

# DANVILLE, VIRGINIA

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## Steps to revitalization learned during Greenville trip

Denise Thibodeau Nov 27, 2010



Danville City Council members walked across the Liberty Bridge in downtown Greenville, S.C.

Danville City Council's trip to Greenville, S.C., showed the similarities between the communities, as well as their differences — and offered the opportunity to learn what worked to create Greenville's vibrant and award-winning downtown.



Like Danville, Greenville was a mill town and suffered when the mills made their exodus overseas. But the Greenville area had more businesses to build on, and quickly set about attracting more to the area.

Cities in South Carolina are not independent — they are part of the adjoining county. State and federal funding is generally assigned to the county, and the cities, towns and communities within the county vie for funding.

As economic development recruiting began, Greenville learned that one thing all businesses look for is an attractive, vibrant downtown. While the city and county do some joint projects, basically it became the city's job to make the city look beautiful while the county handled business recruitment.

### Building a new downtown

Greenville's longtime mayor, Knox White, told Danville City Council first the city came up with a plan for what they wanted to accomplish — and then struck to that plan for the 20 years it took to get it where it is today.

Danville is just beginning to look into developing a specific plan for downtown, and has asked for bids to develop a master plan for downtown, including overall future land uses, design concepts, recommendations about infrastructure improvements to roads and sidewalks — and to arrange public meetings as the project develops.

Karl Stauber, president and CEO of the Danville Regional Foundation, suggested the River District Development Plan project at a City Council work session in September. Stauber estimated the project would cost about \$100,000; the foundation will pay \$75,000.

Greenville funded the revitalization project with hospitality taxes — the taxes charged for meals and lodging — and by developing partnerships with local businesses, foundations and individuals.

There are places in the city where these partnerships are evident — Wachovia Place, the Bi-Lo Center and Michelin Square were so named because of corporate investment in the projects — as well as others that are not so evident. The neighborhoods are currently getting serious

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Debt deadline now October, CBO says as deficit spikes  
11 min ago

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# River District Development Plan

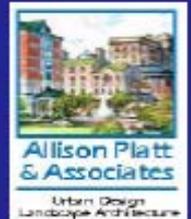
## Danville River District Redevelopment Plan



Ralph Basile, Principal  
Allison Platt, Principal

September 14<sup>th</sup>, 2011

**BBP**LLC  
BBP & ASSOCIATES, LLC



# River District Development Plan

## Catalyst Projects



# Urban Design Plan

## Streetscape Improvements – Phase I



# Streetscape Improvements - Phase II

- Ⓐ Creates a green park space, where the majority of the space is open
- Ⓑ Traditional fountain in circular form with central elements and jets
- Ⓒ Fountain visible from Main Street, Bridge Street, southbound Route 293 & the river front trail
- Ⓓ Promenade connecting downtown to riverfront & warehouse district
- Ⓔ Keeps existing trees (3 large oaks) and modify existing parking
- Ⓕ Provides a new stair and ramp connection to the river front trail
- Ⓖ Bathrooms to serve plaza and riverfront



# Streetscape Improvements - Phase II



# Streetscape Improvements - Phase III



# Branding and Marketing



# Wayfinding Signage



# Gateway Signage and Banners



# Main Street Designation



**WITH VIDEO**

## Main Street designation a salute to downtown efforts

BY DENICE THIBODEAU  
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(434) 791-7985

Mar 28, 2016 (0)

**WHAT'S NEW**

- 19 AGs sue DeVos for delay in college rules  
Updated 5 min ago
- Infosys plans 2,000 new tech jobs in Carolina by 2021  
Updated 5 min ago
- VT's most popular sports teams of 2017, NFL's most popular starting QB  
Updated 2 min ago
- Redskins announce new initiatives, including this year's first draft pick  
Updated 4 min ago
- 2 plead guilty in Winston-Salem stabbing  
Updated 5 min ago

... that Danville is an official Virginia Main Street Community, the River District Association had its new signs in place. The River District Association applied for the

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f t e p b

### Main Street

Danville Register and Site

00:09:32:25

Autoplay: On Off

Danville is once again a Virginia Main Street Community, thanks to the River District Association applying for the designation.

Ernecia Coles, executive director of the RDA, said the designation gives the group recognition for the efforts they have made to help revitalize downtown Danville — and is

... of DANVILLE: Danville utilities workers die while working on power line

**POPULAR ON GODANRIVER.COM**

- 1 UPDATE: Danville Utilities workers on power line
- 2 Danville suspect charged with same convenience store robbery
- 3 At arraignment, indicted chairwoman opts to hire attorney
- 4 Lidl yet to set opening hours for new store
- 5 Danville police incident

# River District Development Plan Goals

**Eliminate  
Blight**

**Bring  
Critical  
Mass**

**Add  
Lifestyle  
Amenities**



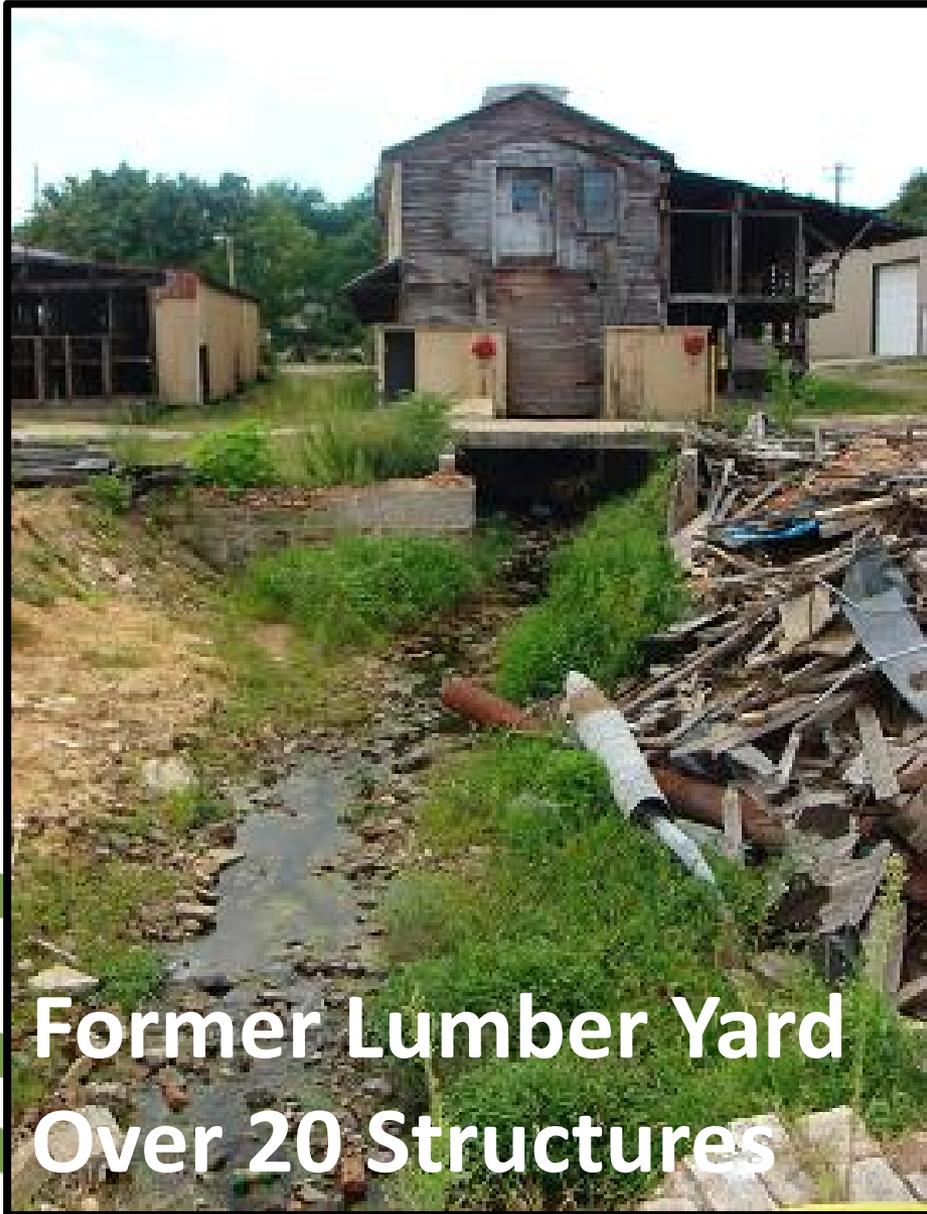
# Eliminate Blight: Newton's Landing



400 +/- Public Parking Spaces

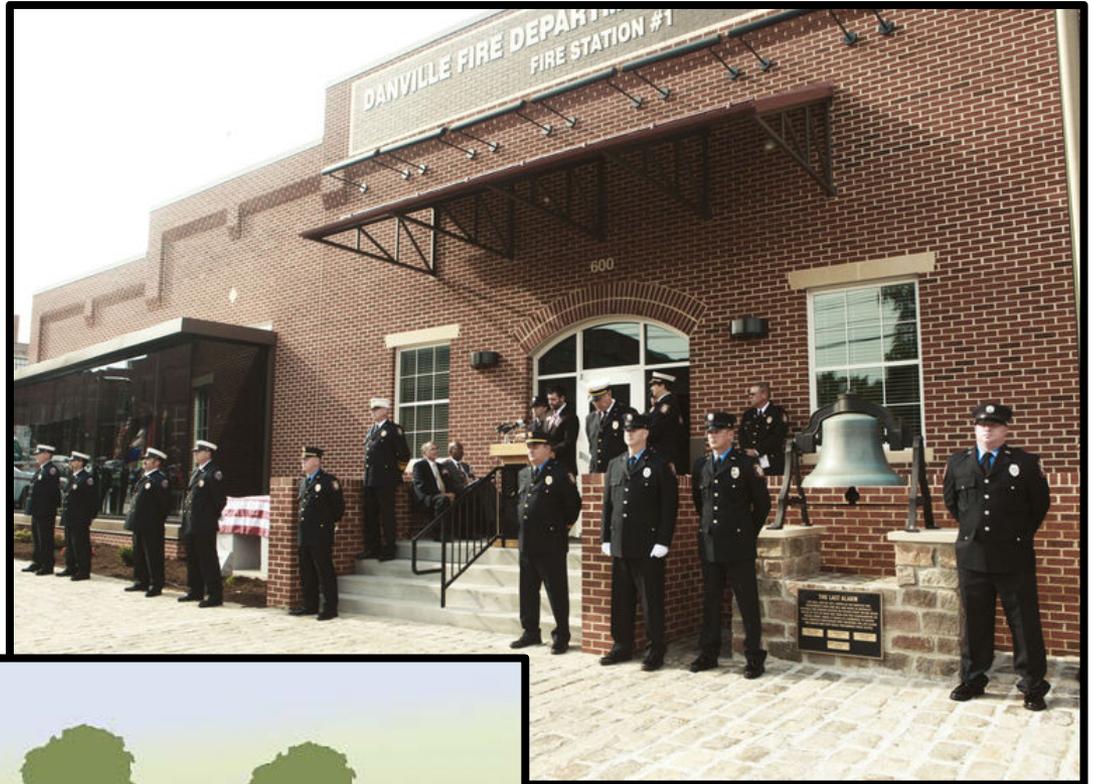


# Eliminate Blight: Fire Department Headquarters



# Eliminate Blight: Fire Department Headquarters

\$9.3M Investment  
by City of Danville



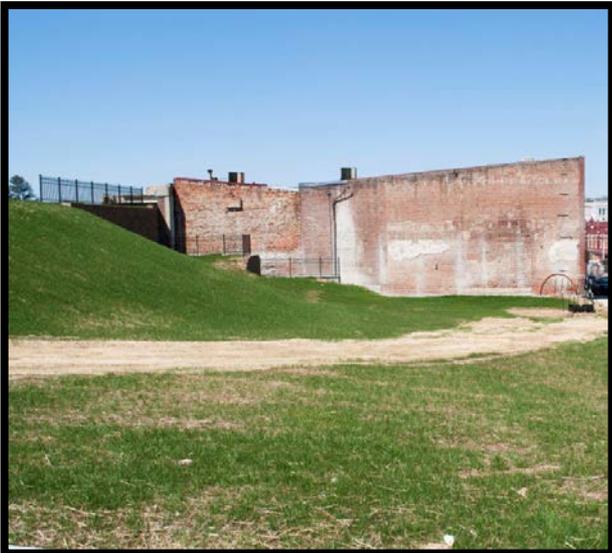
# Eliminate Blight: Downtowner Motor Inn



- Motel closed in 1986 and remained vacant
- Two grants supplied to the IDA by the Danville Regional Foundation to purchase and demolish structure - \$1.4M



# Eliminate Blight: Downtowner Motor Inn – After Demolition

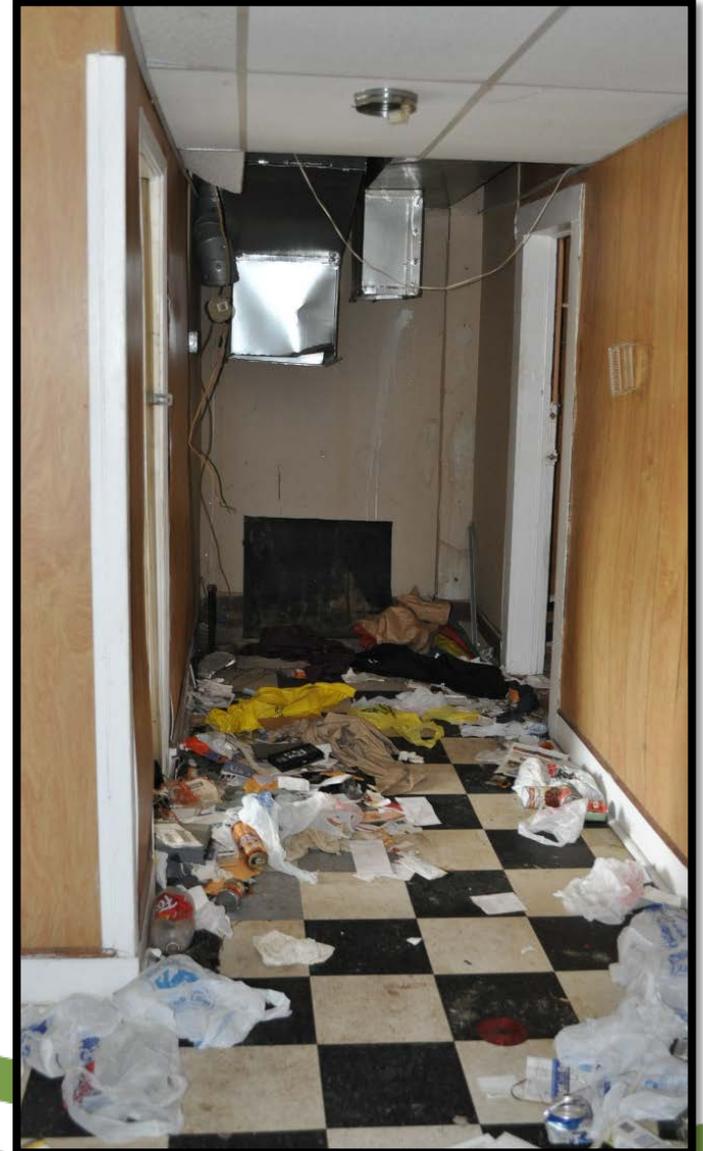
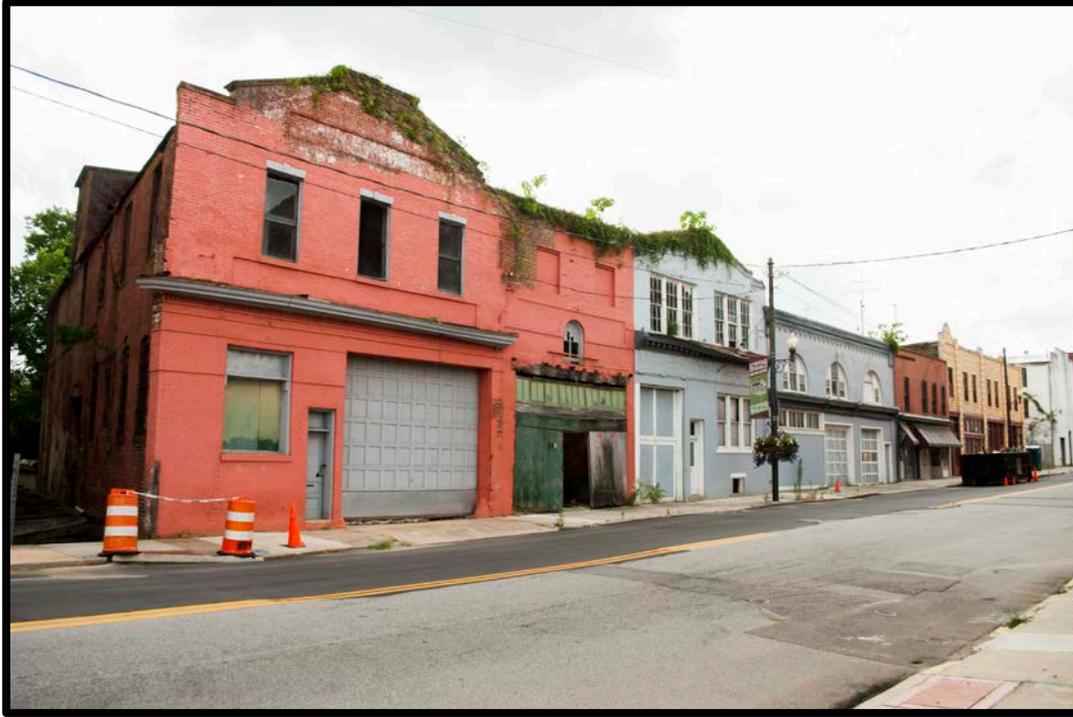


# Eliminate Blight: Downtown Motor Inn – Future Plans for Site

- 617 Parking Spaces
- 12,000 sq ft of Commercial Space



# Eliminate Blight: 500 Block of Craghead Street (Under Development)



# Eliminate Blight: 500 Block of Craghead Street (Under Development)



**SUPPLY RESOURCES**  
CUSTOM PACKAGING & LOGISTICS

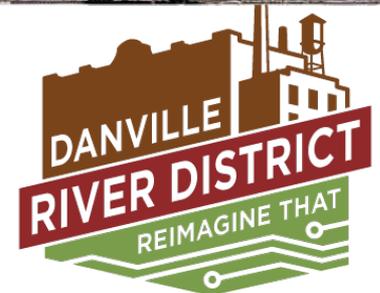
7 Luxury Apartments



**Scott &  
Stringfellow**  
A division of BB&T Securities, LLC, member FINRA/SIPC



Over \$12.5M of Public Investment



# Bring Critical Mass: Job Creation

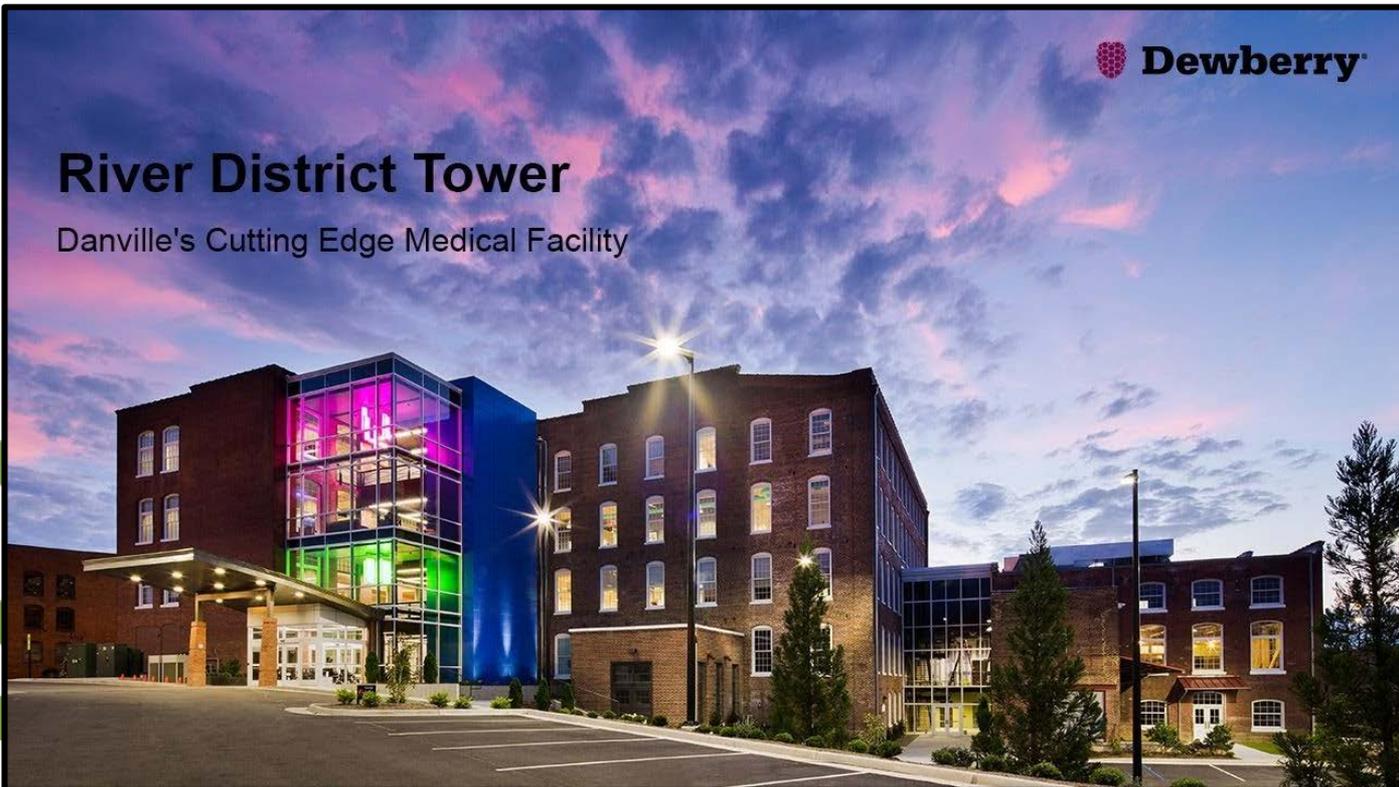
## Dan River Research Building (Before Development)





## Dan River Research Building (After Development)

\$25M+ Project – Spectrum Medical,  
Danville Regional Medical Center,  
Cotton at Riverside Mill (Restaurant), Canal  
at Riverside Mill,  
Available Commercial Space

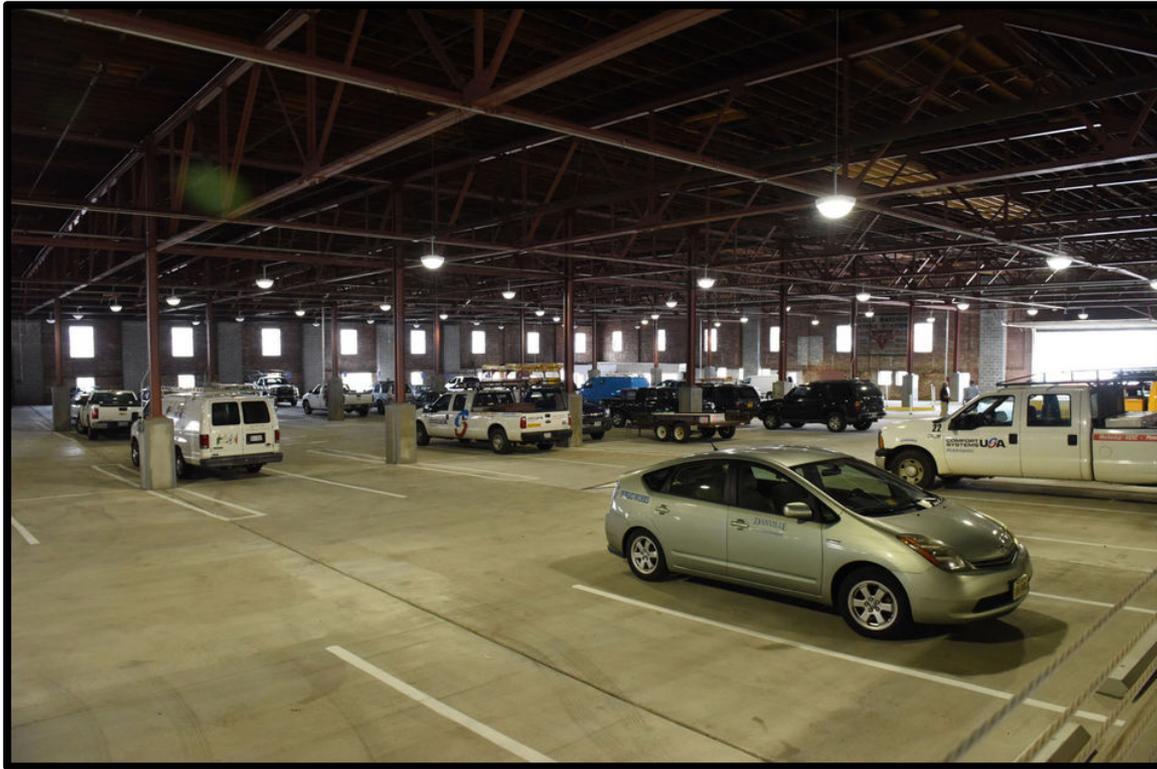


 **Dewberry**

## River District Tower

Danville's Cutting Edge Medical Facility





## Solutions for River District Towers

IDA Acquired Adjacent  
Property

\$2M+ Investment  
including  
\$600,000 IRF Grant  
150 Parking Spaces



# Bring Critical Mass: Averett University's School of Nursing



# Bring Critical Mass: Job Creation



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NANOWORKS

**Horizontech**

**AxNano**



# Bring Critical Mass: Job Creation Supply Resources



SUPPLY RESOURCES  
CUSTOM PACKAGING & LOGISTICS

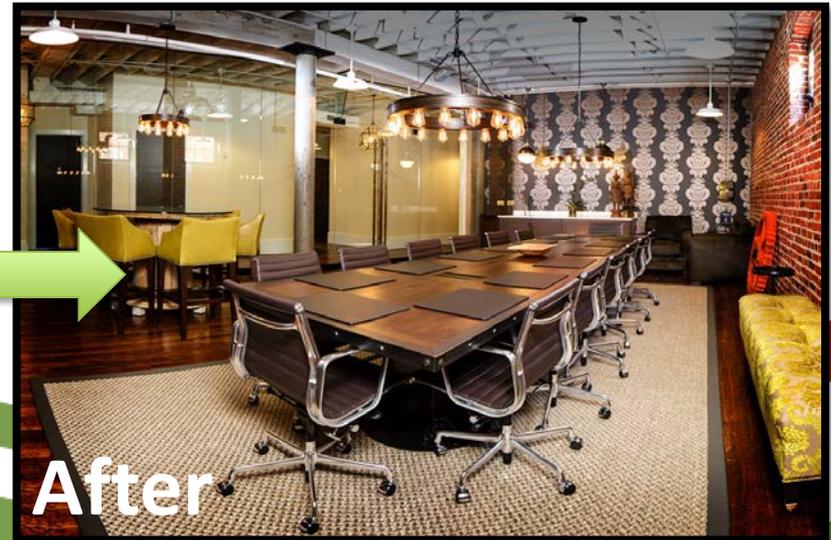
Expansion of Headquarters

\$2.53M Investment

Addition of 17 full time  
jobs



# Supply Resources Expansion



# Bring Critical Mass: Job Creation The Launch Place

- \$10M Entrepreneurship Initiative
  - Received funding from DRF
- Has made seed investments in 16 companies that have locations in the River District

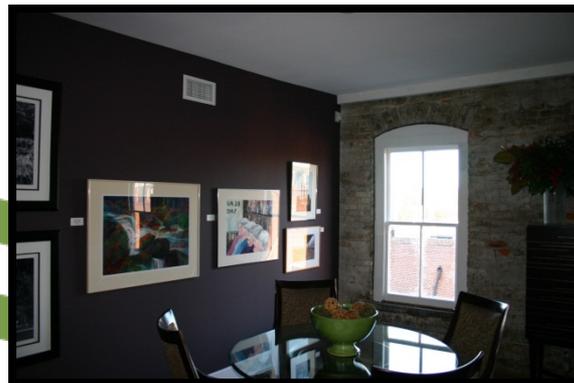


# Bring Critical Mass: Increase Residents in District: Burton Condominiums (Before Development)



# Burton Condominiums (After Development)

- Developers: Peters and Kellman  
Investment: \$4M
- Project: 28 Market Rate Condominiums



# Bring Critical Mass: Increase Residents in District: Gentry Lofts (Before Development)



# Gentry Lofts (After Development)

- Developer: Jim Cheatham
- Investment: \$5M
- Project: 22 Market Rate Apartments and 7 Commercial Spaces



# Bring Critical Mass: Increase Residents in District: Ferrell Historic Lofts (Before Development)



# Ferrell Historic Lofts (Before Development)

- Developer: Rehab Development
- Investment: \$2M
- Project: 13 Market Rate Apartments and 2 Commercial Spaces



# Bring Critical Mass: Increase Residents in District: Pemberton Lofts (Before Development)



# Pemberton Lofts (After Development)

- Developer: Pemberton Lofts LLC
- Investment: \$13M
- Project: 112 Market Rate Apartments and 3 Commercial Spaces



# Bring Critical Mass: Increase Residents in District: The Continental (Before Development)



# The Continental (After Development)

- Developer: 610 Craghead LLC
- Investment: \$7.5M
- Project: 40 Market Rate Apartments and 1 Commercial Space



# Bring Critical Mass: Increase Residents in District: Pace on Main (Before Development)



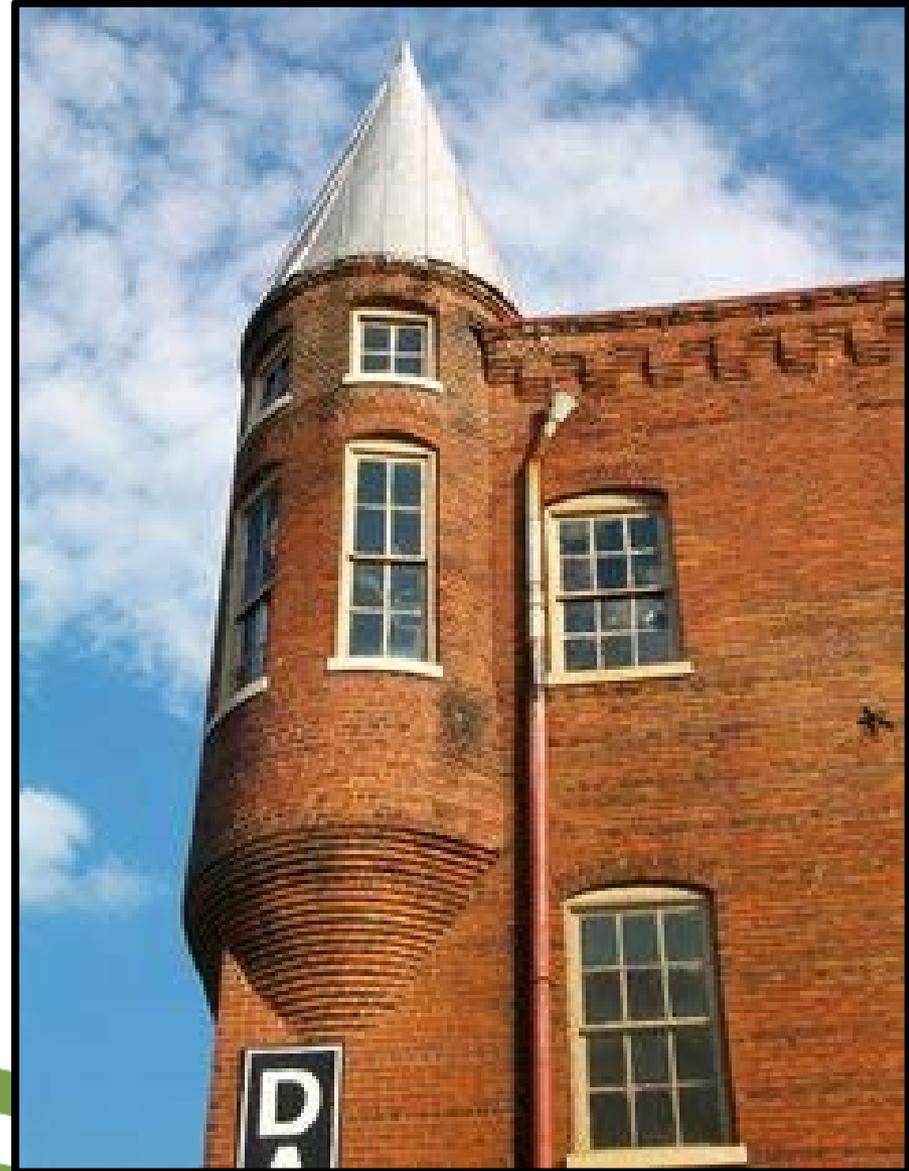
# Pace on Main (After Development)

- Developer: River District Ventures
- Investment: \$1.8M
- Project: 13 Market Rate Apartments and 3 Commercial Spaces



## Add Lifestyle Amenities: 600 Craghead Street

- Developer: 600 Craghead LLC
- Investment: \$7.5M
- Project: 56 Market Rate Apartments, Cottontail Weddings & Events, and Ballad Brewing



# Add Lifestyle Amenities: 600 Craghead Street

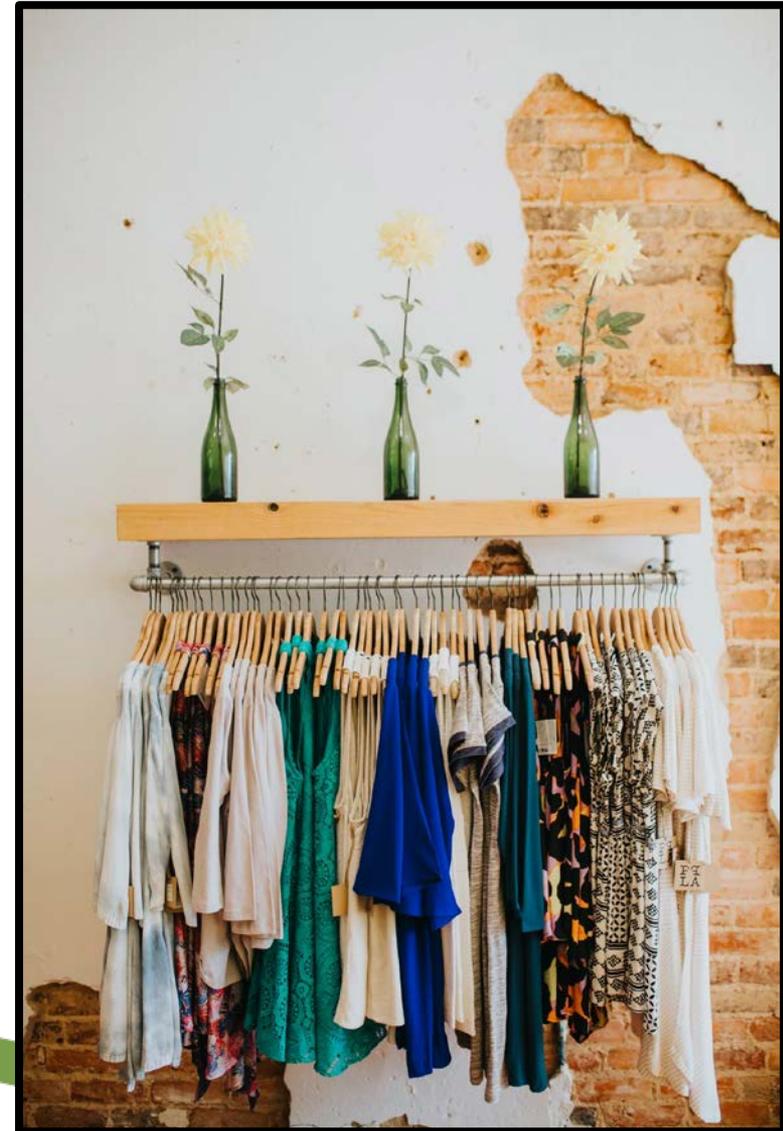
- Business: Ballad Brewing
- Investment: \$1.7M
- Project: 23 Barrel System



# Add Lifestyle Amenities: Restaurants



# Add Lifestyle Amenities: Retail



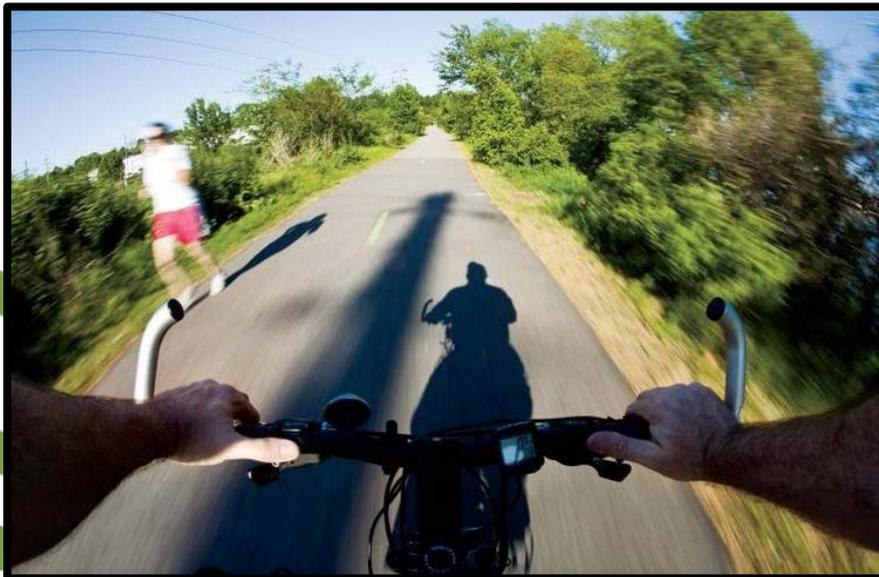
# Add Lifestyle Amenities: Danville Science Center



# Add Lifestyle Amenities: Riverwalk Trail



11+ Miles of Paved Biking and Walking Trails Along the Dan River



# Add Lifestyle Amenities: Danville Family YMCA



# Add Lifestyle Amenities: Public Art



## New sculptures to debut on Danville Art Trail

John Crane Jan 4, 2017 (1)



New sculptures to be installed throughout the River District.

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sculptures will be installed throughout the River District this month as part of Art Trail.

making up the second phase of the trail project would include three pieces at the Main Street Plaza Trailhead, Charles H. Harris Financial Center and end of the Riverwalk Trail's pedestrian bridge.

original seven that were installed in 2015 will come down, said Emily facilities and services planner for Danville Parks and Recreation, which is the project.

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"public art desert" with few opportunities for viewing those works, Ragsdale art projects like the art trail can yield benefits including cultural and economic nt, she said.

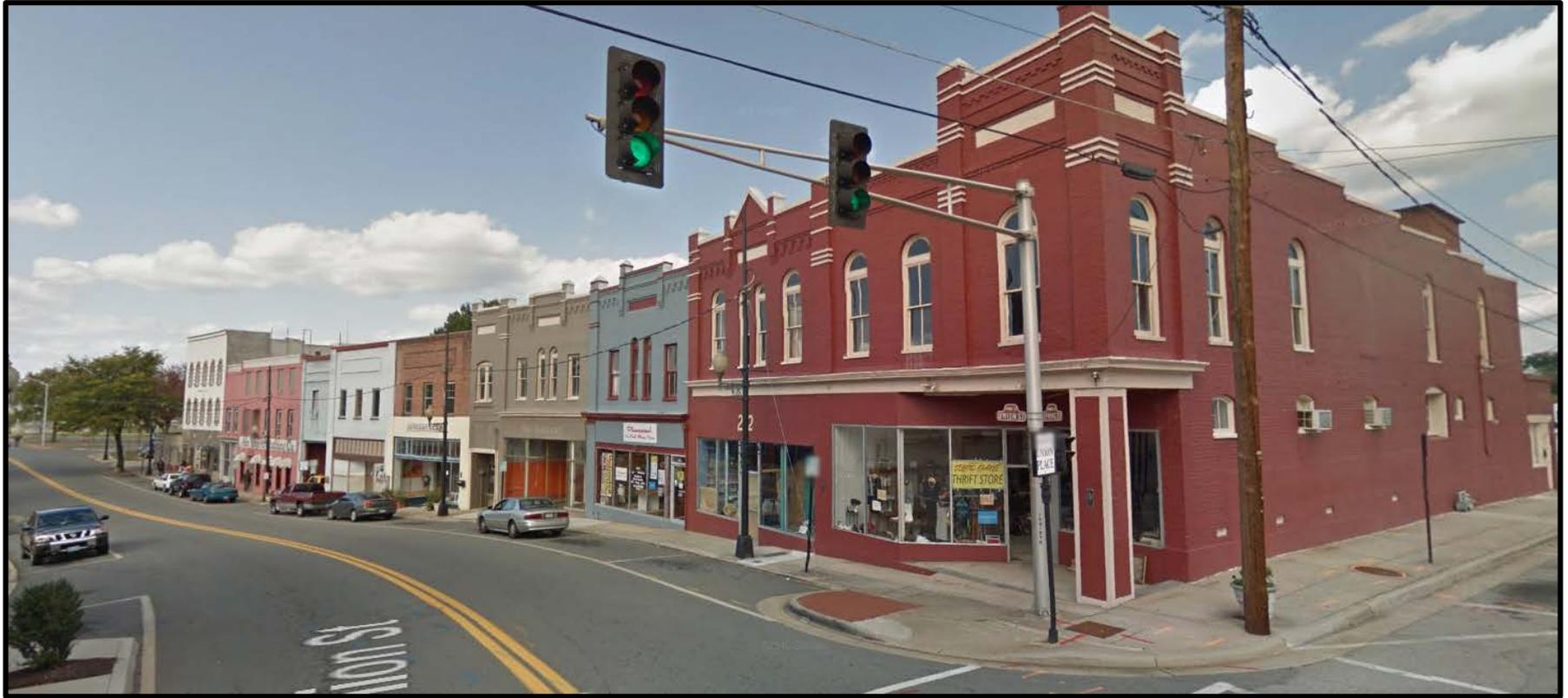
free, open to the public, and anyone can experience it. Ragsdale added



# Add Lifestyle Amenities: Community Events



# Projects Underway: Streetscape Improvements - Phase IV

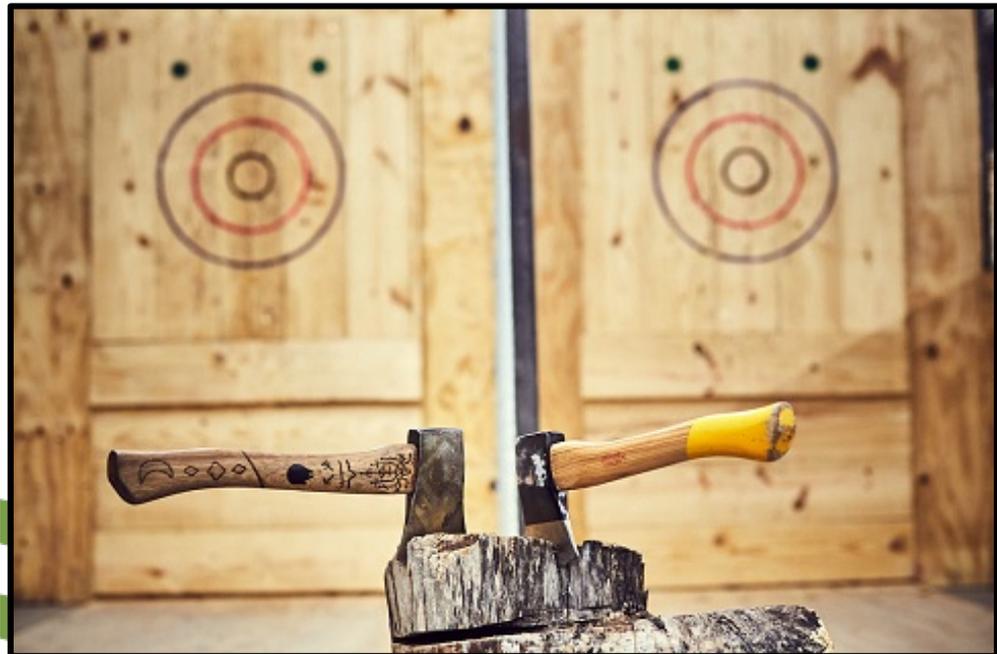


# Projects Underway: Yoga Studio and Pharmacy

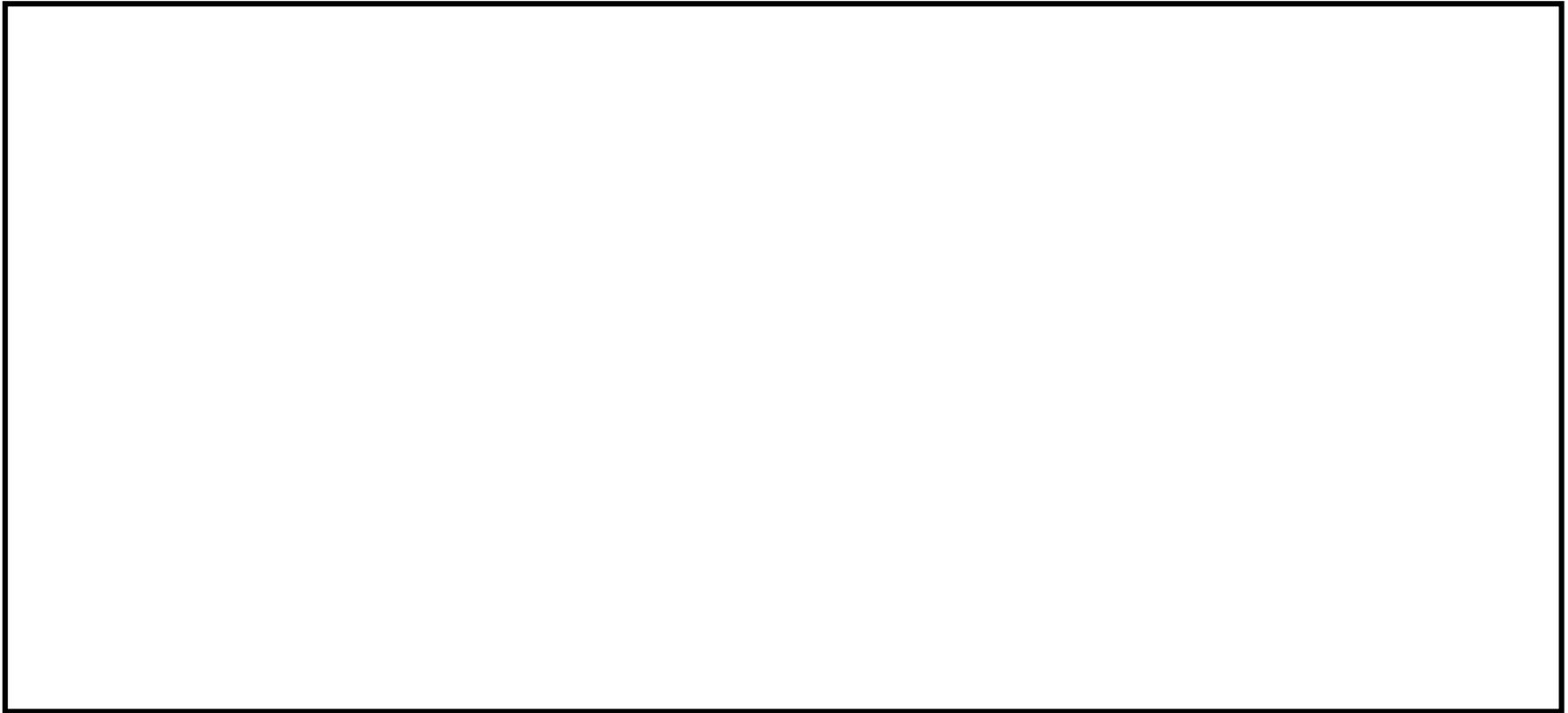


# Projects Underway: Axe Throwing and Escape Room

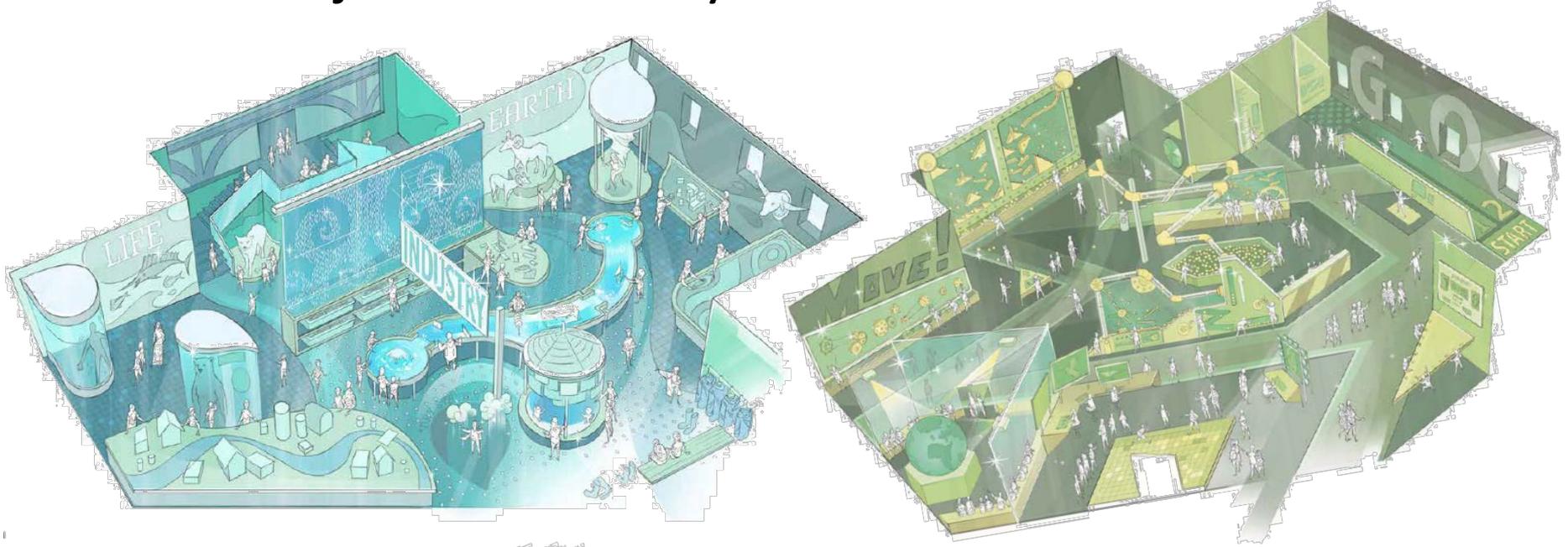
Opening  
Summer 2019



# Projects Underway: Knitting Mills Complex



# Projects Underway: Danville Science Center



# Projects Underway: Riverfront Park



Danville Riverfront Park | Plan Rendering

01/18/2018  
SCHEMATIC DESIGN SUBMITTAL

# Projects Underway: The Honey Bee





# Projects Underway: The White Mill and White Water Course





**4.97M**

Sq Ft in River District  
2.97M Sq Ft Occupied (2017)  
3.18M Sq Ft Occupied (2018 Forecast)



**306**

River District Businesses  
2017 in ½ Mile Radius



**3,831**

River District Employees  
2017 in ½ Mile Radius



**637**

River District Apartments/Lofts  
52 more are on the way!



**2,058**

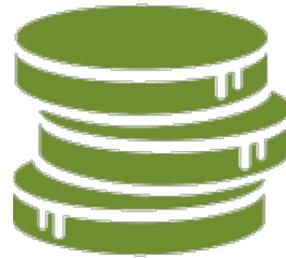
River District Residents  
2017 in ½ Mile Radius





**\$35M**

**Public Investment**



**\$151M**

**Private Investment**



# DANVILLE, VIRGINIA

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