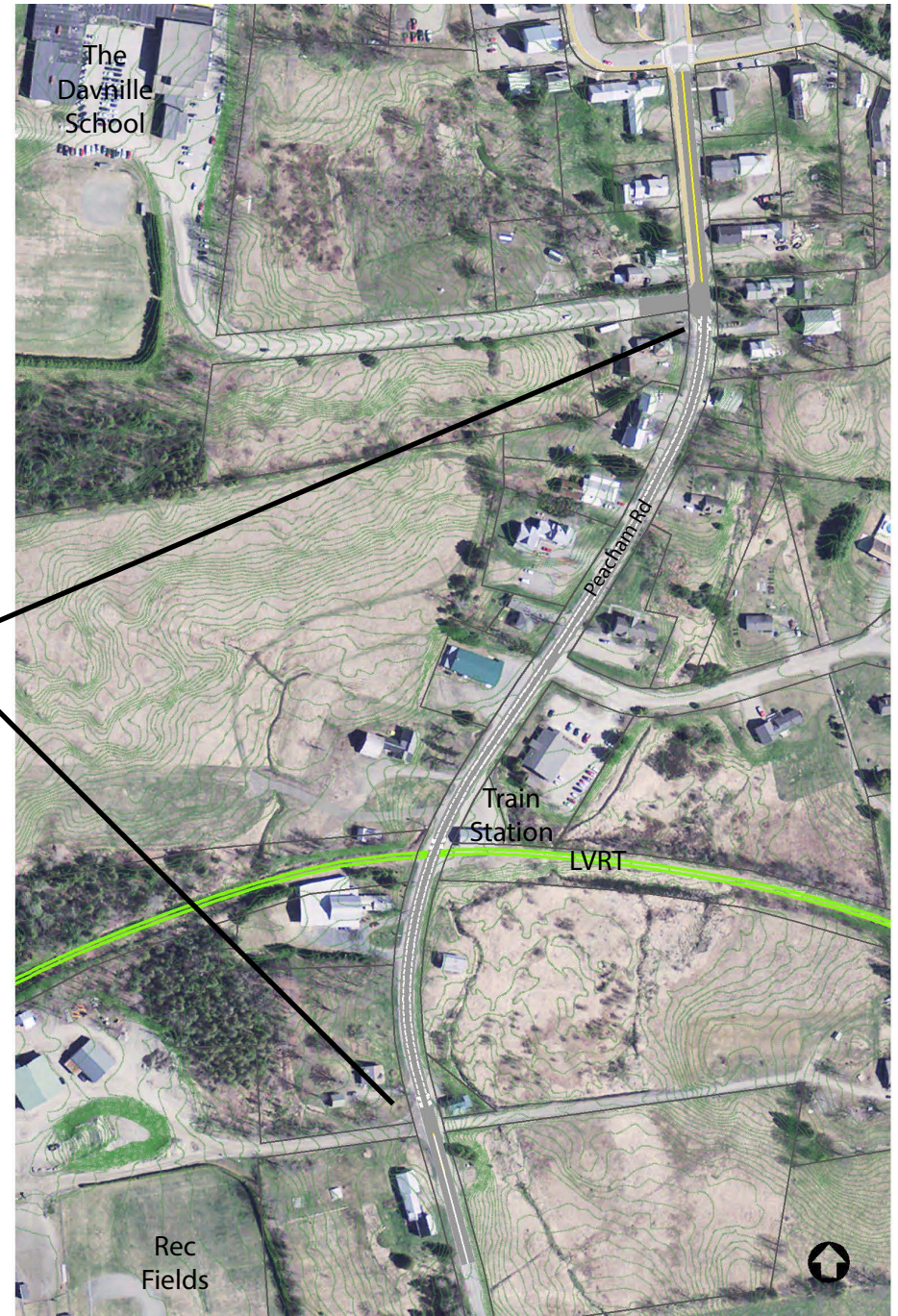
The demonstration project will ideally act as a catalyst for longer-term change and will also give the Town an opportunity to test ideas and see what works best. To follow up the demonstration project and install permanent changes in this area, the Town to enter into a long-term lease with the State for this land. The Town could then construct

improvements on their own. This would be expensive for the Town, but would give the Town more control of this area.


| | |
|-------------------------------------|--|
| Recommendation | Add roadway delineation to the parking area. |
| Objectives |  CREATE SAFE CONNECTIONS  CREATE STRONGER CONNECTIONS |
| Notes | The pavement in the current parking area is in poor condition. Repaving and striping the parking area is included in this estimate to take advantage of a "dig once" approach with installing flush curbing. |
| Priority | Low |
| Planning-Level Cost Estimate | \$100,000 plus leasing costs (TBD) |
| Timeframe | 5+ years |
| Jurisdiction | Road and parking area are in State ROW |
| Stakeholders & Partners | VTrans, adjacent property owners, business owners, West Danville Community Club |
| Potential Funding Sources | AARP Community Placemaking Mini-Grant |
| Next Steps | <ol style="list-style-type: none"> 1. Engage business and property owners. 2. Long-term lease from VTrans (more info to come). 3. Access 1111 Permit from the State (more info to come). This permit is required for any work performed within the Agency-owned rights-of-way. More information is available at https://vtrans.vermont.gov/planning/permitting |

Peacham Road: Advisory Shoulders



| | |
|-------------------------------------|---|
| Recommendation | Install advisory shoulders on Peacham Road from the The Danville School entrance to the Town Garage entrance |
| Objectives |  CREATE SAFE CONNECTIONS  ENHANCE ASSETS |
| Priority | High |
| Planning-Level Cost Estimate | \$5,000 - \$10,000 |
| Timeframe | 1-2 years |
| Jurisdiction | Peacham Road is owned by the Town |
| Stakeholders & Partners | Adjacent land owners, |
| Funding Source | Quick Build for Health Grant |
| Next Steps | <ol style="list-style-type: none"> 1. Obtain approval from the FHWA for experimentation with "dashed bicycle lanes" (current: request to experiment (RTE) was sent to FHWA on July 25, 2019). 2. Install advisory shoulders with chalk paint for 1-2 months (starting in September 2019). 3. Monitor and document traffic volumes, speeds, and bicycle and pedestrian use, especially during commute times (6 to 9 AM and 3 to 7 PM). 4. Using the data collected, determine if the experiment was successful in providing a safe place for people to bike and walk on Peacham Road. 5. Install the advisory shoulders with more permanent traffic paint and develop a plan with Public Works to ensure they are regularly maintained. |

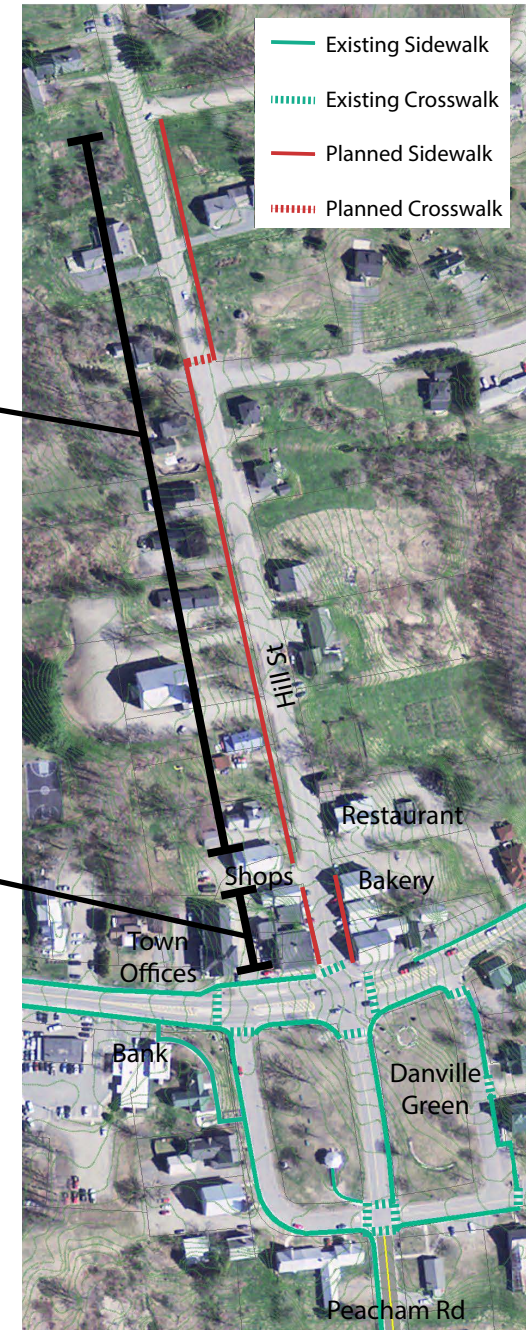


The Danville Village: Hill Street Sidewalk (Highland Ave to the business block)

| | |
|-------------------------------------|---|
| Recommendation | Build the sidewalk from Highland Ave to the Hill Street business block as proposed in the 2014 Scoping Study. |
| Objectives |  CREATE SAFE CONNECTIONS  SUPPORT THE LOCAL ECONOMY |
| Priority | Low |
| Planning-Level Cost Estimate | \$250,000* |
| Timeframe | 3 years |
| Jurisdiction | Hill Street is owned by the Town |
| Stakeholders & Partners | Adjacent land owners |
| Potential Funding Sources | VTrans Bicycle & Pedestrian Program, VTrans Transportation Alternatives Program |
| Next Steps | <ol style="list-style-type: none"> 1. Develop final plans for construction. 2. This project may be combined with adding a median and sidewalk along the Hill Street business block (also proposed in the 2014 Scoping Study). |

The Danville Village: Hill Street Sidewalk (business block)

| | |
|-------------------------------------|---|
| Recommendation | Build a sidewalk and median along both sides of the Hill Street business block as proposed in the 2014 Scoping Study. |
| Objectives |  CREATE SAFE CONNECTIONS  SUPPORT THE LOCAL ECONOMY |
| Priority | Medium |
| Planning-Level Cost Estimate | \$50,000* |
| Timeframe | 3 years |
| Jurisdiction | Hill Street is owned by the Town |
| Stakeholders & Partners | Adjacent land owners, business owners |
| Potential Funding Sources | VTrans Bicycle & Pedestrian Program, VTrans Transportation Alternatives Program |
| Next Steps | <ol style="list-style-type: none"> 1. Develop final plans for construction. 2. This project may be combined with building the sidewalk from Highland Ave to the Hill Street business block. |






*Estimate is from the 2014 Scoping Study, adjusted for 2022 dollars using an inflation rate of 3% per year.

Adding a Connection between the LVRT and Marty's

Before moving forward with building a connection between the LVRT and Marty's that will give trail users access to bathrooms, water, and the Village, the Town should further evaluate both options of creating a trail spur to the cow pass and installing a median with a crosswalk at Marty's. Because the State is currently not in favor of adding a median and crosswalk on Route 2, data collection and a more detailed documentation

of the existing conditions at this location (a speed study, bicycle and pedestrian count, turning movement count, and engaging land owners and the business owner) should be done before a connection can be constructed. This study should consider the impacts of extending the 30 MPH zone from the Village to include the driveway of Marty's.

| | |
|------------------------------------|---|
| Recommendation | Develop a scoping study for adding a connection between the LVRT and Marty's. |
| Objectives |  CREATE SAFE CONNECTIONS  CREATE STRONGER CONNECTIONS  ENHANCE ASSETS |
| Priority | Medium |
| Scoping Study Cost Estimate | \$30,000 |
| Timeframe | 2 years |
| Jurisdiction | LVRT is maintained by VAST; Route 2 ROW is owned by the State; several private landowners |
| Stakeholders & Partners | Adjacent land owners, VAST, VTrans, Marty's, Friends of the LVRT |
| Potential Funding Sources | VTrans Bicycle & Pedestrian Program, VTrans Transportation Alternatives Program |
| Next Steps | <ol style="list-style-type: none"> 1. Engage property owners and business owners to determine interest and support for this project. 2. Seek funding for a scoping study that considers both adding a crosswalk on Route 2 and building new trail spur along Route 2 to the cow pass. |

Economic Development and Marketing

Danville has a number of opportunities to enhance the economic vibrancy of the community. The key will be to balance the desire for economic growth with the Town's desire to remain a distinctly rural place. Residents and visitors value the Town's rural character, and have indicated that they are more interested in supporting existing businesses than encouraging significant growth in new businesses. To achieve this will require that the community work to improve the amenities it offers visitors and residents, support efforts to market Danville as a recreational destination and enhance its existing assets. For additional information, see Appendix B.




Top Priorities for Economic Development & Marketing

1. Focus on easily and inexpensively implemented amenity improvements, such as the watering stations at the Train Station.
2. Organize a group to focus on identifying future uses of the Train Station and developing a facilities plan. Develop regular programming to build interest and support for future improvements.
3. Meet with potential partners to identify opportunities for collaboration on marketing efforts. Work with NVDA to seek funding for the development of a marketing strategy, materials, and map for Danville.
4. Convene a series of business roundtables with local businesses to identify what they perceive as barriers to the growth of their businesses and what opportunities exist for support.

Improve Amenities & Offerings

When trail users were surveyed, their key interests were the addition of restrooms, access to water and better signage. The Train Station's location makes it an optimal place to install a seasonal water bottle filling station for trail users. If further investment is made into the Train Station, restrooms should be included and made available to trail users as well. Creating a more recognizable and flexible branding and wayfinding programming will help attract more people to come and stay in Danville and visit the various attractions. Along the Trail, wayfinding signs should be placed to direct visitors and regular trail users to amenities (such as water and restrooms), cultural resources and services or destinations in the villages (for more information on wayfinding and marketing, see Appendix C and page 91). These amenities are essential to improving the user experience and increasing visitor awareness of places to go and things to do in Danville.

Danville should focus community effort on restoring the Train Station and integrating it completely with the LVRT as a trailhead and welcome center. To build support in the community, continue to hold regular events at the station that highlight its historic value and its location. Celebrate the installation of the outdoor water bottle station as a first step. Organize a committee to identify preferred uses for the station and work with NVDA to seek funding that will conduct a feasibility study and create a clear plan for the Station and its role in the community. Once preferred uses are identified seek grant funding to restore the Train Station and make enhancements that improve parking and street access, amenities and allow for space for continued programming that supports the community's vision.




| | |
|-------------------------------------|---|
| Recommendation | Focus community effort on restoring the Train Station |
| Objectives |  ENHANCE ASSETS  CREATE STRONGER CONNECTIONS  SUPPORT THE LOCAL ECONOMY |
| Priority | High |
| Planning-Level Cost Estimate | \$20,000 (Feasibility Study), \$477,000 (estimated cost of improvements) |
| Timeframe | 5 years |
| Jurisdiction | The building is currently owned by the Town. |
| Stakeholders & Partners | NVDA |
| Potential Funding Sources | Municipal Planning Grant Program, Cultural Facilities Grant Program, Historic Preservation Grant Program, CDBG |
| Next Steps | <ol style="list-style-type: none"> 1. Work with NVDA to apply for a Municipal Planning Grant to conduct a feasibility study for the Train Station. 2. Continue to communicate with the community to identify preferred uses for the Train Station. 3. Seek funding to implement the Facilities Plan and restore the station. 4. Create a schedule of regular programming to maintain and enhance awareness of the Train Station and its value to the community. |

Support Marketing

Danville should work with other local partners to build off branding and promotional efforts underway, including the development of marketing materials that highlight town assets. Optimally, a map of Danville would be created to highlight key amenities or locations of interest along the Trail, integrating access to outdoor recreation areas like Joe's Pond with destinations that have a historic significance such as Greenbanks Hollow.

Use the Town website to host a community calendar and cross-promote events and duplicate efforts on social media, including Front Porch Forum. Include regional residents in events to increase collaboration opportunities and increase awareness of what Danville has to offer, both for business and for residents. Look to increase awareness of Danville in the region through the development of a welcome center or information center at the old Train Depot where information can be found about events, local businesses, community history, and recreational assets. Capitalize on Danville's strong sense of community pride by starting an "I am Danville" promotion (in print and digital media) that highlights different residents and why they live in Danville and what makes the community special to them. Consider broadening the scope to include the hashtag #IamDanville on Instagram and encourage residents to post photos of their activities in the community, particularly along the LVRT.

A marketing program for Danville should be developed in consultation with potential partners such as the Lamoille Valley Rail Trail (VAST), Friends of the Lamoille Valley Rail Trail, Vermont Trails Alliance, Vermont Department of Tourism and Marketing, etc. By meeting with a broad group of stakeholders, Danville can identify opportunities to collaborate and broaden the reach of marketing, as well as avoid duplicating efforts. Danville and its partners should continue to promote the Lamoille Valley Rail Trail as a destination for trail tourists, especially as the trail continues to be extended. LVRT stakeholders can engage in joint social media campaigns to target people who are within driving distance and interested in outdoor recreation. Because Danville does not have a dedicated marketing staff member, the most likely partners for the development of a marketing program are local Chambers of Commerce. In addition NVDA may be able to assist in seeking grant funding to develop maps or marketing materials. Once developed, marketing materials should be distributed to local businesses, made available at welcome centers and kiosks, and included online through the Town's web site and the web sites of local Chambers of Commerce.

| | |
|-------------------------------------|---|
| Recommendation | Develop a marketing program for Danville |
| Objectives |  SUPPORT THE LOCAL ECONOMY  ENHANCE ASSETS  LEADERSHIP & COMMUNITY BUILDING |
| Priority | Medium |
| Planning-Level Cost Estimate | \$15,000-\$20,000 |
| Timeframe | 5 years |
| Stakeholders & Partners | NVDA, Danville Chamber of Commerce, ACCD, VAST, Friends of the LVRT, Vermont Trails Alliance, Vermont Department of Tourism and Marketing |
| Potential Funding Sources | Norther Borders Grant, Community Development Block Grant (Planning Grant) |
| Next Steps | <ol style="list-style-type: none"> 1. Meet with NVDA to seek funding for a consultant who can develop a marketing strategy, materials, and map for Danville. 2. Meet with potential partners & stakeholders to identify opportunities for collaboration on marketing efforts. |

Expand Business and Workforce Support

Businesses should be encouraged to build on their connection to the LVRT. This can be done by offering them guidance as to how to be a “trail friendly business.” This often includes things such as:

- Ensuring that staff are knowledgeable about recreational opportunities in town and the surrounding region.
- Offering bike parking or equipment storage
- Keeping basic tools on hand for trail users
- Accommodate peak travel times for trail users
- Provide snack items or other food choices that are appropriate for the outdoor activity enthusiast

To ensure that local businesses continue to thrive, they need support. In part, this will come through marketing efforts that bring additional visitors into the community, but there may be other ways that Danville can help the business community. To identify these opportunities, the Planning Commission should consider hosting a series of business roundtables at which local business owners are invited to discuss what barriers exist to business growth and what opportunities they feel exist that can help them keep their businesses sustainable.

Interviews conducted during the Economic Analysis identified a need to expand networking and training opportunities for businesses in Danville. Working with local businesses to identify the types of business training that is needed and then identifying the right providers to offer training at convenient times for businesses will help existing and future businesses get the resources they need to be successful.

| | |
|------------------------------------|--|
| Recommendation | Expand Business and Workforce Support |
| Objectives |  SUPPORT THE LOCAL ECONOMY  ENHANCE ASSETS |
| Priority | High |
| Timeframe | 5 years |
| Stakeholders & Partners | NVDA, ACCD, Danville Chamber of Commerce |
| Next Steps | <ol style="list-style-type: none"> 1. Distribute a "how to be a trail friendly business" guide to local businesses. 2. Convene a series of business roundtables with local businesses to identify what they perceive as barriers to the growth of their businesses and what opportunities exist for support. 3. Work with NVDA and the Chamber of Commerce to provide business support and trainings as needed. |

Wayfinding

To meet Danville’s project goal of identifying ways to connect the activity centers within the project area in a cohesive and engaging way, the following wayfinding goals were established:

- Create connections between West Danville, Danville and the Lamoille Valley Rail Trail (LVRT)
- Make the villages more pedestrian and cyclist-friendly by being more navigable
- Create interest in the communities surrounding the LVRT, in turn supporting economic vitality

Metrics

Metrics are used to determine whether a design or plan has met per-established goals once changes have been made. It is important to note that within the context of the corridor plan, where several safety and transportation changes are suggested, that wayfinding can precede larger, more costly infrastructure improvements in some places to promote tangible connections between the villages and the LVRT.

| Performance Metrics | Measurement |
|---------------------------|--|
| Environmental Performance | Increase in use of trails by locals Increase in visitors to West Danville and Danville via walking or bike (park once, triangulate visit) |
| Social Performance | Attracts trail users into the Villages Attracts villagers to the trail Connects West Danville and Danville |
| Economic Performance | Increase in local business revenue Increase in local sales tax revenues Helps stimulate funding for rehabilitation of the train depot into a landmark for Danville |

Developing an integrated wayfinding system in Danville is based on opportunities and challenges and wayfinding goals. The proposed wayfinding system for Danville should consist of the following categories:

- **Signage:** sign locations and scale for hierarchy of arrival points
- **Design Criteria:** where design guidelines can be determined by the Town, create a design language for signs that includes a standard typeface, size, colors and consistent terminology. Also provide standard maps for the two villages which can be updated as businesses change (same size and design with “You are Here” labels).
- **Technology:** provide an online map that is consistent with the LVRT maps; that is regularly updated and content that is available on hand-held devices

Completed by Supporting Information:

- **Destination Maps:** Provide the villages with base maps that can be updated as content changes, that could be used in any of the three key locations (West Danville, Danville, LVRT) to navigate the area
- **Informational Kiosks:** Provide an information kiosk or a LVRT trailhead kiosk (like the one at Joe’s Pond in West Danville) at the Danville Train Depot for local community use/ orientation and visitor traffic
- **Historical Interpretation:** Design historical interpretation panels to be located at key areas (Danville Village Green, Pope Library, Brainerd Library, etc.) to create connections with Danville’s history

Signage

Typically, it is beneficial to establish standardized sign types for wayfinding. For wayfinding in Danville, many of the signs recommended in this report fall under VTrans jurisdiction due to being located on a state highway, or along the Lamoille Valley Rail Trail (also owned by VTrans). Signs along the highway must be in compliance with both Vermont’s Sign Law and with the Manual on Uniform Traffic Control Devices (MUTCD) and in the case of official business directional signs, the Travel Information Council will need to be consulted.

Per VTrans: “[o]nly official traffic control signs and devices are allowed within the highway right of way. One of these signs is an Official Business Directional Sign (OBDS).” It may be possible to request additions to the existing OBDS signs outside of the Villages to direct vehicular traffic to travel information such as the kiosk in the West Danville Park and Ride and in the future, the Danville Train Depot.

For directional signage along the LVRT, neighboring towns have already installed signage and it is recommended that Danville utilize the same sign style adopted there to provide unity along the trail.

For signs outside these two categories, it is recommended that once Danville adopts a logo to heighten the town’s identity, that a standard pedestrian wayfinding sign and system be developed.

Following are descriptions of proposed sign systems in this plan and the symbol utilized to locate them within the Villages of West Danville and Danville and near the LVRT. Proposed locations for signs are found in a draft wayfinding plan for each village.

OBDS

Official Business Directional Signs

Eligibility of Official Business Directional Signs (or the addition of a panel to existing signs) must be approved by the Travel Information Council. Located 200' from any other signs along state highways, these are typically found before one has entered a village.

R

Recreational Directional Assemblies

Per Traffic Engineering Instructions (TEI) 18-200, Recreational Directional Assemblies “may be installed in advance of parking areas for trail heads...where the parking area is either directly accessed from the state highway, or within close proximity to the state highway...only when the on-premise signs are not visible from an adequate distance to provide safe turning movements.”



Recreational Directional Assemblies in Danville:

- 24x24 Parking Symbol Sign (RS-024)
- Appropriate Arrow
- 12x24 Text Plaque with LVRT or Lamoille Valley Rail Trail

G

Gateway Treatment

Gateway treatment refers to physical changes to the landscape near the border of the Village, or to the center of the Village in the case of smaller areas such as West Danville.



Pedestrian Directional Sign

Pedestrian Directional Signs refer to pedestrian-scale signs placed throughout the Villages and adjacent to the LVRT to enliven the visitor experience and extend wayfinding services, especially when visual connections are not available. Currently, the LVRT and Danville Village operate independently of each other, but providing pedestrian signs, with miles or time needed to walk or cycle to the other, perceived distances are reduced, and it makes destinations more accessible. Arriving at a destination with directional hints is much more pleasant to experience than the frustration in guessing when trying to move from point a to point b. Or more importantly along the LVRT, to determine how far one must go ‘off path’ to find businesses to replenish supplies or to utilize the restroom.



Destinations Map

Destination Maps are displayed to provide orientation within the Villages, as well as to promote local attractions (cultural institutions, open spaces, businesses, etc) that can be easily accessed from the Villages or the LVRT. Consider providing maps of both villages to local businesses and at key junctures in the Villages.



Mile Markers

In some stretches of the LVRT there are mile markers of the trail. It is recommended that mile markers be installed along the entire length of the LVRT. Albeit small, they help trail users connect to the larger trail, feel a sense of accomplishment and also orientation. In Stowe, the bridges along the Stowe bicycle path are numbered, creating a similar connection to the trail as a whole.



Trailhead Information

Similar to the trailhead kiosk with a LVRT map and enlargements of the area where the kiosk is located, Danville would benefit from a similar large map, paper maps and trailhead gateway information.



Directional Signs along the LVRT

As mentioned above, directional signs are in place in other locations along the LVRT and it is recommended that Danville replicate these sign systems.



Directional signage adjacent to the LVRT in Cambridge, VT.

Directional Signs on Non-State Roads

Once Danville identifies a logo, it is recommended that it pursue the design of pedestrian wayfinding throughout the Villages to complement vehicular signs and directional signs along the LVRT.

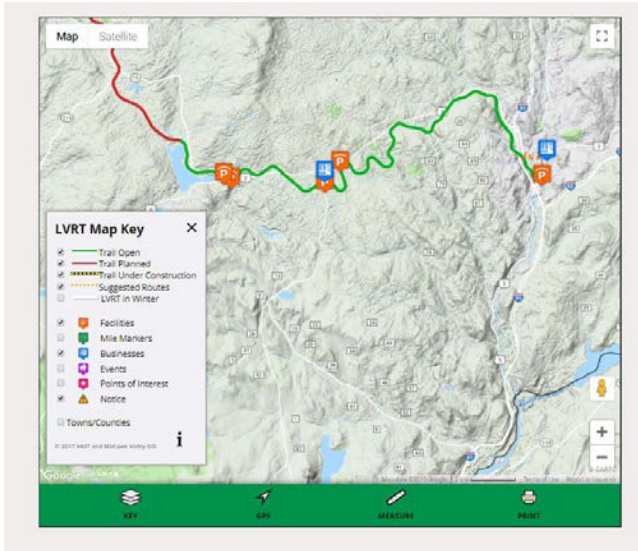


Directional signage to the LVRT in Hyde Park, VT.

Supporting Planning Technology

To mirror wayfinding in the landscape, it is vital that Danville have an accessible map online of up-to-date destinations and services. A digital map tailored to Danville could be featured on the Town Website, but should avoid duplication or anomalies with the LVRT website. The LVRT also has a live map which requires sponsorship for businesses to be featured on the map in towns along the trail. Avoiding duplication, outdated information or formatting that is not compatible with smart phones is recommended.

Creating a functional online map requires regular maintenance and updates to be consistent and useful. Rolling out a digital map can come ahead of physical wayfinding in the town, but be planned for future changes and be flexible for those changes.



Digital maps are also best equipped to direct visitors to amenities outside the immediate village and trail areas, including to off-trail bicycle routes, destinations south of the trail such as the covered bridge on Greenbanks Hollow Road and the adjacent Greenbanks Hollow Historic Park, as well as to highlight upcoming events such as farmer's markets, the Danville Fair and water events on Joe's Pond.

Orientation & Connection Information Kiosks

Referred to as a place to locate destination maps, information kiosks are usually high-visibility go-to destinations when arriving at a new recreational location. They are practical to convey varied information, including orientation to the area through maps, providing interpretive information, and are a general area for locating other amenities such as doggie bags, bicycle parking, and list services in the area.

Information kiosks are visitor information hubs that are welcoming, easily identifiable as established visitor services resources. It would be ideal to have a consistent kiosk design throughout Danville, or to follow the LVRT kiosk design for those located along the trail, but in the interim, Danville can take advantage of existing structures and revisit what information could be replaced by more local resources.



Kiosk at the Park and Ride in West Danville.



LVRT Kiosk in West Danville with consistent LVRT map with specifics to this portion of the trail. In summer months, a bicycle rack is located adjacent to the kiosk.



Kiosk at the boat launch to Joe's Pond in West Danville.

Destination Maps

Destination maps in key locations throughout the Villages and along the LVRT can also be installed ahead of any physical wayfinding signs and provide orientation. The following pages include draft destination maps for Danville and West Danville.

Key locations for destination maps that could be installed in the short-term:

- West Danville: boat launch kiosk
- West Danville: information kiosk adjacent to the Park and Ride
- Danville: Town Hall bulletin board
- Danville: Marty's 1st Stop bulletin board

In the long-term when it is refurbished or a kiosk is provided:

- Danville: Train Depot
- Danville: Goodfella's - as an entry point into Danville



Draft Destination Map on the bulletin board at the Danville Town Hall.



Bulletin boards in West Danville (left) and at Marty's 1st Stop (right).

Historical/ Local Interpretation

Interpretive signage tells a site or community story and is an invaluable tool for enhancing the visitor experience. Universally available regardless of weather, staffing or time, interpretive signs are always working. Interpretive signage should be installed at natural gathering locations and where stories are ready to interpret. Colorful, location-specific shapes and minimal text can entice visitors to stop, read, and learn and linger longer!

Like all signs, interpretive signs require regular maintenance and can be



Joe's Pond Memorial Bridge - Artifacts and Destination - potential for interpretation.



Interpretation information and contextual map at the trailhead of the Stowe Recreation Path.



Sculptures within Danville's Village Green - potential for interpretation.

Top Priorities for Wayfinding

1. Utilize existing kiosks and bulletin boards to provide destination maps to visitors; provide digital maps.
2. Coordinate with VTrans to install Recreational Directional Signage to LVRT parking areas.
3. Repurpose Danville Train Depot as a trailhead/information kiosk/destination
4. Establish design guidelines and symbology for Danville wayfinding system
5. Locate pedestrian-directional signs at critical design-points or starting points along the LVRT and within the Villages.
6. Install interpretive/historical markers and signs to heighten connection with Danville.

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WELCOME TO DANVILLE
i [location icon]
JV [JV logo]



APPENDIX