

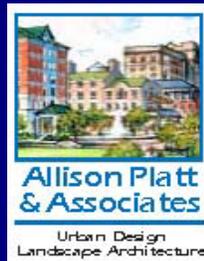
# Danville River District Webinar

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**Ralph Basile, Principal**  
**Taylor Yewell, Senior Associate**  
**Allison Platt, Principal**

**August 16, 2011**



# Agenda

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- Webinar Instructions
- Review of Catalyst Projects
- Promotional Brochure
- Urban Design
- Respond to Questions

# Phase I Catalyst Redevelopment Projects

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Dan River R&D Building  
109 Main St.  
Office, Mixed Use



RJR Building  
401 Bridge St.  
Office

# Phase I Catalyst Redevelopment Projects

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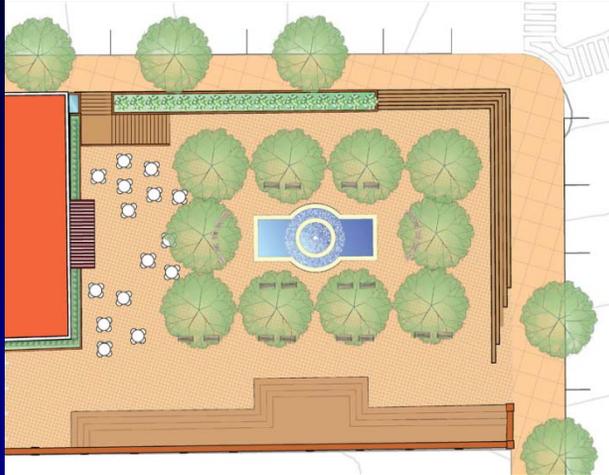


Smith Seed Building  
315 Lynn St.  
Apartments



Pemberton & Penn Building  
541 Bridge St.  
Hotel

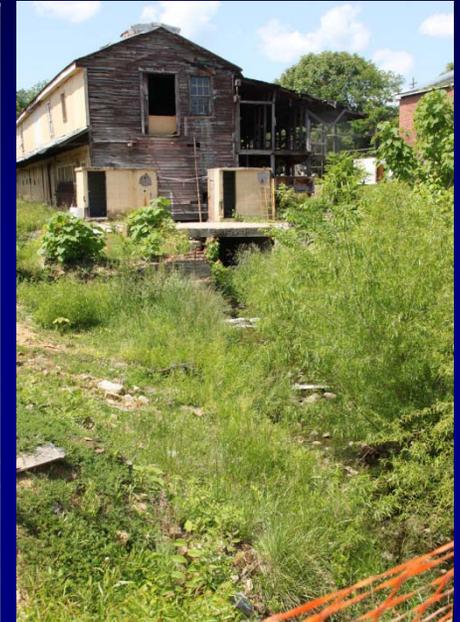
# Phase I Civic Improvement Projects



Former Downtowner Site  
500 Main St.  
Public Park

Main Street Improvements

# Phase II Civic Improvement Projects



Riverfront Park

Stream Park

# Phase II Catalyst Redevelopment Projects

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White Mill Building  
424 Memorial Dr.



River City Towers  
105 S. Union St.



Fire Station  
297 Bridge St.



Power Station  
395 Bridge St.

# Phase II Catalyst Redevelopment Projects



First Block of Main  
310-336 Main St.



Cedar Works Buildings  
401-409 Craghead St.



Court House  
401 Patton St.



Belk-Leggett Building  
416-426 Main St.



Post Office  
700 Main St.

# Danville River District Promotional Brochure

- Target Market
  - Potential businesses
  - Potential investors



## DANVILLE RIVER DISTRICT REVITALIZATION

*Danville's River District is open for business!*

The City of Danville has recently launched a new economic development initiative to redevelop the River District through a combination of planned public improvements and a package of incentives to stimulate the reactivation of historic buildings and attract new businesses. The River District encompasses the heart of the city including two national register historic districts—the Tobacco Warehouse District and the historic downtown—joined together by the beautiful Dan River. The initiative builds on recent successes in the River District in attracting companies such as Noble, who will establish their Center for Applied High Performance Computing there. Notables will be joining the other technology companies and educational institutions, such as Luna Nanoworks, LifeBall, Infinity Global Packaging, Horowitz and Averett University that are already established in the River District. Whether you want to launch a main street storefront business or find a home for a high-tech corporation, the City wants to help you succeed in downtown Danville! For more information, call the Office of Economic Development, 427 Patton Street, Danville, VA 24543, phone 434-793-1753.

Brochure design by Allison Platt & Associates

### PHASE ONE PLAN

The centerpiece of Danville's economic development resurgence is the River District Redevelopment Plan prepared by a multidisciplinary team led by the real estate advisory services firm BBP & Associates, with Allison Platt & Associates, an urban design firm. The plan incorporates economic feasibility analysis of key redevelopment sites and historic buildings, recommendations for and design of public improvements, and an action plan for implementation, all demonstrating the City's continued commitment to River District revitalization.

The City offers an impressive package of investment incentives, including tax abatements and grants. Most properties in the River District are eligible for both Federal and State historic Rehabilitation Tax Credits. The projects highlighted here are only a sampling of the potential investments that Danville's River District has to offer.



### Catalyst Public Projects



The 100% Corner is the nexus between Main Street, the Dan River, and the historic warehouse district. At the present time this intersection is a maze of roadways that discourages walking, so the plan calls for improvements that will be the three areas together: calm traffic, and at the same time create an exciting new destination at the heart of the River District. It will also serve as a major new gateway to the river.

Improvements to Main Street and a new park will help to attract new businesses and encourage the conversion of the upper floors of commercial buildings by creating an attractive environment for pedestrians with wider sidewalks and room for more amenities such as benches, shade trees and sidewalk dining. The park will be created at the site of a non-contributing building to be demolished in the heart of the downtown commercial area.



### Catalyst Private Projects

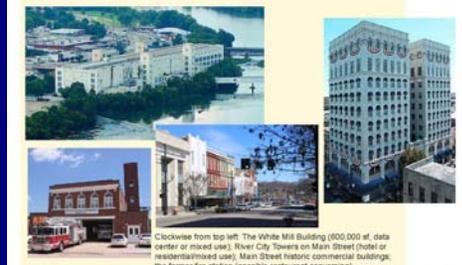
Four projects were identified as Phase One Catalyst Private Development Projects. Pro forms and/or Benefit Analyses for each of these projects are available from the Department of Economic Development.

1. The Dan River Research Building is prominently located between the river, Main Street, and the historic industrial area. Planned uses include professional office and a restaurant overlooking the river.
2. The RJR Building is planned for office uses. It is near Averett's new River District location and new high-tech companies relocating to the District.
3. The Smith Seed Building is planned for apartments. This building is a quick walk from Main Street, Averett, and Tobacco Warehouse District employees. Condos and rental properties in the District have been well-received and more are in the planning stages.
4. The Pemberton-Penn Building is ideally suited to be a boutique hotel. This distinguished building is located near the river and the successful Crossing at the Dan complex a few blocks to the east of the redevelopment plan area.



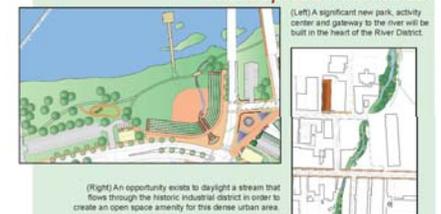
### PHASE TWO PROJECTS

#### Private Development Opportunities



Clockwise from top left: The White Mill Building (600,000 sf, data center or mixed use), River City Towers on Main Street (hotel or residential/mixed use), Main Street historic commercial buildings, the former fire station (possible restaurant conversion).

#### Public Space Enhancements



(Left) A significant new park, activity center and gateway to the river will be built in the heart of the River District.

(Right) An opportunity exists to daylight a stream that flows through the historic industrial district in order to create an open space amenity for this dense urban area.



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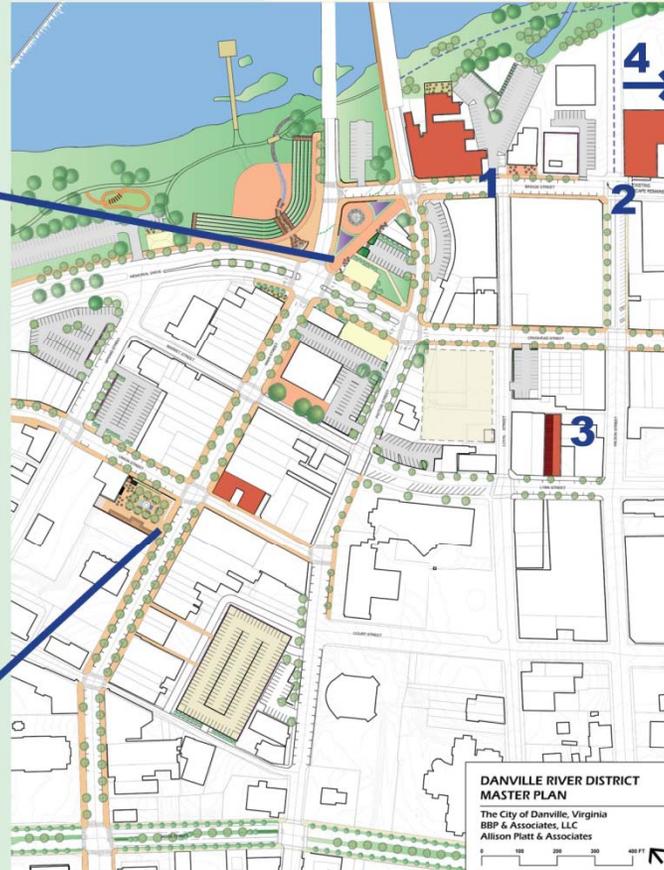
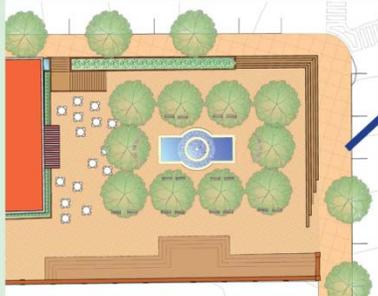


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DANVILLE RIVER DISTRICT  
MASTER PLAN  
The City of Danville, Virginia  
BBP & Associates, LLC  
Allison Platt & Associates

# PHASE TWO PROJECTS

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# Urban Design Recommendations

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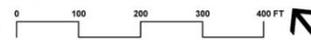
- Because of VDOT permissions required for changes to the 100% corner, and the substantial investment required to implement the riverfront park, we recommend beginning public improvement on **Main Street**
- This will also help to stimulate investment on Main Street through the creation of a more **pedestrian friendly environment**.

# The Urban Design Plan



## DANVILLE RIVER DISTRICT REDEVELOPMENT PLAN

The City of Danville, Virginia  
BBP & Associates, LLC  
Allison Platt & Associates



# Important Note

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- It is essential to remember that the open space concepts shown in this plan are “placeholders” for the actual design, which should be created with input from stakeholders in the River District.
- These plans are intended to address park and streetscape elements such as approximate dimensions, circulation, entry, “furniture” (fountains, benches) without being taken literally.

# Highlights of the Plan

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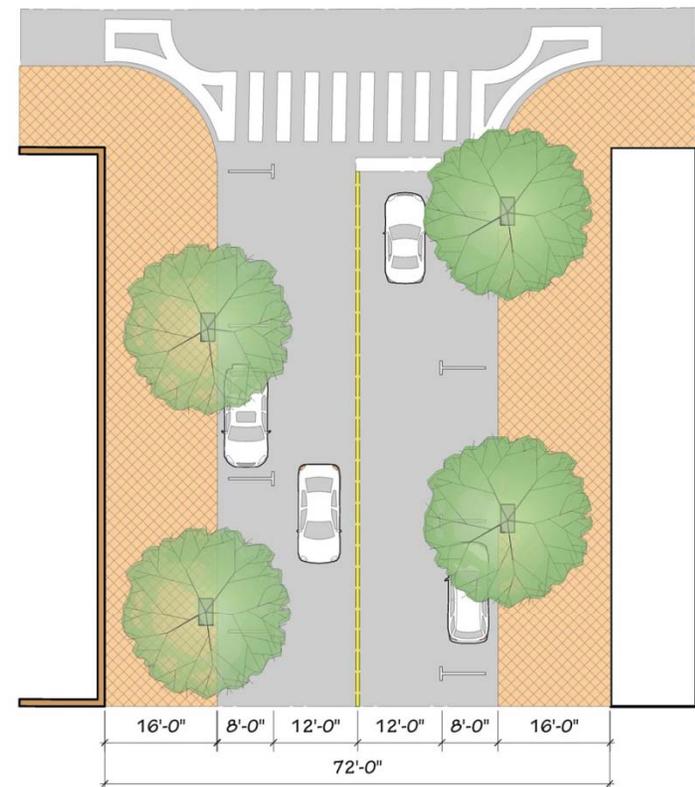
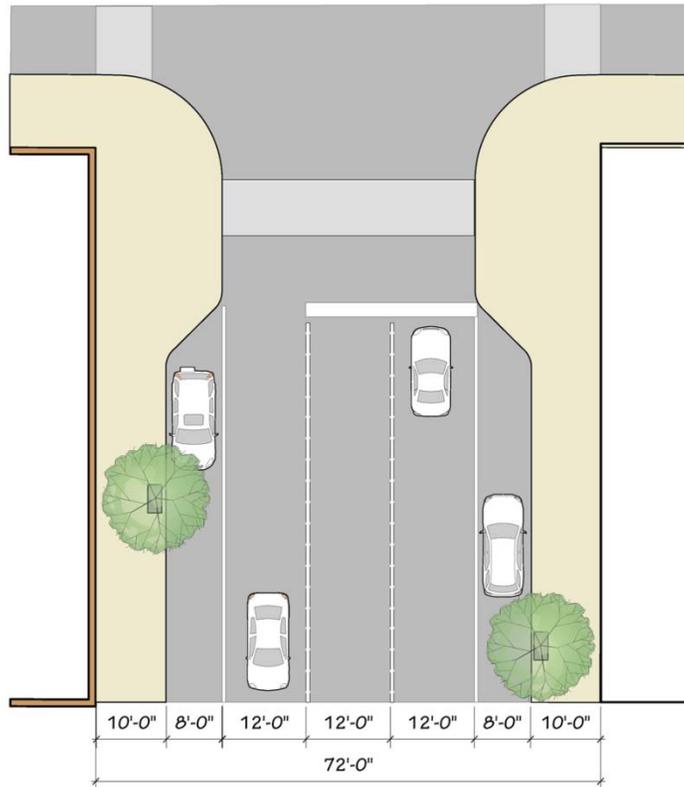
- Main Street, Bridge and Craghead as priority improvements to encourage development, improve environment and walkability
- 100% Corner: iconic image, circulation, pedestrians, connections
- Creation of a River Gateway Park at the 100% Corner
- Patton and Spring for vehicular access to parking
- Possible locations for future parking structures
- Need for public space upgrades (parks, parking, trees, crosswalks, landscaping)

# Main Street

- Pedestrian priority street
- Sidewalks widen to 16', enough for amenities, sidewalk dining
- One lane each way, parallel parking both sides
- Trees in grates (that allow views to storefronts), benches, crosswalks, bike racks, pedestrian lights, banners
- Patton and Spring become vehicular/parking access



# Main Street



# Main Street should be pedestrian friendly

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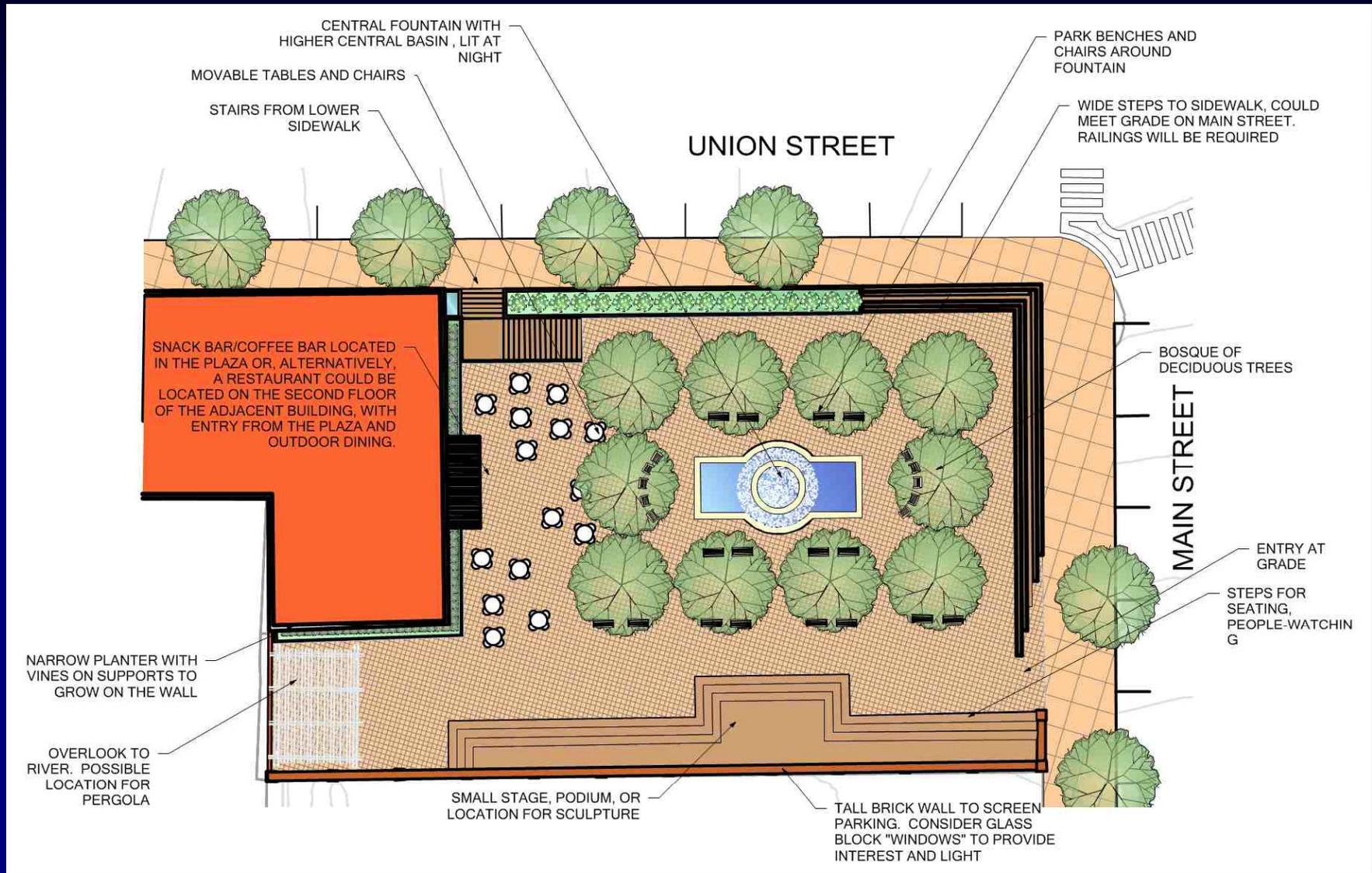


# Union Street & Downtowner Site



- Improvements to one block of Union and Downtowner site conversion to park will establish a new center along Main Street
- Will tie Union Street commercial area and City Hall to Main Street
- Will encourage walking

# Downtowner Site

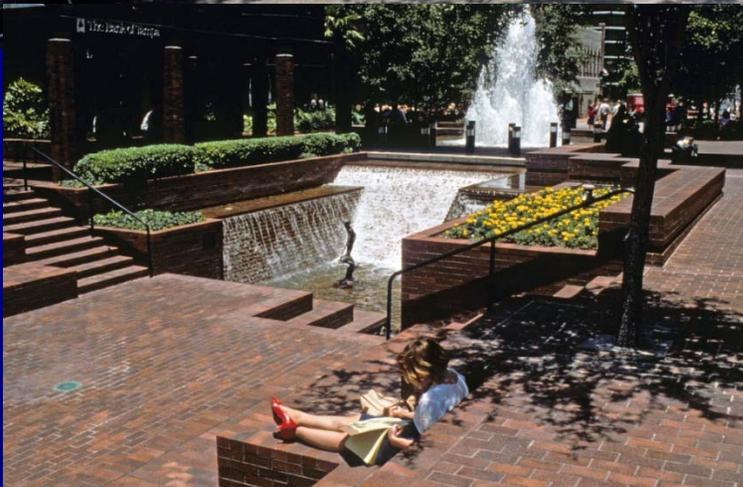


# Downtowner Site

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Benches, tables and chairs, shade, the sound of water



# 100% Corner & Riverfront Park



# 100% Corner

- Improved sidewalks
- Crosswalks/lights at all intersections
- One-way traffic on three sides/signage
- Bike/pedestrian lane on outbound bridge
- Patton 2-way
- Major visible water feature
- Building scale in center block



# Central Water Feature

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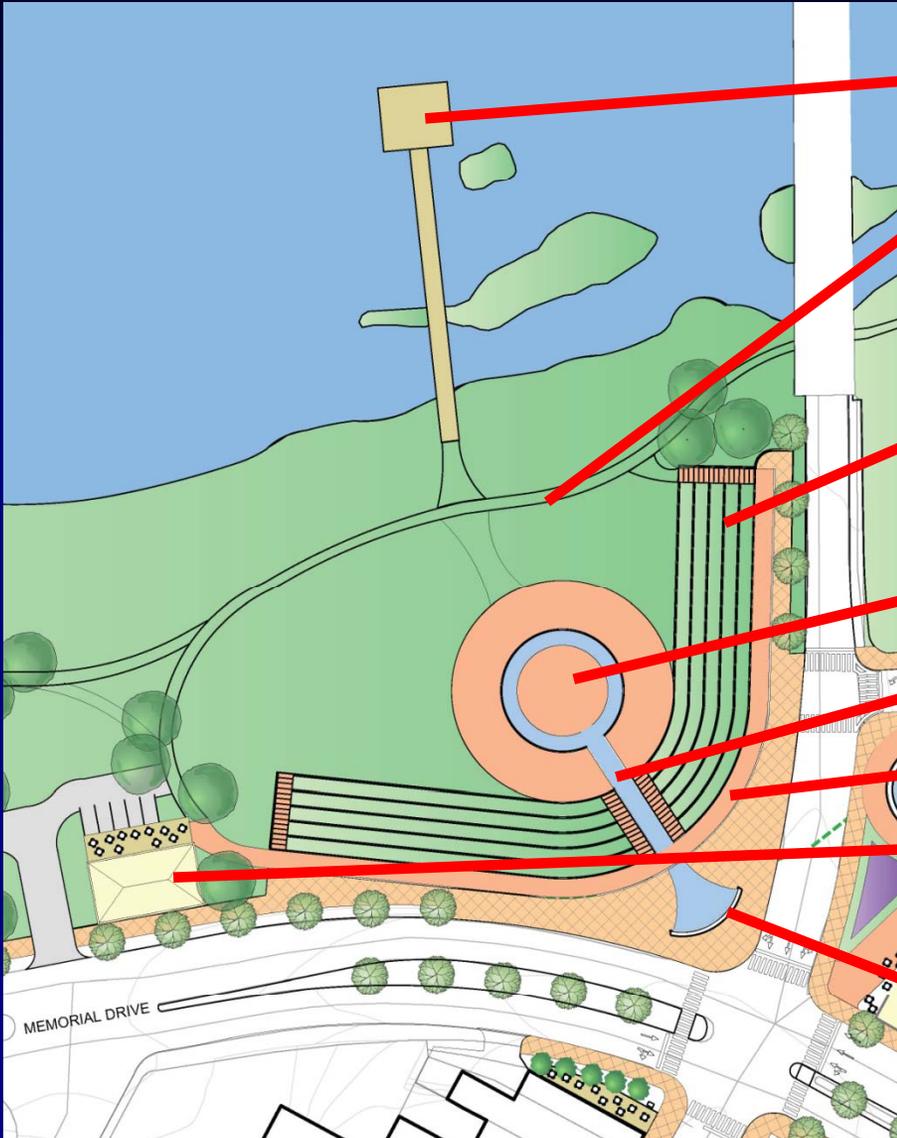


Iconic central water feature visible from across river and from all intersections entering 100% corner

# Riverfront Park



# Riverfront Park



Overlook/kayak launch

Continuation of riverfront walkway/riverbank restoration

Wide grass steps/seating with stone edge

Plaza/stage

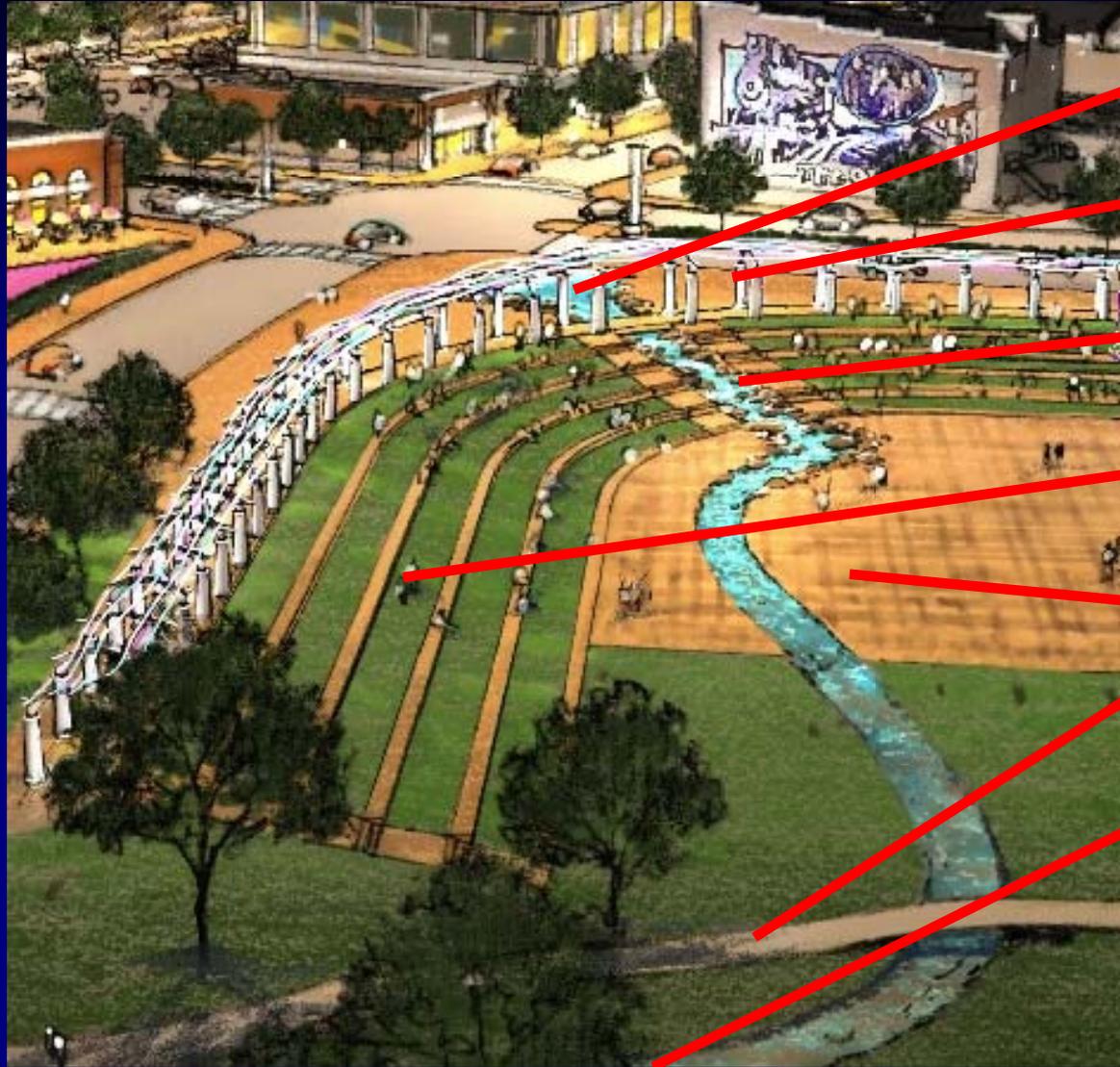
“River rapids” water feature

Covered gallery/gateway

Kayak/bicycle rental below, restaurant/deck above

Seatwall/sign/hidden weir

# Riverfront Park



• Seatwall/sign/hidden weir

• Covered gallery/gateway w/ lighted “wave” roof

• River rapids” water feature

• Wide grass steps/seating with stone edge

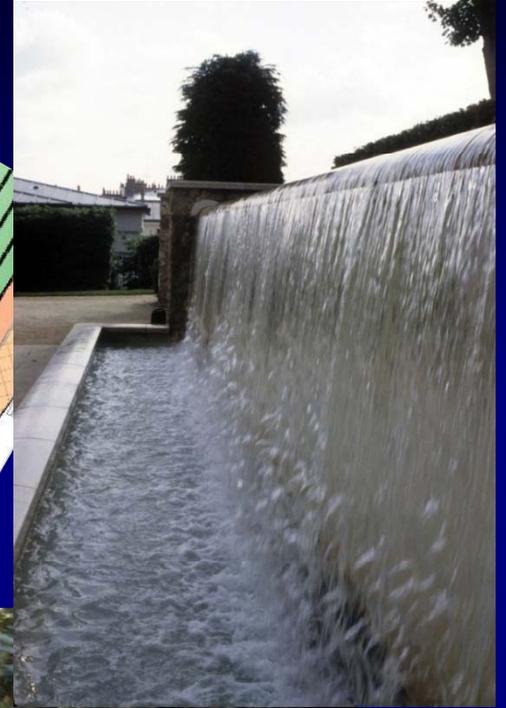
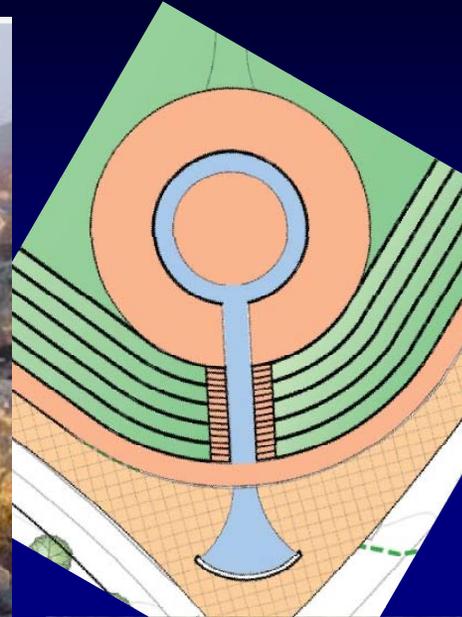
• Plaza/stage

• Continuation of riverfront walkway

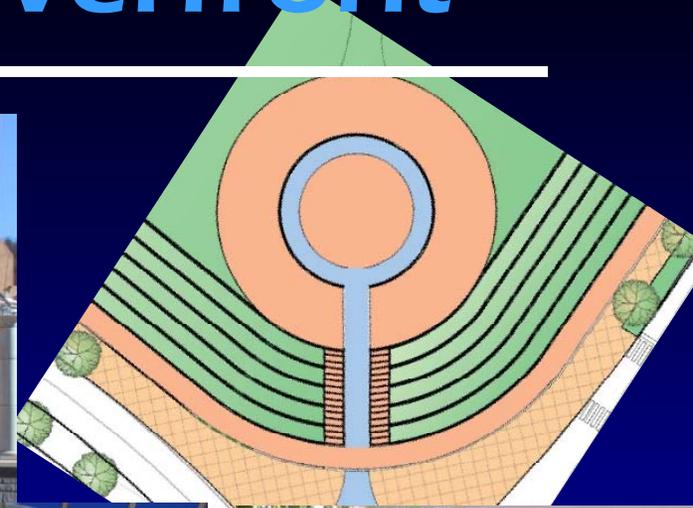
• Basin for recirculating water feature

# Images/ideas for the Riverfront

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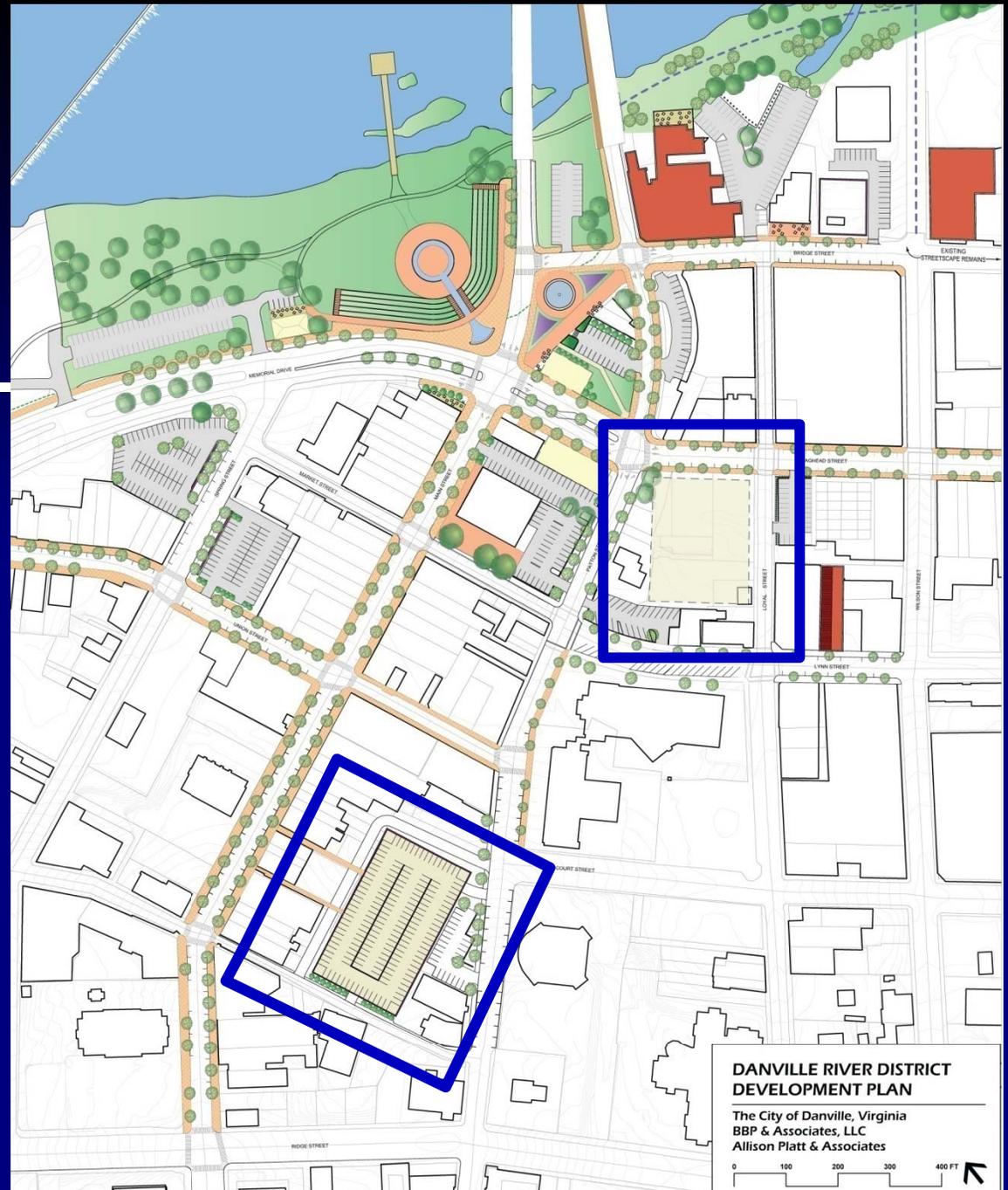


# Images/ideas for the Riverfront



# Possible garage locations

- Farther in the future
- Consider the design (garages can be ugly!)
- In the meantime, consolidation and sharing of parking would help
- Parking authority?



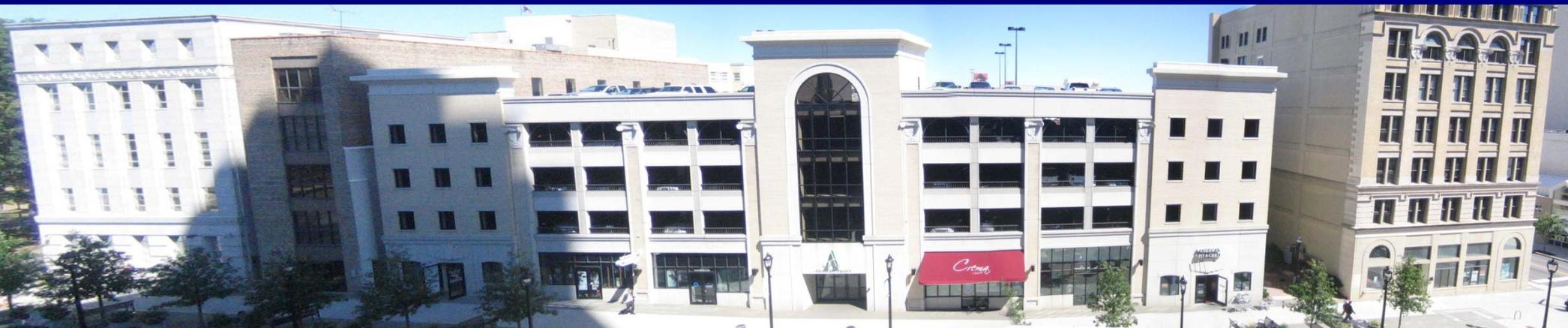
# Parking Garages

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Staunton, VA

Raleigh, NC

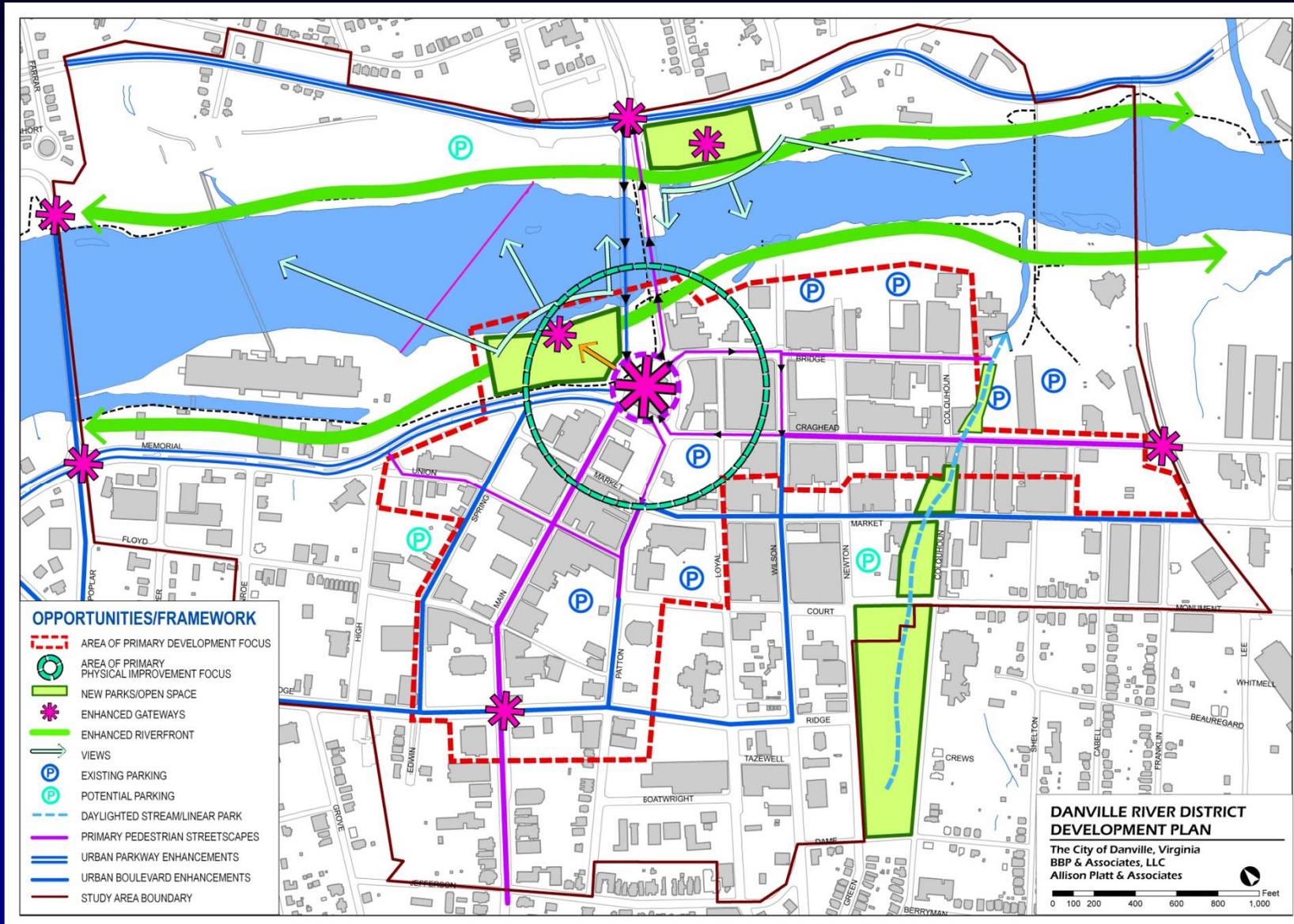


# Other Streetscapes

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- Bridge Street from Main to Wilson
- Ridge Street – typical Urban Boulevard improvements (could become an Urban Parkway)
- Wilson Street -- typical secondary Urban Boulevard

# Other Streetscapes



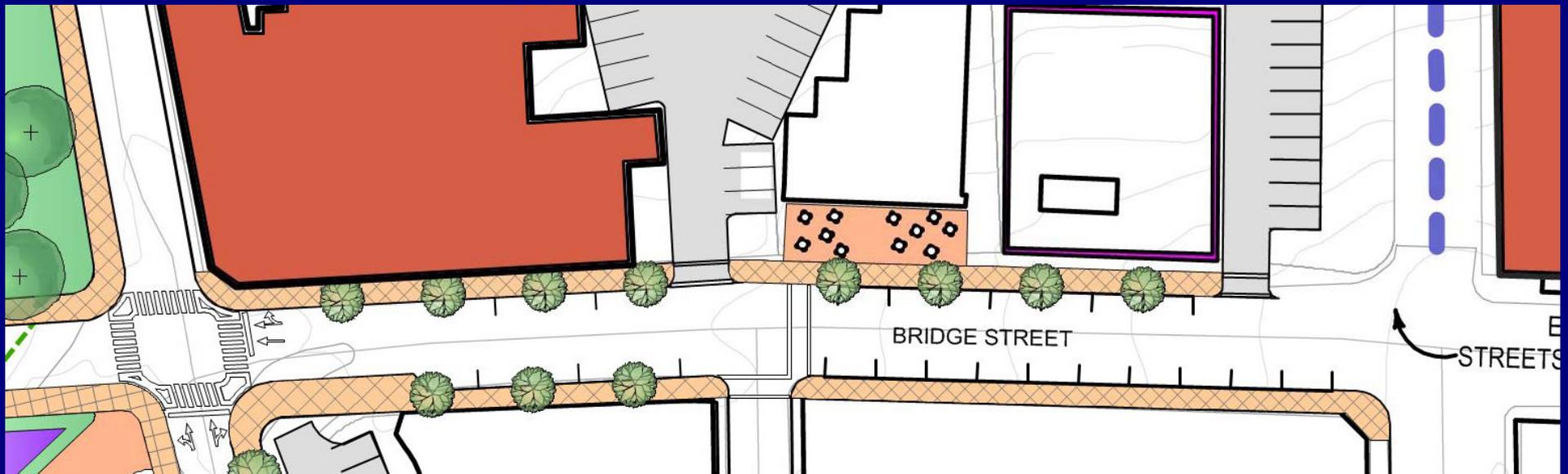
# Bridge Street



# Bridge Street

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- The section of Bridge between Patton and Wilson Street needs improvements, especially in light of early implementation projects defined by BBP
- Addition of street trees and improved sidewalks.
- Widen sidewalks if possible.
- Match and connect to existing streetscape on Bridge east of Wilson (at park)



# Craghead Street

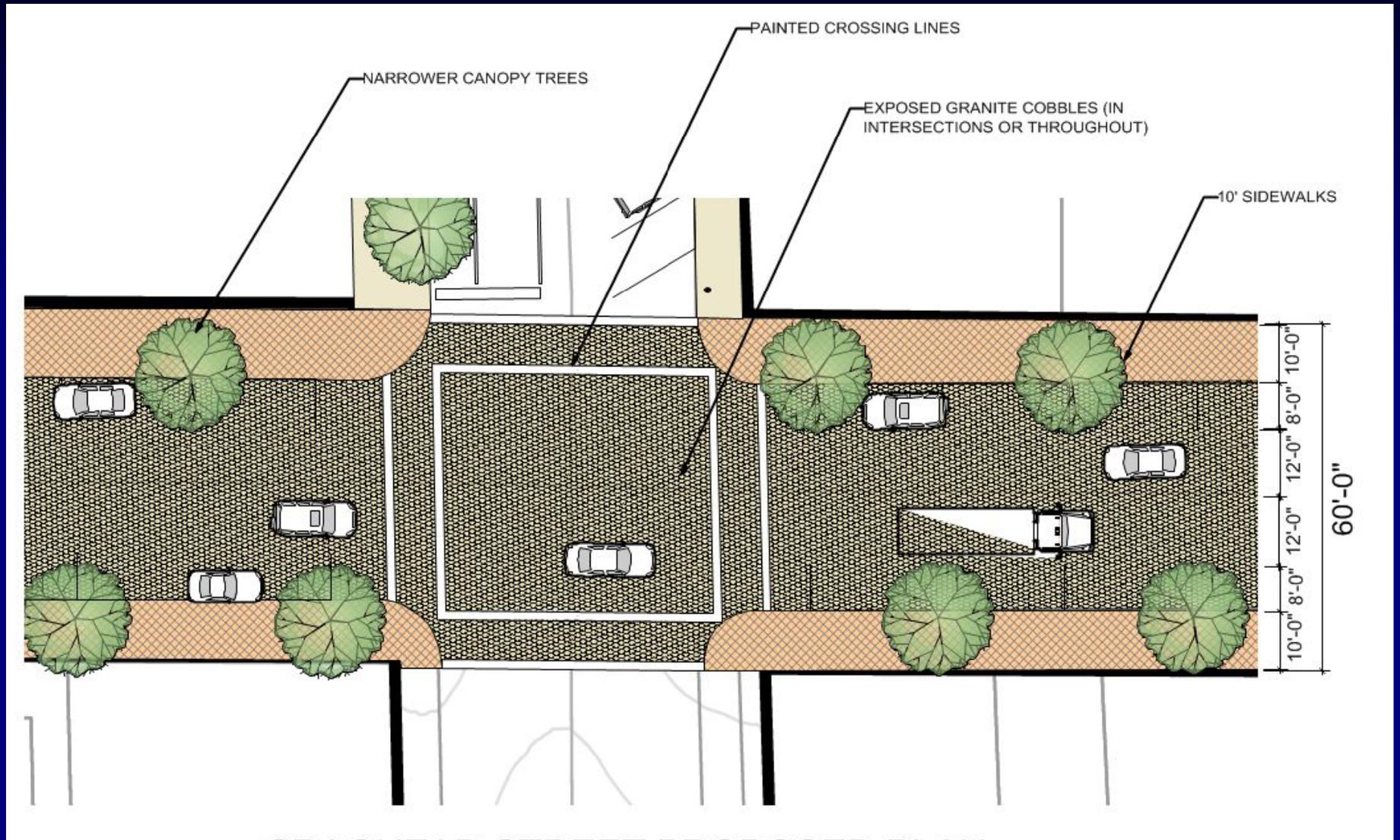


# Craghead Street

- Improvements to Craghead should probably begin at the Crossing at the Dan
- Treatment should be as on Bridge Street
- The character of the TWD is distinct from Main Street, and this should be recognized in the street design
- Improvements can follow or lead redevelopment



# Craghead Street

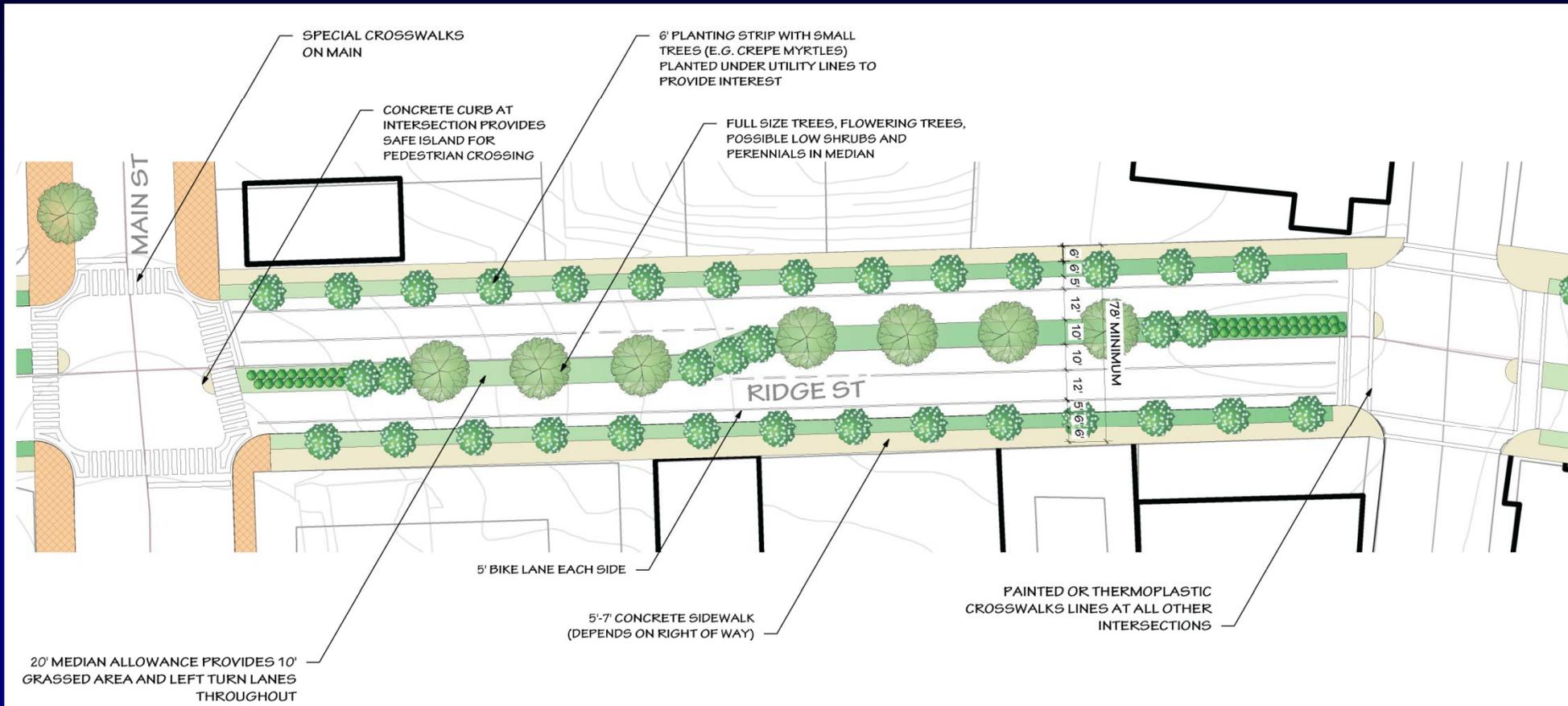


# Ridge Street

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- Ridge Street road bed is too wide for the traffic it carries, and quite unattractive Reduce 2 lanes each way to one lane each way with a turn lane
- Recommend addition of street trees and improved sidewalks.
- Bike Lanes remain
- Small trees under power lines, large trees in the median

# Ridge Street

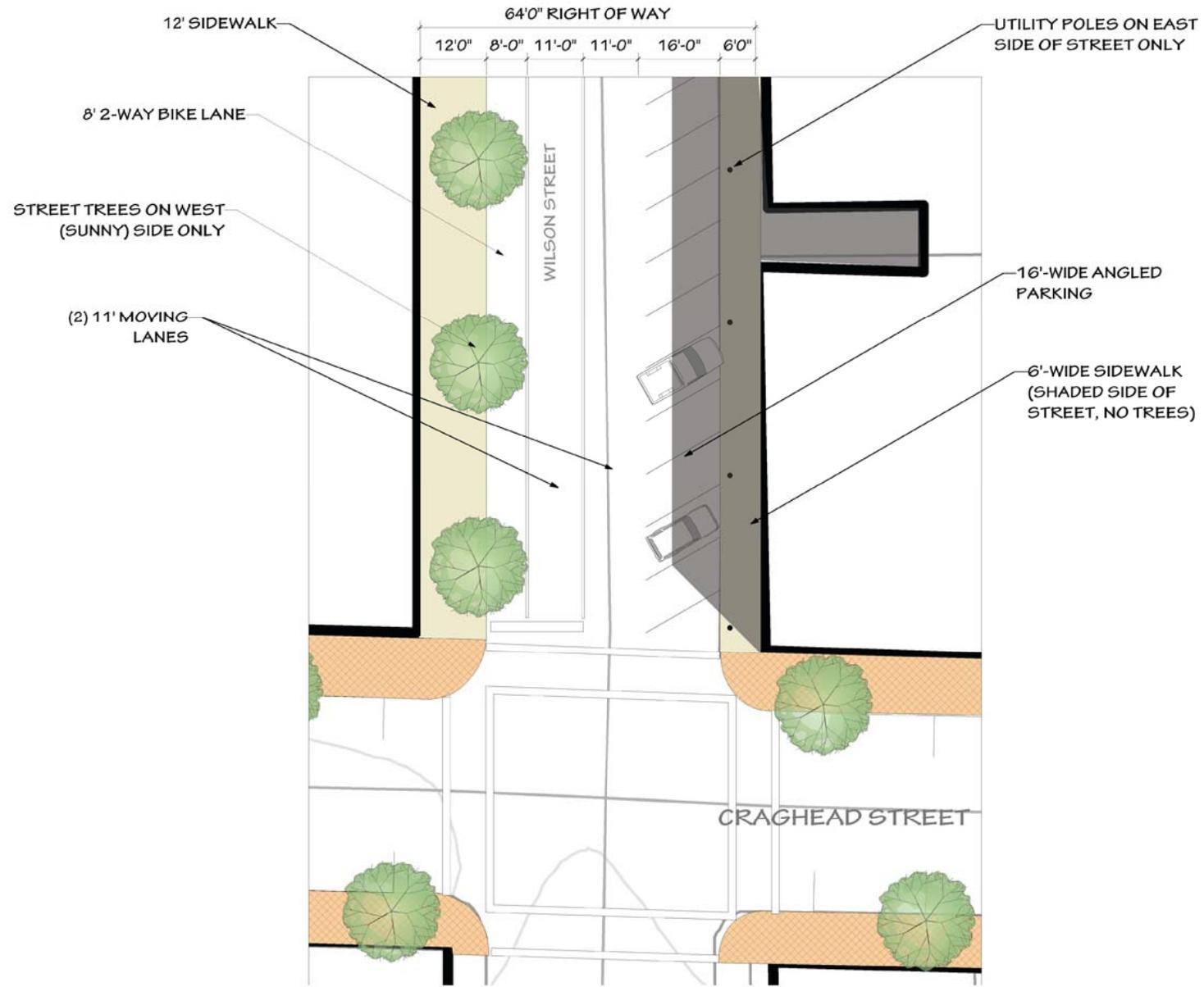


# Wilson Street

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- Wilson Street road bed is too wide for the traffic it carries, and quite unattractive.
- Because north-facing side of street is in shade most of the day, recommend placing utility poles and angled parking on north facing side, 2-way bike lanes and sidewalk with trees on south-facing side.
- Bike Lanes remain
- Large Shade trees located with pedestrian and bike areas.

# Wilson Street



# Open Space

## Implementation Priorities

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- **Main Street. Downtowner Park.** At the same time, begin work on obtaining permission for 100% corner improvements.
- Bridge Street from Patton to Wilson
- 100% corner
- **Riverfront Park.** Begin Design Development to help solicit donations and naming opportunities to help fund this project.
- **Other streetscapes** as/when funds allow or to help stimulate development projects.