

Danville

2030 Comprehensive Plan

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INTRODUCTION

The Purpose of the Plan

This updated Comprehensive Plan is designed to serve as a guide for the physical development of Danville to the year 2030. It addresses the entire City and is intended to positively influence all of the physical elements which make up its form. Towards this end, the overriding purpose of the Plan is to encourage the continued development of a safe and healthy community by offering a distinctive “vision” for the continued growth of Danville. While the Comprehensive Plan represents an ideal of what the City of Danville desires to become, it is also realistic with regard to anticipated social, economic and political constraints.

Many factors affect the decisions that mold the optimal future land use allocation with a community. This Plan focuses on those particular areas on which the City, through its elected leaders and those staff involved in the planning and management of the City’s growth and development, can and should have a progressive impact, defining what is in the best public interest while ensuring the preservation of private property rights.

The Comprehensive Plan represents the City’s most important document for orchestrating growth and development in the years ahead. It establishes goals, policies/objectives, and initiatives to be used to guide both civic and public activities related to land use and resource utilization for ten to twenty years. Though a major Comprehensive Plan rewrite is done only every ten years, it is in actuality a continuous process requiring the Plan to be periodically updated based on changing conditions, the shifting of resources, and the modification of goals. Additionally, the Comprehensive Plan is only as good as the tools and actions utilized in implementing the plans on the ground. It only really comes to life as action plans and specific project plans are developed and implemented.

Comprehensive Planning in Danville

In response to the 2020 Comprehensive Plan (adopted in 2001) the City embarked on an ambitious update to the zoning and subdivision ordinances within the City Code. These were updated in 2004 to include better stormwater management; provide more flexibility in urban development zones; and create more opportunities for economic development. A series of Planning Areas were developed with related Sub Areas that identified ideal development and redevelopment within the city. These planning areas have been updated in this Comprehensive Plan with current zoning, a forecast of their development potential, and recommendations for any future land use.

Three underlying “themes” for community improvement are obvious in Danville and quickly come out at community meetings. One is the rebuilding and expanding of the City’s economic base beyond the traditional manufacturing that was its former cornerstone to include more high tech industries that can provide good, well-paying jobs for Danville residents. A second is the desire to redevelop the older parts of the City while at the same time protecting and taking advantage of the historic character and natural resources of the City. A third is the need to provide for the public safety and maintain the quality of life enjoyed by Danville residents over the years. This Comprehensive Plan recognizes these themes and it is the intent of the Plan and its Future Land Use Map to reflect them in a meaningful and creative manner.

This update to the 2020 Plan also includes a greater emphasis on housing and revitalization opportunities; a prioritization of gateway and corridor improvements; and a stronger connection between ongoing economic development efforts and future land use. Finally, as an update to the 2020 Plan, the 2030 Comprehensive Plan seeks to communicate the information with clear and straightforward mapping, charts, and narrative.



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GOALS FOR FUTURE DEVELOPMENT

Introduction

The most essential (and legally required) element of a Comprehensive Plan is its Future Land Use Map which graphically represents the plans for the future. For it to be of use and value, the Future Land Use Map must be integrally tied to its precedent goals, objectives, and policies. Therefore a successful comprehensive planning process also requires the creation of goals; the translation of those goals into objectives or policies; and the delineation of strategies and particular physical improvements to be undertaken.

Statement of Goals

The goals and policies/objectives outlined in this updated Comprehensive Plan serve to establish the framework around which the Future Land Use Map and plan were designed. They further establish the framework around which the City's physical, community, and economic growth and development can be shaped and guided. The goals established for the City through this Comprehensive Plan are grouped into five general categories and can be stated as:

- **Sustainable Growth & Land Use** - By embracing the principles of "sustainable growth" and adoption of the Future Land Use Plan, promote a balanced mix of residential, commercial, and industrial uses which will accommodate the needs of existing businesses and residents and encourage well-planned development/redevelopment opportunities for new businesses and residents while at the same time protecting the historic, architectural, cultural, and natural environment of Danville.
- **Transportation** – Ensure that the location, character, and capacity of the City's existing and future transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the airport) are compatible with the Future Land

Use Plan, are supportive of sustainable growth, and enhance the City's livability and economic vitality.

- **Corridors & Gateways** – Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.
- **Housing & Neighborhoods** – Promote opportunities for a wide variety of housing types in the City by adaptive reuse, redevelopment, and new development within established neighborhoods and districts and through sustainable and well-planned new development, including mixed use development, on vacant land with an emphasis on providing safe, sanitary, and affordable homes for low- to moderate-income residents as well as residents with higher incomes.
- **Historic and Cultural Resources** – Promote historic and cultural resources by preventing deterioration, promoting rehabilitation and reuse, and promoting heritage tourism in the City.
- **Economic Development** – Support and promote the City's existing economic base while actively recruiting other economic development opportunities in the areas of basic industry; advanced manufacturing; technology; sustainable/green energy, automotive, and aerospace research, development, and production; and tourism in order to strengthen and expand the economy.

In each plan element contained in this Comprehensive Plan there is a statement of policies/objectives. For simplicity and to provide the City with some flexibility, no distinction is made between a policy and an objective. Each policy/objective statement can give birth to



more refined policies and/or objectives as the plan is implemented from year to year through additional research and study related to specific projects and through the development of specific actions plans related to a project. In this way, the Plan can be a living, breathing document and is not too quickly outdated.

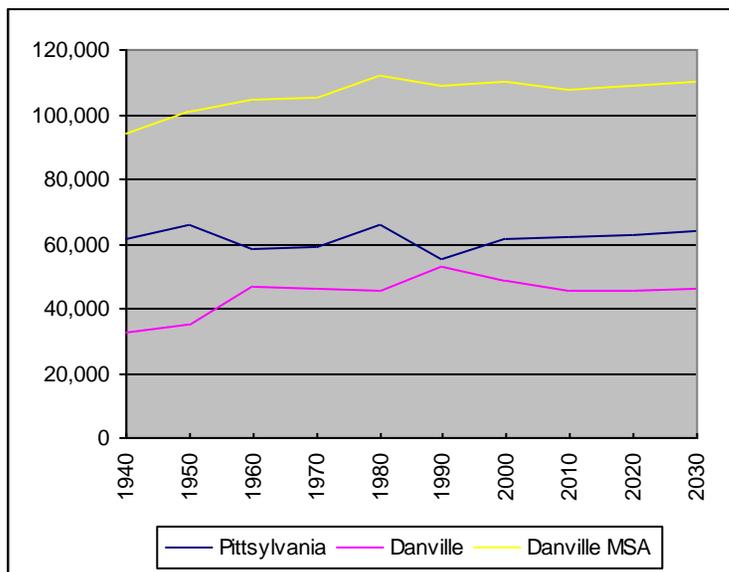


BACKGROUND INFORMATION

Population

As seen in Figure 1, the population in the City of Danville grew prior to 1990, but has slowly receded since then. The larger spikes in the City (and related dips in the County) reflect past annexations in 1950 and 1988 and not large in-migrations from outside of the MSA. The figures recorded for the 1990 census show Danville at its population peak of 53,056. The City has had a net population loss of 7,550 residents since that time. Future population estimates provided by the Virginia Employment Commission (VEC) show a minimal population increase in the City over the next 20 years (2010-2030).

Figure 1: Population Trends

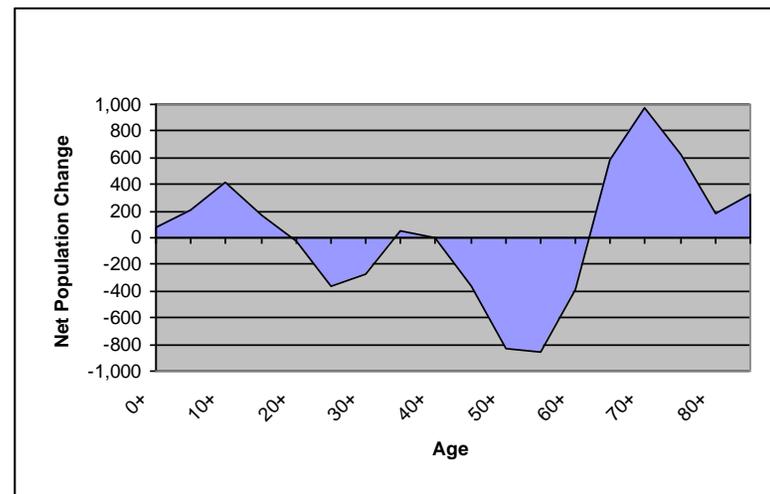


Source: U.S. Censuses, Virginia Employment Commission Population Projections.

Age Distribution

The VEC population projections from 2010 to 2030 contained in Figure 2 show the City gaining school-aged children and senior citizens. These estimates also show key losses in the work force population, mainly adults in their 50s and younger adults in their 20s. Thus, the picture of Danville in 20 years shows an exodus from the workforce which is not being replaced. Based on a static economic forecast, young adults will leave the City once they hit their 20s, with some returning as family needs draw them back home. The infusion of additional young adults into the local workforce, however, is absent.

Figure 2: Change in Population by Age, 2010-2030



Source: Virginia Employment Commission Population Projections.

Much of the current adult population will remain in the City and perhaps even in their current homes as they age. This is commonly referred to as “aging in place” and provides benefits of stability that

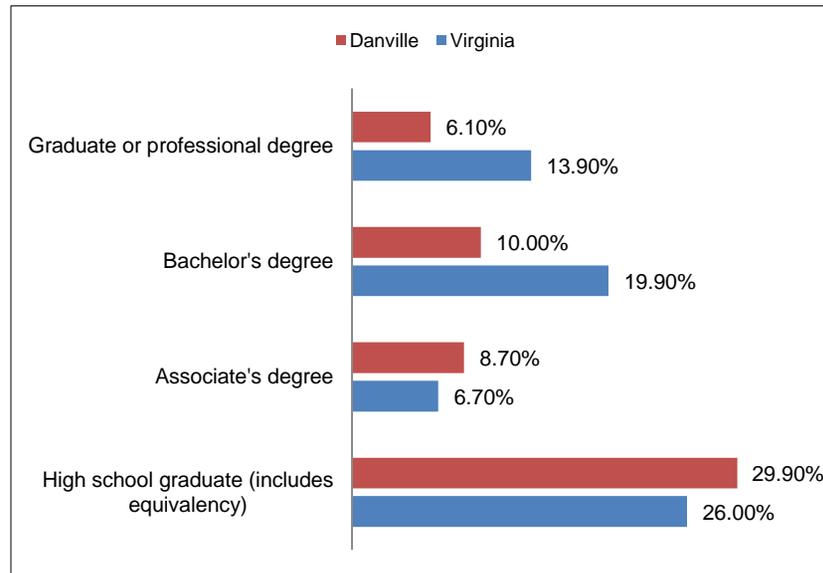


can benefit the individual and community. On the other hand, it also results in a less dynamic housing market for Danville if additional housing units are not created.

Education

In Danville, educational attainment is skewed higher towards those with a high school/GED degree and lower towards those with 4-year bachelors and post-graduate degrees. The percentage of Danville residents with bachelors and masters degrees is around one-half of the state percentages. However, Danville has a higher high school graduation rate and rate of persons holding associate's degrees.

Figure 3: Educational Attainment, 2010

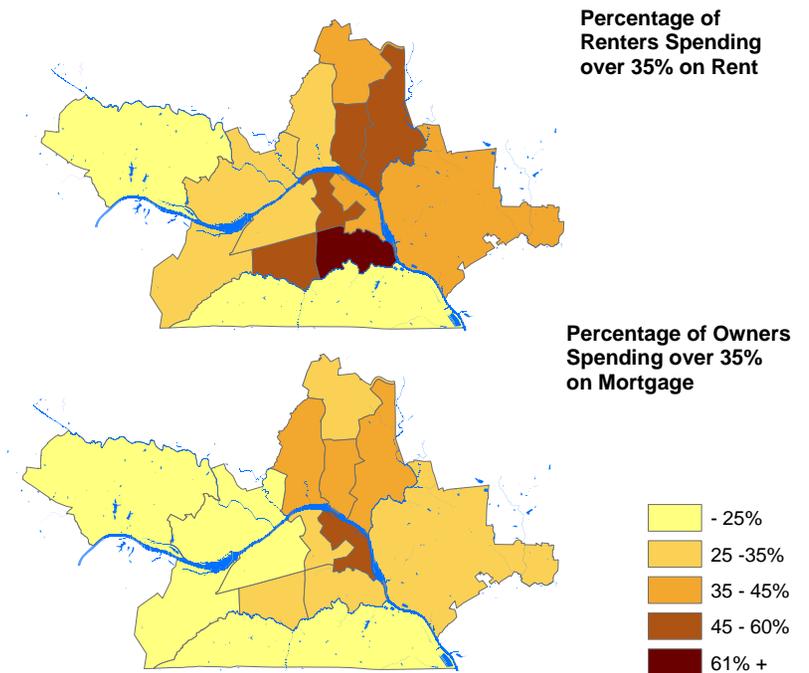


Source: 2010 American Community Survey, 5-year estimates

Households and Housing

The maps below show percentages of renters and homeowners that spend over 35% of their household income on living expenses. The Largest concentration of unaffordable housing is found in the North Main Planning Area and the River District Planning Area.

Figure 4: Housing Affordability, 2005-2009



Source: 2005-2009 American Community Survey

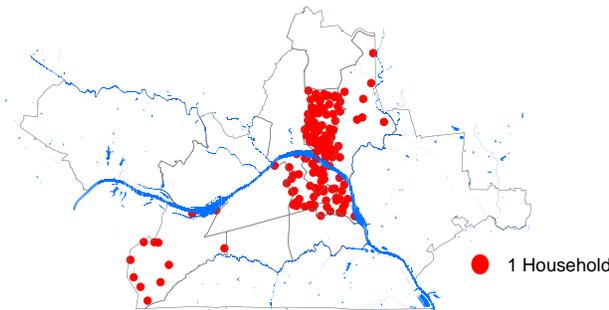


Comprehensive Plan

The average household size has declined in the City and total overall MSA. The rate of household decline is steady in the City and follows a national pattern of decline which began in the 1960s. In Danville, the average household has shrunk from 2.85 in 1970 to 2.17 in 2007.

Figure 5 demonstrates a concentration of substandard housing in the central neighborhoods of the City. There are 156 occupied housing units that lack complete indoor plumbing. The majority (144) of these units are located in the River District and North Main planning areas.

Figure 5: Occupied Housing Units without Complete Indoor Plumbing¹, 2005-2009



Source: 2005-2009 American Community Survey

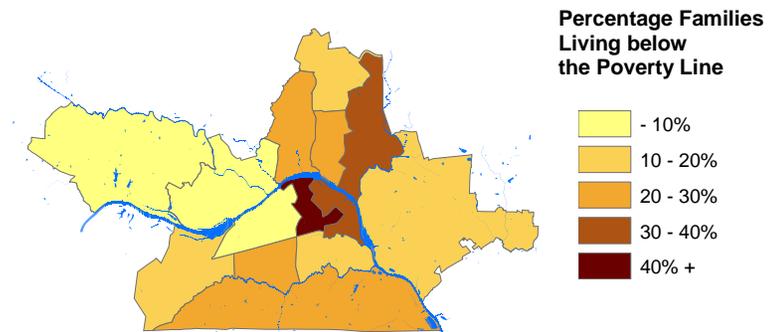
Demonstrating that poverty and housing affordability are closely linked, Figure 6 at the top of the next column shows those Census tracts in which people are spending an inordinate amount of income on housing are also those areas with the highest poverty rate.

Another factor affecting housing is the age of the housing stock. Those areas of the City that have a high unaffordable housing rate,

¹ According to the U.S. Census, Complete plumbing facilities include: (1) hot and cold piped water; (2) a flush toilet; and (3) a bathtub or shower. All three facilities must be located in the housing unit. (U.S. Census)

high poverty rate also have the oldest housing stock in the City. One exception to this trend is the housing in the West Main area which, despite its age, maintains a higher affordability rate and a relatively low poverty rate.

Figure 6: Families Living below the Poverty Line, 2005-2009



Source: 2005-2009 American Community Survey

According to Figure 7, housing units in Danville are older and smaller than their counterparts in Pittsylvania County. Newer homes usually have greater square footage, larger kitchens and are more energy efficient. All of these factors will influence the home-buying decisions of families and individuals that move to the Danville region in response to new job opportunities. Housing options in Danville are lacking for middle income households.

Figure 7: Households in the Danville Metropolitan Area, 2010

Housing Units		
	City of Danville	Pittsylvania County
Median Year Built:	1961	1979
% With 3 or More Bedrooms	51%	68%

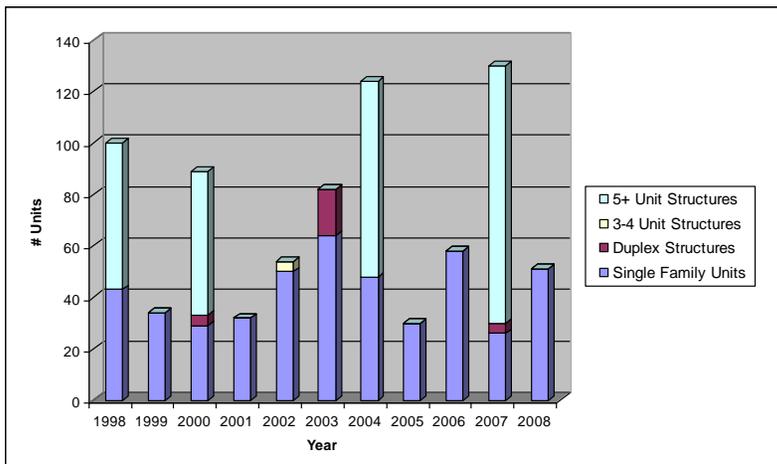
Source: 2010 American Community Survey; 3-year estimates



Major housing changes in Danville since 2000 include the growth of loft conversion housing in the Tobacco Warehouse District (TWD) and a major HOPE VI housing project in Liberty View (south of the TWD).

Figure 8 shows that from 1998 to 2008 the number of new single family permits in the City was relatively steady. On the other extreme, the spikes of larger multifamily structures (those with 5 or more units) show the impact that larger scale development can have on the City while having little impact on actual land consumption. The creation of market rate units through adaptive reuse of existing structures is less land and resource intensive and puts less of a strain on public infrastructure.

Figure 8: New Residential Permits, 1998-2008

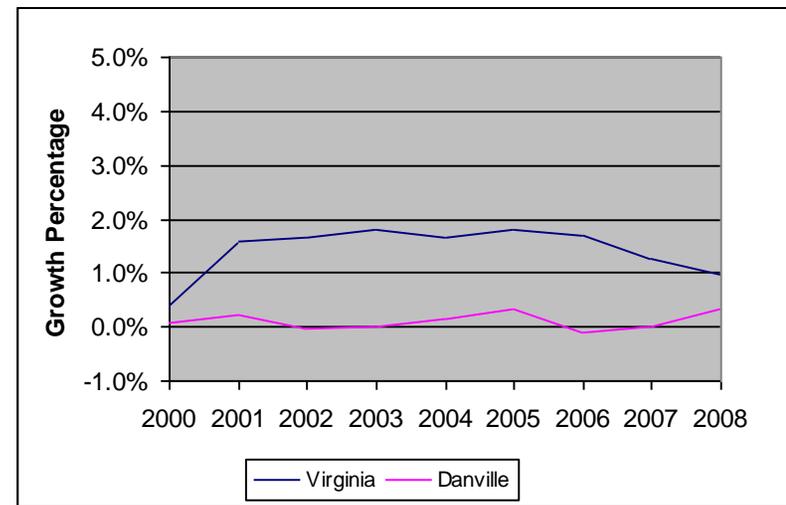


Source: Weldon Cooper Center Residential Building Permits Database.

Figure 9 in the next column shows the percentage growth of housing units in Danville in comparison with the state overall. While the state has experienced some declines as the City has experienced a minor upturn, at no point during 2000-2008 has the City's growth equaled

or exceeded the state average. Danville's housing market remains static.

Figure 9: Housing Unit Growth



Source: U.S. Census Bureau Annual Estimates.

The Economy of Danville

Danville's earliest major industry was the storing and marketing of tobacco grown across Southside Virginia and nearby portions of North Carolina. The industry that grew to be the largest in Danville with over 18,000 employees in 1956, was Dan River Mills, founded in 1882. Both of these industries no longer exist to any large extent in Danville and the City has struggled to replace the lost jobs and find uses for the vacant facilities left behind. Over the last ten years, employment in Danville has grown slightly from 26,554 jobs in 1999 to 27,978 jobs in 2009, a significant accomplishment given the challenges of seeing Dan River, Inc. close its last facilities during that timeframe.



Comprehensive Plan

The City along with Pittsylvania County and other regional and state partners have had significant successes in recent years that will continue to help shift the City's economy away from the lost manufacturing jobs to manufacturing jobs within the new economy and to more high tech jobs. The Virginia Tobacco Indemnification and Community Revitalization Commission alone sets aside just over \$1.6 million annually for Danville economic development projects with another \$3.7 million annually going to Pittsylvania County and additional funds going to efforts near enough to have a positive impact on Danville's economy such as programs at the Virginia International Raceway complex. Successes include:

- The development of the Institute of Advanced Learning and Research, the Regional Center for Applied Technology and Training, the Mid Atlantic Center for Aviation, the Cyber Park industrial park, and most recently the Sustainable Energy Technology Center where ground was broken in the fall of 2010.
- Creating the Berry Hill Regional Mega Park, a 3,700 mega site that is jointly sponsored by Danville and Pittsylvania County with \$9.6 million in funding committed to the project by the Tobacco Commission.
- Aggressive marketing of existing facilities including buildings in the Tobacco Warehouse District and even Dan River's "White Mill," now being prepared for new high-tech uses by Gibbs International with the first tenant scheduled to be the Center for Applied High Performance Computing which will contain the first Cray XMT supercomputer housed outside a federal agency or university.
- Installing and operating a broadband fiber network called nDanville as a new public utility linked to the fiber optic backbone running down U.S. 58.
- Securing Swedwood, IKEA's only manufacturing facility in the United States, as a major tenant of the Cane Creek Centre industrial park in 2008.
- Finding a niche tobacco company in Japan Tobacco International, which set up its processing and export facility in the Riverview Business Park in 2009 and is already poised for an expansion in 2011.
- Welcoming EcomNets, a manufacturer of green computers to the Airside Industrial Park in 2010 with the potential for 160 new jobs within three years.
- Bringing LiFeBATT, a maker of high-tech batteries, to the Old Belt No. 1 building in the Tobacco Warehouse District on the edge of Downtown Danville.
- Securing Semprius, a maker of low cost, high performance solar energy cells, as an occupant of the Charles Hawkins Research Center that is a part of the Institute for Advanced Learning and Research bringing 256 jobs to the area.
- Securing United State Green Energy Corporation, a solar building products company, as a tenant at the Cane Creek Centre via a \$1.6 million Tobacco Commission grant bringing an eventual 372 jobs to the area.

It is also important to note, that from a regional standpoint, Danville's economic health continues to be tied to its ability to compete with its regional neighbors in the manufacturing and transporting of valuable commodities, goods, and services. Danville still serves as the primary economic center within Pittsylvania County and attracts additional retail spending from neighboring jurisdictions to the south in North Carolina. Danville is within 60 miles of the Research Triangle Park and the major cities of the Piedmont Triad and the Piedmont Triad International Airport. The major north-south highway serving Danville is US Route 29 connecting the City to the



Triad and to Lynchburg, Charlottesville, Washington, DC, and other points to the north. Though Danville was by-passed by the Interstate System, US Route 29 provides a quick four-lane connection to I-64 to the north and I-40 and I-85 to the south.

US Route 58 affords the City a direct connection to I-85 and I-95 and the ports in Hampton Roads to the east. Unfortunately, linkage to interstates to west (I-77 & I-81) is hindered by the portion of US Route 58 that continues to be a winding two-lane road through the Blue Ridge Mountains. In addition to good linkages to the Interstate System, Danville is served by the Norfolk Southern Railroad with service north to Washington, DC and south to Atlanta and points beyond and is served by Amtrak on this line. The Danville Regional Airport, located in the east of the city, holds great potential for air freight-related trade opportunities particularly in light of the recent emergence of internet-related commerce distribution networks.

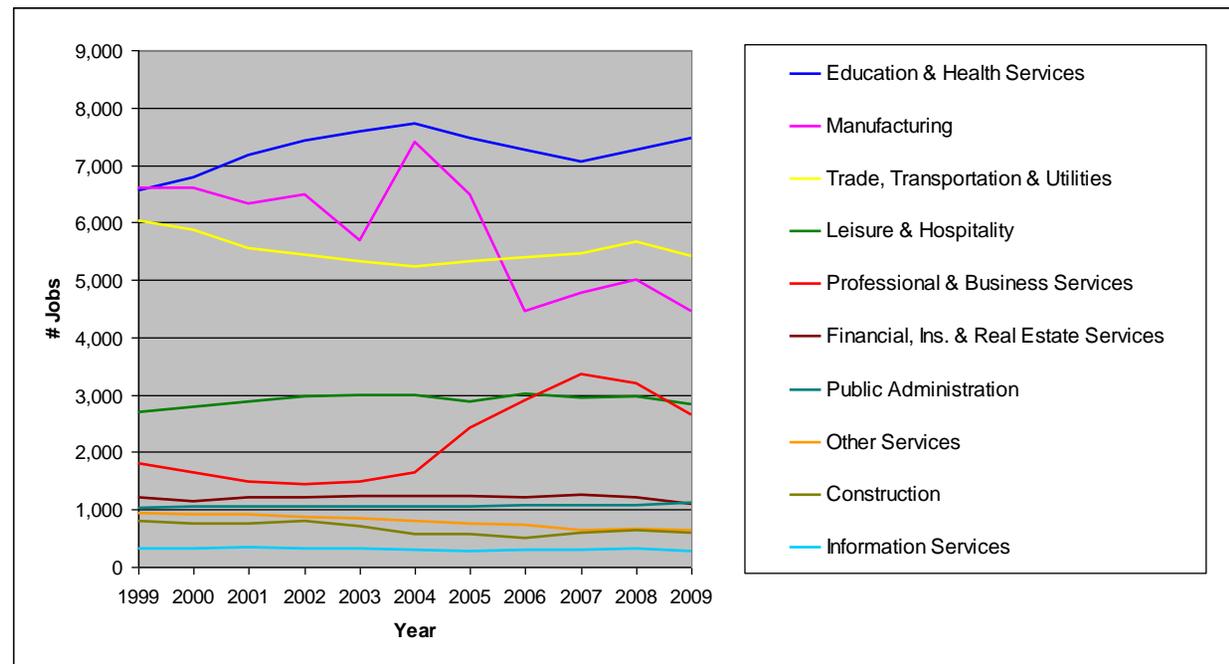
Employment

Historically, textiles and tobacco operations were the largest employers in Danville and the region, but employment in these industries has been greatly reduced during the last thirty years and replaced with opportunities in industries such as electronics, food processing, and tire manufacturing. The addition of these industries has served to diversify the local economic base, therefore making the City less vulnerable to the cyclical trends in single industries. However,

the City continues to be in a vulnerable position in its transition to a new economic structure because of the overall decline in the national economy and the challenging economic environment in Southside Virginia. In 2009 the City lost a Corning manufacturing plant with its 200 jobs and had 400 jobs eliminated at the Goodyear plant, though the plant was in the process of calling many workers back in the fall of 2010. As of September 2010, the City had an unemployment rate of 12.6%, nearly double the statewide rate of 6.5% and significantly higher than the national rate of 9.6% (9.2% unadjusted).

Figure 10 below paints a more complete picture of the changes in employment patterns in Danville over the last ten years. Total

Figure 10: Job Growth/Loss by Industry, 1999-2009



Source: Annual Employment Reports, Virginia Employment Commission.



Comprehensive Plan

employment in Danville has grown slightly from 26,554 jobs in 1999 to 27,978 jobs in 2009. The most significant changes in employment patterns for the City are in manufacturing, falling from 6,608 jobs in 1999 to 4,458 jobs in 2009, a loss of 2,150 jobs or 32.5%, in professional and business services, rising from 1812 jobs in 1999 to 2,650 jobs in 2009, a gain of 838 jobs or 46.2%, and in education and health services, rising from 6,545 jobs in 1999 to 7,465 jobs in 2009, a gain of 920 jobs or 14.1%.

Danville does serve as an employment hub for the south central Piedmont in Virginia and for at least a part of North Carolina's north central Piedmont. According to the 2000 U.S. Census, 14,628 residents both lived and worked in Danville; 4,634 residents commuted out of the city for work with nearly one-half of those going only as far as Pittsylvania County; and 15,375 people commuted in to Danville with the vast majority of those being Pittsylvania County residents, 11,669. Just under 2,000 people commuted to Danville for work from North Carolina each day at the taking of the 2000 Census.

The list of the ten largest private employers in Danville and its immediate surroundings in 2010 has changed significantly since the 2020 Comprehensive Plan was assembled as illustrated to the right. The previous largest employer, Dan River, Inc., no longer exists. Other Danville closures include Dimon Tobacco and Corning. Pittsylvania County had a significant loss during this timeframe with the loss of 5,000 jobs by the closing of the Burlington Industries plant in Hurt that lies within commuting distance of Danville on the northern edge of the county. Telvista, a provider of call center services, did not have a presence in Danville in 2000, but stands as the third largest private employer in 2010. The previously mentioned Swedwood plant was the eighth largest private employer in 2010. Given the recent announcements of new industry coming to the area, the top ten list is likely to look very different again ten years from now.

Figure 11: Ten Largest Private Employers in Danville & Immediate Surroundings, 2010 (with comparisons to the previous Comprehensive Plan)

Company Name	Approximate Number of Employees		
	2000-02	2006	2010
Goodyear Tire & Rubber	2,600 *	2,400	2,000
Danville Regional Medical Center	1,772 **	1,636	1,235
Telvista	0	500	780
Nestle	450 *	500	575
Walmart	n/a	450	474
Food Lion	n/a	321	376
Roman Eagle Memorial Home	379 **	350	363
Swedwood	0	0	292
CIT Commercial Services	n/a	375	280
Intertape Polymer	200 *	245	275
Dan River, Inc.	5,000 *	300	0
Dimon Tobacco	250 *	0	0
Corning, Inc.	200 *	212	0

Source: * from Danville 2020 Comprehensive Plan; ** from 2002 Economic Census, U.S. Census Bureau; 2006 & 2010 figures from the Danville Office of Economic Development.



Retail

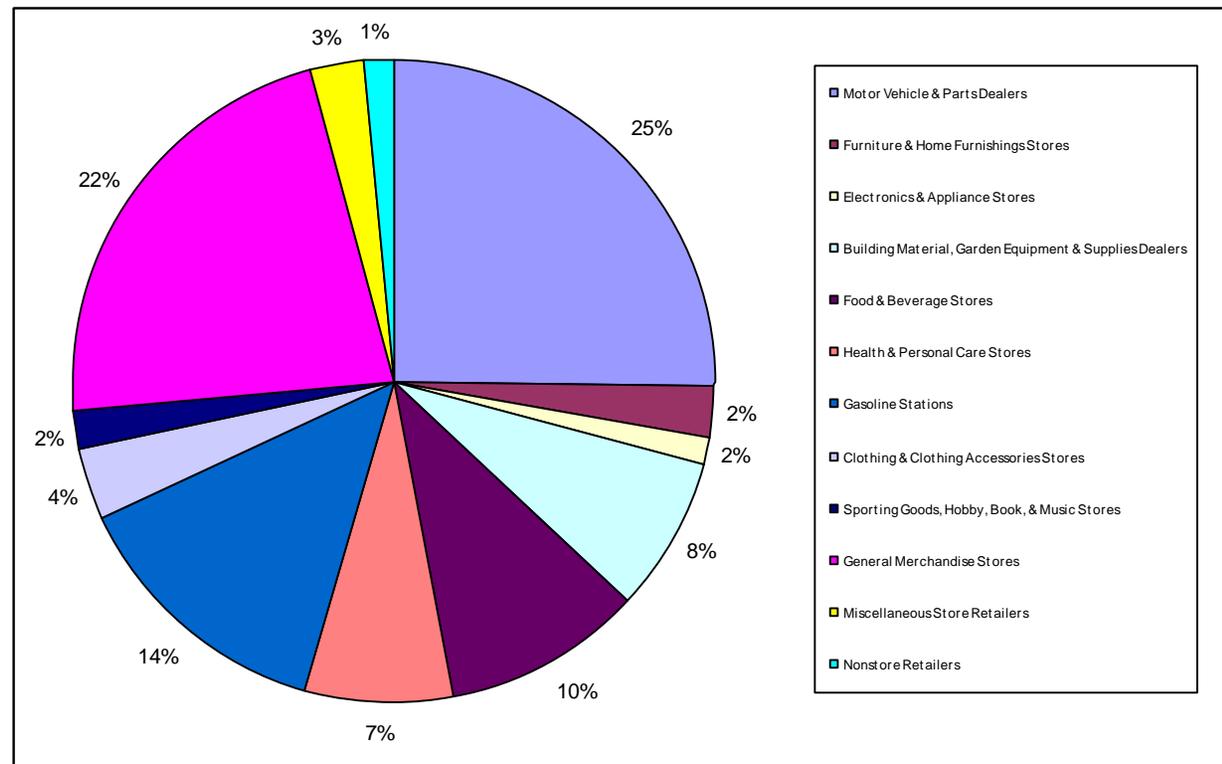
Retail sales volumes serve as a valuable indicator of the relative strength of a local economy. Danville merchants had wrung up \$585,472,000 in retail sales receipts in 1997. That figure had grown to \$903,589,000 in sales in 2007, an increase of 54%. While this sounds very positive, during the same time span, retail sales grew by 71% for Virginia as a whole. Other comparisons between 1997 and 2007 and the City and Virginia are helpful as well. In 1997, motor vehicle and auto parts sales made up 31.9% of Danville's retail sales, but now make up only 25.2% of the City's sales. The previous number was rather high as compared to the state's figure in 1997 of 24.6% of sales, but is now more in line with the state's 2007 figure of 22.6% of sales. This would indicate that Danville's regional draw for vehicle sales has slipped a bit, but remains quite healthy.

General merchandise stores including "big box" stores like Wal-Mart grew significantly during this time frame, from \$103,440,000 in sales in 1997 to \$201,422,000 in sales in 2007, a 95% increase. This compares favorably with the state increase of 87% in general merchandise stores sales from 1997 to 2007. General merchandise stores made up 22.3% of retail sales in Danville in 2007 as compared to the statewide figure of 15.1% of sales for the same year. This is a clear indicator of a strong presence in the regional retail economy,

very likely due to the presence of the "big box" stores.

Another sub-sector of note is food and beverage stores. In Danville, these outlets represented 9.9% of retail sales in 2007 as compared to 13.1% across the state in 2007. Grocery stores tend to follow rooftops and with the decline of some of Danville's closer in neighborhoods and the residential growth of adjacent areas of Pittsylvania County, the location of grocery stores has likely become more dispersed. The percentages of retail sales for the various sub-sectors are shown below:

Figure 12: Retail Trade by Sub-Sector, 2007



Source: 2007 Economic Census, U.S. Census Bureau.



Development Capacity

Environmental Conditions

The Environmental Conditions–Erosion Map and Environmental Conditions-Slopes Map that follow this page show the erosion rates and slopes in undeveloped areas of the city. Areas of particular sensitivity include undeveloped parcels that adjoin the Dan River and its tributaries. Erosion issues are most severe surrounding the Goodyear plant, surrounding the Seeland Crossing development, and north of West Main Street (US Route 29 Business) in Planning Area 3 where a large wooded tract has begun to be subdivided. All new development must follow the City’s Erosion and Sediment Control Plan.

Public Water and Sewer

Public water and sewer is available in most parts of the city. Within the current economy, the City has not faced significant pressure to develop lands with more limited access to public water and sewer. However, with an improving economy and with the growing list of economic development success stories, development pressure may grow in the future. Access to public water and sewer is most limited in the southern parts of the city, specifically south of the Danville Expressway. A Public Water Lines Map and Sanitary Sewer Lines & Storm Drainage Map immediately follow the two Environmental Conditions maps.



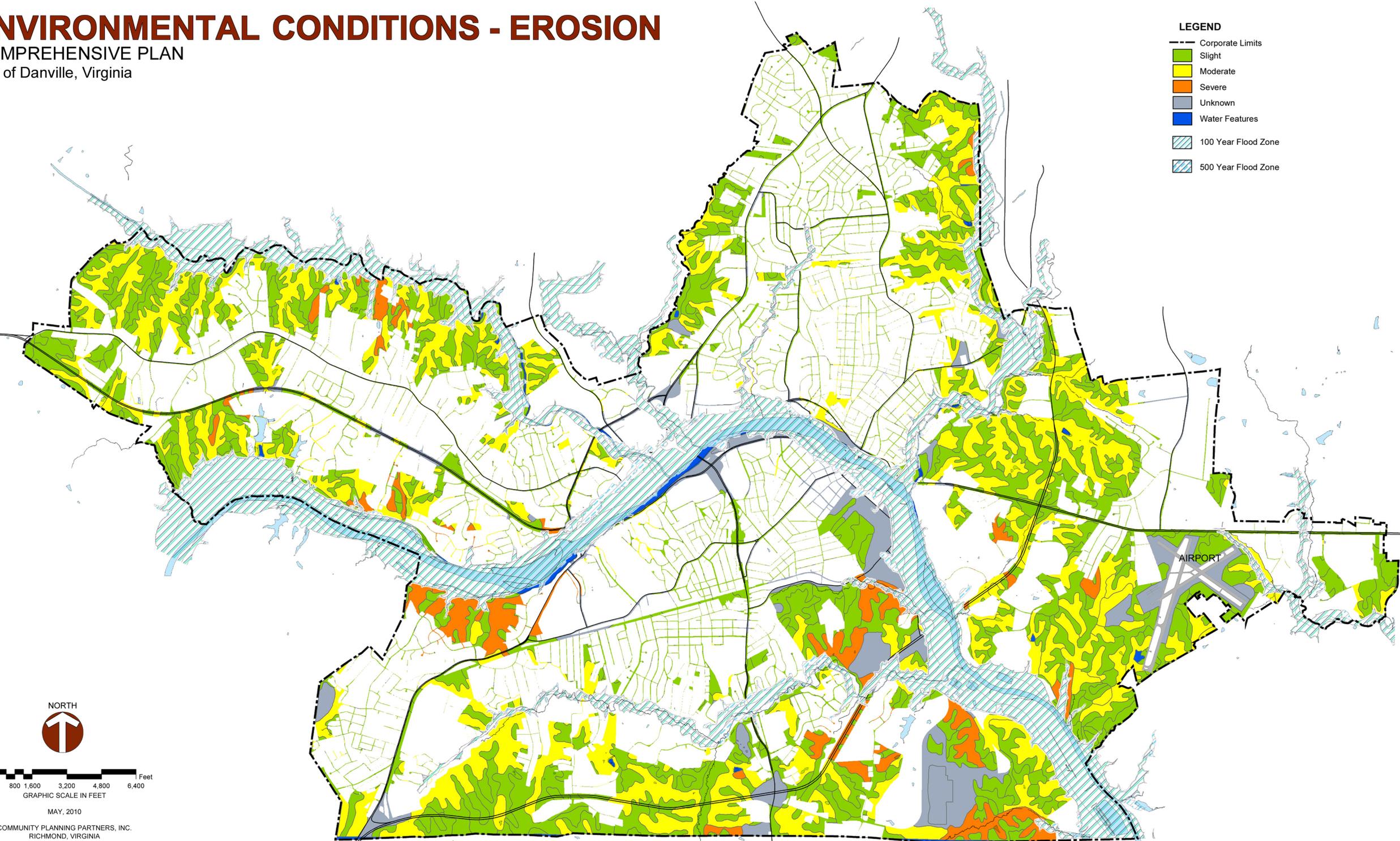
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ENVIRONMENTAL CONDITIONS - EROSION

COMPREHENSIVE PLAN
City of Danville, Virginia

- LEGEND**
- Corporate Limits
 - Slight
 - Moderate
 - Severe
 - Unknown
 - Water Features
 - 100 Year Flood Zone
 - 500 Year Flood Zone



NORTH



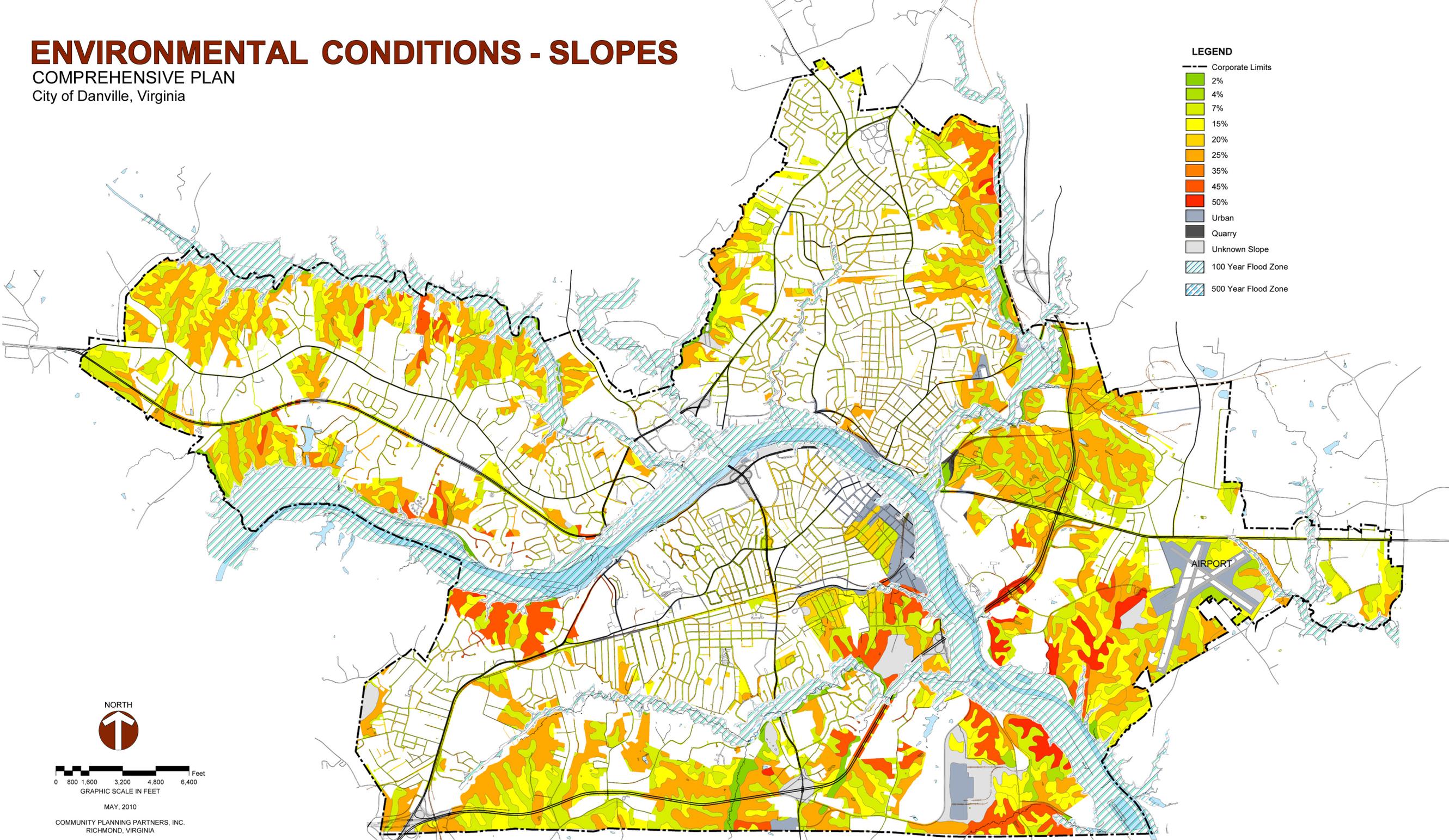
MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

ENVIRONMENTAL CONDITIONS - SLOPES

COMPREHENSIVE PLAN
City of Danville, Virginia

- LEGEND**
- Corporate Limits
 - 2%
 - 4%
 - 7%
 - 15%
 - 20%
 - 25%
 - 35%
 - 45%
 - 50%
 - Urban
 - Quarry
 - Unknown Slope
 - 100 Year Flood Zone
 - 500 Year Flood Zone



NORTH



MAY, 2010

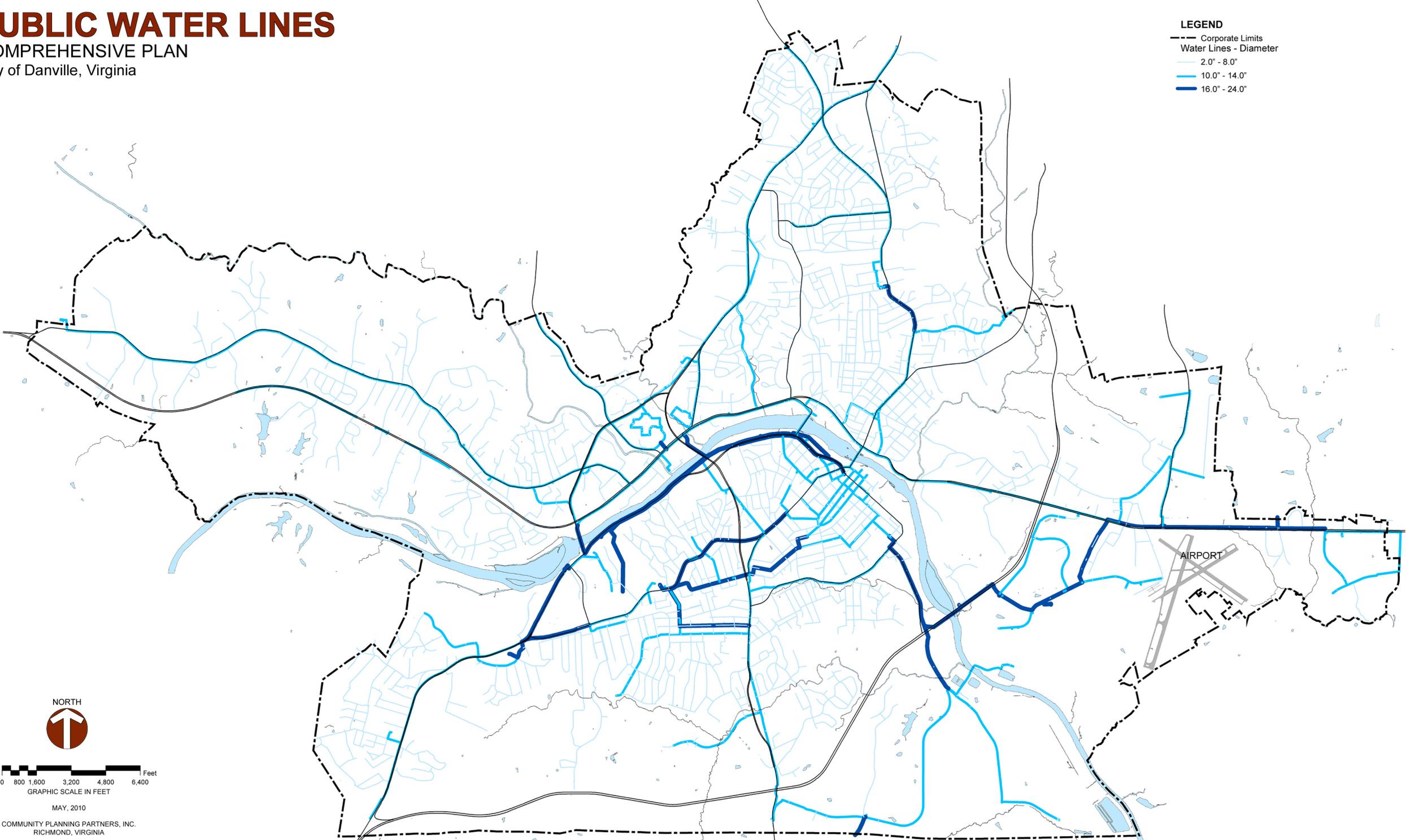
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PUBLIC WATER LINES

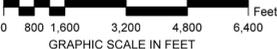
COMPREHENSIVE PLAN

City of Danville, Virginia

- LEGEND**
- Corporate Limits
 - Water Lines - Diameter
 - 2.0" - 8.0"
 - 10.0" - 14.0"
 - 16.0" - 24.0"



NORTH



MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

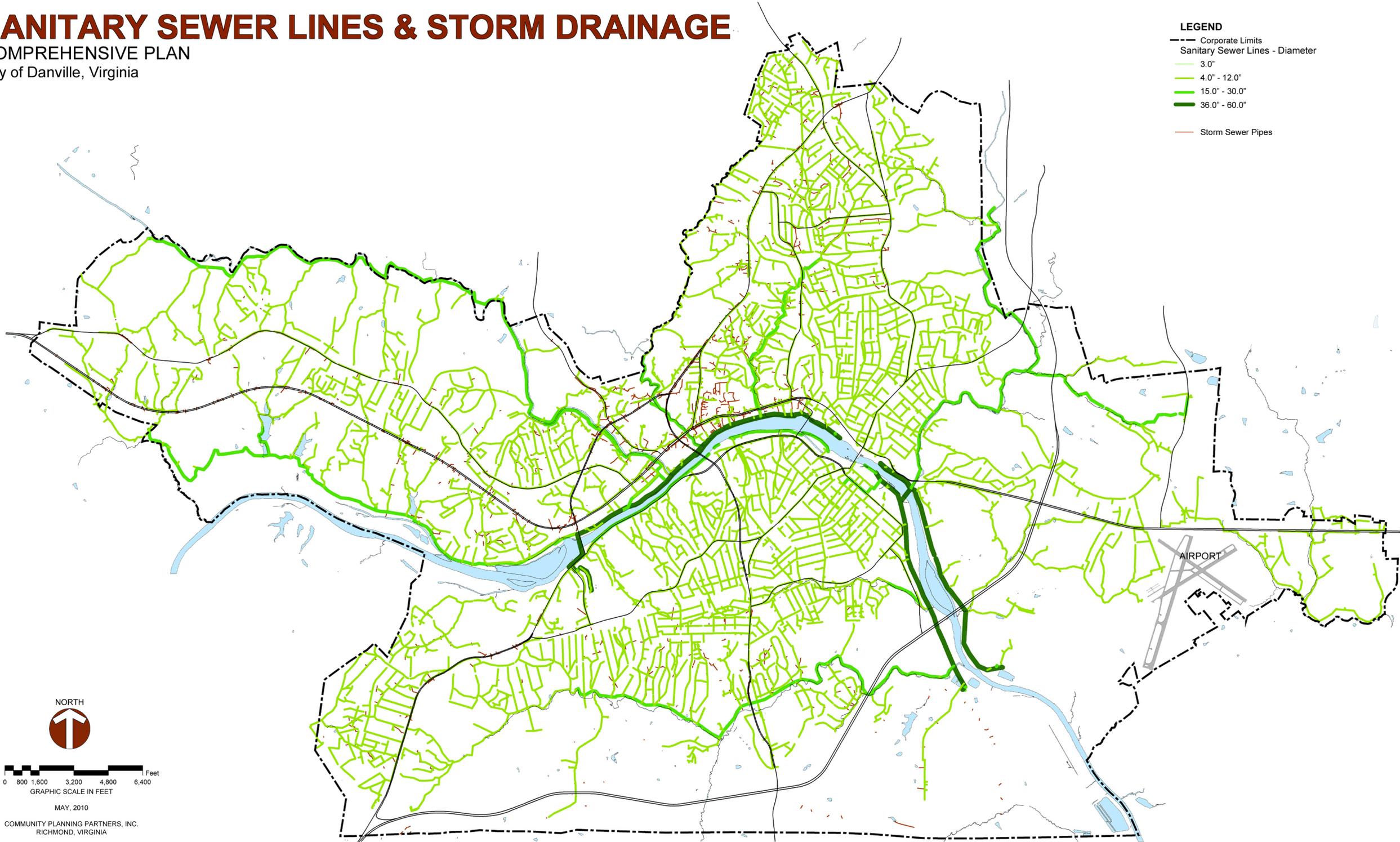
SANITARY SEWER LINES & STORM DRAINAGE

COMPREHENSIVE PLAN

City of Danville, Virginia

LEGEND

- Corporate Limits
- Sanitary Sewer Lines - Diameter
 - 3.0"
 - 4.0" - 12.0"
 - 15.0" - 30.0"
 - 36.0" - 60.0"
- Storm Sewer Pipes



NORTH



MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

FUTURE LAND USE PLAN

Introduction

The Future Land Use Plan and Future Land Use Map represent the primary means by which the City implements the overarching goal of creating and sustaining a safe and healthy community. The Land Use Plan becomes the framework by which zoning and subdivision ordinances are updated and capital improvement funds are allocated.

Future Land Use designations are guided by the Sustainable Growth & Land Use goal stated in this Comprehensive Plan:

Sustainable Growth & Land Use Goal: By embracing the principles of “sustainable growth” and adoption of the Future Land Use Plan, promote a balanced mix of residential, commercial, and industrial uses which will accommodate the needs of existing businesses and residents and encourage well-planned development/redevelopment opportunities for new businesses and residents while at the same time protecting the historic, architectural, cultural, and natural environment of Danville.

Policies / Objectives

The policies/objectives established in support of this goal are:

- Seek to maintain a viable mix of residential and non-residential uses in Danville, typically defined as 65% residential / 35% non-residential.
- Encourage and direct residential, commercial, and high tech and light industrial development closer to the center of Danville where existing infrastructure is in place and to avoid the “donut hole” development pattern that can come about in older cities. Revisit fringe residential zoning only as demand for new housing grows.

- Encourage and direct medium and large-scaled industrial development to vacant parcels in established industrial parks or appropriately situated larger parcels near support services, public utilities, major transportation facilities, and other needed infrastructure.
- Encourage and support mixed use development in Danville’s older commercial areas through the redevelopment of upper floor residential and ground floor retail space and the development of appropriate infill structures.
- Encourage and support mixed use development where larger “gateway” parcels and traffic flows warrant additional regional retail facilities so as to capture a portion of future residential growth within the City and to manage traffic congestion while encouraging and supporting neighborhood retail development on smaller parcels with more distinctly local traffic patterns in or near established neighborhoods.
- Protect and maximize the historic, architectural, and cultural environment of Danville by supporting the adaptive reuse of older and historic structures in the River District of Danville and the former industrial neighborhoods in central Danville and by providing revitalization resources to older neighborhoods
- Discourage the development of land in the flood plains of the Dan River and its tributaries and parcels with severe slopes except where adequate measures can be put in place to minimize run-off and on-site and off-site flood related impacts.

The Future Land Use Plan and Map include land use recommendations that support the goal of sustainability along with the seven land use policies listed above. The Existing Land Use Map and the Zoning Classifications map that follow this page show the current use and zoning designation for the city.



Future Land Use Categories

The Future Land Use Plan assigns land use classifications based on recommendations for the preferred type and density of future land uses. Along with the policies and objectives incorporated into the Comprehensive Plan document, the Future Land Use Plan and Map articulate the long range view of the City, which incorporates the public input gained through the “Imagine Danville” campaign. From an implementation standpoint, the Plan geographically assigns the adopted mix of land use classifications upon which subsequent zoning and subdivision decisions will be based. Used together, the Comprehensive Plan and the future Land Use Map serve as the fundamental planning tools which will guide future development in Danville.

The future land use categories have been kept general to allow for flexibility in identifying the appropriate zoning designation in areas where new land uses are recommended. There are five land use categories with varying densities that would be found in the zoning designations shown in Figure 13 to the right.

Planning Areas

For the purposes of land use planning, twelve unique geographical areas of Danville have been identified. These geographical areas are referred to as “Planning Areas” and are identified on the Planning Areas Map following this page. Within these twelve Planning Areas, several Sub and Redevelopment Areas have been identified because of their suitability for new development or redevelopment. The city has been divided as follows:

City of Danville → 12 Planning Areas → Sub Areas and Redevelopment Areas and Existing Urban Development Areas

Figure 13: Future Land Use / Zoning Classifications

Future Land Use Categories	Current Zoning Districts
Rural Residential	Sandy River Residential Threshold Residential
Low Density Residential	Suburban Residential
Medium Density Residential	Neo-Traditional Residential Old Town Residential Attached Residential
High Density Residential	Multi-Family Residential Manufactured Home Park
Neighborhood Commercial	Neighborhood Retail Commercial
Community Commercial	Transitional Office District
Regional Commercial	Highway Retail Commercial Planned Shopping Center Commercial
Mixed Use	Central (Downtown) Business Commercial Tobacco Warehouse Commercial Neo-Traditional Residential* Transitional Office*
Light Industrial	Light Economic Development Cyber Park One
Heavy Industrial	Manufacturing
Open Space	No corresponding zoning designation

* Some mixed use zoning categories are also appropriate for residential or commercial land use.

Existing Urban Areas are developed portions of the city that include public rights-of-way, dedicated easements, parking areas, sidewalks, and buildings. These are considered stable in most instances, but they may also include land which is suitable for infill or reinvestment.



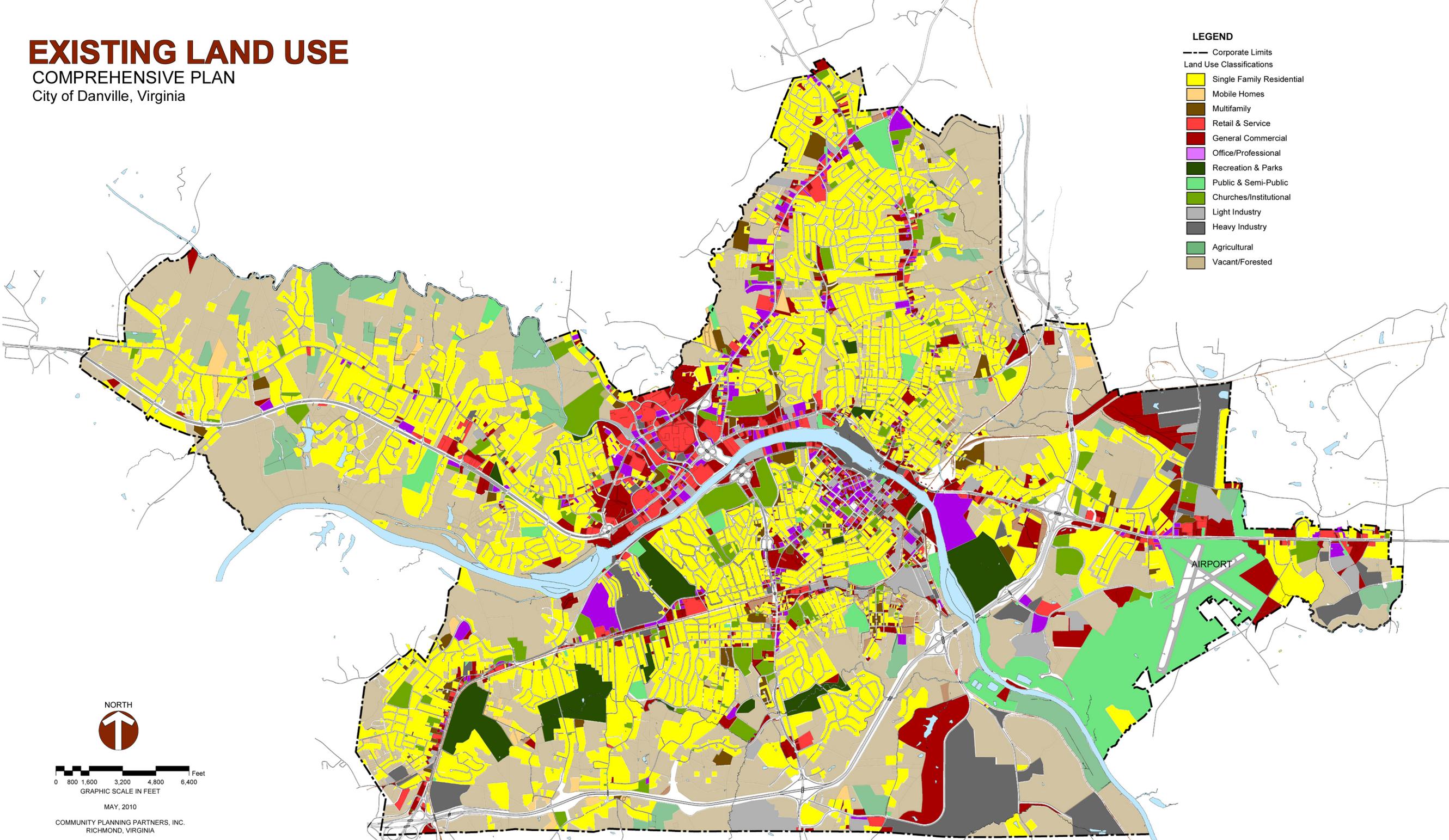
EXISTING LAND USE

COMPREHENSIVE PLAN

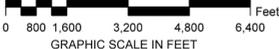
City of Danville, Virginia

LEGEND

- Corporate Limits
- Land Use Classifications
 - Single Family Residential
 - Mobile Homes
 - Multifamily
 - Retail & Service
 - General Commercial
 - Office/Professional
 - Recreation & Parks
 - Public & Semi-Public
 - Churches/Institutional
 - Light Industry
 - Heavy Industry
 - Agricultural
 - Vacant/Forested



NORTH

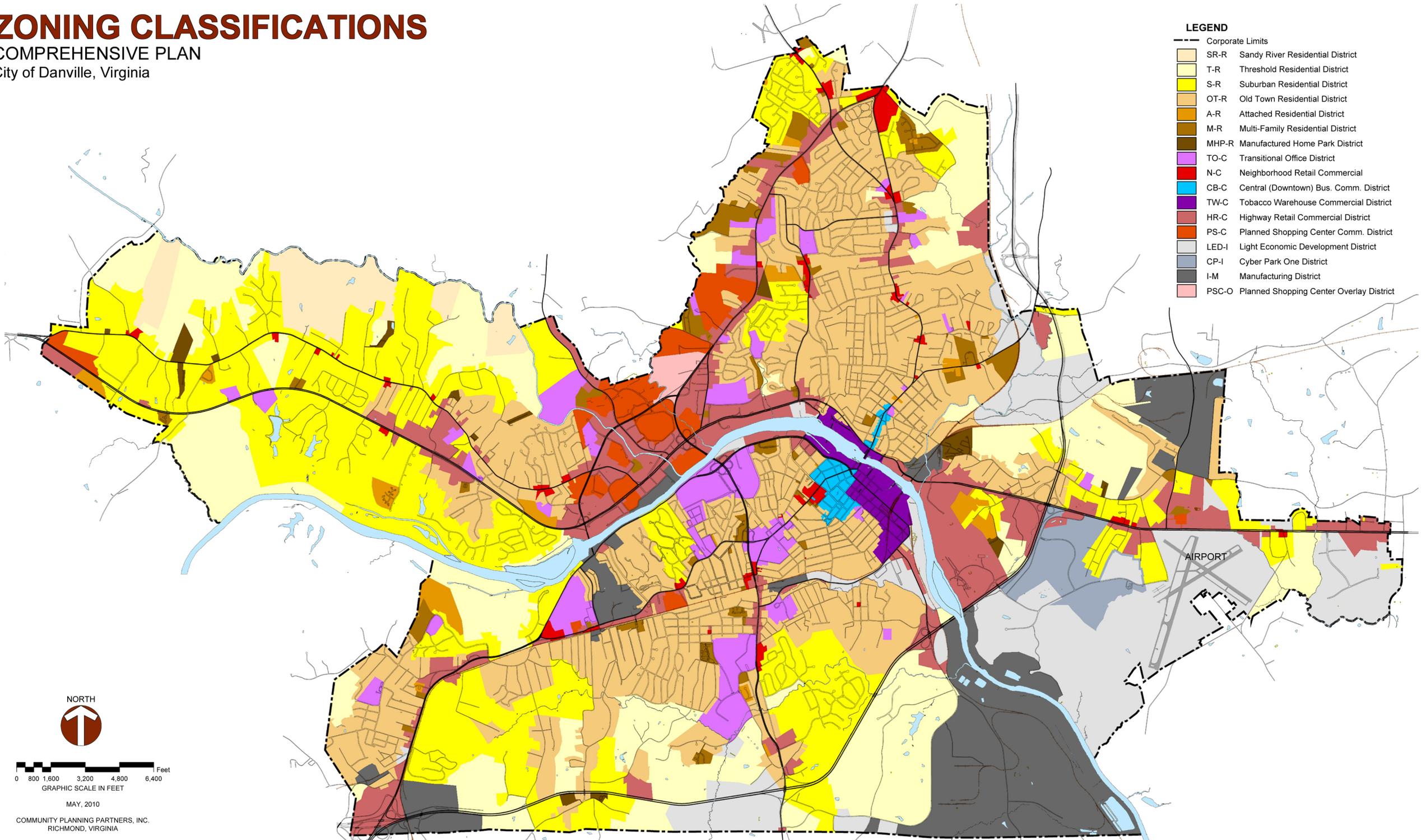


MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

ZONING CLASSIFICATIONS

COMPREHENSIVE PLAN
City of Danville, Virginia



- LEGEND**
- Corporate Limits
 - SR-R Sandy River Residential District
 - T-R Threshold Residential District
 - S-R Suburban Residential District
 - OT-R Old Town Residential District
 - A-R Attached Residential District
 - M-R Multi-Family Residential District
 - MHP-R Manufactured Home Park District
 - TO-C Transitional Office District
 - N-C Neighborhood Retail Commercial
 - CB-C Central (Downtown) Bus. Comm. District
 - TW-C Tobacco Warehouse Commercial District
 - HR-C Highway Retail Commercial District
 - PS-C Planned Shopping Center Comm. District
 - LED-I Light Economic Development District
 - CP-I Cyber Park One District
 - I-M Manufacturing District
 - PSC-O Planned Shopping Center Overlay District

NORTH



0 800 1,600 3,200 4,800 6,400 Feet
GRAPHIC SCALE IN FEET

MAY, 2010

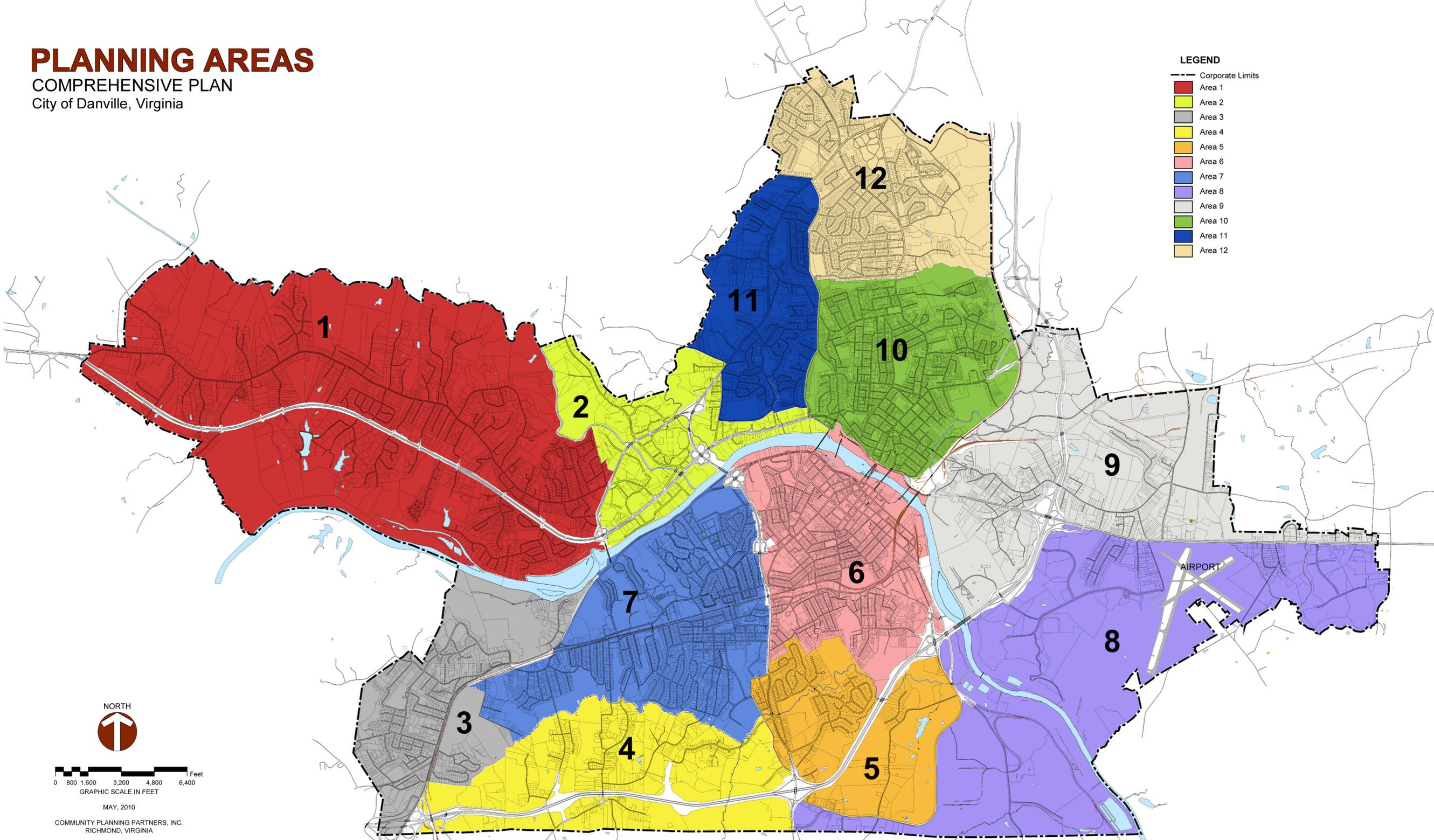
COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

PLANNING AREAS

COMPREHENSIVE PLAN
City of Danville, Virginia

LEGEND

- Corporate Limits
- Area 1
- Area 2
- Area 3
- Area 4
- Area 5
- Area 6
- Area 7
- Area 8
- Area 9
- Area 10
- Area 11
- Area 12



NORTH



0 800 1,600 3,200 4,800 6,400 Feet
GRAPHIC SCALE IN FEET

MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

Comprehensive Plan

Specific land use recommendations have been prepared for the twelve Planning Areas of Danville:

1. Westover
2. Piedmont/Mt. Cross Road
3. Country Club
4. South Danville
5. Southwyck
6. River District
7. West Main
8. Airport/Industrial
9. South Boston Road
10. North Main
11. Piney Forest Road
12. Franklin Turnpike

Determining Yields

Each planning Sub Area includes a chart that outlines the developable acreage, current zoning, potential yield, and a future land use designation. Potential yield for a particular zone is determined by the current yield of housing units or square footage per acre that already exists in other comparable parts of the city. The average yields shown in Figure 14 to the right have been determined for those zones that are located within the Sub Areas.

Figure 14: Average Yields

Zone	Yield Per Acre	
Sandy River Residential	0.1	units
Threshold Residential	0.4	units
Suburban Residential (light)	0.9	units
Suburban Residential (dense)	1.1	units
Old Town Residential	2.9	units
Attached Residential	4.2	units
Multi-Family Residential	13.0	units
Cyber Park One	3,977	sq feet
Light Economic Development	6,720	sq feet
Manufacturing District	9,448	sq feet
Highway Retail Commercial	9,589	sq feet
Planned Shopping Center Commercial	9,589	sq feet
Transitional Office	10,532	sq feet

Stormwater Management

Danville currently meets the requirements of both the Virginia Stormwater Management Act (VSMA) and its related Virginia Stormwater Management Program's (VSMP) permitting regulations. The City has adopted a Stormwater Management Plan and has developed a permitting and review process that is closely tied to the state's requirements for the construction and maintenance of stormwater systems. The City has also worked to incorporate Best Management Practices (BMP) into its program to encourage unique and innovative methods of reducing stormwater runoff from private land into the public system.

However, like many older American cities Danville's public stormwater system was first installed in the 1920s. The system is currently maintained with the use of *general funds* and does not have a direct source of funding that will allow for maintenance and



improvements to the system to ensure the City is able to meet not only the current requirements for a public system, but also provide funding to meet any future state and federal mandates.

Regulations that govern stormwater management systems come from both the U.S. Environmental Protection Agency and the Virginia Department of Conservation and Recreation. The agencies mandate stormwater regulations for both private land and public systems, but funding to ensure compliance is generally not available to localities. Localities must fund their own stormwater management programs.

Recent changes to statewide dam safety regulations (2011) mean that privately owned dams that may have previously been exempt from regulation must be reviewed and classified. An impounding structure (dam) is excluded if it meets the following requirements:

- is less than six feet high;
- has a maximum capacity less than 50 acre-feet and is less than 25 feet in height;
- has a maximum capacity of less than 15 acre-feet and is more than 25 feet in height;
- is used primarily for agricultural purposes and has a maximum capacity of less than 100 acre-feet or is less than 25 feet in height

The Department of Conservation and Recreation (DCR) may provide funding to property owners who must use professional assistance to classify, analyze and map their impounding structures. Private owners are encouraged to contact the Regional Dam Safety Engineer at (540) 394-2550 or visit www.dcr.virginia.gov/dam_safety_and_floodplains for more information.

Recommendations for Action

In order to promote continued compliance with state and federal regulations for both the private and public stormwater management systems and to develop the financial resources to fully implement the public Stormwater Management System, the following steps should be taken:

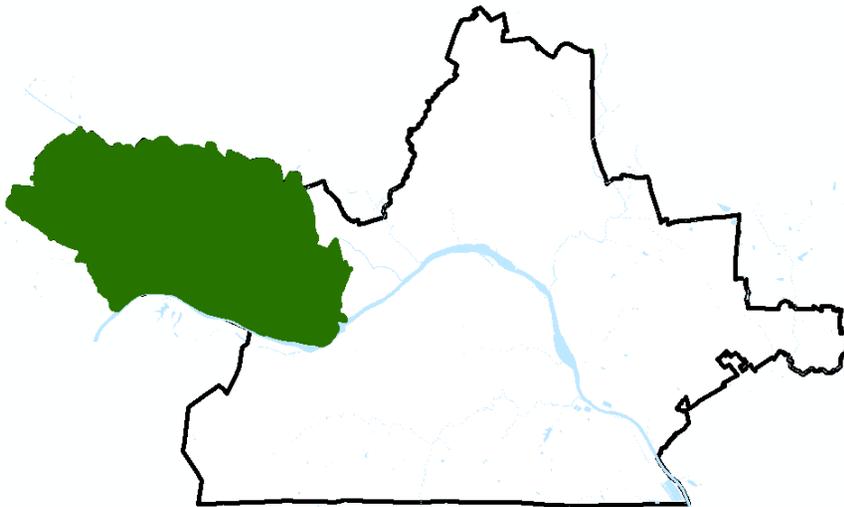
- Continue to keep staff updated on current state and federal regulations for stormwater management. Also ensure that staff and local developers are kept current on changing Best Management Practices (BMP) to ensure quality development that reduces stormwater runoff into the public system
- Implement a Stormwater Management Inspection Program to ensure the proper maintenance and operation of private BMP structures on an annual basis. Private BMPs require periodic inspections that review landscaping maintenance, debris removal, pipe and outlet cleaning, sediment removal, and dam maintenance. The City should conduct these inspections under a signed maintenance agreement with the private owner to ensure the system is working properly.
- Develop a Regional Stormwater Management Plan that emphasizes regional BMPs over small, onsite systems in an attempt to protect runoff into the public system and water quality. The City should work closely to develop regional BMPs with not only Pittsylvania County but also neighboring counties in both Virginia and North Carolina. The development of regional BMPs reduce runoff and prevent the inadvertent effect of having a BMP in a neighboring locality that simply pushes the stormwater runoff into the next locality causing flooding issues. Regional BMPs could also have the effect of reducing costs to the City from future disasters and reduce the strain on its public stormwater maintenance system.



Comprehensive Plan

- Review stormwater and local floodplain areas to determine areas for improvement and/or enhancements to both the private and public systems and buildings that would help reduce risk to life and property from future flooding events. The City should also look at both state and federal funding sources for hazard mitigation to help address and fund these needed improvements.
- Develop a Stormwater Utility to help cover the cost of maintenance and improvements to the public stormwater management system. The concept of a Stormwater Utility is new to Virginia only recently being allowed under the Code of Virginia, but several communities have taken this action including the City of Richmond. The adoption and implementation of stormwater utility would provide not only a direct source of funds for the cleaning and maintenance of the current public system, but would also allow the City to identify areas in need of improvements such as enlarged culvert pipes, additional or enlarged drop inlets, and other drainage related infrastructure. It is recommended that this utility set fees for residential and commercial/industrial properties based on impervious surface. Credits could be given for actions taken by private property owners that reduce their runoff into the public stormwater management system.



Planning Area 1: WESTOVER

Location: Planning Area I is the largest Planning Area identified within the City. It is located in the northwestern portion of the City, encompassing over 5700 acres, or approximately one fifth of the City's entire land area. It is bordered on the west by the City's corporate boundary, on the north by the Sandy River, on the east by Sandy River and Piedmont Drive, and on the south by the Dan River. Nineteen sub areas have been identified within the Planning Area.

Existing Land Use: The Westover Planning Area is predominantly residential in nature, with a mix of scattered neighborhood service and public uses supporting the span of neighborhoods in the area. Some of the largest subdivisions located within the Planning Area include: Westover Hills, Surry Hills, Fox Hollow Farms, Sandy Shores, Oak Hills, Wyndover Woods, Bimham Woods, Westend Estates, Dan Hills, and Windsor Heights. Planning Area I is home to the highest

concentration of active agricultural uses and undeveloped land in the City.

Environment: The planning area is bordered by the Sandy River to the north and the Dan River to the south. Flood plains and steep slopes are also present as they relate to streams and ravines that lead to the two rivers.

Public Utilities: Public water and sewer is available through most of the planning area with the exception of outlying areas along the northern city boundary and along the Dan River. Extension of public water and sewer would be necessary for new development.

Corridors: Riverside Drive and Westover Drive

Future Land Use:

- Limit access points along Riverside Drive to maintain its role as an arterial road.
- Maintain residential character of Westover Drive.
- Prioritize infill residential and assisted living development close to major thoroughfares over "leap frog" suburban development in outlying areas of the planning area. Revisit large-scale residential development in fringe sub-areas only as housing demand grows.
- Neighborhood Commercial development at the intersection of Westover and Riverside Drive.
- To prepare for future growth (10-15 years forward), work with Pittsylvania County to secure right-of-way between Westover and Mt. Cross (north of city limits) for a through road that would alleviate traffic congestion along Westover and Riverside and open up northern parcels of land for more concentrated residential development.

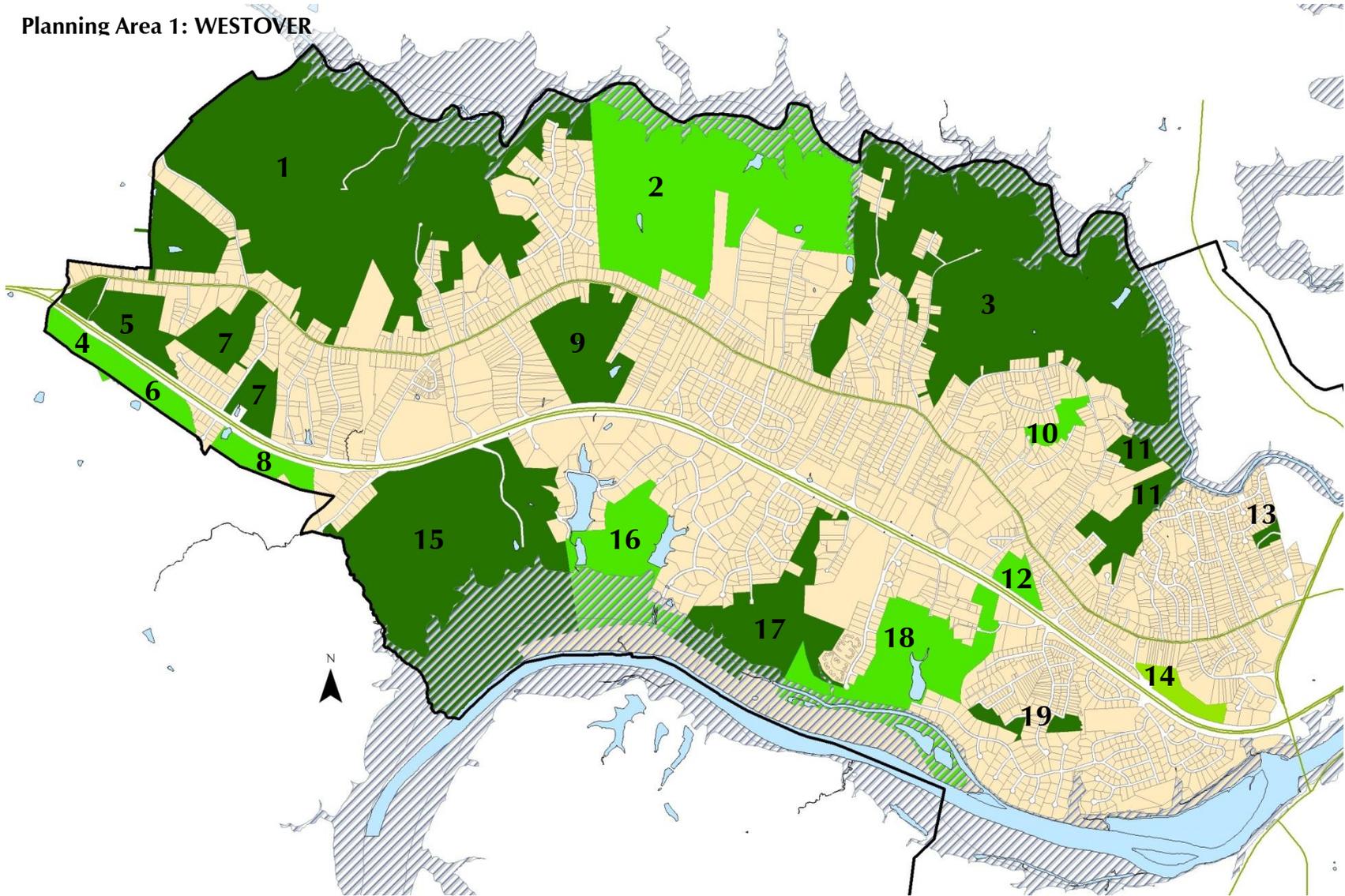


PLANNING AREA 1					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Future Land Use Recommendation	
			Units	Sq Feet	
1	Threshold Residential	342	129		Rural Residential
	Sandy River Residential	106	11		
	Suburban Residential	125	116		
	Sub Total:	573	255		
2	Sandy River	282	28		Rural Residential
	Suburban Residential	8	7		
	Sub Total:	290	36		
3	Threshold Residential	278	105		Rural Residential
	Sandy River Residential	37	4		
	Suburban Residential	143	133		
	Sub Total:	458	242		
4	Highway Retail Commercial	24		230,134	Mixed Use
5	Suburban Residential	16	17		Neighborhood Commercial
	Planned Shopping Center Commercial	31		297,256	
	Sub Total:	47	17	297,256	
6	Attached Residential	18	75		Mixed Use
7	Suburban Residential	56	61		Medium Density Residential
8	Suburban Residential	22	24		Mixed Use
9	Threshold Residential	50	19		Medium Density Residential
	Suburban Residential	25	27		
	Sub Total:	75	46		

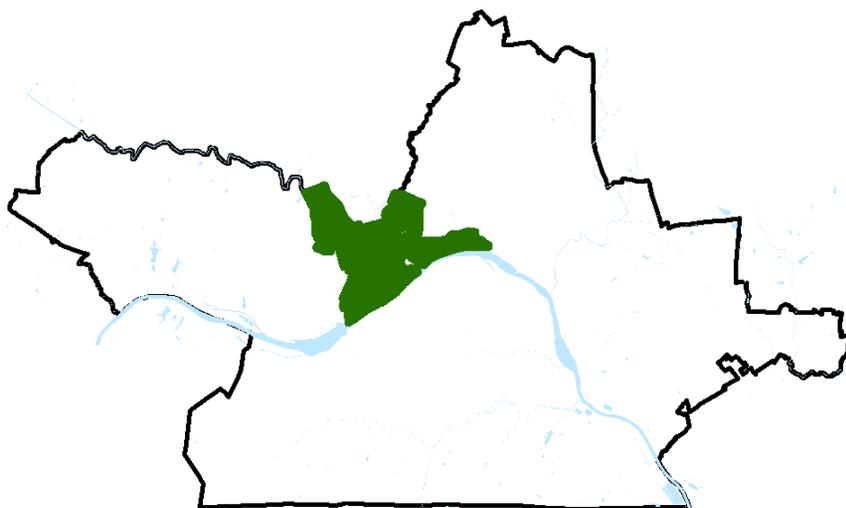
Area	Classification	Acreage	Yield		Recommendation
			Units	Sq Feet	
10	Suburban Residential	6	7		Medium Density Residential
	Old Town Residential	7	21		
	Sub Total:	13	27		
11	Old Town Residential	47	139		Medium Density Residential
12	Transitional Office District	8		84,254	Community Commercial
	Highway Retail Commercial	6		57,533	
	Sub Total:	14	0	141,787	
13	Old Town Residential	4	12		Medium Density Residential
14	Attached Residential	18	75		Multifamily Residential
15	Threshold Residential	227	85		Rural Residential
	Suburban Residential	50	47		
	Sub Total:	277	132		
16	Suburban Residential	52	48		Low Density Residential
17	Suburban Residential	78	73		Low Density Residential
	Attached Residential	15	60		
	Sub Total:	93	133		
18	Suburban Residential	77	72		Medium Density Residential
	Old Town Residential	6	18		
	Highway Retail Commercial	8		76,711	
	Sub Total:	91	89	76,711	
19	Suburban Residential	6	7		Medium Density Residential
	Old Town Residential	5	15		
	Sub Total:	11	21		
PLANNING AREA:		2,182	1,433	745,889	



Planning Area 1: WESTOVER



Planning Area 2: PIEDMONT DRIVE/MT. CROSS ROAD



Location: The Piedmont Drive/Mt. Cross Road Planning Area is located in the north central portion of the City. It encompasses over 1,200 total acres (which represents just under 5% of the City’s total land area); however, only 112 acres (9%) of the Planning Area have been deemed suitable for development or redevelopment. It is bordered on the west by Piedmont Drive and the Sandy River, on the north by the City’s corporate boundary, on the east by Sandy Creek, and on the south by the Dan River. Three separate Sub Areas and one Redevelopment Area have been identified within the Planning Area.

Existing Land Use: The Piedmont Drive/Mt. Cross Road Planning Area has absorbed the vast majority of the City’s most recent commercial development. As such, the nature of the Planning Area has been transformed into one that is dominated by regional service uses. Indeed the area attracts a very large percentage of total retail

sales from the Danville Metropolitan Area. The Area is home to Piedmont Mall, Danville Plaza, Fairgrounds Plaza, Danville Stadium Cinemas, Riverside Shopping Center and proliferation of “big box” retailers. Other uses in the Planning Area include Averett University’s North Campus and the Pleasant View Public Housing Complex.

Environment: The Planning Area is impacted by three major waterways: the Dan River, Sandy River, and Sandy Creek. In recent years, flooding has been a recurring problem along Riverside Drive and Mt. Cross Road in Danville Plaza. Recent development has only exacerbated these stormwater management problems. Future infill development and redevelopment in the Planning Area should incorporate stormwater management design strategies and BMP’s to minimize additional flooding and protect water quality.

Public Utilities: Public utilities are readily available to all developable areas within the Planning Area.

Transportation: Planning Area 2 is home to the most challenging transportation deficiencies and traffic problems in the City. Central Boulevard, Piedmont Drive, Mt. Cross Road and Riverside Drive sustain some of the highest daily vehicle trip counts in the City, and the existing transportation system is often ill-equipped to support the trips demanded during peak periods. The improvements made to the Robinson Bridge will address immediate congestion along Riverside and Piedmont Drive.

Corridors: Westover Drive and Mt. Cross Road are the only entrance corridors that physically interest the Planning Area, but all the City’s entrance corridors are impacted by uses in the area due to its large regional draw for shopping.

Future Land Use:

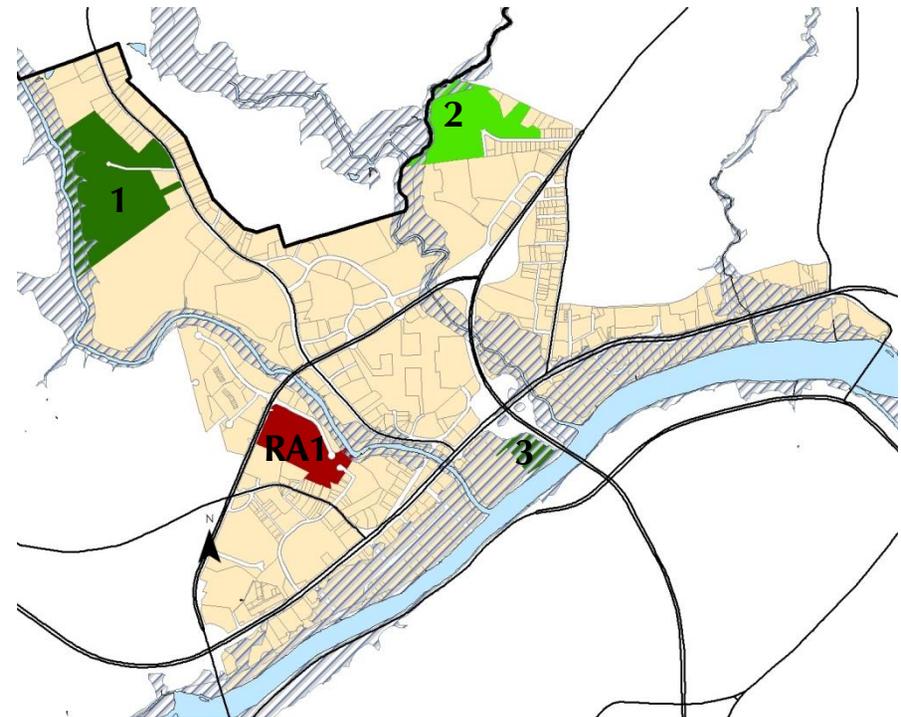
- The regional retail sector is oversaturated. Medium density residential with good pedestrian access to retail center is encouraged.



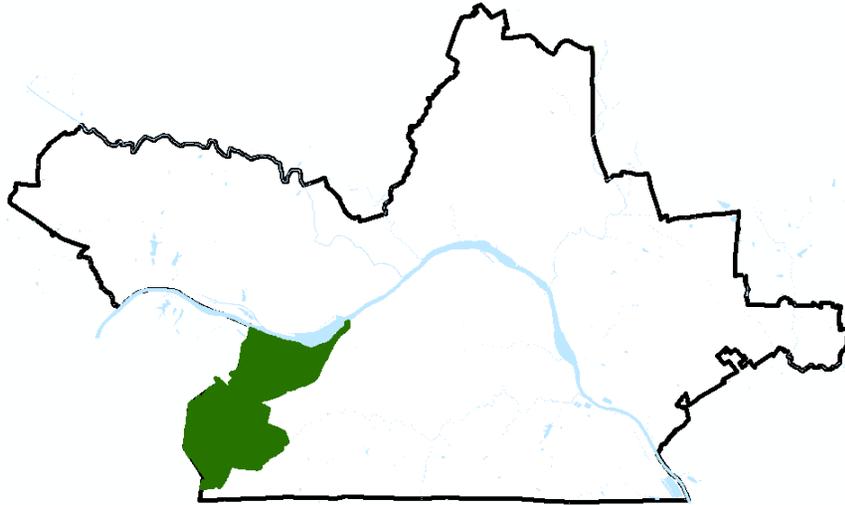
- Sub Area 3 lies completely within the 100-year flood plain. Currently zoned as Commercial, this should be used as waterfront parkland.

PLANNING AREA 2					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Suburban Residential	55	60		Medium Density Residential
2	Planned Shopping Center Commercial	29		278,078	Medium Density Residential
3	Planned Shopping Center Commercial	0	0		Open Space / Public
Sub Areas:		84	60	278,078	
Sub Area	Zoning Classification	Total Acreage	Existing Land Use (% of total acreage)		Future Land-Use Recommendation
1	Planned Shopping Center Commercial	16	Furniture, Home Furnishings and Household Appliances (45%)		Community Commercial
	Highway Retail Commercial	6	Vac Comm Buildable (44%)		
			Misc. Business Services (7%) Restaurant/Lounge (6%)		
Redevelopment Areas:		22			
PLANNING AREA:		106	60	278,078	

Planning Area 2: PIEDMONT DR/ MT. CROSS ROAD



Planning Area 3: COUNTRY CLUB



Location: Planning Area 3 is located in the southwestern portion of the City and encompasses over 1470 total acres (approximately 5% of the City's total land area). It is bordered on the west by the City's corporate limits, on the north by the corporate limits and the Dan River, on the east by West Main Street, and on the south by the Virginia/North Carolina state line. Five Sub Areas and one Redevelopment Area have been identified within the Country Club Planning Area.

Existing Land Use: The Country Club Planning Area is dominated by residential uses, most of which are located in one of four major subdivisions: Withers Park, Cedarbrook, Country Club West or Wedgewood. The vast majority of the residences are single-family detached units, although some multifamily (apartment) units are located within the Planning Area as well. Planning Area 3 is also home to the Danville Golf Club and the Thomasville Builders woodland property (Sub Area 3) which

overlooks the Dan River and is currently being forested and subdivided for residential use. Aging commercial strip development borders the West Main (Business Route 29) entranceway at the southern City line.

Environment: The Dan River and the adjacent Dan River Mills woodlands are the two most significant environmental features in the Planning Area. The Dan River mills woodland property drains directly into the City's principal fresh water supply; therefore, the future development of this property must incorporate adequate stormwater management design strategies to protect the fresh water source.

Public Utilities: Public utilities are readily available throughout with the exception of the Thomasville Builders woodland property.

Transportation: West Main Street serves as the principal access road to properties within Planning Area 3. Internal properties are reliant upon a largely unconnected system of local residential collector streets for access.

Corridors: West Main (Business Route 29)

Public Facilities: The City's Parks and Recreation Department has identified a need for an indoor multipurpose recreation facility to serve senior citizens through youth in this Planning Area.

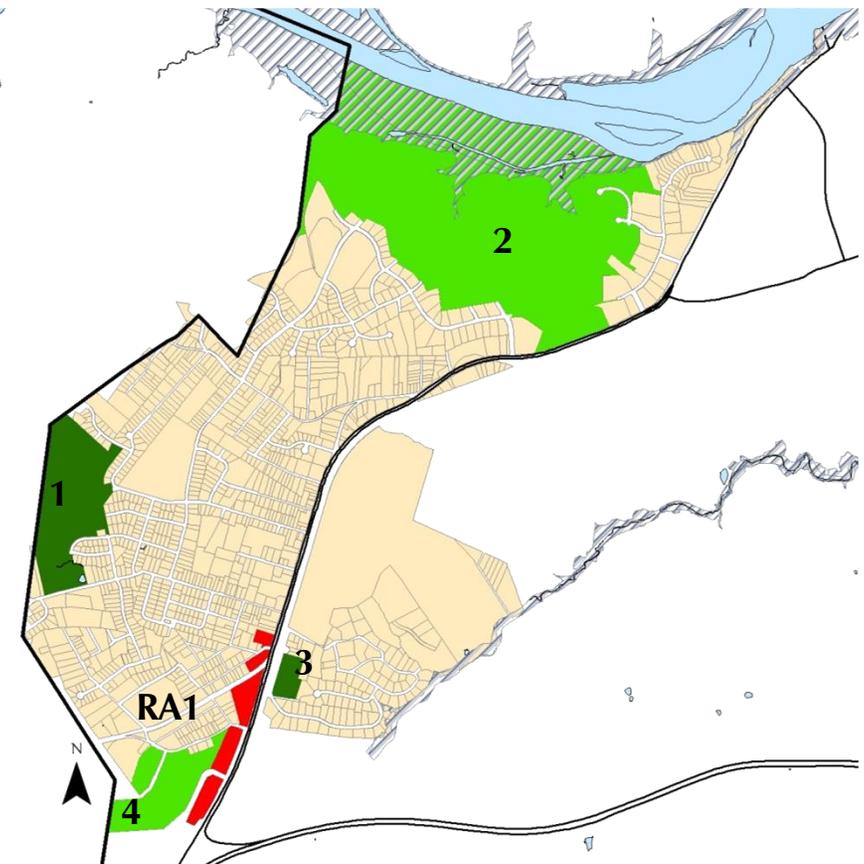
Future Land Use:

- Threshold residential for those areas still undeveloped. Revisit large-scale residential development in fringe sub-areas only as housing demand grows.
- W. Main Gateway and Corridor Redevelopment, right-of-way improvements, signage, setbacks.



- Light Industrial at 29 and 58 (good transportation infrastructure and proximity to southern gateway and NC research markets) to accompany redevelopment at gateway.

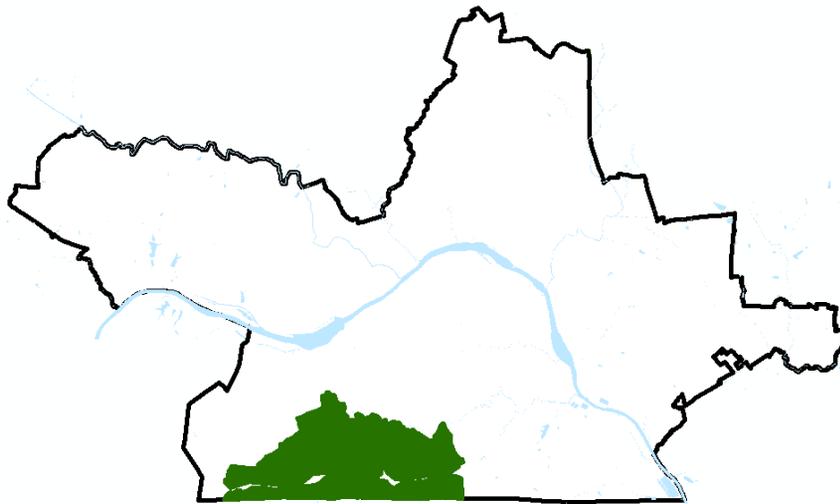
PLANNING AREA 3					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Threshold Residential	44	17		Rural Residential
	Old Town Residential	8	24		
	Sub Total:	52	40		
2	Threshold Residential	207	78		Low Density Residential
	Suburban Residential	12	11		
	Sub Total:	219	89		
3	Suburban Residential	5	5		Medium Density Residential
4	Highway Retail Commercial	30		287,667	Light Industrial
Sub Areas:		306	135	287,667	
Sub Area	Zoning Classification	Total Acreage	Existing Land Use (% of total acreage)		Future Land-Use Recommendation
1	Light Economic Development	3	Motel (33%)		Mixed Use
	Highway Retail Commercial	13	Single Family Residential (10%)		
			Multi-Family (10%)		
			Distribution Warehouse Wholesale (9%)		
Redevelopment Areas:		16			
PLANNING AREA:		322	135	287,667	



Planning Area 3: COUNTRY CLUB



Planning Area 4: SOUTH DANVILLE



Location: Planning Area 4 is located in the southernmost portion of the City. It includes a total of nearly 2000 acres, which represents approximately 7% of the City's total area. It is bordered on the west by Rutledge Creek and West Main Street, on the north by the same creek, on the east by South Main Street and College Park Drive Extension and on the south by the Virginia/North Carolina state line. Eight individual Sub Areas have been identified within the Planning Area.

Existing Land Use: The South Danville Planning Area is characterized by a large concentration of undeveloped land on which limited agricultural activities take place. The vast majority of active uses in the Planning Area are devoted to low density single family dwellings. Corning Incorporated has announced the closing of its plant in the southwest corner of the city. This was the only major industrial land use in the Planning Area.

Environment: Pumpkin Creek bisects the Planning Area and Rutledge Creek forms its northern border.

Public Utilities: Public utility availability is fair in the majority of the Planning Area. Public service extensions would be necessary to support the recommended development in each of the Sub Areas.

Transportation: Access serves as an additional development constraint for many of the identified Sub Areas. Although the Danville Bypass transverses the Planning Area, it is a limited access highway with interchange access only. The nearest interchanges are located at the South Main and West Main interchanges. Two minor collector roads (Elizabeth Street and Holland Road) are relied upon for primary access for much of the internal land in Planning Area 4.

Despite access issues VDOT ROW includes areas for two additional interchanges at Elizabeth Street and connecting to Locket Drive. This available ROW creates opportunities for development at these potential interchanges.

Corridors: Both the South Main Street and West Main Street corridors would be impacted indirectly by future development in the South Danville Planning Area.

Future Land Use:

- Maintain low-density residential use. Revisit large-scale residential development in fringe sub-areas only as housing demand grows.
- Low density residential south of the bypass, with the exception of Light Industrial at the interchanges.

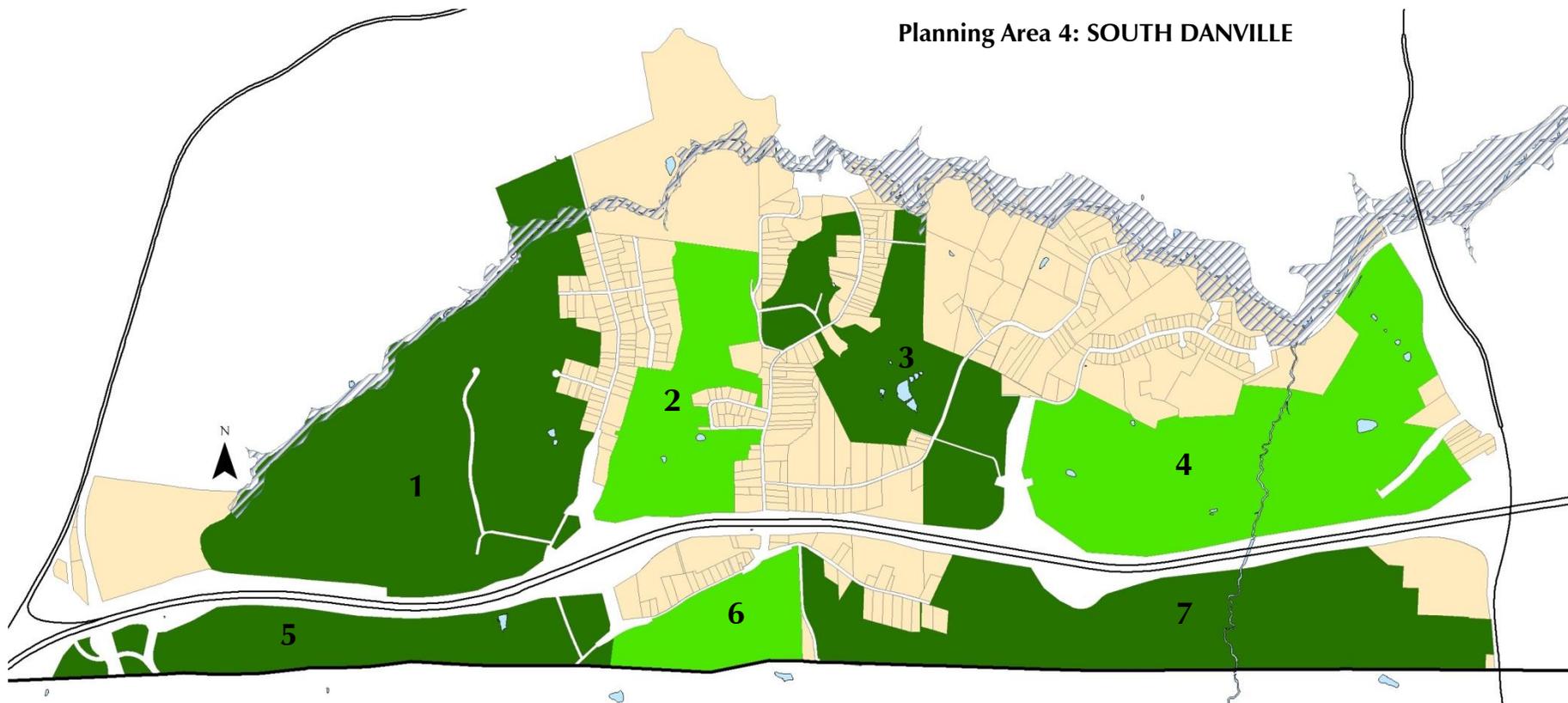


PLANNING AREA 4					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Threshold Residential	126	47		Rural Residential
	Suburban Residential	141	153		
	Old Town Residential	4	12		
	Manufacturing District	22		123,651	
	Sub Total:	293	213	123,651	
2	Threshold Residential	70	26		Rural Residential
	Old Town Residential	25	74		
	Sub Total:	95	100		
3	Threshold Residential	44	17		Rural Residential
	Suburban Residential	19	21		
	Old Town Residential	44	130		
	Highway Retail Commercial	16		153,423	
	Sub Total:	123	167	153,423	
4	Threshold Residential	194	73		Rural Residential
	Light Economic Development	39		262,064	
	Sub Total:	233	73	262,064	
5	Threshold Residential	36	72		Heavy Industrial
	Suburban Residential	9	45		
	Manufacturing District	57		1,241,460	
	Sub Total:	102	117	1,241,460	
6	Suburban Residential	41	82		Rural Residential
	Old Town Residential	9	45		
	Sub Total:	50	127		

Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation	
			Units	Sq Feet		
7	Threshold Residential	58	116		Light Industrial	
	Suburban Residential	19	95			
	Light Economic Development	119		799,632		
	Sub Total:	196	211	799,632		
	PLANNING AREA:	1,092	1,008	2,580,230		



Planning Area 4: SOUTH DANVILLE



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Planning Area 5: SOUTHWYCK



Location: The Southwyck Planning Area is located in the southeast quadrant of the City. It contains approximately 1450 total acres, which represents slightly over 5% of the City's total area. It is bordered on the west by the College Park Drive, on the north by the Danville Community College, Oakhill Cemetery and the Liberty View neighborhood, and on the east and south by Goodyear Boulevard. Ten distinct Sub Areas have been identified within the Planning Area.

Existing Land Use: The Southwyck Planning Area is largely residential in nature, although it does support a wide range in residential uses in terms of affordability. Nonresidential uses include the Southwyck Plaza Shopping Center, Goodyear's private eighteen-hole golf course and Grove Park.

Environment: Pumpkin Creek runs through the Southwyck Planning Area.

Public Utilities: Public water service is available throughout the Planning Area. However, public sewer is not easily available in the southern half of the planning area.

Transportation: Access to the Planning Area is provided by a network of major and minor thoroughfares (the Danville Expressway and South Main Street, respectively), local collector streets (Goodyear Blvd.) and minor residential streets.

Corridors: South Main Street (Route 86 South)

Public Facilities: Grove Park

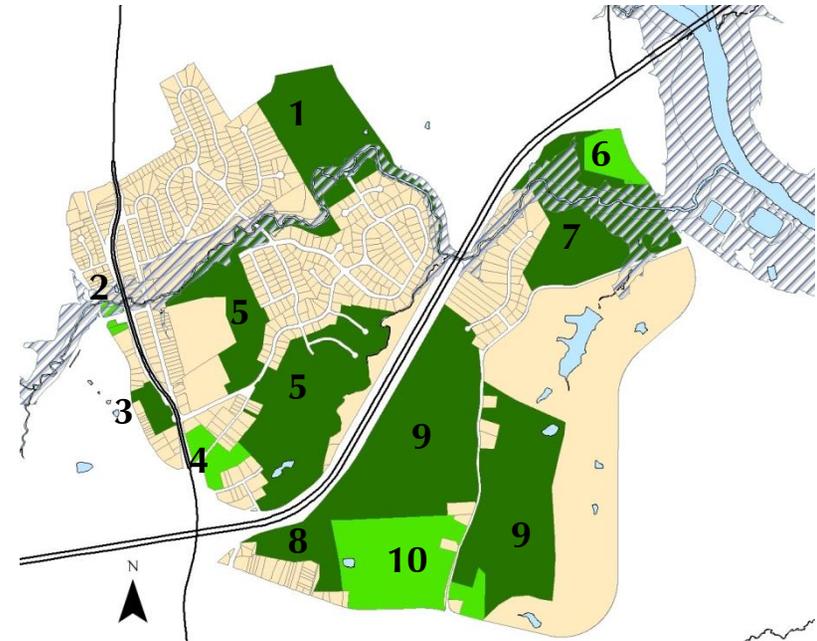
Future Land Use:

- Medium density SF residential infill for areas north of bypass.
- Predominantly threshold and regional commercial and light industrial uses south of bypass.



PLANNING AREA 5					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Sq Feet	Future Land-Use Recommendation
1	Suburban Residential	55	60		Medium Density Residential
2	Old Town Residential	0	0		Medium Density Residential
3	Highway Retail Commercial	7		67,123	Community Commercial
4	Old Town Residential	4	12		Neighborhood Commercial
	Highway Retail Commercial	7		67,123	
	Sub Total:	11	12	67,123	
5	Suburban Residential	97	90		Medium Density Residential
6	Highway Retail Commercial	12		115,068	Regional Commercial
7	Threshold Residential	43	16		Light Industrial
	Old Town Residential	0	0		
8	Suburban Residential	22	21		Light Industrial
9	Threshold Residential	207	78		Rural Residential
10	Threshold Residential	63	24		Rural Residential
	Light Economic Development	4		26,878	
	Sub Total:	67	24	26,878	
PLANNING AREA:		521	300	276,192	

Planning Area 5: SOUTHWYCK



Planning Area 6: RIVER DISTRICT



Location: Planning Area 6 is located in the heart of the City, incorporating the Central Business District, the Tobacco Warehouse District, the Old West End Historic District, as well as the Westmoreland neighborhood. The Planning Area includes nearly two thousand total acres, which represents approximately 7% of the City's total land area. It is bordered on the west by Central Boulevard, on the north and east by the Dan River, and on the south by Industrial Avenue. Five separate Redevelopment Areas and one sub area have been recognized within the Planning Area.

Existing Land Use: The River District Planning Area is host to a wide range of uses and districts. The redevelopment of old industrial buildings along the riverfront has occurred in the Tobacco Warehouse District and, most recently, at the Dan River Mills building on Memorial Drive. Existing Land Use in these areas reflects a mix of retail, office, multi-family, cultural and light industrial uses. The surrounding residential neighborhoods of the Planning Area are

compact and serve a wide range of income levels with single-family and multi-family homes. The Seeland Crossing neighborhood has been redeveloped through HOPE VI funds to provide affordable single-family housing.

Environment: The Dan River and its associated 100-year flood plain form the most significant environmental characteristic in the River District Planning Area.

Public Utilities: Public utilities are available throughout the Planning Area.

Transportation: The following minor thoroughfares offer direct access to the River District Planning Area: Memorial Drive, Craghead Street, West Main Street, Central Boulevard, Industrial Avenue and Goodyear Blvd.

Public Facilities: The Danville Regional Medical Center, Langston Junior High School, Camilla Williams Park, the Municipal Center, Doyle Thomas Park, the City Recreation Center, City Armory Recreation Center, The Crossing, Pepsi Building, Danville Science Center, Courthouse, YMCA, Juvenile Detention Center, and the City Jail are all located within Planning Area 6.

Corridors: Goodyear Blvd (northbound from Danville Expressway)

Future Land Use: The Future Land use designation surrounding Averett University is Medium Density residential, which allows for flexibility in zoning changes that may incorporate schools or colleges as a special use (Neo-Traditional Residential).



Redevelopment Opportunities:

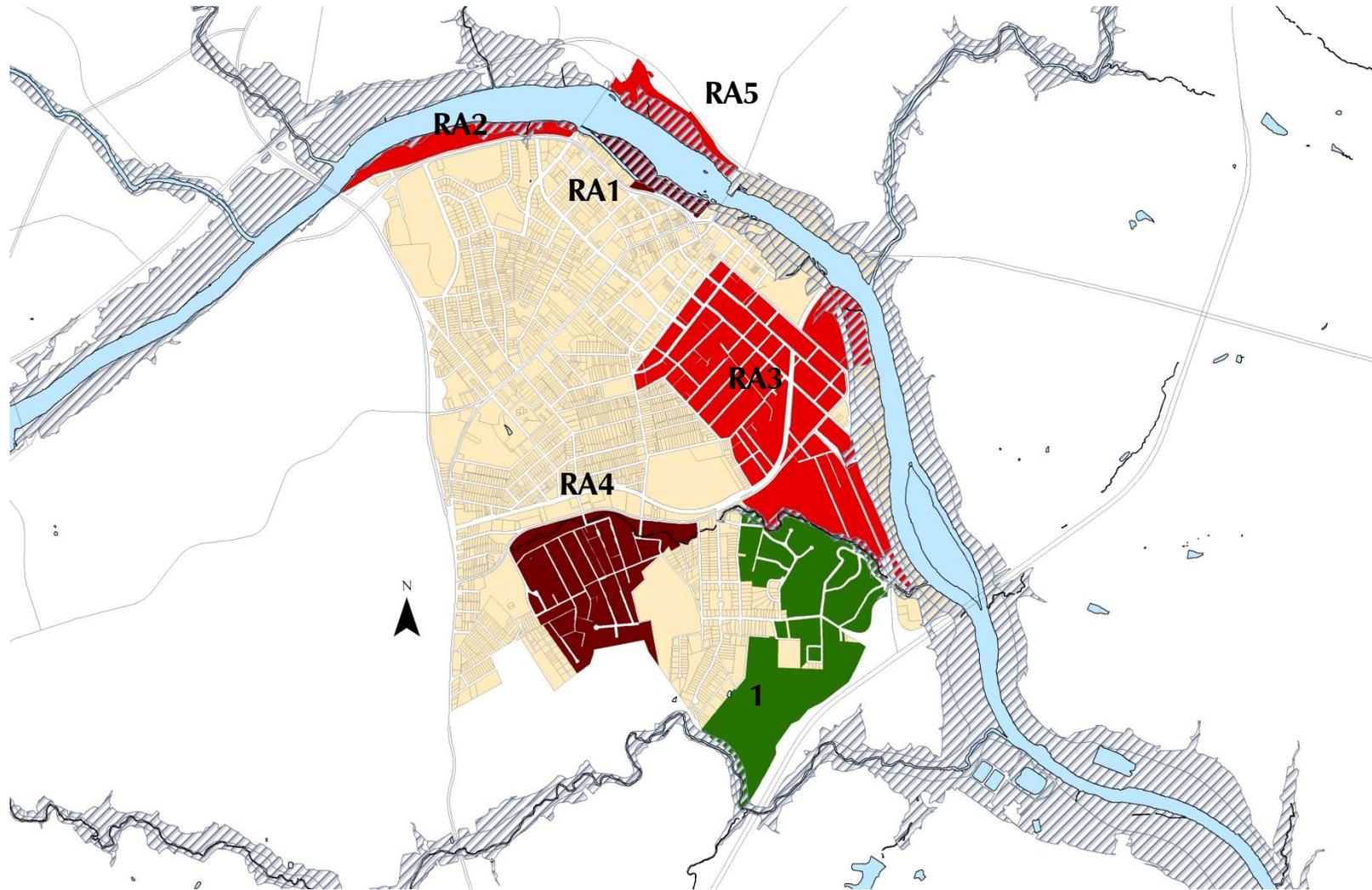
- Continued redevelopment and revitalization of Tobacco Warehouse District and Central Business District as a unified River District through the Danville River District Redevelopment Plan.
- Redevelopment of neighborhoods immediately surrounding the River District.
- Redevelop riverfront for information-based industry, health care industry, mixed-use and recreation.
- Market-rate loft conversion in Tobacco Warehouse District.

Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Suburban Residential	151	164		Medium Density Residential
	Old Town Residential	6	18		
	Sub Total:	157	182		

Redev Area	Zoning Classification	Total Acreage	Existing Land Use (% of total acreage)	Future Land-Use Recommendation
1	Tobacco Warehouse Commercial	19	BioTech adaptive reuse (100%)	Light Industrial
2	Light Economic Development	10	Storage Warehouse (25%)	Open Space / Public
	Highway Retail Commercial	21	Misc. Manufacturing - Heavy (21%)	
			Park (13%)	
			Motor Vehicles (Used Car Lots)	
	Sub Total:	31		
3	Tobacco Warehouse Commercial	77	Storage Warehouse (34%)	Mixed Use
	Transitional Office	63	SF Residential (16%)	
	Old Town Residential	5	Vac Comm. Buildable (8%)	
	Light Economic Development	58	Vac Residential Lot Buildable (7%)	
	Highway Retail Commercial	17		
	Central Business District	9		
	Sub Total:	229		
4	Transitional Office	10	Vac Residential Lot Buildable (37%)	Medium Density Residential
	Old Town Residential	91	SF Residential (31%)	
	Light Economic Development	7	Vac Comm. Buildable (4%)	
	Highway Retail Commercial	1	Vac Exempt Lot - Religious (4%)	
	Sub Total:	109		
5	Tobacco Warehouse Commercial	28	V/A Textile Mill (100%)	Mixed Use
	PLANNING AREA TOTAL:	369		



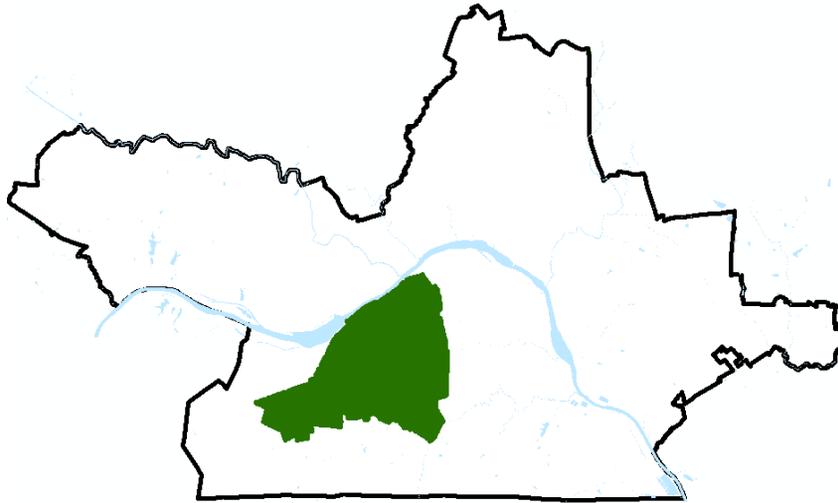
Planning Area 6: RIVER DISTRICT



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Planning Area 7: WEST MAIN



Location: Planning Area 7 is located in the center of the City and encompasses 2300 total acres (which constitutes 8% of the City's total land area). It is bordered on the west by Memorial Drive, West Main Street and the Danville Golf Club, on the north by the Dan River, on the east by Central Boulevard, and on the south by Rutledge Creek. Seven individual Sub Areas and one sub area are recognized within the Planning Area.

Existing Land Use: The West Main Planning Area is home to a mix of uses that combine a unique community within Danville. Included in this mix are a variety of public uses, including Averett University, Danville Community College, the Schoolfield Cemetery, the Glen Oak Golf Club, Ballou Park, and George Washington High School. Two community shopping centers (Dan River Plaza and Ballou Park Shopping Center) also are located within Planning Area 7. The Dan

River Mills closure in 2004 has created a large brownfield site in the community.

Environment: The Dan River is the most significant environmental feature within the Planning Area. Planning Area 7 is located in the center of the City and encompasses 2300 total acres (which constitutes 8% of the City's total land area). It is bordered on the west by Memorial Drive, West Main Street and the Danville Golf Club, on the north by the Dan River, on the east by Central Boulevard, and on the south by Rutledge Creek. Seven individual Sub Areas are recognized within the Planning Area.

Transportation: The Planning Area is reliant upon four thoroughfares for access: Memorial Drive, West Main Street, South Main Street, and Central Boulevard. A system of local minor residential streets connects directly to these minor thoroughfares, completing the local transportation network. These minor residential streets connect directly to these two minor thoroughfares in a loosely connected transportation system. The resulting traffic patterns often result in congestion during peak periods at many intersections along these thoroughfares.

Corridors: West Main Street and South Main Street.

Public Facilities: Ballou Park, Averett University, Danville Community College, George Washington High School, Forest Hill Elementary, Schoolfield Elementary, Rutledge Creek Park, Grove Park Elementary, the Dan River Boat Dock, the Public Health Department Office, and the City's Water Treatment Plant are all located within Planning Area 7.

Revitalization Opportunities: The Dan River Schoolfield site is a massive industrial complex that is currently vacant.

- Highest and Best Use study for site. Possible location for assisted living, or a tech firm similar to the White Mill



development. Site should be redeveloped for multiple uses, including retail, on a pedestrian-friendly scale.

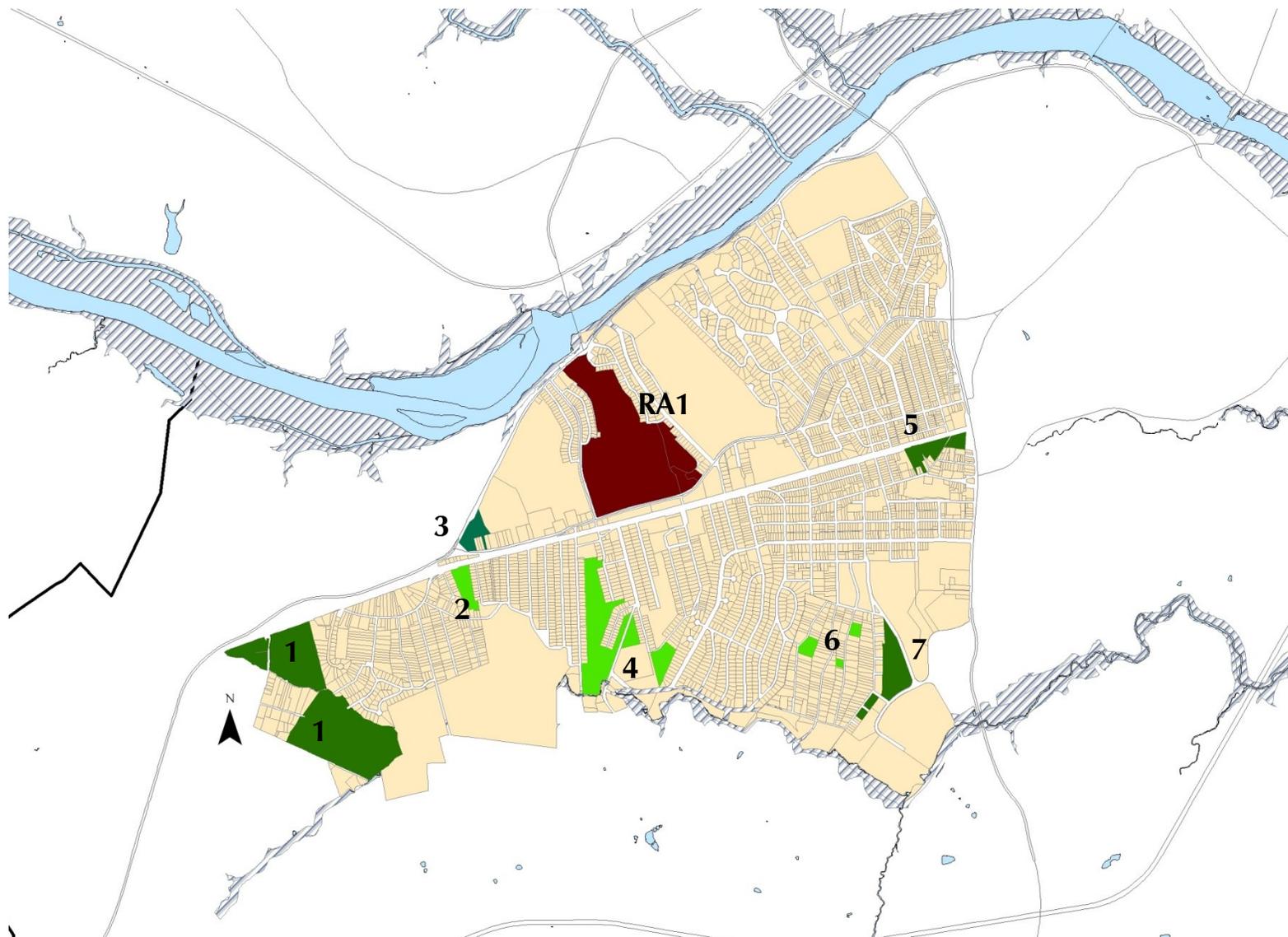
Future Land Use:

- Residential infill similar to density and scale of surrounding neighborhoods.

PLANNING AREA 7						
Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Units	Sq Feet	Future Land-Use Recommendation
1	Suburban Residential	75		70		Medium Density Residential
	Old Town Residential	4		12		
	Highway Retail Commercial	4			38,356	
	Sub Total:	83		82	38,356	
2	Old Town Residential	5		15		Medium Density Residential
3	Neighborhood Commercial	5			46,670	Neighborhood Commercial
4	Old Town Residential	31		91		Medium Density Residential
5	Old Town Residential	8		24		Medium Density Residential
6	Old Town Residential	4		12		Medium Density Residential
7	Transitional Office District	13			136,913	Open Space / Public
	Old Town Residential	2		6		
	Sub Total:	15		6	136,913	
Sub Areas:		151		229	221,938	
Redev Area	Zoning Classification	Total Acreage	Existing Land Use (% of total acreage)		Future Land-Use Recommendation	
1	Old Town Residential	2	Textile Manufacturing (82%)		Mixed Use	
	Manufacturing District	21	Storage Warehouse (10%)			
			Single Family Residential (2%)			
	Redevelopment Areas:	23				
	PLANNING AREA:	174	229	221,938		



Planning Area 7: WEST MAIN



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Planning Area 8: AIRPORT/INDUSTRIAL



Location: Planning Area 8, the second largest Planning Area recognized in the City, is located in the southeast quadrant of the City. The Planning Area contains slightly more than 4,000 acres, which represents nearly 15% of the City's total land area. It is bordered on the west by the Danville Expressway (Rt. 29 Bypass), on the north by South Boston Road (Rt. 58 East), on the east by the City's corporate boundary, and on the south by Virginia/North Carolina state line. Eleven individual Sub Areas have been identified within the Planning Area.

Existing Land Use: Planning Area 8 is dominated by the Danville Regional Airport and a large variety of industrial uses, including those located within the Danville Airside Industrial Park and the Riverview Industrial Park. The Danville Cyber Park is a specifically zoned district that encourages technology based business. Residential Land uses consist almost entirely of single-family detached homes scattered in

large lot developments. This Planning Area is also home to the Goodyear tire manufacturing plant.

Environment: The Dan River splits the Planning Area in half, running from its northwest corner to its southeast boundary. Long Branch borders the Danville Regional Airport to its east. Significant areas of 100-year flood plain border the river and limit the development potential of adjacent parcels. Steep slopes (those over 10%) account for less than 12% of the entire Planning Area.

Public Utilities: Public water and sewer service is readily available to most of the undeveloped properties in the Planning Area; however, existing topography in Sub Area 3 poses a challenge to extending public sewer to service future development within the property.

Transportation: The vast majority of the Sub Areas within Planning Area 8 are afforded excellent access via one of the following roadways: the Danville Expressway, South Boston Road, Airport Road and Goodyear Blvd. The extension of Stinson Drive has improved access between the Riverview Industrial Park and the airport. A lack of controlled access points along South Boston Road was identified as a transportation opportunity in this Planning Area.

Corridors: South Boston Road (Rt. 58 East), Goodyear Blvd (from Route 86)

Public Facilities: The City operates the Danville Regional Airport and the Southside Wastewater Treatment Plant (for industrial users) and owns the Northside Wastewater Treatment Plant, which is operated privately. Other public facilities include the Airside and Riverview industrial parks, as well as the Institute for Advanced Learning and Research (IALR).



Future Land Use:

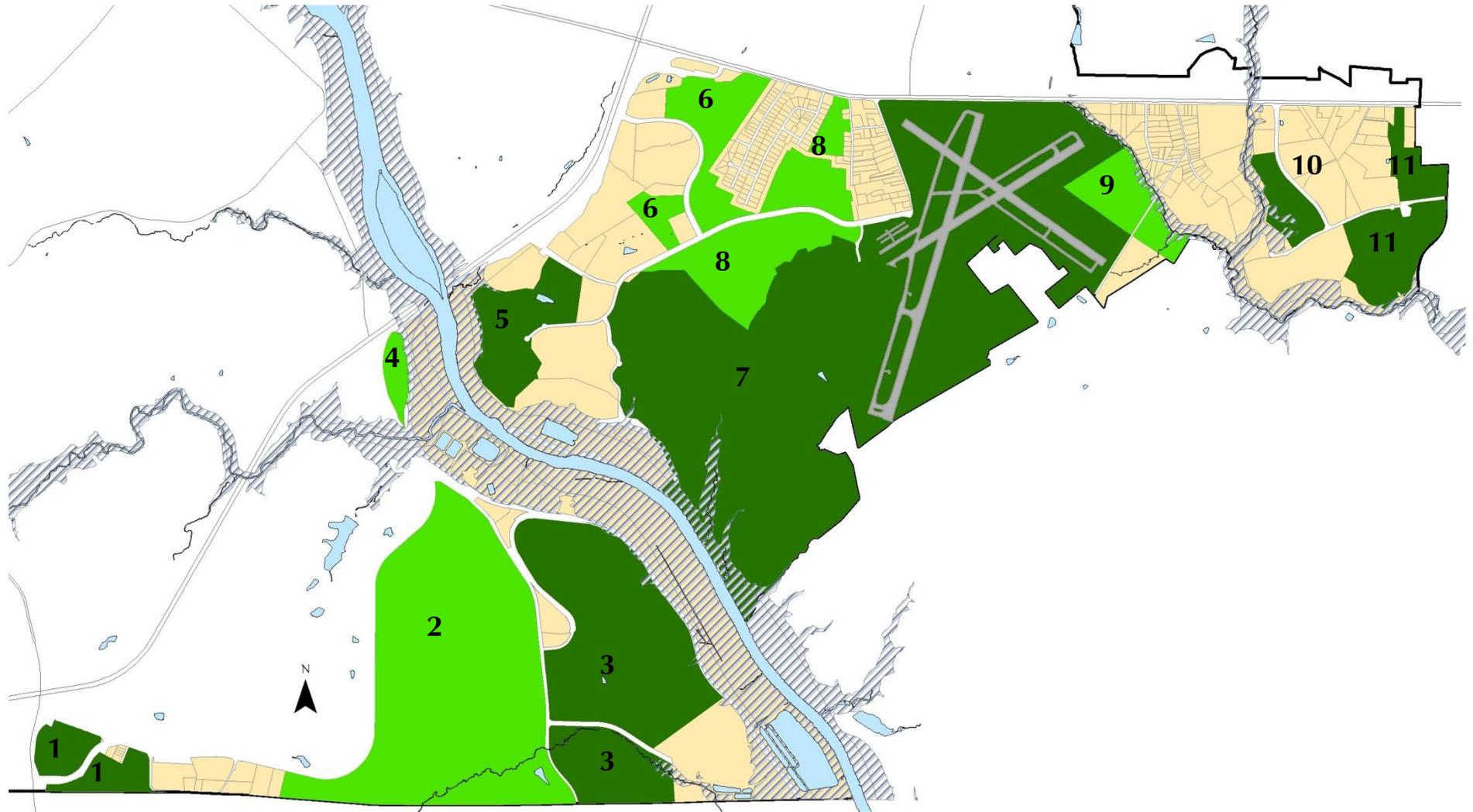
- Continued build out of light economic and manufacturing in the area. Estimated support of 11 million square feet of light industrial and manufacturing use.

PLANNING AREA 8					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Future Land-Use Recommendation	
			Units	Sq Feet	
1	Threshold Residential	32	12		Light Industrial
	Suburban Residential	18	20		
	Sub Total:	50	32		
2	Light Economic Development	3		20,159	Heavy Industrial
	Manufacturing District	197		1,861,256	
	Sub Total:	200		1,881,415	
3	Manufacturing District	320		3,023,360	Heavy Industrial
4	Light Economic Development	11		73,916	Community Commercial
	Highway Retail Commercial	2		19,178	
	Sub Total:	13		93,094	
5	Light Economic Development	81		544,288	Light Industrial
6	Cyber Park One	85		338,012	Light Industrial
7	Light Economic Development	439		2,949,904	Light Industrial
8	Light Economic Development	39		262,064	Light Industrial
	Highway Retail Commercial	13		124,657	
	Cyber Park One	93		369,825	
	Sub Total:	145		756,546	

Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Future Land-Use Recommendation
			Units	Sq Feet
9	Threshold Residential	13	5	
	Light Economic Development	36		241,906
	Sub Total:	49	5	241,906
10	Light Economic Development	30		201,588
11	Suburban Residential	5	5	
	Light Economic Development	83		557,727
	Highway Retail Commercial	2		19,178
	Sub Total:	90	5	576,905
	PLANNING AREA:	1,502	42	10,607,017



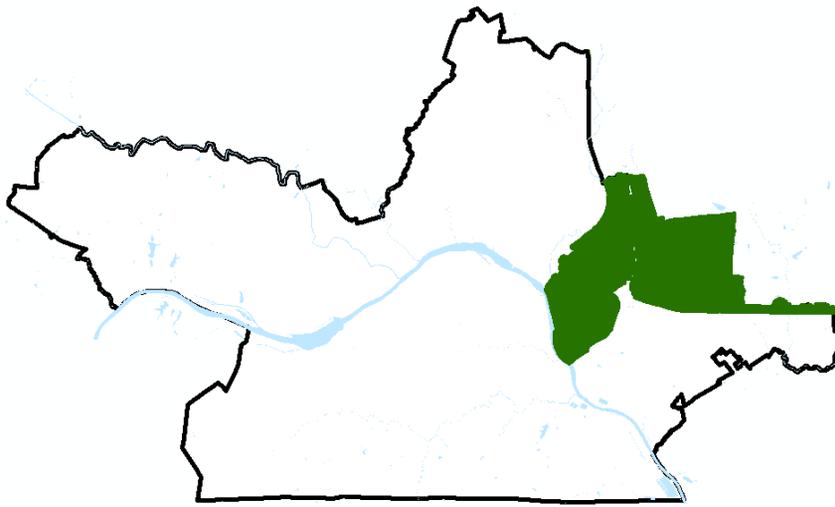
Planning Area 8: AIRPORT/INDUSTRIAL



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Planning Area 9: SOUTH BOSTON ROAD



Location: Comprised of approximately 2,800 acres (or 10% of the City’s total land area), Planning Area 9 is located in the eastern half of the City. It is bordered on the west by the Dan River and Little Fall Creek, on the north and east by the City’s corporate boundary and on the south by the Danville Expressway (Route 29 Bypass), South Boston Road (Rt. 58 East) and the Danville Regional Airport. Seven separate Sub Areas and two distinct Redevelopment Areas have been identified within the South Boston Planning Area.

Existing Land Use: Planning Area 9 is home to a hodgepodge of land uses that do not function together particularly well. Uses represented within the Planning Area include: scattered low density single family residences, mobile home parks, junkyards, mini-warehouses, the Cane Creek Shopping Center, dozens of tobacco warehouses, several limited industrial uses, and a cemetery. The southwestern quadrant of the Planning Area (nearest the Dan River) is also home to several public uses, including: Dan Daniel Park, the

City Transit Center, the Public Works Department, an adult detention center, and the Humane Society.

Transportation: Access to the identified Sub Areas is generally quite good. The Danville Expressway provides major thoroughfare access to the Planning Area, while South Boston Road, Halifax Road, and Kentucky Road all serve as valuable thoroughfares and/or local connectors to both existing uses and undeveloped properties.

Corridors: South Boston Road (U.S. Route 58)

Redevelopment Opportunities:

- Medium-density single-family uses should be supported along Old Halifax Road with infill residential redevelopment.

Future Land Use:

- Threshold residential zoning should be upgraded to a more dense residential classification. Not fitting within adjacent uses and major interchange (US-29 and 360/58).
- New regional commercial and economic development should be targeted for areas with access to Route 29 in the northern quadrant of Planning Area 8 and Planning Area 12. Uses that generate high traffic volumes should not be encouraged along the South Boston/58 Corridor in Planning Area 8 to maintain its function as a regional arterial.

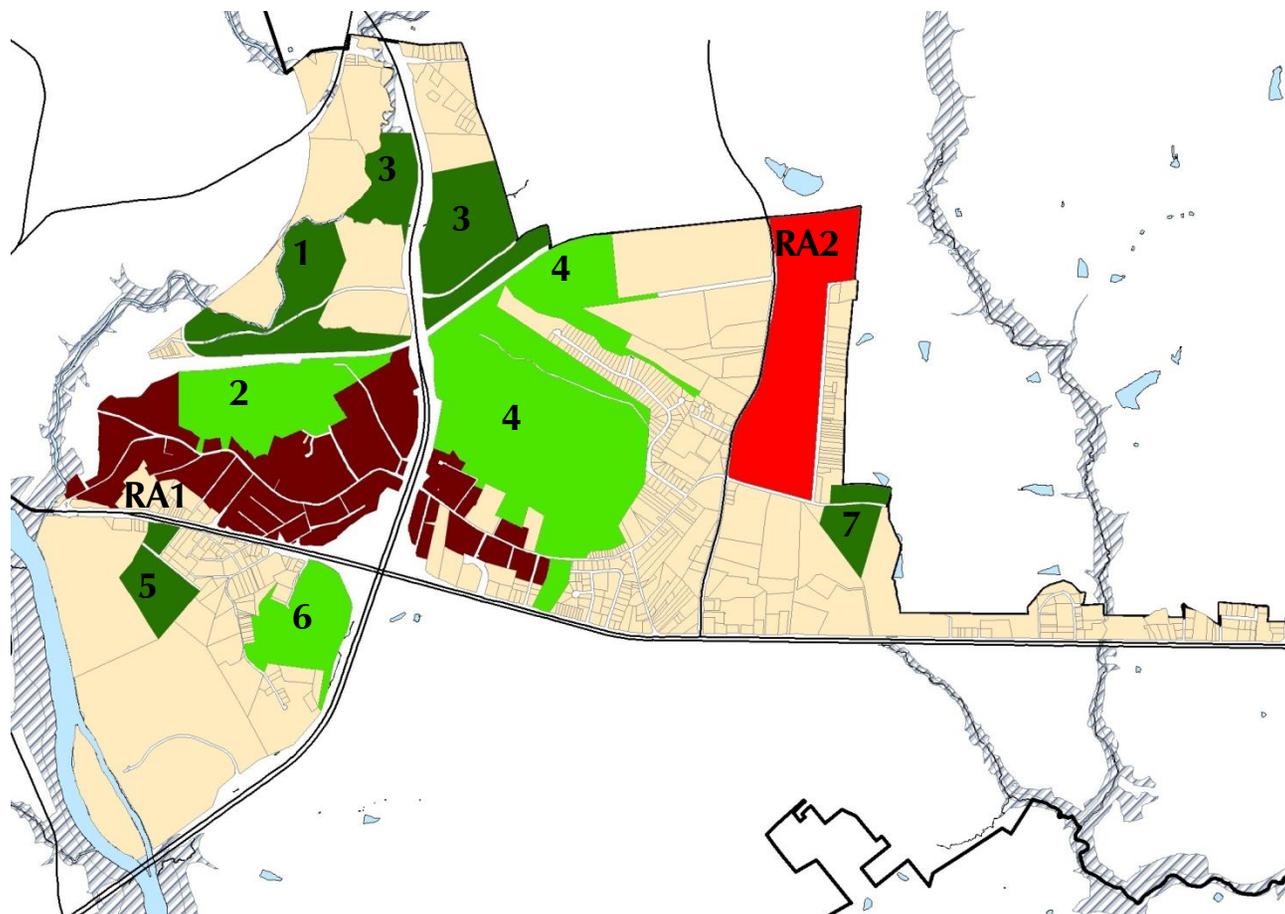


PLANNING AREA 9					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Threshold Residential	8	3		Light Industrial
	Light Economic Development	125		839,950	
	Sub Total:	133	3	839,950	
2	Threshold Residential	89	34		Rural Residential
3	Light Economic Development	81		544,288	Light Industrial
4	Threshold Residential	293	110		Rural Residential
	Suburban Residential	8	9		
	Manufacturing District	15		141,720	
	Sub Total:	316	119	141,720	
5	Suburban Residential	7	8		High Density Residential
	Highway Retail Commercial	4		38,356	
	Attached Residential	20	83		
	Sub Total:	31	91	38,356	
6	Threshold Residential	8	3		Regional Commercial
	Highway Retail Commercial	47		450,683	
	Sub Total:	55	3	450,683	
7	Suburban Residential	18	20		Low Density Residential
	Old Town Residential	7	21		
	Sub Total:	25	40		
Sub Areas:		730	290	2,014,997	

Redev Area	Zoning Classification	Total Acreage	Existing Land Use (% of total acreage)		Future Land-Use Recommendation
1	Threshold Residential	27	SF Residential (57%)		Low Density Residential
	Suburban Residential	61	Vac Residential Buildable (21%)		
	Old Town Residential	125	Mobile Home Park (9%)		
	Manufactured Home Park	27	Auto Repair Services and Garage (3%)		
	Highway Retail Commercial	10			
	Sub Total:	250			
2	Manufacturing District	136	Economic Development (100%)		Light Industrial
	Sub Areas:	386			
	PLANNING AREA:	1,116	290	2,014,997	



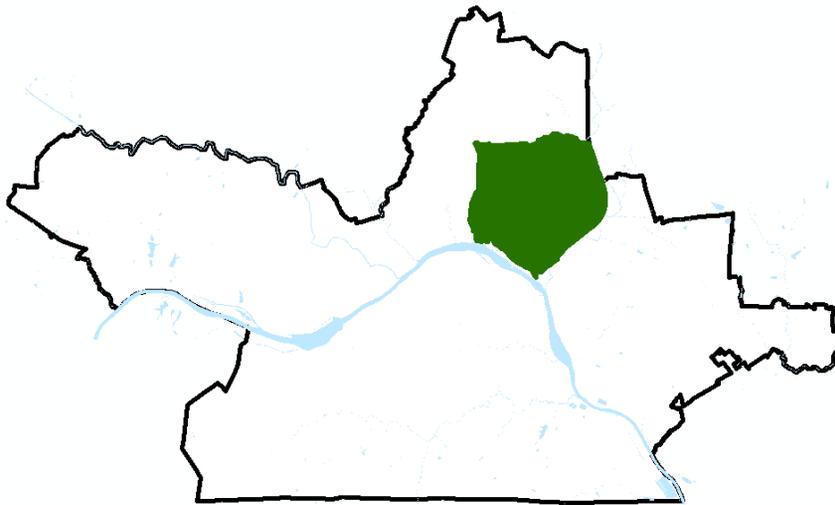
Planning Area 9: SOUTH BOSTON ROAD



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Planning Area 10: NORTH MAIN



Location: The North Main Planning Area is located in the northeastern portion of Danville. The Planning Area consists of over 1800 acres, which represents approximately 6% of the City’s entire land area. It is bordered on the west by Arnett Boulevard, on the north by Fagan Street, on the east by the City’s corporate boundary and Richmond Boulevard and on the south by Riverside Drive. Nine individual Sub Areas have been identified within the Planning Area.

Existing Land Use: The Planning Area is largely residential in nature, although it does include some neighborhood commercial uses along North Main Street as well as the North Danville Shopping Center. The Leemont Cemetery is also located within the Planning Area. There are undeveloped parcels in the northwestern quadrant of the Planning Area that will be opened up to new development as the Route 41 Extension connects the Franklin Turnpike to a newly constructed Route 29 interchange just east of the City boundary.

Public Utilities: Public Water and Sewer is available to all existing structures and residents whom are willing to connect to the system. Some of the more remote undeveloped parcels do not have direct access to public water and/or sewer.

Transportation: Planning Area 10 relies upon three thoroughfares, Arnett Boulevard, North Main Street, and Richmond Boulevard to provide access to its various neighborhoods and nonresidential neighborhoods. Internal access is provided by a local residential street system that functions adequately for both existing and planned land uses. Arnett Boulevard serves as the principal local collector road in Planning Area 10. However, cut-through traffic on Arnett threatens the safety of pedestrians and children playing in the neighborhood. The Comprehensive Plan recommends the implementation of traffic calming measures, to include increased speed limit signage and enforcement and re-stripping of the pavement along Arnett Boulevard.

Corridors: Riverside Drive, North Main Street, and Richmond Boulevard (Rt. 360)

Revitalization Opportunities:

- The traditional neighborhoods of the Planning Area should be protected and enhanced through redevelopment.

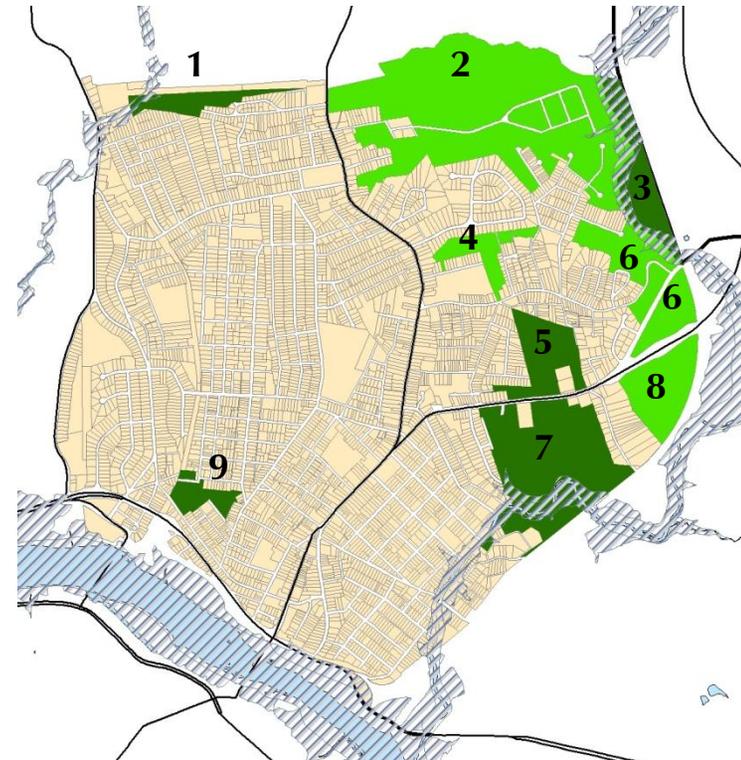
Future Land Use:

- Sub areas 3 and 6 suitable locations for regional commercial or economic development as it adjoins the proposed Route 41 extension.



PLANNING AREA 10					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Old Town Residential	12	155		Medium Density Residential
2	Threshold Residential	55	21		Mixed Use
	Old Town Residential	93	274		
	Highway Retail Commercial	11		239,580	
	Sub Total:	159	575	239,580	
3	Light Economic Development	19		1,276,621	Mixed Use
4	Transitional Office District	3		31,595	Medium Density Residential
	Old Town Residential	10	29		
	Sub Total:	13	29		
5	Attached Residential	2	8		High Density Residential
	Multi-Family Residential	22	285		
	Sub Total:	24	293		
6	Old Town Residential	16	47		Light Industrial
	Light Economic Development	23		1,545,384	
	Sub Total:	39	47	1,545,384	
7	Threshold Residential	7	3		Medium Density Residential
	Old Town Residential	46	136		
	Multi-Family Residential	10	130		
	Attached Residential	2	8		
	Sub Total:	65	276		
8	Multi-Family Residential	27	350		High Density Residential
9	Old Town Residential	9	27		Medium Density Residential
PLANNING AREA:		355	1,598	3,061,585	

Planning Area 10: NORTH MAIN



Planning Area 11: PINEY FOREST ROAD



Location: The Piney Forest Planning Area is located in the northern portion of Danville. It includes over 1200 total acres, which represents approximately 4% of the City’s total land area. The Planning Area is bordered on the west by the City’s corporate boundary, on the north by Nelson Avenue, on the east by Arnett Boulevard, and on the south by Parker Road, Piney Forest Road and Apollo Avenue. Seven separate Planning Areas have been identified within the Piney Forest Road Planning Area.

Existing Land Use: The Piney Forest Planning Area consists predominantly of residential land uses, although it is home to a strip of corridor-based commercial retail uses along Piney Forest Road. The most significant subdivisions located within Planning Area 12 are Chatham Hills, Danville Estates, Woodberry Hills, Starmont Forest, and Sherwood Forest. The majority of new commercial/retail investment in the City has taken place in the Piney Forest Road

Planning area and there are a few parcels that are currently un- or under- developed.

Transportation: Piney Forest Road and Arnett Boulevard serve as two busy transportation links within the Planning Area. A local collector road is recommended to be routed, connecting Central Boulevard and Piney Forest Road via a loop in order to better serve local traffic in the Planning Area. Pedestrian connections between uses along Piney Forest Road and between neighborhoods in the Planning Area are poor or nonexistent. Sidewalks are needed along this corridor and are recommended for incorporation into the future development of Sub Area 8.

Corridors: Piney Forest Road

Revitalization Opportunities:

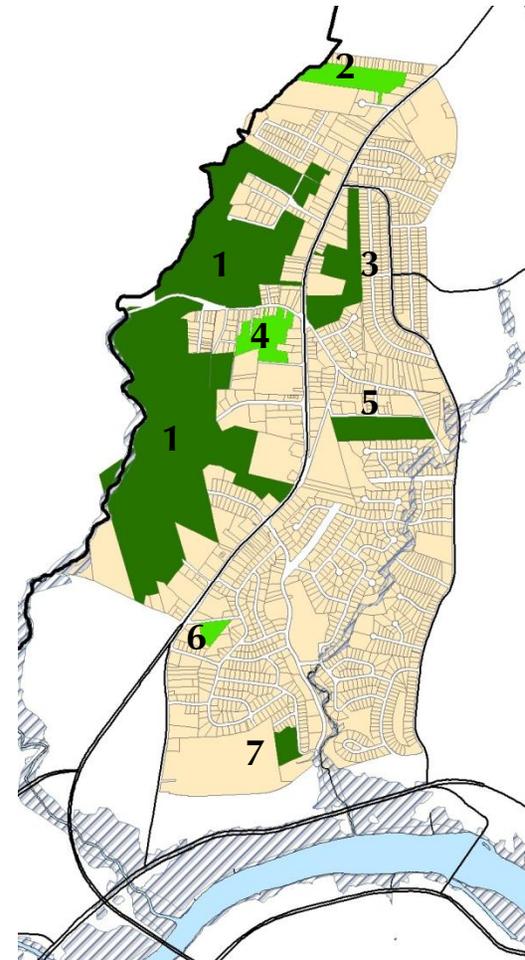
- The stability of the neighborhoods bordering Piney Forest Road is threatened by the continuing sprawl of commercial development and its associated impacts.
- Corridor improvements to Piney Forest needed in order create an attractive entrance from the north into regional retail area.

Future Land Use:

- Arterial/connector roads need to be identified to take strain off of Piney Forest.
- Mix of densities of residential infill in neighborhoods and along City boundary.



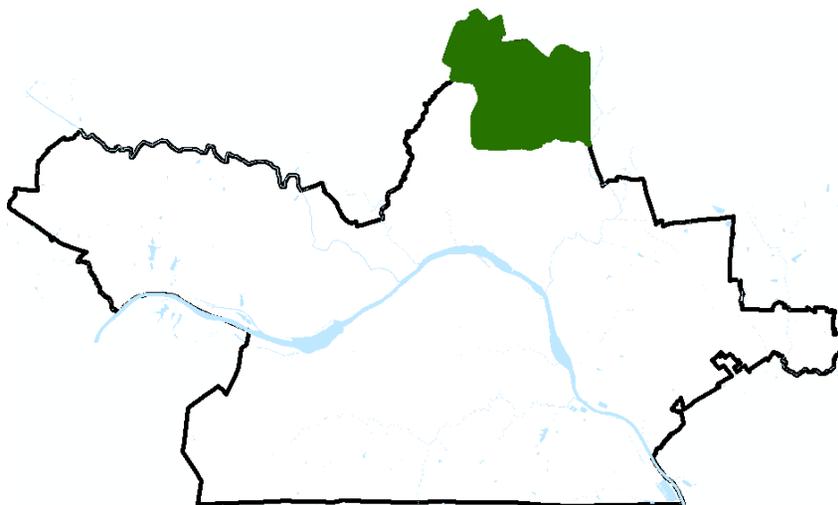
PLANNING AREA 11					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield	Future Land-Use Recommendation	
			Units	Sq Feet	
1	Planned Shopping CenterCommercial	83		795,887	Mixed Use
	Old Town Residential	22	65		
	Multi-Family Residential	57	738		
	Highway Retail Commercial	2		19,178	
	Sub Total:	164	803	815,065	
2	Multi-Family Residential	12	155		High Density Residential
3	Transitional Office District	18		189,571	Medium Density Residential
	Highway Retail Commercial	2		19,178	
	Sub Total:	20	0	208,749	
4	Old Town Residential	5	15		Multi Family
	Highway Retail Commercial	6		57,534	
	Sub Total:	11	15	57,534	
5	Attached Residential	13	54		Medium Density Residential
6	Old Town Residential	3	9		Medium Density Residential
7	Old Town Residential	4	12		Medium Density Residential
PLANNING AREA:		227	1,048	1,081,348	



Planning Area 11: PINEY FOREST ROAD



Planning Area 12: FRANKLIN TURNPIKE



Location: The Franklin Turnpike Planning Area, located in the northernmost section of Danville, contains over 1,700 acres (representing approximately 6% of the City’s total land area). It is bordered on the west by the City’s corporate boundary and Arnett Boulevard, on the north and east by the City’s corporate boundary and on the south by Fagan Street. Eight distinct Sub Areas have been identified within the Planning Area.

Existing Land Use: The Franklin Turnpike Planning Area is characterized by a variety of residential uses, strip commercial development and as large expanses of undeveloped land. Some of the more notable residential subdivisions in the area include: Afton Hills, Northbrood Park, Beverly Park, Shadowood, Seminole Hills, Swain Acres, Norwood Park, Robinwood and Brentwood Park. The Planning Area is also home to some community-scaled, corridor-based commercial uses along North Main Street.

Environment: A tributary of Fall Creek flows through the Planning Area.

Public Utilities: Public Utilities are available within the area, however, several of the undeveloped parcels in the outlying areas do not currently have public utility service.

Transportation: Pedestrian connections between and interior to residential neighborhoods in the Planning Area should be strengthened by the integration of a new sidewalk master plan recommended for Danville. The proposed Franklin Turnpike extension will impact the Planning Area (it should bisect Sub Area 8 if constructed as planned) in terms of both increased transportation linkages and future land use allocation options.

Corridors: North Main Street and Piney Forest Road

Public Facilities: G.L.H. Johnson Elementary, the E.A. Gibson Magnet Middle School, the Squire Recreation Area, the Armory, and a highway patrol station are located within the Planning Area.

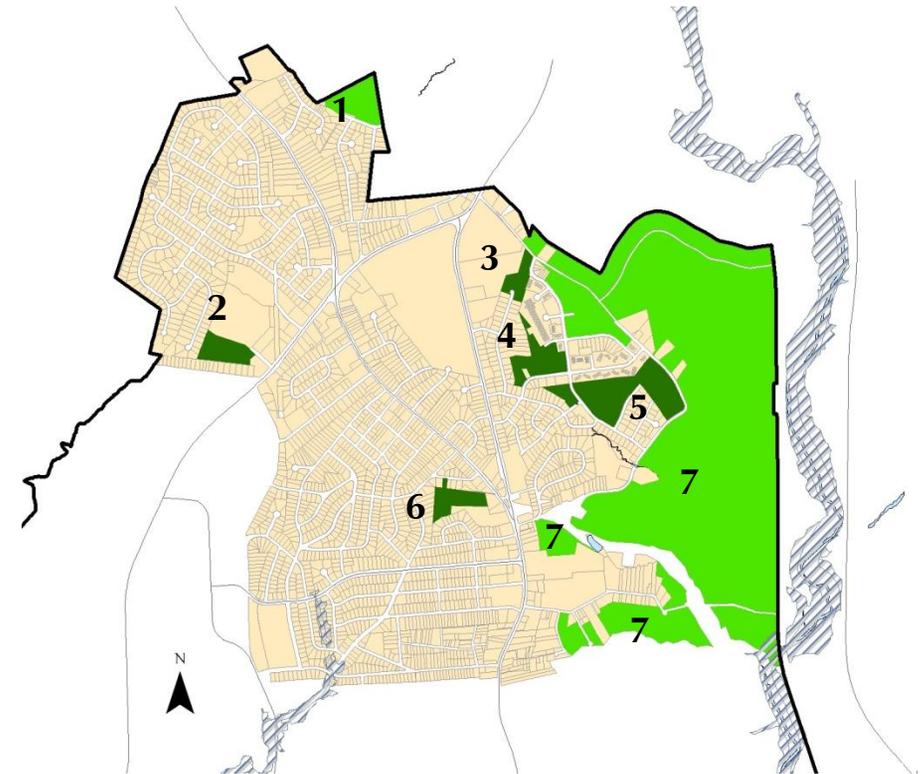
Revitalization: The long term future stability of several of the neighborhoods located adjacent to North Main Street is in jeopardy from neglect and commercial sprawl.

Future Land Use:

- Current zoning designation of “threshold residential” in sub area 8 will not be appropriate when the Franklin Turnpike Extension is built and should be rezoned to a more regional use.



PLANNING AREA 12					
Sub Area	Zoning Classification	Developable Acreage	Potential Yield		Future Land-Use Recommendation
			Units	Sq Feet	
1	Threshold Residential	11	4		Low Density Residential
2	Attached Residential	7	29		Medium Density Residential
3	Suburban Residential	4	4		Mixed Use
4	Suburban Residential	5	5		Medium Density Residential
	Multi-Family Residential	5	65		
	Sub Total:	10	70		
5	Old Town Residential	2	6		Medium Density Residential
	Suburban Residential	20	22		
	Sub Total:	22	28		
6	Threshold Residential	7	3		Open Space / Public
7	Threshold Residential	315	119		Mixed Use
	Transitional Office District	5		52,659	
	Old Town Residential	2	6		
	Multi-Family Residential	9	117		
	Highway Retail Commercial	40		383,560	
	Suburban Residential	5	5		
	Sub Total:	371	241	436,219	
	PLANNING AREA:	432	379	436,219	



Planning Area 12: FRANKLIN TURNPIKE



Figure 15: Future Land Use Summary

Acreage				
Land Use Recommendation	From Current Zoning (acres)	From Sub Area Recommendations (acres)	Total	Percentage
Rural Residential	1,257	3,050	4,308	18%
Low Density Residential	3,442	814	4,255	18%
Medium Density Residential	4,861	1,274	6,135	26%
High Density Residential	349	94	444	2%
Residential Land Use:				63%
Neighborhood Commercial	144	64	208	1%
Community Commercial	774	58	833	3%
Regional Commercial	1,677	182	1,860	8%
Open Space	165	45	209	1%
Light Industry	695	2,428	3,123	13%
Heavy Industry	959	421	1,379	6%
Non-Residential Land Use:				32%
Mixed Use	-	1,160	1,160	5%
Total:			23,419	100%

One of the guiding policies/objectives of the Future Land Use Plan is to maintain a viable mix of residential and non-residential uses in Danville. This is best represented as a 65% residential / 35% non-residential split. If the City becomes over-zoned for commercial uses then the majority of new residential developments will occur outside of the locality. Eventually these new residential areas will attract new retail and commercial development to the surrounding localities with them. If the city becomes over-zoned for residential then the housing market will stagnate as there are fewer job and retail options for city residents.

Figure 15 shows the total acreage of each future land use. The Future Land Use Map that follows this page displays the future land use geographically. The split between residential and non-residential acreage is a 63/32 ratio. The remaining five percent is currently recommended as mixed use. This future land use includes residential and non-residential uses like retail and office space developed in close proximity to each other in thoughtfully planned developments.

In order to achieve a good balance of residential and non-residential uses in the city, the large planning areas with mixed use land recommendations should be developed with a 40/60 split between residential and office/retail uses.

Long term sustainability of Danville depends on a balance of residents, services, and jobs that support each other.

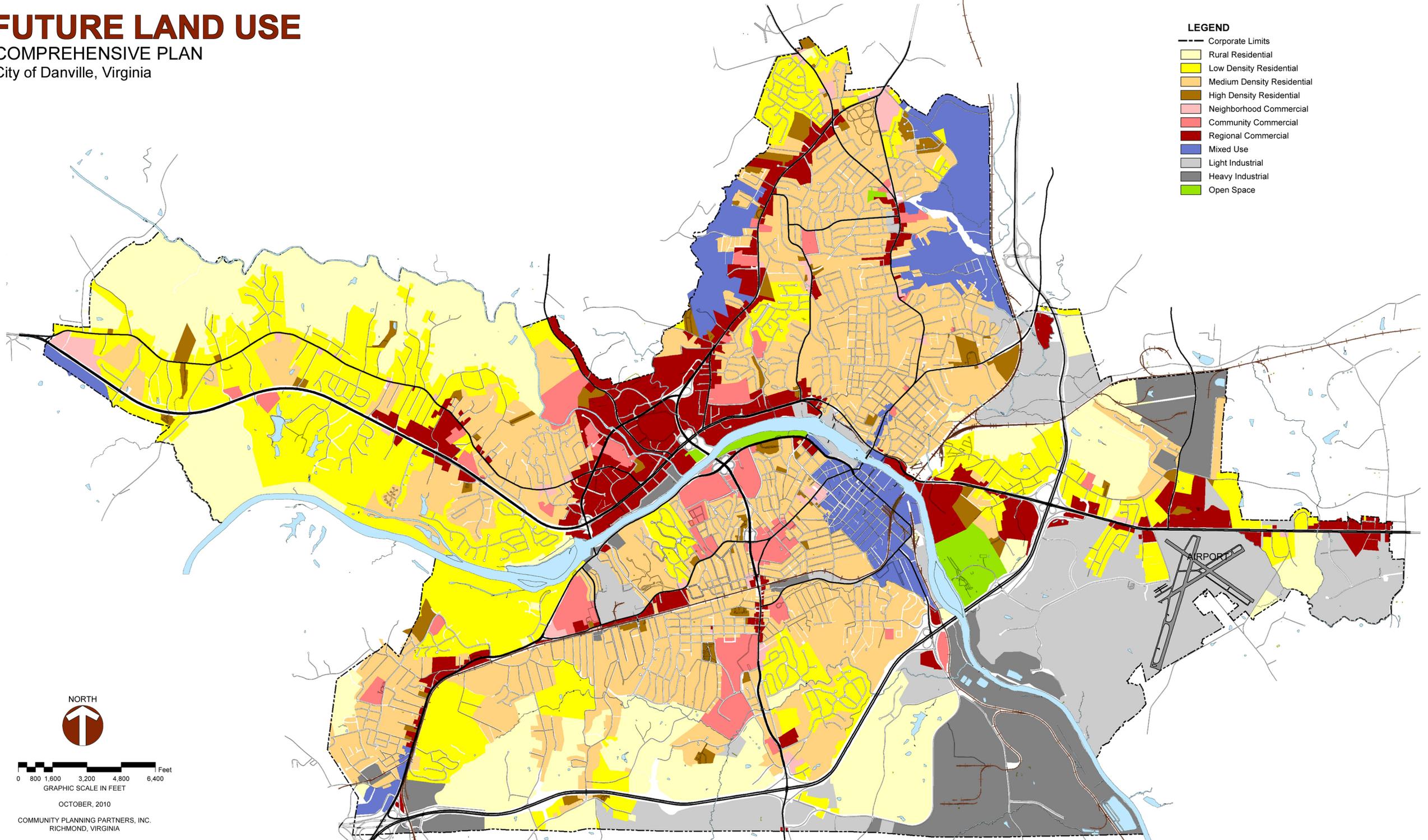


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FUTURE LAND USE

COMPREHENSIVE PLAN
City of Danville, Virginia



LEGEND

- Corporate Limits
- Rural Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Commercial
- Community Commercial
- Regional Commercial
- Mixed Use
- Light Industrial
- Heavy Industrial
- Open Space

NORTH



0 800 1,600 3,200 4,800 6,400 Feet
GRAPHIC SCALE IN FEET

OCTOBER, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

TRANSPORTATION PLAN

Introduction

Despite considerable distance to the nearest interstate highway, Danville boasts a strong regional road network and an airport for freight and commercial travel. (See Transportation Systems Map and Transportation Counts Map at the end of this section.) With the completion of the US Route 29/58 Bypass, and the completion of the Robertson Bridge replacement, the most pressing road infrastructure problems have been addressed.

The growth and success of the Danville River Trail System has led to an update of the original 2002 Dan River Trail System Master Plan. This update includes more bicycle and pedestrian connections into the rest of the City, connecting all areas of Danville with the major “arterial” of bicycle and pedestrian access along the Dan River.

As funding for transportation is being reduced statewide, it is increasingly important to coordinate the City’s transportation plan with the vision and goals of regional and statewide transportation authorities. The Goal and Policies / Objectives of this plan are compatible with VTrans, the statewide long-range transportation policy plan as well as the Danville-Pittsylvania Area Long-Range Transportation Plan of Metropolitan Planning Organization (MPO).

The goal for continued transportation enhancements in the City of Danville is:

Transportation – Ensure that the location, character, and capacity of the City’s existing and future transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the airport) are compatible with the Future Land Use Plan, are supportive of sustainable growth, and enhance the City’s livability and economic vitality.

Policies / Objectives

The policies/objectives established in support of this goal area:

- **Compatibility with Comprehensive Plan** - To ensure adequate traffic carrying capacities, future transportation improvements should be commensurate with the Future Land Use Plan.
- **Access Industrial/Commercial Parks** – Roadway and mass transit improvements need to accompany the growth of business and industrial parks located at the east and west ends of the US Route 58/29 Bypass.
- **Access to Outlying Undeveloped Areas** – When the current road network is to be expanded, the planning of transportation improvements and future right-of-way alignments should not isolate (or land lock) usable pockets of land nor should they ignore opportunities for interconnectivity between areas designated for future development objectives developed by the City for the River District area, especially with those associated with the ongoing Main Street program.
- **Sensitivity to The River District** – Transportation improvements should be compatible with the preservation and revitalization objectives developed by the City for the downtown and Tobacco Warehouse District areas, especially with those associated with the ongoing Main Street program.
- **Bicycle and Pedestrian Elements** – To enhance the City’s viability as an inviting center for tourism and to better integrate its existing and planned neighborhoods, the City should develop a master planned bicycle and pedestrian system in order to properly integrate these facilities into the existing Transportation Plan.



- **Gateway and Corridor Planning** – To create a more attractive gateway and corridor image for the City, proposed transportation improvements and new alignments should respect Danville’s urban design and corridor enhancement objectives, including the provision of street landscaping, lighting, highway buffers, and bicycle and pedestrian facilities. Capital improvement plans should anticipate funding needs for specific corridor improvement projects.
- **Compatibility with Environment** – Recognizing the vulnerability of the City’s water resources and natural areas, transportation facilities should avoid, where feasible, the disruption of ecological areas which would have a negative impact on environment. Best management practices and enhanced erosion control should be implemented with future improvements. Existing roads that are at-risk due to natural hazards should be evaluated and improved as needed.
- **Subdivision and Site Plan Review** – To ensure adequate street planning and design by private development, the City should carefully evaluate all future residential development proposals in order to provide for appropriate levels of inter-community traffic circulation. The City should keep abreast of all newly adopted subdivision standards required by VDOT.
- **Maintenance and Private Subdivision Streets** – In order to better safeguard City residents and minimize private maintenance responsibility for single-family residential areas, subdivision standards should prohibit the development of private road systems in detached single family and duplex residential developments.
- **Fiscal Impacts and Project Economics** – To provide equity in the allocation of future costs of transportation

improvements to existing citizens, the transportation planning and funding programs must recognize that the financial responsibility for future improvements is a partnership function between state, local, business/industry, developers and end-users of future projects. Financing tools that fairly balance these responsibilities and prioritize efficient extension of public infrastructure should be utilized.



Bike Lane in the Tobacco Warehouse District

Roadway Hierarchy

The City road network is classified according to a hierarchy of primary roads that are designed to serve different functions. The breakdown of these roads is as follows: Urban Freeway/Expressway, Urban Other Principal Arterials, Urban Minor Arterial, Urban Collector. The following roads have been classified according to this hierarchy:



Figure 16: VDOT Function Roadway Classification

Urban Freeways/Expressways		
Danville Expressway		
Urban Other Principal Arterials		
Central Boulevard	Piney Forest	South Main Street
Franklin Turnpike	River Street	West Main Street
Memorial Drive	Riverside Drive	
North Main Street	South Boston Rd	
Urban Minor Arterial		
3rd Avenue	Melrose Avenue	Piney Forest Road
Arnett Boulevard	Memorial Drive	Poplar Street
Augusta Avenue	Mill Creek Rd	Richmond Boulevard
Beavermill Road	Moorefield Bridge Rd	Ruskin Street
Bishop Road	Mount Cross Road	South Ridge Street
Goodyear Boulevard	Nordan Drive	Union Street
Henry Road	North Main Street	Verne Boulevard
Industrial Avenue	North Ridge Street	Watson Street
Jefferson Street	Northmont Boulevard	Wendell Scott Drive
Kemper Road	Old Riverside Drive	West Main Street
Kentucky Road	Park Avenue	Westover Drive
Lanier Avenue	Patton Street	Wilson Street
Main Street	Piedmont Drive	Wooding Avenue
Urban Collector		
Arlington Road	Foster Street	Old Greensboro Road
Audubon Drive	Goodyear Boulevard	Old Mayfield Road
Avondale Drive	Grant Street	Orchard Drive
Bailey Place	Gypsum Road	Park Avenue
Bradley Road	Halifax Street	Patton Street

Broad Street	Henry Street	Primrose Place
Chatelaine Avenue	Holbrook Avenue	Ringgold Road
Christopher Lane	Holland Road	Schoolfield Drive
Claiborne Street	Howland Circle	Seminole Trail
Craghead Street	Jefferson Avenue	Sherwood Drive
Eagle Spring Road	Levelton Street	South Main Street
East Thomas Street	Little Creek Road	Southampton Avenue
Edgewood Drive	Locust Lane	Stokes Street
Elizabeth Street	Mountain Hill Road	Sydnor Street
Ferry Road	Mountain View Road	

These roads are included in the VDOT Functional Classifications Map.

Recommended Roadway Improvements

The following table includes upcoming projects for Danville and those located in Pittsylvania County that will have an impact on transportation in the City. VDOT’s Six Year Improvement Plan (SYIP) is an annually updated timeline of transportation projects and funding needs. The current FY 2013-2018 SYIP includes funding for two projects related to the River District Revitalization Plan¹ in 2013. There are no additional projects scheduled through 2018. The Danville Metropolitan Planning Organization (MPO) has developed a Constrained Long-Range Transportation Plan (CLRP) that looks out to the year 2035. The recommended roadway improvements are also listed below.

¹ The River District Redevelopment Plan (2011) can be accessed by contacting the Danville City Manager’s Office, 427 Patton Ave, 4th Floor Danville, VA 24541 (434) 799-5100, or at [http://www.danville-va.gov/index.aspx?NID=1484].



Figure 17: Recommended and Planned Improvements

Transportation Improvements			
Source	Description	Est. Year of Funding	Est. Cost (millions \$)
SYIP	Reconstruction of Streets in the River District Plan	2013	1.60
CLRP	River District Improvements	2013	1.40
CLRP	Widen Mt. Cross Rd. (Rt. 750) to 4 lanes from Old Mt. Cross Rd. to City Line	2020	22.05
CLRP	Geometric Improvements to Airport Dr. and Stinson Dr.	2020	0.83
CLRP	Improve alignment of southbound to westbound ramp on Central Blvd. (US 29) at Memorial Dr.	2030	1.95
CLRP	Ramp and road improvements at US 29 Bypass at Elizabeth St.	2030	9.69
CLRP	Upgrade and signalize intersection at Piney Forest R. (US 29 Bus.) at North Main St.	2030	3.55
CLRP	Intersection and circulation improvements on Piney Forest Rd. and Central Blvd.	2030	11.67
CLRP*	Construct roadway on new alignment from US 58 to 0.8 miles south of VA 750	2030	33.01

CLRP*	Interchange Improvements at Oak Ridge Farms Interchange (w/ US 58 Bypass)	2030	11.16
CLRP*	Construct 4-lane roadway - Mega Park Connector Rd. - from Oak Ridge Farms Interchange to Megapark	2030	26.52

* Located in Pittsylvania County

Corridors of Significance (CoSS)

US 29, or the Seminole Corridor, is identified as a CoSS by VDOT. Future demands related to the population growth have been identified north of Charlottesville. However, Business 29 north of the Dan River (Piney Forest Rd.) has been identified as currently over capacity. The completion of the Franklin Turnpike extension in 2012 may help alleviate local traffic congestion, however, it also opens up previously inaccessible parcels in north Danville that may impact traffic volumes on US 29 Business and US 29 Bypass.

US 58 is also identified as a CoSS with particular importance to Southside Virginia as a route that provides a connection for manufacturing, goods-to-market, warehousing and distribution. The corridor is an essential component of Danville’s economic development strategy including the proposed Berry Hill Road Industrial Park.

Both corridors include bypasses and local business routes which are all at or under capacity with the exception of US Business 29 north of the Dan River.

Recommended Streetscape Improvements

Streetscape improvements are key elements of entrance gateways and related corridors (see Corridor and Gateway Plan, page 61). In addition, streetscape improvements are vital to the preservation and continued revitalization of the City’s River District. The Danville River District Redevelopment Plan identifies the following phases of



Comprehensive Plan

streetscape improvements in the downtown and Tobacco Warehouse Districts.

Phase	Location
Phase I (implementation)	Main Street
Phase II (planning phase, pending funding)	Craghead Street
Phase III (pending funding)	Wilson and Ridge Streets

Under the SYIP, 3 million dollars has been allocated to address street reconstruction and other improvements.

Other Transportation Modes

Bus Service

Reserve-a-Ride services are playing an increasingly important role in connecting Danville's workforce with employers in the east end of the City. Potential job growth through industrial parks west of the City could lead to increased demand for the Reserve-a-Ride service in the metro Danville area necessitating an expansion of the program.

Train Service

Passenger rail service is available in the City, but is limited to a single train with limited space that leaves at 5 a.m. bound for Washington, D.C. and returns at 11:15 p.m. A proposed direct bus line to the Lynchburg Amtrak station opens up additional travel options to Washington, DC and beyond along the Northeast Corridor line. Housing and retail service options for commuters and travelers should be considered for those areas surrounding the Amtrak station.

Air Transportation

The Danville Regional Airport is an asset for attracting new businesses and is strategically located near new high-tech businesses focused on research and development. The airport should be updated to meet FAA requirements. Financing for increased capacity

should be considered as use grows in relation to economic development in the region.

Bicycle / Pedestrian Access

The City has a growing network of bicycle/pedestrian paths and lanes that run from the west end of Westover Drive to Stinson Drive in the east end. This "greenway system" serves as a key alternative form of transportation as well as providing health benefits to citizens and a draw for visitors and prospective companies. To build on this success the following plans should be implemented.

1. The West Piedmont Regional Bicycle Plan (2005) proposed several new routes through the City. General recommendations include:
 - Incorporating bike improvements into road improvement projects.
 - Including bicycle racks on public buses and at key locations downtown.
 - Expand the Dan River Trail system.
 - Connect City bike trails with regional trails.

The detailed list of recommendations and map of proposed routes can be found in the West Piedmont Regional Bicycle Plan².

2. The Riverwalk Master Plan Revision (2011) expands on previous recommendations for the expansion of the existing trail system. The Plan includes a four-phase approach and specific trail route recommendations with related cost estimates.³ These phases are found on the Trail System Map.

² The West Piedmont Regional Bicycle Plan (2005) can be accessed by contacting the West Piedmont Regional Planning District Commission.

[http://www.wppdc.org/Web_Data/Transp/wppdc_RBP/WPPD_RBP.htm]

³ The Riverwalk Master Plan Revision (2011) can be accessed by contacting the Danville City Department of Parks and Recreation: (434)799-5215.



Future Transportation Needs

The most pressing transportation needs exist along the US 29 Business corridor (Piney Forest Rd.) and are currently included in the MPO's long-range plan (CLRP). The City's two primary opportunities for population and job growth exist in underutilized land in and near the city center and undeveloped land in the outlying parcels near city boundaries. Those areas near the city center are adequately served by an existing infrastructure and road network but current transportation networks along the US 58 Business Corridor and North Main Street may soon be over capacity as outlying parcels are subdivided and industrial parks continue to expand.

**Riverwalk Trail**

TRAFFIC VOLUMES

COMPREHENSIVE PLAN
City of Danville, Virginia

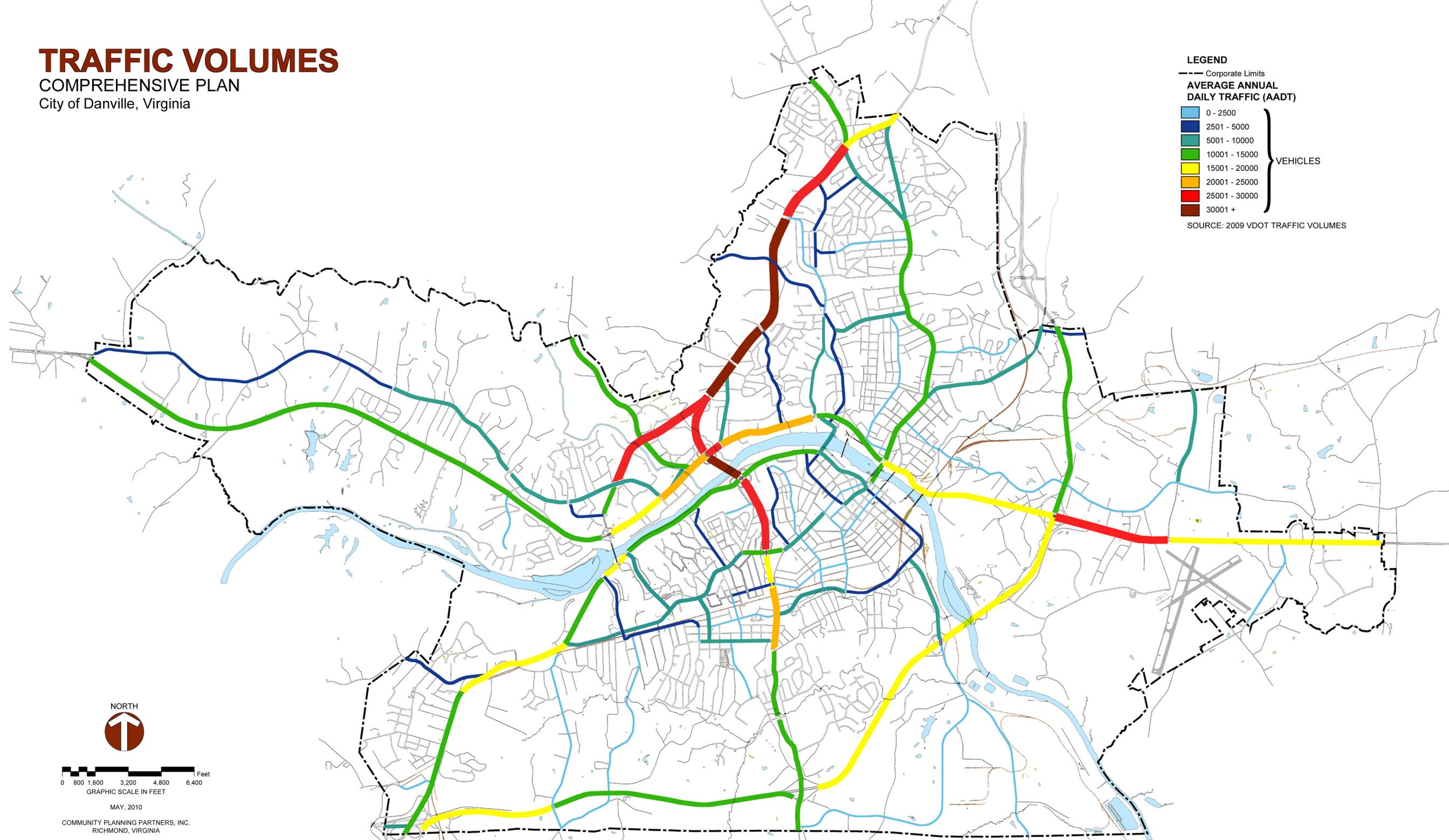
LEGEND

--- Corporate Limits

**AVERAGE ANNUAL
DAILY TRAFFIC (AADT)**

0 - 2500	} VEHICLES
2501 - 5000	
5001 - 10000	
10001 - 15000	
15001 - 20000	
20001 - 25000	
25001 - 30000	
30001 +	

SOURCE: 2009 VDOT TRAFFIC VOLUMES



NORTH



0 800 1,600 3,200 4,800 6,400 Feet
GRAPHIC SCALE IN FEET

MAY, 2010

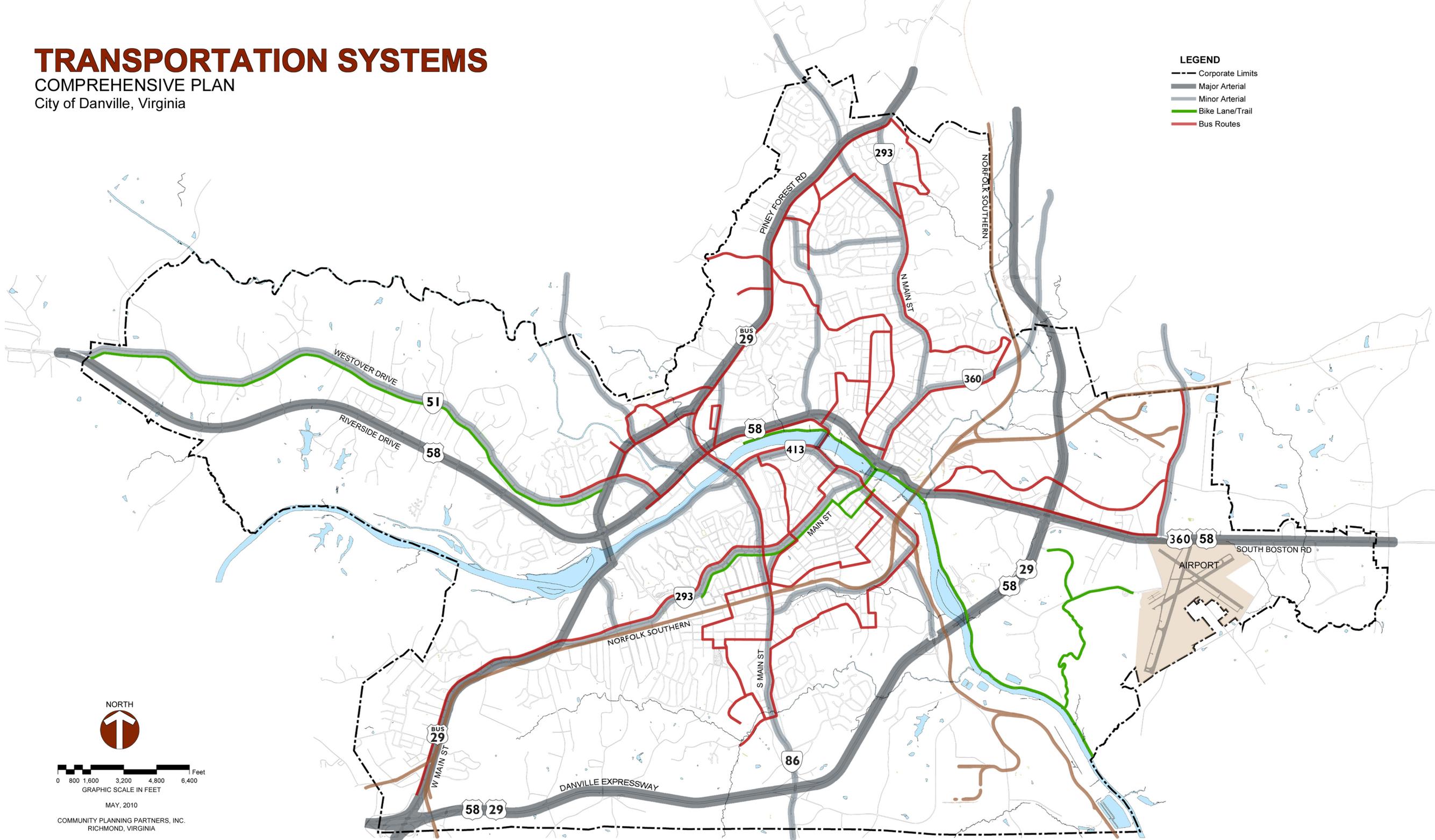
COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

TRANSPORTATION SYSTEMS

COMPREHENSIVE PLAN
City of Danville, Virginia

LEGEND

- Corporate Limits
- Major Arterial
- Minor Arterial
- Bike Lane/Trail
- Bus Routes



NORTH



0 800 1,600 3,200 4,800 6,400 Feet
GRAPHIC SCALE IN FEET

MAY, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

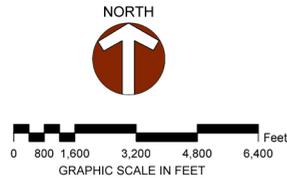
VDOT FUNCTIONAL CLASSIFICATIONS

COMPREHENSIVE PLAN
City of Danville, Virginia

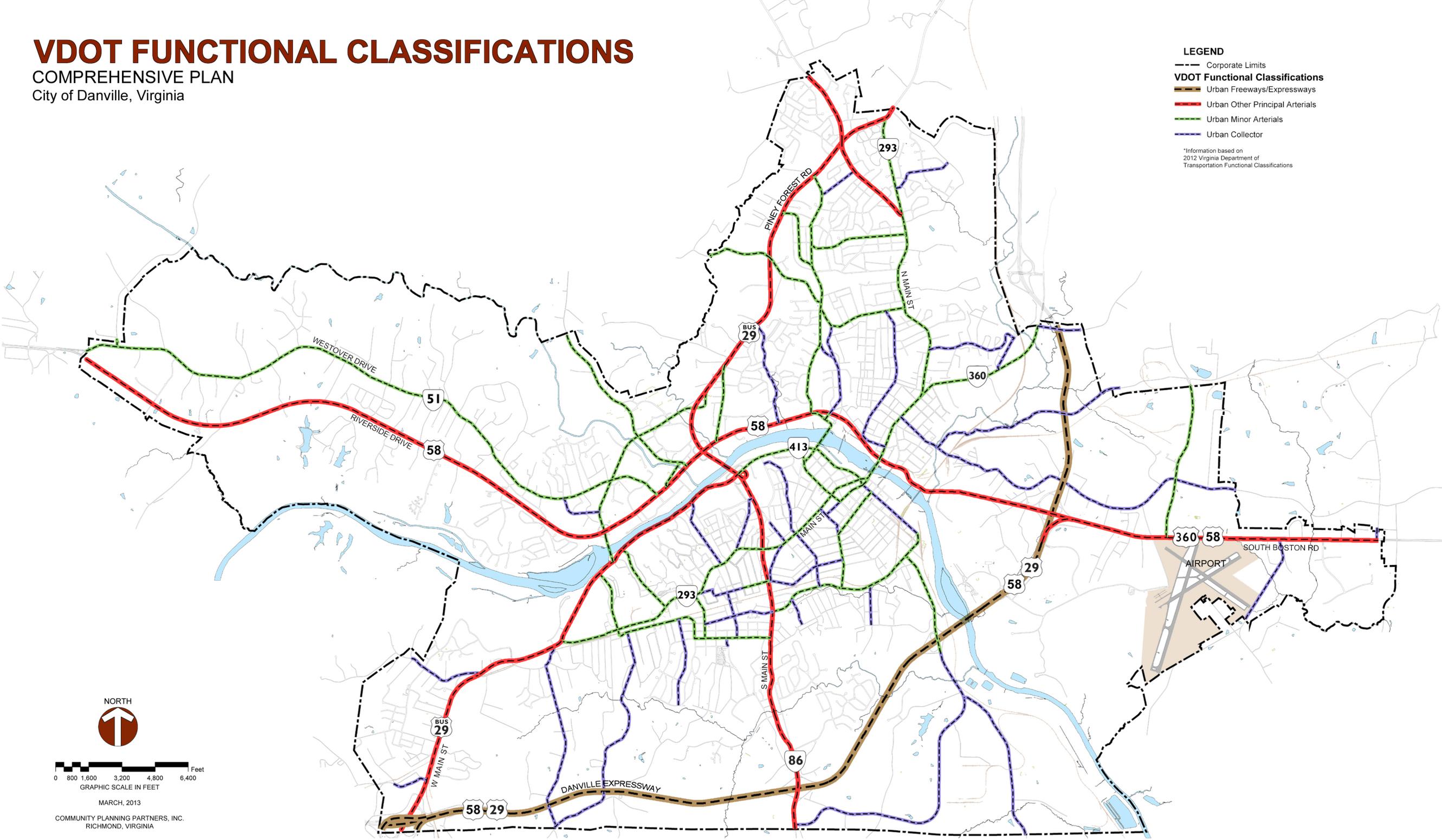
LEGEND

- Corporate Limits
- VDOT Functional Classifications**
- Urban Freeways/Expressways
- Urban Other Principal Arterials
- Urban Minor Arterials
- Urban Collector

*Information based on
2012 Virginia Department of
Transportation Functional Classifications



MARCH, 2013
COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA



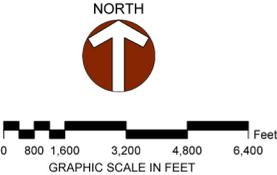
TRAIL MASTER PLAN EXTENSION

COMPREHENSIVE PLAN

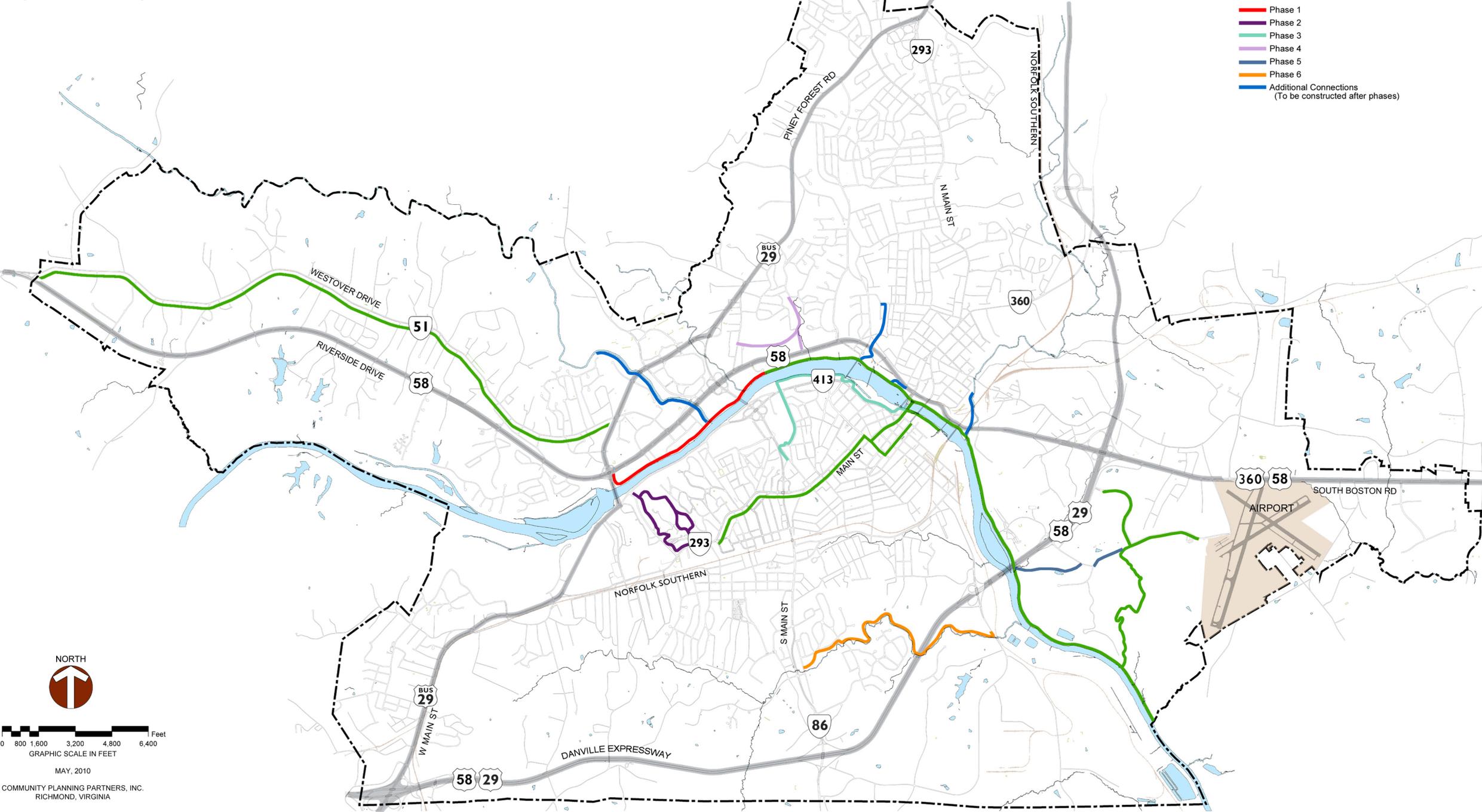
City of Danville, Virginia

LEGEND

- Corporate Limits
- Bike Lane/Trail
- Phase 1
- Phase 2
- Phase 3
- Phase 4
- Phase 5
- Phase 6
- Additional Connections
(To be constructed after phases)



MAY, 2010
COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA



CORRIDOR AND GATEWAY PLAN

Introduction

An outsider's perception of Danville is largely influenced by the impressions he gets while traveling through the outlying community and into the City along its major entrance roads. A successful **gateway** should clearly mark the entrance as one enters the City and present an attractive first impression of Danville to visitors and residents alike. A successful **corridor** reinforces that positive first impression by maintaining a positive image as one continues to drive to his destination. Much work has been done over the past decades to bring new life into Danville's downtown and Tobacco Warehouse District. These efforts must be complemented with physical, transportation, and landscaping improvements along the roads that bring visitors and residents to these destinations in the City. The Corridors & Gateways goal was established for this purpose:

Corridors & Gateways Goal: Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.

Goals / Objectives

The policies/objectives established in support of this goal are:

- Utilize the City's building code, blight abatement ordinances, and zoning code enforcement tools to encourage the removal of visual clutter & blight from private property adjoining key transportation corridors and gateways.
- Develop corridor and gateway plans for each of the key roadway transportation corridors and entrance gateways in

cooperation with the Virginia Department of Transportation, key property owners, and adjoining localities where appropriate and establish a timeline by which each corridor/gateway is improved in turn over a period of 5 to 15 years.

- Implement corridor and gateway improvements including enhanced landscaping, new signage, improved lighting, burying of overhead utilities wherever feasible, and roadway improvements where needed.
- Develop and implement a Gateway Overlay Zoning District that supports appropriate land uses, quality development and/or redevelopment, and visual attractiveness at the City's key gateways.
- Plan and implement redevelopment plans where necessary within designated Gateway Zoning Overlay Zoning Districts in order to remove blight and blighting influences and implement roadway improvements where needed.

Corridor Improvements

Danville's principal entrance corridors and gateways include:

From the North

- Piney Forest Road
- North Main Street
- Franklin Turnpike (State Route 41)
- Richmond Boulevard

From the South

- West Main Street (US Route 29 Business)
- South Main Street (State Route 86)
- Goodyear Boulevard

From the East

- South Boston Road (US Route 58/US Route 360)

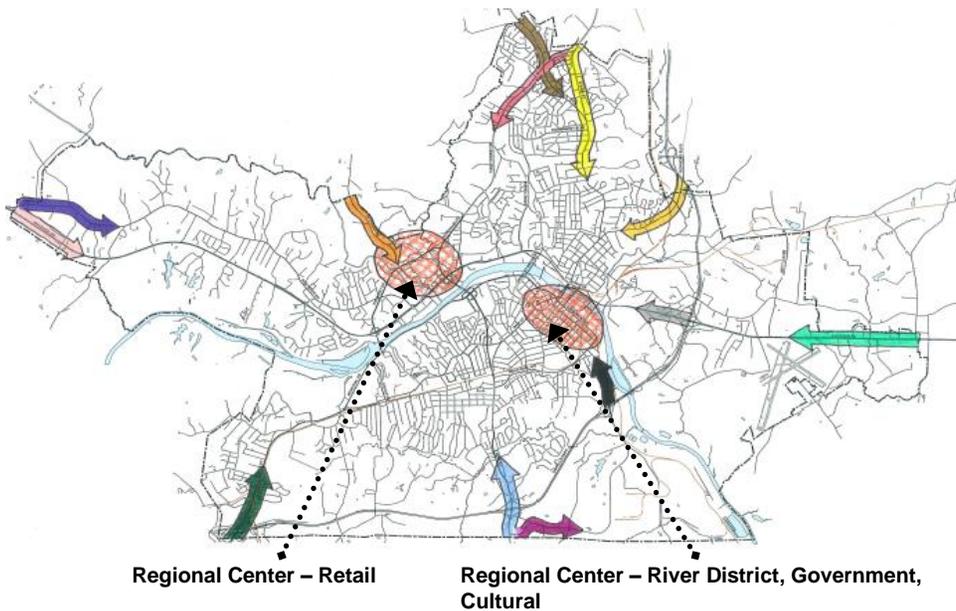


From the West

- Riverside Drive (US Route 58)
- Westover Drive
- Mt. Cross Road

From the Danville Expressway:

- South Boston Road (US Route 58 Business)
- Goodyear Boulevard



above, the top three corridors that should be addressed are listed below with a description of current conditions and initial recommendations.

Piney Forest Road

Current Conditions:

- o Most trafficked corridor in the City.
- o Congestion at State Route 41/Piney Forest intersection.
- o Northern Gateway to regional retail center.
- o High visual clutter produced by large power lines running along both sides of the street.
- o Strip commercial development.

Recommendations:

1. Bury power lines.
2. Increase pedestrian/bike connection between corridor and surrounding neighborhoods.
3. Support high density infill development to focus commercial development away from strip-style along Piney Forest.

South Boston Road (US Routes 58/360 east of Danville Expressway)

Current Conditions:

- o 2nd most trafficked corridor in City.
- o High truck traffic.
- o Eastern Gateway for city and through traffic on US Route 58.
- o Mixed uses, commercial/industrial/residential.
- o Strong opposition to commercial development from neighborhoods north of corridor in County.
- o Lack of controlled access points.

The function and level of need vary for each of the thirteen entrance corridors. Key corridors should be prioritized based on level of blight, visual clutter, traffic volume, and local/regional function. Detailed corridor improvement plans should be developed that address overall design; streetscape amenities; transportation needs; opportunities for public/private partnership; and capital improvement costs for the corridors most in need of improvement. Based on the factors listed



Recommendations:

1. Develop vision for land use along this corridor in light of the competing interests between economic development needs, existing industrial and residential use, and through access.
2. Replace current lighting along median.

South Boston Road (US Route 58/360 west of Danville Expressway)

Current Conditions:

- o Primary corridor into the River District from the east. Principle view of downtown.
- o 3rd most trafficked corridor in City.
- o Mix of residential, light industrial, and commercial uses.

Recommendations:

1. Preserve and enhance view of downtown buildings.
2. Replace current lighting along median.

Gateway Improvements

Gateway improvements should place special emphasis on landscape and physical enhancements that establish awareness and identity for the City. Typically these are located within the public right-of-way at the entrance and exit points of each corridor, but could be placed on private property with the permission of the property owner. The following areas have been identified as principle entrance gateways within Danville:

 **Major Gateways:**

- South Boston Road (US Routes 58/360) at eastern City boundary
- Danville Expressway/South Boston Road (US Routes 58/360)
- South Main Street/Danville Expressway (US Route 29 Bypass)
- Danville Expressway/West Main Street (US Route 29 Business)

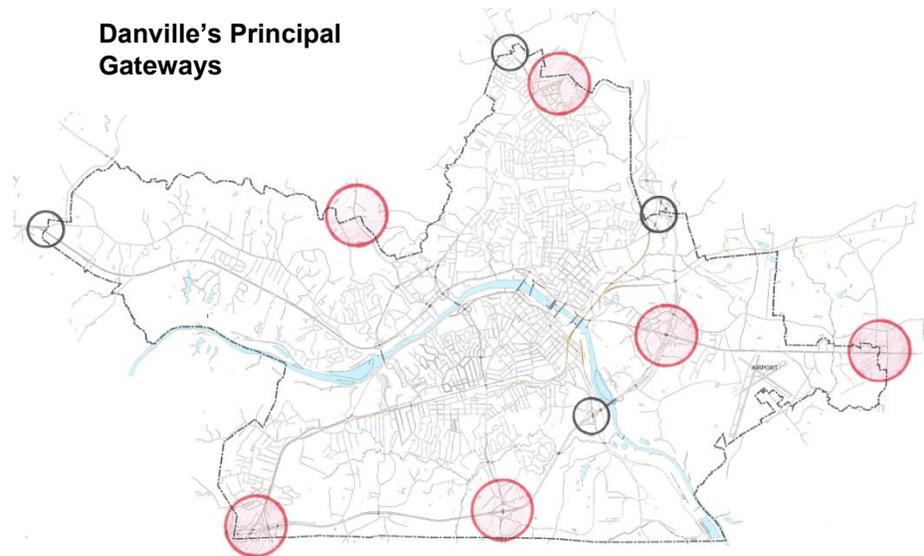
- Mt. Cross Road at northern City boundary
- North Main Street/US Route 29 (at Highland Burial Park)

 **Minor Gateways:**

- Richmond Boulevard at northern City boundary
- Goodyear Boulevard/Danville Expressway (US Route 29 Bypass)
- Westover Drive/Riverside Drive at western City boundary

Gateways should be improved through entrance and wayfinding signage that is consistent throughout the city and enhanced by appropriate landscaping and other streetscape amenities.

Danville's Principal Gateways



Private Sector Corridor Improvements

Ultimately, gateway and corridor plans can only address those factors within the public right-of-way. The value of public improvements will be negated if private property at the gateways or along the entrance



corridors are allowed to deteriorate. In order to comprehensively revitalize the City's corridors and gateways, the built environment must be addressed as well.

Private sector corridor improvements which arise from development and redevelopment projects at the gateways and along the corridors should strictly adhere to the City's zoning, subdivision, and site plan standards. A **Gateway Overlay District Zoning Ordinance** should be developed to further define design requirements for new development at the City's entrance gateways. Where necessary, redevelopment plans can be implemented with the established Gateway Overlay Zones in order to remove blight and blighting influences and implement roadway improvements. To improve lengthier corridors that are too extensive and potentially expensive to be included in an overlay zone, existing commercial zoning standards should be tightened in regards to landscaping, signage, and parking requirements.



NEIGHBORHOOD REVITALIZATION PLAN

Introduction

Danville’s residential neighborhoods represent a unique blend of rural and metropolitan lifestyles. Architectural styles range from turn of the century Victorian, Queen Anne, Georgian Revival, and Edwardian homes to suburban Colonial style homes and rural farm settings. Several developments are built around golf courses and many others have neighborhood amenities such as pools and recreation areas.

According to the 2000 Census, 33% of Danville’s housing stock was built prior to 1950. Older housing stock is concentrated in certain areas of the City and accommodates a high percentage of low- to moderate-income and minority persons. Improving these older neighborhoods, maintaining the viability of Danville’s newer and “middle-aged” neighborhoods, and not over-developing new housing at the expense of existing neighborhoods that overtax the City’s resources stand as the foundations for the Housing & Neighborhoods goal stated in this Comprehensive Plan:

Housing & Neighborhoods Goal: Promote opportunities for a wide variety of housing types in the City through adaptive reuse, redevelopment, and new development within established neighborhoods and districts and through sustainable and well-planned new development, including mixed use development, on vacant land with an emphasis on providing safe, sanitary, and affordable homes for low- to moderate-income residents as well as residents with higher incomes.

Policies / Objectives

The policies/objectives established in support of this goal are:

- Plan and implement on a regular basis housing and neighborhood improvement programs in designated

Neighborhood Revitalization Target Areas that create affordable homeownership opportunities for low- to moderate-income residents through the acquisition and rehabilitation of existing units, the development of new housing units, the provision of down payment assistance to qualified households, and improvements to public infrastructure.

- Plan and implement housing and neighborhood improvement programs in designated Neighborhood Revitalization Target Areas that assist low- to moderate-income homeowners and tenants/landlords with the rehabilitation of existing housing units and improvements to public infrastructure.
- Support and promote the creation of new housing units in The River District through the adaptive reuse of existing buildings, the development of upper-floor housing units, and the revitalization of existing housing units.
- Support and promote the creation of high-quality infill housing throughout the City in partnership with the Danville Redevelopment and Housing Authority through the acquisition and assembly of infill parcels for development.
- Support and restore older neighborhoods through targeted removal or rehabilitation of derelict structures and other blighting influences.
- Adopt and implement “sustainable growth” development polices and ordinances that require developers to fund public facilities sufficiently adequate to serve the needs of new residential, commercial, and industrial development except where incentives are warranted in keeping with established economic development goals and policies.



Affordable Housing

The provision of quality affordable housing in Danville is a priority for the community. The City can maintain its stock of quality affordable housing in a number of ways that improve living conditions, stabilize neighborhoods, and promote responsible home ownership.

The City receives an annual allotment of Community Development Block Grant (CDBG) and HOME funds that can be used to further the improvement of low-income housing through housing rehabilitation. The City has successfully utilized these funds for this purpose in the past, such as in the Westmoreland Neighborhood. The continued use of these funds in targeted neighborhoods will have a larger impact on the city as a whole by improving the housing stock, providing affordable homeownership opportunities, and increasing energy efficiency in older homes.

The Weatherization Assistance program, funded through the US Department of Energy and implemented in Danville by the Pittsylvania County Community Action Agency (PCCA) also provides financial assistance to low-income households to make energy efficiency improvements to homes. Along with Weatherization, the PCCA implements the Indoor Plumbing Rehabilitation (IPR) program that could address inadequate plumbing facilities found in the central Danville neighborhoods. The City can coordinate with PCCA on both of these programs to better serve the low-income households in Danville.

The City offers its own program involving financial assistance to qualified Danville residents who want to rehabilitate their homes. The financial assistance is in the form of a low (or no) interest loan that can be used to repair deficient critical systems. All taxes must be kept current and clear ownership of the property must be demonstrated.

Affordable homeownership is promoted by the City through a local program that provides financial and technical assistance to eligible low and moderate-income first-time homebuyers. The types of assistance available to qualified residents include rehabilitation funds, down payment assistance, and closing cost assistance. All City-sponsored programs are implemented by the Danville Housing and Development division of the Community Development Department.

Housing for Seniors and Persons with Disabilities

As Danville's population continues to age and expand, demand for elderly and disabled housing will continue to rise. Various levels of senior and assisted housing will be required to address the various needs of the increasing elderly and disabled communities.

Two popular U.S. Housing and Urban Development (HUD) grant programs exist that promote new housing for elderly and disabled populations: 1) Supportive Housing for the Elderly (HUD 202) and 2) Supportive Housing for Persons with Disabilities (HUD 811). Both programs are currently active but may be replaced with other, more comprehensive programs in the future.

Both programs provide construction funding for new multi-family housing units that cater to low-income individuals of each respective group. The grant allows a developer to provide quality housing at a reduced cost to these low-income persons.

Adaptive Reuse

Danville has been encouraging adaptive reuse strategies in the development community for many years. The former warehouses in the Tobacco Warehouse District have been steadily converted to residential, commercial, institutional, and office uses, thereby creating a vibrant, mixed-use community with a singular identity. The addition of community amenities such as a riverfront trail and amphitheater have added to the allure of the neighborhood and



Comprehensive Plan

contributed to its continued desirability.

Adaptive reuse strategies should continue to be utilized in Danville. The promotion of the federal and state historic tax credit programs will enable developers to structure projects that are financially sound and successful. They offer unique housing types such as loft units and condominiums that are desirable to many different household types.

Historic Neighborhoods

The preservation of Danville's historic neighborhoods is critical to maintaining elements of the city's character and vitality. Historic homes provide a specific housing type that appeals to many types of residents and preserves the unique character of Danville's older neighborhoods. The federal and state historic tax credit programs are the most popular vehicles for homeowners to receive financial assistance for the rehabilitation of historic homes. Both historic preservation tax credit programs are administered through the Virginia Department of Historic Resources and when combined, can provide up to 45% tax credit eligibility to the homeowner.

The Safe and Sound Neighborhoods initiative has successfully addressed crime, blight and substandard housing in north-central Danville. This program could be an effective tool to encourage infill development and housing rehab in its historic neighborhoods.

Blight Elimination

The value and quality of Danville's older neighborhoods is undermined by certain housing units that are ageing and have not been properly maintained over an extended period of time. A 2010 Housing Study identified that 14% (2,321) of all housing units were in poor condition and that 1,180 were vacant or abandoned. These structures have fallen into such disrepair that they are derelict, a threat to the public health and safety of the community. As a means of restoring older and historic neighborhoods and removing threats to public health and safety, the City should actively pursue the

removal of these structures.

Additional Initiatives

Danville should consider the following initiatives to supplement the existing, successful programs and to target housing and other type of development onto lands most suited to development:

- **Tax Sale Properties** – Through the purchase of tax delinquent properties, the City could offer homes for sale in targeted areas at a discount price. By participating in this program, a buyer would commit to rehabilitating the home within a certain period of time.
- **Homesteading Program** – This program would allow qualified low- to moderate-income households to acquire deteriorated homes at a drastically reduced price plus the cost of rehabilitation. Buyers would agree to live in the property for a specified period of time.
- **Habitat for Humanity Partnership** – Formalize and expand a partnership with Habitat for Humanity to rehabilitate houses and build new houses in blighted areas.
- **Expansion of the Residential Real Estate Tax Abatement Program** – The existing Residential Real Estate Tax Abatement Program could be expanded to include additional targeted neighborhoods or be made citywide. Additionally, the age requirement could be changed to buildings no less than 20 or 25 years old (the Code of Virginia allows buildings no less than 15 years old), making more homes eligible for the program and spurring additional investment in the City's housing.
- **Adoption of a “Sufficiently Adequate” Ordinance** – This kind of ordinance requires developers to fund public facilities sufficiently adequate to serve the needs of new



residential, commercial, and industrial development except where incentives are warranted in keeping with established community and economic development goals and policies. While the City would likely incentivize any project with a significant economic development impact, such an ordinance would provide a means whereby smaller, less sustainable projects of limited impact could be discouraged.

- **Acquisition and Assembly of Infill Parcels** – In partnership with the Danville Redevelopment and Housing Authority, the City could acquire and assemble infill parcels that may be overlooked for development because of blight, unclear title, small lot size, or inefficient economies of scale.
- **A Comprehensive Housing Study** – In order to strategically address all housing issues and prioritize neighborhoods in terms of greatest need, the City should consider undertaking a comprehensive housing study with the goal of developing a comprehensive housing plan. In this way, the most important neighborhoods and housing needs could be delineated and addressed in systematic fashion over a number of years.
- **Blight Remediation** – Blight prevention can be accomplished through active code enforcement. Existing blight can be addressed through a systematic acquisition and demolition program under Title 36.
- **Rental Inspection Program** – The State Code allows for localities to adopt rental inspection programs in neighborhoods where there is a high concentration of substandard rental housing. The program allows for a more targeted effort to ensure rental property is maintained to standards prescribed in the local building code.

- **Safe and Sound Neighborhoods** – The results of the Safe and Sound Neighborhoods initiative should be assessed to understand the long-term impacts of the program on the local housing market. If successful, it should be implemented in other historic and inner-urban neighborhoods.

Summary

The City has a number of strategies to maintain strong, stable, and vibrant neighborhoods that serve the residents of Danville. Through housing rehabilitation, real estate tax abatements, new construction, adaptive reuse, code enforcement, and the introduction of new housing types, the City is making strides in providing sufficient and affordable housing to all residents of Danville. With the additional initiatives outlined here and a systematic and strategic approach to addressing the City's housing needs, the City should be able to make even more strides in the future.



HISTORIC AND CULTURAL RESOURCE PLAN

Introduction

The City of Danville has a unique history as a southern manufacturing and tobacco center that has defined its cultural and architectural heritage. Victorian mansions, tobacco warehouses, worker housing, and textile mills are the remnants of an industry that has almost completely disappeared from the region and the nation as a whole. For this reason, the preservation and promotion of these cultural artifacts is a key component of both preserving Danville's heritage and promoting its revitalization. The City faces a tough balancing act between the preservation of historically significant resources and protecting the health, safety and welfare of its citizens by addressing derelict structures and substandard housing¹ in a challenging economic climate. Therefore, the preservation of historic and cultural resources must be addressed concurrently with blight eradication and economic development efforts that are addressed elsewhere in the comprehensive plan.

Historic and Cultural Resource Preservation Goal:

Promote historic and cultural resources by preventing deterioration, promoting rehabilitation and reuse, and promoting heritage tourism in the City.

Policies / Objectives

The policies/objectives established in support of this goal are:

- Prevent the deterioration and demolition of historic structures.
- Incentivize the rehabilitation of historic structures.
- Promote Danville as a heritage tourism destination.

¹ The issue of blight and unsafe housing conditions is addressed in more detail in the Neighborhood Revitalization Plan.



The Final Home of the Confederate Government

Existing Historic and Cultural Assets

The Historic Resources Map found after page 72 demonstrates the wealth of resources located within the City. Local preservation efforts have leveraged private and public funds to restore and reuse many historic buildings and entire districts. Success stories include the Old West End, the Tobacco Warehouse & Residential District and the Downtown District. These areas have repurposed old buildings into new cultural landmarks, attracted new residents and promoted the city as a place to live, work and play. But there are many other historic districts that have not yet “turned the corner” and even the aforementioned districts remain in transition and have suffered from the impacts of the national economic downturn.



Threats to Historic and Cultural Resources

Deferred maintenance, outdated building types, and converted/ subdivided residential units have been a symptom of the economic disinvestment that has plagued the city for decades. These trends have impacted historic neighborhoods disproportionately. The preservation of privately owned property cannot be separated from economic and market constraints. Therefore the city must pursue a wide array of measures to reach its stated goal regarding its historic and cultural resources.

The Structural Conditions Maps following page 74 identify all structures constructed before 1946 and assigns colors based on their structural condition and occupancy status. Structures are identified on a 4-point scale from “poor” to “sever” condition based on any combination of four factors identified through the City’s 2010 Housing Survey: poor roof condition, poor foundation condition, boarded, abandoned. Structures that were built before 1946 without any of these conditions were colored green, and considered to be in good to fair condition.

Existing Historic and Cultural Preservation Measures

The City and state partners are providing the following planning and support measures for the preservation and promotion of resources.

Targeted neighborhood improvement plans. The City is creating plans for the revitalization and renewal of historically and culturally significant neighborhoods. A plan for the River District was adopted in 2012 and plans for the Monument-Berryman Neighborhood, Old West End, and the Grove Street Neighborhood are currently being addressed. The River District Plan provides an overarching vision with related objectives for the revitalization of the former industrial portions of the Tobacco Warehouse & Residential District and the Downtown District. The plan outlines funding sources and redevelopment options for several historic commercial and industrial



Tobacco Warehouse Historic District

buildings and includes adopted design guidelines that will direct future construction and rehabilitation efforts in the District. The Monument-Berryman Neighborhood (the single family residential portion of the Tobacco Warehouse District) is currently being studied to identify future conservation and redevelopment options which include the rehabilitation of historic worker housing. The Old West End is located within a local, state, and nationally recognized historic district. The goals established for the OWE focus on stabilizing the existing housing stock and providing safe and sanitary housing for existing residents.

Provide incentives and options to property owners in economically stressed neighborhoods. The City recognizes rehabilitation and maintenance of historic structures in depressed neighborhoods is financially challenging and occasionally infeasible. Rehabilitation is incentivized through the Real Estate Tax Abatement Program which defers increased taxes related to the increased assessed value of



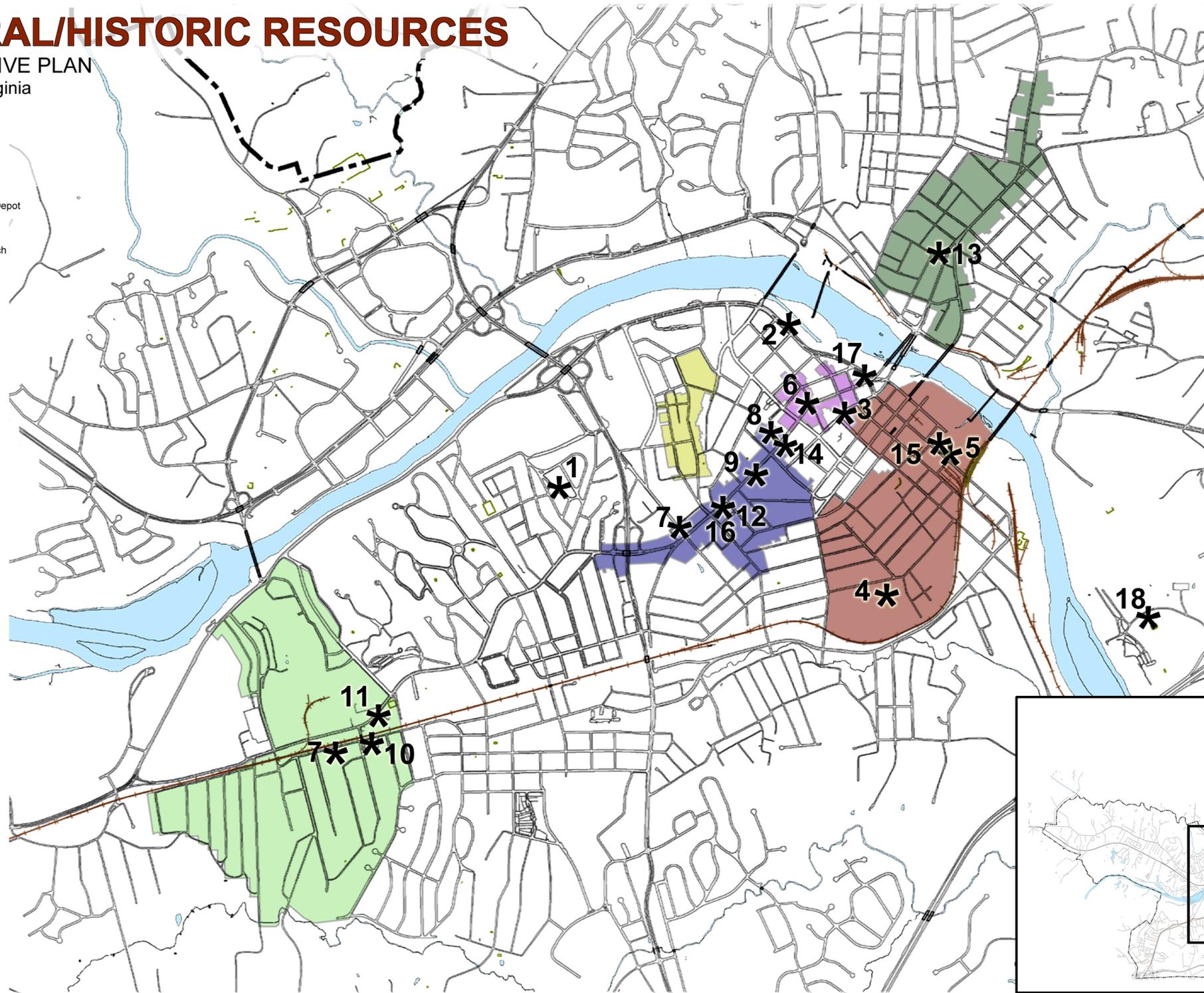
CULTURAL/HISTORIC RESOURCES

COMPREHENSIVE PLAN City of Danville, Virginia

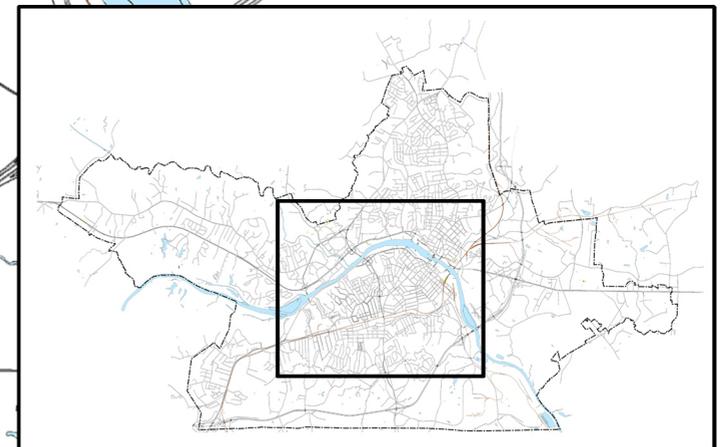
HISTORIC RESOURCE SITES

1. Dan's Hill
2. Dan River Mill No. 8
3. Danville Municipal Building
4. Danville National Cemetery
5. Danville Southern Railway Depot
6. Hotel Danville
7. Langhorne House
8. Main Street Methodist Church
9. Penn-Wyatt House
10. Schoolfield School Complex
11. Schoolfield Welfare Building
12. Sutherland House
13. The North Theatre
14. Danville Education Arts & Cultural Center
15. Danville Science Center
16. Danville Museum of Fine Arts & History
17. Mural - Wreck of Old 97
18. Dan Daniel Memorial Park/ Veterans' Memorial

- ### LEGEND
- Corporate Limits
 - Downtown District
 - Holbrook Ross District
 - North Danville District
 - Old West End District
 - Schoolfield Eligible District
 - Tobacco Warehouse District



ENLARGED AREA



GRAPHIC SCALE IN FEET

AUGUST, 2012

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

Comprehensive Plan

restored structures. In addition, the historic districts in the city that have received state and federal recognition has allowed the extensive use of Historic Tax Credits to help propel renewal of Danville neighborhoods. State and federal Historic Tax Credits have been a major component of the renovation and reuse of historic buildings in the Tobacco Warehouse, Downtown, and Old West End districts.

Preservation Task Force. The Preservation Task Force is a joint effort between the City and local preservation organizations to tackle the challenges of preservation and revitalization together. The Preservation Task Force is currently focused on structures threatened by building dilapidation, crime, and disinvestment in the Old West End district. The task force is in the process of developing processes and policies that will promote and preserve this and other neighborhoods for the future.

In addition to these measures the following steps should be considered as they relate to each of the three primary policies.

1) Prevent the deterioration and demolition of historic structures.

- a. Closely monitor aging structures for Property Maintenance Code violations and utilize all remedies allowed under local and state codes and ordinances.
- b. Closely monitor aging structures for unlawful subdivision of property and strictly enforce existing zoning densities.
- c. Review and update existing design guidelines to allow for flexibility when addressing deteriorating properties.
- d. Adopt and incorporate the spot blight abatement and the new receivership process as allowed under the Code of Virginia into the City's current Derelict Structures Ordinance.

- e. Develop a formal and transparent prioritization process for neighborhood preservation and rehabilitation. The Structural Conditions Inventory maps found after page 74 shows the highest concentrations of endangered historic structures in relation to historic districts. This map can help guide the prioritization process along with criteria adopted by the Preservation Task Force.

2) Incentivize the rehabilitation of historic structures.

- a. Expand the existing Real Estate Tax Abatement Program to include additional targeted neighborhoods or provide the benefit citywide.
- b. Develop a user-friendly guide for owners of derelict and historic properties that will outline all related requirements and incentives. The guide will include a step-by-step process for rehabilitation.
- c. Maintain a list of contractors qualified to perform rehabilitation work on historic properties.
- d. In cases of demolition, create a photographic record of the property prior to demolition and retain historically and architecturally significant artifacts in coordination with local preservation groups.

3) Promote Danville as a heritage tourism destination.

Heritage Tourism is defined by the National Trust for Historic Preservation as "traveling to experience the places, artifacts and activities that authentically represent the... past and present."² Promoting Danville's current assets and unique history is an

² [PreservationNation.org](http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/) 2012. National Trust for Historic Preservation. 28 Aug. 2012 <http://www.preservationnation.org/information-center/economics-of-revitalization/heritage-tourism/>



important aspect of neighborhood revitalization and economic development as well as historic preservation. The region already has active organizations that are pursuing the promotion and preservation of these resources. Partnerships with the City's Economic Development Department, the Virginia Tourism Corporation, and Preservation Virginia will be important means to create new initiatives and leverage tourism marketing grant funds that will effectively serve the city's goals as set forth in the Comprehensive Plan.

- a. Prioritize and define the City's tourism market.
- b. Develop strong partnerships with Preservation Virginia, Virginia Tourism Corporation, and other appropriate organizations that share the goal of developing and marketing the City as a travel destination.
- c. Develop heritage tourism attractions and tour and strengthen marketing and promotion of these assets.



STRUCTURAL CONDITIONS INVENTORY

STRUCTURES BUILT PRE-1946

COMPREHENSIVE PLAN

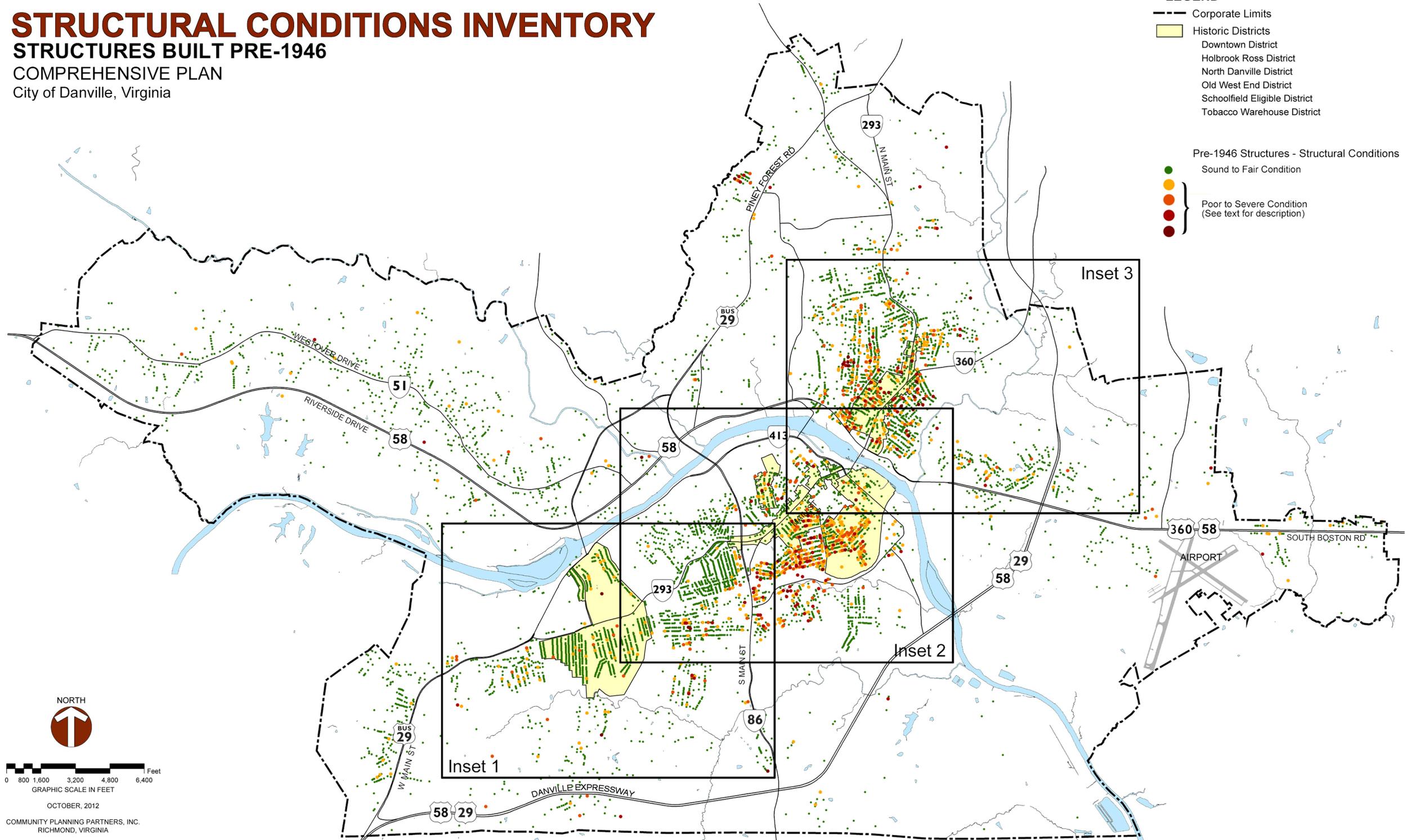
City of Danville, Virginia

LEGEND

- Corporate Limits
- Historic Districts
 - Downtown District
 - Holbrook Ross District
 - North Danville District
 - Old West End District
 - Schoolfield Eligible District
 - Tobacco Warehouse District

Pre-1946 Structures - Structural Conditions

- Sound to Fair Condition
- Poor to Severe Condition (See text for description)



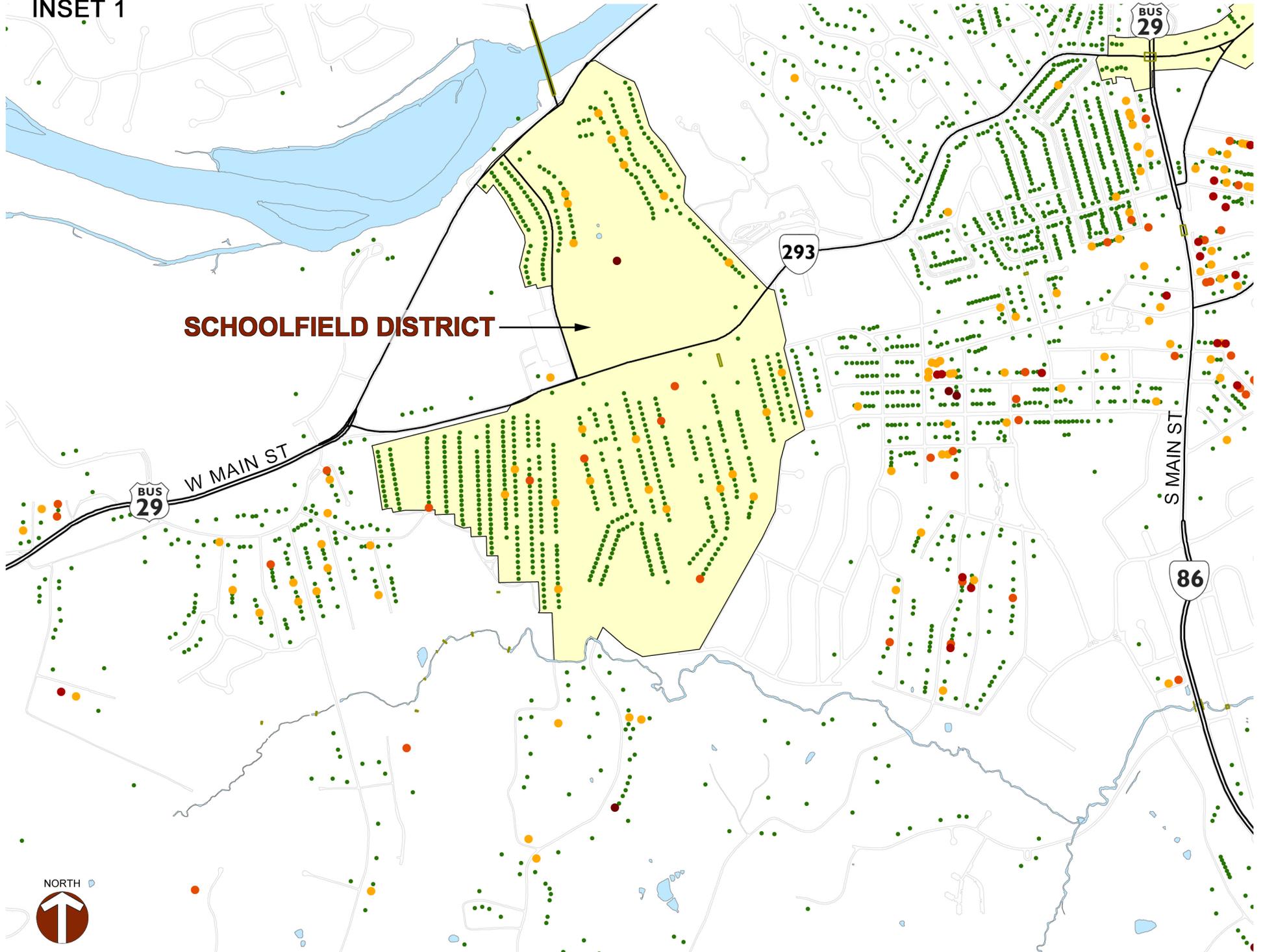
NORTH



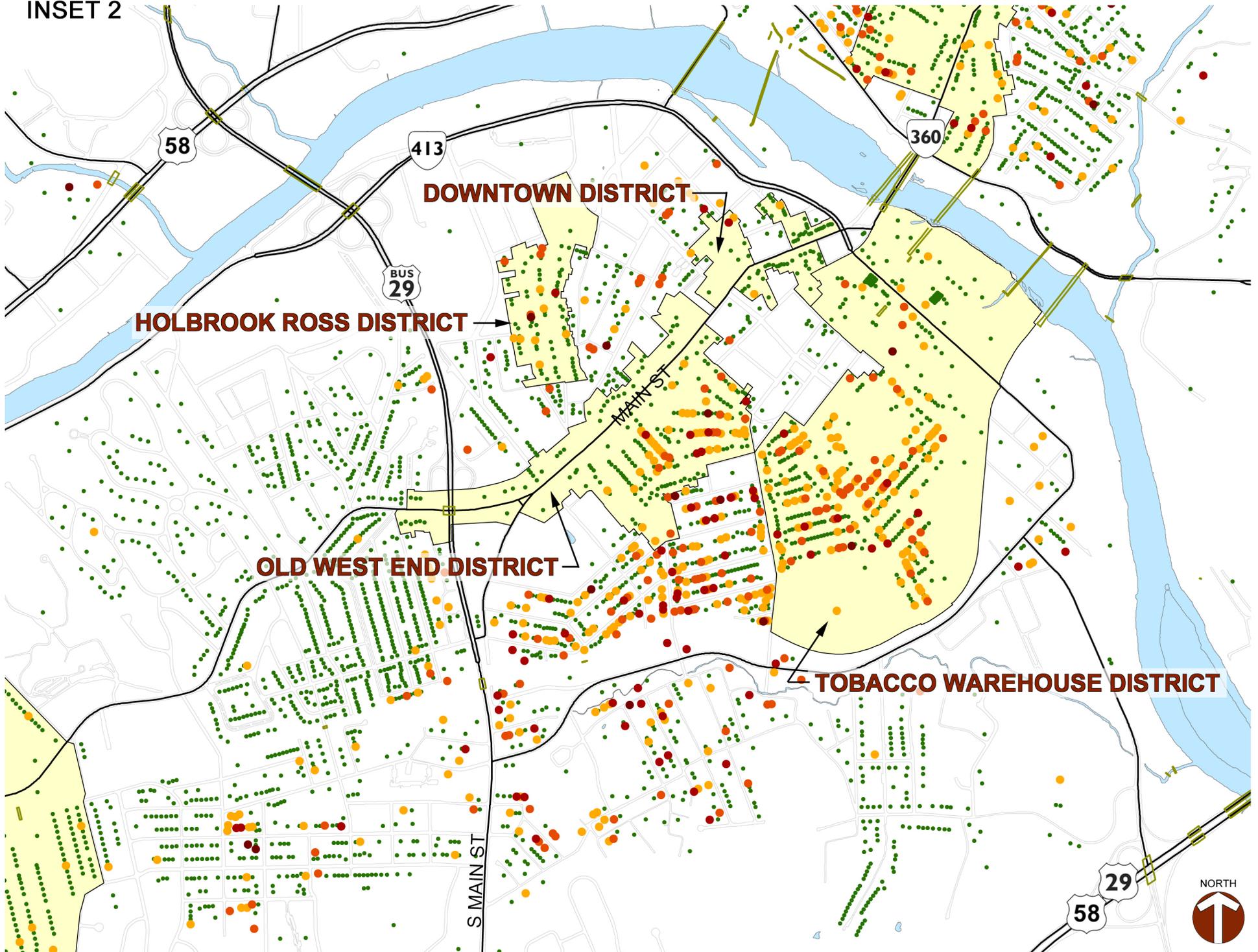
OCTOBER, 2012

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

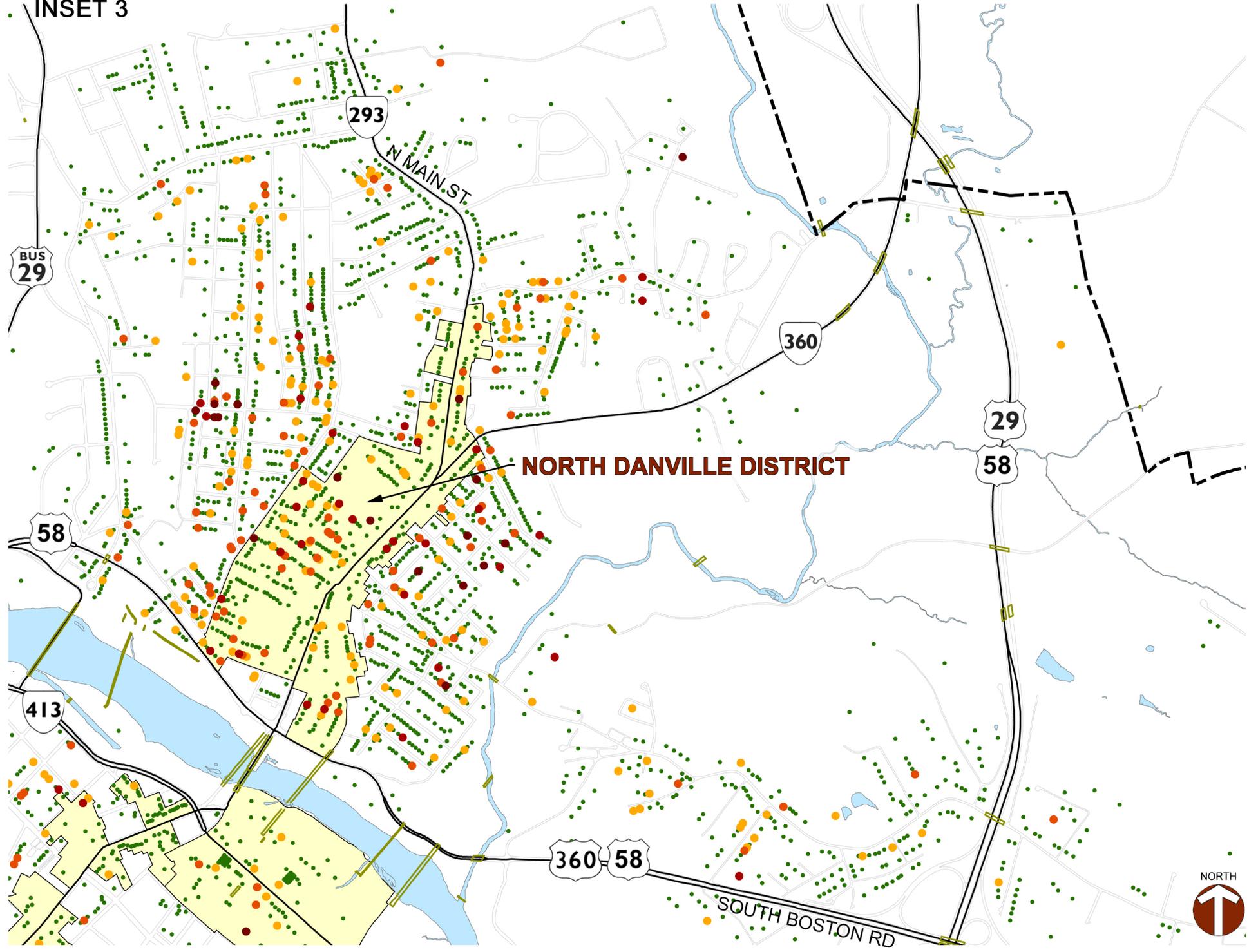
INSET 1



INSET 2



INSET 3



ECONOMIC REVITALIZATION PLAN

Introduction

The City of Danville has a very robust economic development program utilizing its own Economic Development staff supported by the work of the Danville Chamber of Commerce and the staff and resources provided through the Commonwealth of Virginia, most notably, the Virginia Economic Development Partnership and the Tobacco Indemnification and Community Revitalization Commission. The City is also a partner in the West Piedmont Economic Development District, a regional body economic development coordination body required as a condition for receiving U.S. Economic Development Administration funding.

While success has been hard to come by during the recent poor economy, Danville has continued to build the foundations for future growth. Announcements made during the writing of this Comprehensive Plan and as highlighted in the Background section of this Plan give clear evidence that the City's economic development efforts are beginning to pay off.

As affirmation of these efforts, the Economic Development goal utilized in this Comprehensive Plan is as follows:

Economic Development Goal: Support and promote the City's existing economic base while actively recruiting other economic development opportunities in the areas of basic industry; advanced manufacturing; technology; sustainable/green energy, automotive, and aerospace research, development, and production; and tourism in order to strengthen and expand the economy.

Policies / Objectives

The policies/objectives established in support of this goal are:

- Actively market the City as a viable location for business expansion and relocation in light of its position as a manufacturing center, its location at the intersection of US 58 and US 29, its central location within the two states of North Carolina/Virginia, and its proximity to the Research Triangle and Piedmont Triad regions of North Carolina.
- Develop the plans, infrastructure, sites, and facilities needed within the established industrial parks and the Berry Hill Regional Mega Park in order to successfully compete for the relocation and expansion of existing local and regional businesses and those from beyond Danville and to prepare space for new business and industry "birthed" in Danville, Pittsylvania County, and the West Piedmont Economic Development District.
- Support and incentivize the redevelopment and adaptive reuse of structures in The River District Danville, the Tobacco Warehouse District, and the other older commercial and industrial areas within the City in order to provide sites and facilities attractive to cutting-edge business and industry that prefer an urban setting.
- Support original research and development of new products and technologies in conjunction with the Institute for Advanced Learning and Research, the Sustainable Energy Technology Center, and the Center for Applied High Performance Computing and assisting successful endeavors in their transition to full-scale production.
- Partner with local and regional educational institutions to provide the training, basic education, and higher education needed to sustain the skilled workforce desired by the City's



existing and future commercial, retail, and industrial businesses.

- Provide support and incentives in cooperation with regional and state partners for the creation of new businesses and the expansion of existing businesses that enable the City to compete for jobs on a national and international level.

Existing Economic Development Initiatives

The City and its economic development partners currently provide the following facilities, educational support, services, and incentives:

Business Parks

- Cyberpark, a 330 acre technology park.
- Airside Industrial Park with 83 remaining developable acres.
- Cane Creek Centre with 455 remaining developable acres.
- Riverview Industrial Park with 65 remaining developable acres.
- The Berry Hill Regional Mega Park, a 3,700 acre site jointly sponsored by the City and Pittsylvania County.

Research, Advanced Education, and Workforce Training

- Danville Community College
- Averett University
- National College
- The Regional Center for Advanced Technology and Training
- The Institute for Advanced Learning and Research
- The Sustainable Energy Technology Center (under construction)
- The Center for Applied High Performance Computing (planned)

Business Assistance

- Well-designed and user friendly website resources at discoverdanville.com

- Dan River Business Development Center
- A Business Incubator in the Business Development Center



Local Incentives in the Enterprise Zones

- The City has two state recognized enterprise zones – Enterprise Zone (including larger tracts and business parks) & Urban Enterprise Zone (including central City tracts and the Cyber Park).
- Job Grants ranging from \$100 per new job for jobs paying more than \$9 per hour up to \$500 per new job for jobs paying more than \$40 per hour.
- An exemption from City permit fees.
- A 50% rebate of Machinery and Tools Tax for new investment.
- Reimbursement of water and sewer connection fees.
- Access to state incentives for businesses locating to an Enterprise Zone including Real Property Investment Grants, Wage-Based Job Creation Grants, and the Governor's Opportunity Fund.

Other Incentives

- A Real Estate Abatement Program that provides a fifteen-year phased real estate exemption for improvements to buildings more than 50 years old that increase a building's value by at least 25%. Buildings must be located within the City's state and federally designated historic districts (Downtown, Tobacco Warehouse District, North Danville, Mill, Old West End, and Holbrook-Ross).
- The City is a federally recognized HUB Zone (Historically Underutilized Business Zone Empowerment Contracting Program). Businesses in HUB Zones are given preference on federal contracts.

Support and Market Research for Targeted Industries

- Aerospace
- Automotive
- Back Office
- Food & Beverage
- Pharmaceutical/Life Sciences
- Plastics/Polymers

Additional Initiatives

Danville's economic development initiatives are to be commended. The follow additional initiatives are put forward as a means of building even more on the City's growing success:

- **Implement the Danville River District Redevelopment Plan** – The Danville River District Redevelopment Plan outlined a comprehensive approach to the redevelopment of the River District, which includes the Tobacco Warehouse and Downtown Districts. The Plan is comprised of two main sections, an economic analysis and urban design analysis. The City should actively pursue and prioritize the implementation of this plan as a key to the economic development of the District and the entire city.
- **Become a Virginia Main Street designee** – Including the historic downtown district of the River District as a Virginia Main Street will give the City access to a range of economic development resources specifically geared to spur business growth in traditional commercial districts. These resources will complement the extensive physical improvements already made to the streetscape and right-of-way.
- **Enhanced Use of Redevelopment Tools** – Danville and the Danville Redevelopment and Housing Authority should



utilize all of the tools available to them through the Code of Virginia including the adoption and implementation of conservation and redevelopment plans, use of spot blight abatement, and strict building code enforcement in order to improve the built environment of the City and create a more positive atmosphere for economic development.

- **Expansion of the Real Estate Tax Abatement Program** – The existing Real Estate Tax Abatement Program could be expanded to include additional targeted neighborhoods or be made citywide. Additionally, the age requirement could be changed to buildings no less than 20 or 25 years old (the Code of Virginia allows buildings no less than 15 years old), making more buildings eligible for the program and spurring additional investment in the City's built environment.
- **Discourage Additional Retail Development on Vacant Land / Encourage Office/Retail Development that Utilizes Existing Buildings** – While property rights, local and state law, and this Comprehensive Plan require that Danville process zoning applications and special use permits for new retail development in an acceptable and lawful fashion, the City should not encourage additional retail on vacant land. The City should encourage redevelopment by utilizing its incentives to support the rehabilitation of existing space and the adaptive reuse of buildings appropriate for retail and office development.
- **Adopt a “Sufficiently Adequate” Ordinance** – This kind of ordinance requires developers to fund public facilities sufficiently adequate to serve the needs of new residential, commercial, and industrial development except where incentives are warranted in keeping with established community and economic development goals and policies. While the City would likely incentivize any project with a

significant economic development impact, such an ordinance would provide a means whereby smaller, less sustainable projects of limited impact could be discouraged.



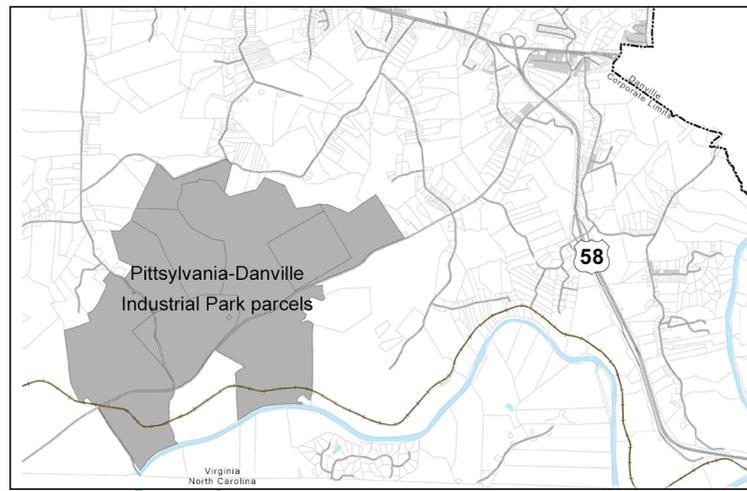
ECONOMIC INITIATIVES

COMPREHENSIVE PLAN

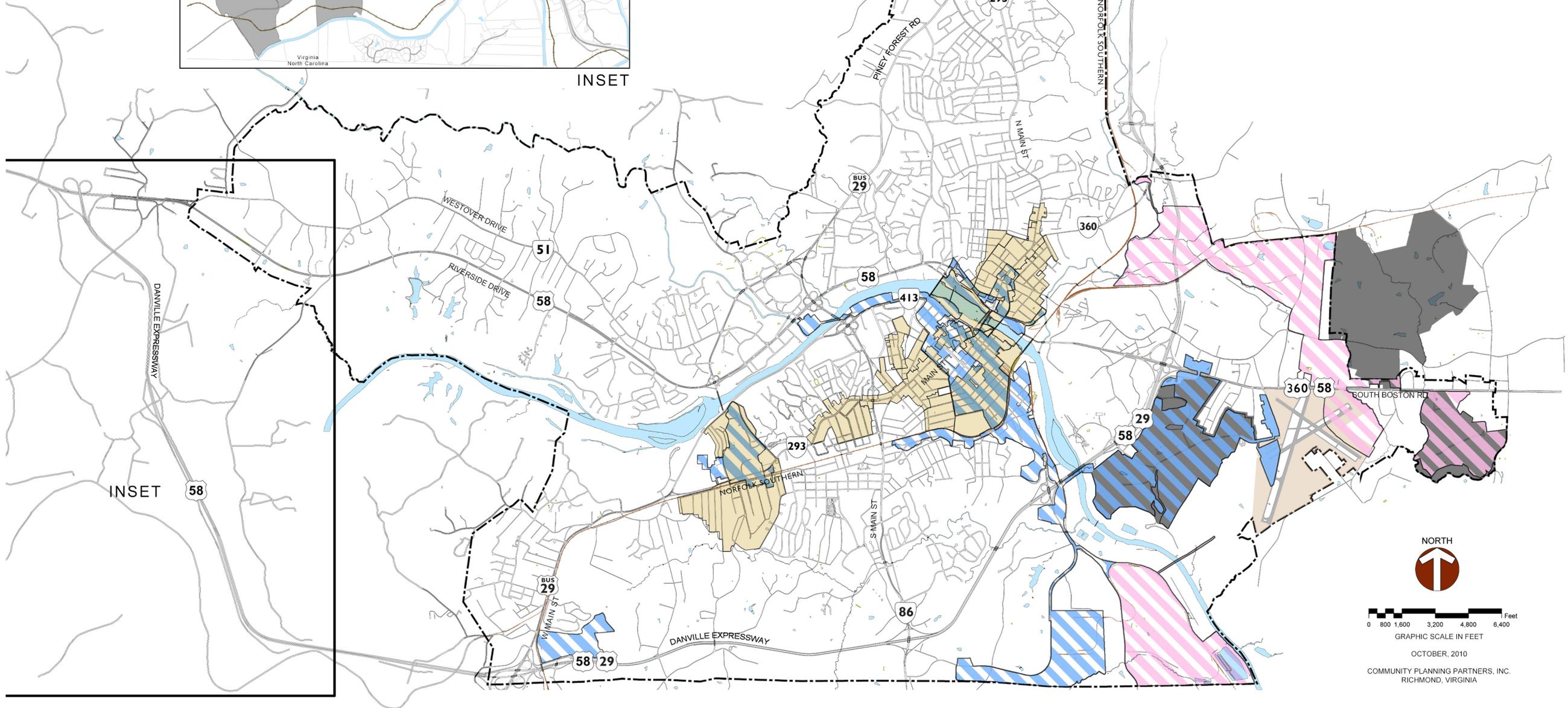
City of Danville, Virginia

LEGEND

-  Corporate Limits
-  Historic Districts
-  Enterprise Zones
-  Urban Enterprise Zones
-  Industrial Parks



INSET



INSET

NORTH



OCTOBER, 2010

COMMUNITY PLANNING PARTNERS, INC.
RICHMOND, VIRGINIA

CITY OF DANVILLE COMPREHENSIVE PLAN IMPLEMENTATION GUIDE: 2012 - 2032

I. Sustainable Growth & Land Use

<i>Goal</i>	<i>Policies / Objectives</i>
By embracing the principles of “sustainable growth” and adoption of the Future Land Use Plan, promote a balanced mix of residential, commercial, and industrial uses which will accommodate the needs of existing businesses and residents and encourage well-planned development/ redevelopment opportunities for new businesses and residents while at the same time protecting the historic, architectural, cultural, and natural environment of Danville.	<p>A) Seek to maintain a viable mix of residential and non-residential uses in Danville, typically defined as 65% residential / 35% non-residential.</p> <p>B) Encourage development closer to the center of Danville where existing public infrastructure is in place. Revisit fringe residential development as housing demand grows.</p> <p>C) Encourage and direct medium and large-scaled industrial development to vacant parcels in established industrial parks or appropriately situated larger parcels near, public utilities, major transportation facilities, and other pre-existing infrastructure.</p> <p>D) Encourage and support mixed use development in Danville's older commercial areas through the redevelopment of upper floor residential and ground floor retail space and the development of appropriate infill structures.</p> <p>E) Encourage and support mixed use development where larger “gateway” parcels and traffic flows warrant additional regional retail facilities while encouraging and supporting neighborhood retail development on smaller parcels with more distinctly local traffic patterns in or near established neighborhoods.</p> <p>F) Protect and maximize the cultural environment of Danville by supporting the adaptive reuse of older and historic structures in the River District and the former industrial neighborhoods in central Danville.</p> <p>G) Discourage the development of land in the flood plains of the Dan River and its tributaries and parcels with severe slopes except where adequate measures can be put in place to minimize run-off and on-site and off-site flood related impacts.</p>

Implementation Steps (page reference in parentheses)

- 1) Amend zoning to reflect recommendations in future land use plan. (22-55)
- 2) Ensure that staff and local developers are kept current on changing Best Management Practices (BMP) and federal regulations. (20)
- 3) Implement a Stormwater Management Inspection Program. (20)
- 4) Develop a Regional Stormwater Management Approach that emphasizes regional BMPs over small, onsite systems. (20)
- 5) Review stormwater and floodplains to determine areas for improvement and/or enhancements to both the private and public systems. (21)
- 6) Develop a Stormwater Utility to help cover the cost of maintenance and improvements to the stormwater management system. (21)

Timeframe for Completion	Responsible Department
2-4 years	Comm Dev - Planning
Ongoing	Public Works - Engineering
1-3 years	Public Works - Engineering
3-5 years	Public Works - Engineering
1-2 years	Public Works - Engineering
1-2 years	Public Works

II. Transportation

<i>Goal</i>	<i>Policies / Objectives</i>
Ensure that the location, character, and capacity of the City's existing and future transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the airport) are compatible with the Future Land Use Plan, are supportive of sustainable growth, and enhance the City's livability and economic vitality.	<p>A) Ensure that future transportation improvements are commensurate with the Future Land Use Plan so that traffic carrying capacities are adequate.</p> <p>B) Implement roadway and mass transit improvements that accompany the growth of business and industrial parks located at the east and west ends of the US Route 58/29 Bypass.</p> <p>C) Do not isolate (or land lock) usable pockets of land or ignore opportunities for interconnectivity to existing or future development when the current road network is expanded.</p> <p>D) Ensure that transportation improvements are compatible with the objectives developed for the River District.</p> <p>E) Develop a master planned bicycle and pedestrian system and integrate it into the existing Transportation Plan.</p> <p>F) Incorporate urban design and corridor enhancement objectives into transportation improvements and new alignments. Capital improvement plans should anticipate funding needs for specific corridor improvements.</p> <p>G) Avoid, where feasible, the disruption of ecological areas which would have a negative impact on environment. Best management practices and enhanced erosion control should be implemented with future transportation improvements.</p> <p>H) Evaluate all future residential development proposals in order to provide for appropriate levels of inter-community traffic circulation. The City should keep abreast of all newly adopted subdivision standards required by VDOT.</p> <p>I) Prohibit the development of private road systems in detached single family and duplex residential developments.</p> <p>J) Share cost of improvements between state, local, business/industry, developers and end-users of future projects. Financing tools that fairly balance these responsibilities and prioritize efficient extension of public infrastructure should be utilized.</p>

II. Transportation (cont.)

Implementation Steps

	Completion	Responsible Department
1) Identify arterial/connector roads to take strain off of Piney Forest Rd. (53)	6-12 mos	Comm Dev - Planning
2) Update airport to meet FAA requirements. (62)	3-5 years	Transportation
3) Actively support construction of new road, Rt. 863, from US Route 58 to Rt. 750. (61)	3-5 years	Transportation
4) Implement streetscape improvements in River District per River District Redevelopment Plan (61)	3-5 years	Comm Dev - Planning
5) Prioritize and Implement short- and medium-term recommendations from the West Piedmont Regional Bicycle Plan (62)	5-10 years	Public Works - Engineering
6) Implement phased recommendations from the Riverwalk Master Plan Revision (62)	5-10 years	Public Works - Engineering
7) Amend subdivision ordinance to prohibit private roads. (60)	6-12 mos	Comm Dev - Planning

III. Corridors & Gateways

Goal

Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.

Policies / Objectives

- Utilize the City's building code, blight abatement ordinances, and zoning code enforcement tools to encourage the removal of visual clutter & blight from private property adjoining key transportation corridors and gateways.
- Develop corridor and gateway plans for each of the key roadway transportation corridors and entrance gateways and establish a timeline by which each corridor/gateway is improved in turn over a period of 5 to 15 years.
- Implement corridor and gateway improvements including enhanced landscaping, new signage, improved lighting, burying of overhead utilities wherever feasible, and roadway improvements where needed.
- Develop and implement a Gateway Overlay Zoning District that supports appropriate land uses, quality development and/or redevelopment, and visual attractiveness at the City's key gateways.
- Plan and implement redevelopment plans where necessary within designated Gateway Zoning Overlay Zoning Districts in order to remove blight and blighting influences and implement roadway improvements where needed.

Implementation Steps

	Timeframe for Completion	Responsible Department
1) Develop corridor and gateway plans for each of the key transportation corridors and entrance gateways. (63)	1-3 years	Comm Dev - Planning
2) Develop a Gateway Overlay Zoning district. (63)	1-2 years	Comm Dev - Planning
3) Utilize redevelopment when appropriate at gateways to address blight and implement roadway improvements. (63)	Ongoing	Comm Dev - Planning
4) Utilize the building code, blight abatement ordinance, and zoning code enforcement at gateways to address blight. (63)	1-3 years	Comm Dev - Planning
5) Implement corridor and gateway improvements per new corridor and gateway plans. (63-66)	3-10 years	Comm Dev - Planning

IV. Housing & Neighborhoods

Goal

Promote opportunities for a wide variety of housing types in the City by adaptive reuse, redevelopment, and new development within established neighborhoods and districts and through sustainable and well-planned new development, including mixed use development, on vacant land with an emphasis on providing safe, sanitary, and affordable homes for low- to moderate-income residents as well as residents with higher incomes.

Policies / Objectives

- Implement housing and neighborhood improvement programs in designated Neighborhood Revitalization Target Areas that create affordable homeownership, develop new housing units, provide down payment assistance to qualified households, and make improvements to public infrastructure.
- Implement housing and neighborhood improvement programs in designated Neighborhood Revitalization Target Areas that assist low- to moderate-income homeowners and tenants/landlords with the rehabilitation of existing housing units and improvements to public infrastructure.
- Support and promote the creation of new housing units in The River District through the adaptive reuse of existing buildings, the development of upper-floor housing units, and the revitalization of existing housing units.
- Support and promote the creation of high-quality infill housing throughout the City in partnership with the Danville Redevelopment and Housing Authority through the acquisition and assembly of infill parcels for development.
- Adopt and implement sustainable growth development polices and ordinances that require developers to fund public facilities sufficiently adequate to serve the needs of new development except where incentives are warranted in keeping with established economic development goals and policies.

IV. Housing & Neighborhoods (cont.)

Implementation Steps	Timeframe for Completion	Responsible Department
1) Coordinate with Pittsylvania County Community Action Agency to target neighborhoods with IPR and Weatherization needs. (68)	6-12 mos	Comm Dev - Housing & Dev
2) Create tax sale program for delinquent properties. (69)	6-12 mos	Comm Dev - Housing & Dev
3) Create homesteading program. (69)	1-2 years	Comm Dev - Housing & Dev
4) Create Habitat for Humanity Partnership (69)	6-12 mos	Comm Dev - Housing & Dev
5) Adopt "Sufficiently Adequate" Ordinance. (69)	6-12 mos	Comm Dev - Planning
6) Expand Residential real Estate Tax Abatement Program. (69)	6-12 mos	Comm Dev - Housing & Dev
7) Conduct comprehensive housing study. (70)	6-12 mos	Comm Dev - Planning
8) Adopt Rental Inspection Program for priority neighborhoods. (70)	1-2 years	Comm Dev - Housing & Dev

V. Historic and Cultural Resources

Goal	Policies / Objectives	Timeframe for Completion	Responsible Department	
<p>Promote historic and cultural resources by preventing deterioration, promoting rehabilitation and reuse, and promoting heritage tourism in the City.</p> <p><i>Implementation Steps</i></p>	<p>A) Prevent the deterioration and demolition of historic structures</p> <p>B) Incentivize the rehabilitation of historic structures.</p> <p>C) Promote Danville as a heritage tourism destination.</p>	1) Monitor ageing neighborhoods for unlawful subdivision of property and strictly enforce existing zoning designations. (73)	ongoing	Comm Dev - Housing & Dev
		2) Review and update existing design guidelines to allow for flexibility. (73)	6-12 mos	Comm Dev - Housing & Dev
		3) Incorporate receivership option into the Spot Blight Abatement process. (73)	6-12 mos	Comm Dev - Housing & Dev
		4) Prioritize historic neighborhood preservation. (73)	1-2 years	Preservation Task Force
		5) Apply for CLG status with the VA DHR. (73)	6-12 mos	Comm Dev - Planning
		6) Expand Real Estate Tax Abatement Program to include additional neighborhoods. (73)	1-2 years	Comm Dev - Planning
		7) Develop a guide for owners of historic properties. (73)	1-3 years	Comm Dev - Housing & Dev
		8) Maintain list of contractors qualified to perform rehabilitation work on historic properties. (73)	6-12 mos	Comm Dev - Planning
		9) Retain historical significant pieces and materials of buildings that must be demolished. (73)	1-2 years	Comm Dev - Housing & Dev
		10) Prioritize and define the local tourism market and identify key partners in attracting more visitors. (74)	3-5 years	Tourism Department

VI. Economic Development

Goal	Policies / Objectives
<p>Support and promote the City's existing economic base while actively recruiting other economic development opportunities in the areas of basic industry; advanced manufacturing; technology; sustainable/green energy, automotive, and aerospace research, development, and production; and tourism in order to strengthen and expand the economy.</p>	<p>A) Actively market the City as a viable location for business expansion and relocation in light of its position as a manufacturing center, its location at the intersection of US 58 and US 29, its central location within North Carolina/Virginia, and its proximity to research markets in North Carolina.</p> <p>B) Develop the plans, infrastructure, sites, and facilities needed within the established industrial parks and the Berry Hill Regional Mega Park in order to successfully compete for the relocation and expansion of businesses.</p> <p>C) Support and incentivize the redevelopment and adaptive reuse of structures in The River District and the other older commercial and industrial areas within the City in order to provide sites and facilities attractive to cutting-edge business and industry that prefer an urban setting.</p> <p>D) Support original research and development of new products and technologies in conjunction with the Institute for Advanced Learning and Research, the Sustainable Energy Technology Center, and the Center for Applied High Performance Computing and assisting successful endeavors in their transition to full-scale production.</p> <p>E) Partner with local and regional educational institutions to provide the training, basic education, and higher education needed to sustain the skilled workforce desired by the City's existing and future commercial, retail, and industrial businesses.</p> <p>F) Provide support and incentives in cooperation with regional and state partners for the creation of new businesses and the expansion of existing businesses that enable the City to compete for jobs on a national and international level.</p>

VI. Economic Development

Implementation Steps

	Timeframe for Completion	Responsible Department
1) Implement the Danville River District Redevelopment Plan. (77)	3-5 years	City Manager
2) Utilize the building code, a blight abatement ordinance, and zoning code enforcement, to address blight that inhibits economic growth. (77)	Ongoing	Comm Dev - Housing & Dev
3) Expand real estate tax abatement program (78)	6-12 mos	Economic Development
3) Become a Virginia Main Street Designated Community (77)	1-2 years	Comm Dev - Planning
4) Adopt "Sufficiently Adequate" Ordinance. (78)	6-12 mos	Comm Dev - Planning