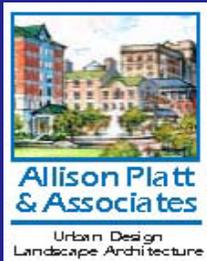


Danville River District Redevelopment Plan



Ralph Basile, Principal
Allison Platt, Principal

September 14th, 2011



Agenda

- Review of Already Presented Work
- Review of Catalyst Projects
- Implementation Steps and Funding
- Urban Design Recommendations
- Respond to Questions

Review of Already Presented Work

- Public Meeting #1
 - Data Review and Stakeholder Interviews
 - Communications Plan/Public Involvement Strategy
 - Land Use Analysis and Map of River District
 - Demographics Assessments
 - Selection Criteria for Catalytic Projects
- Public Meeting #2
 - Market Assessments
 - Identify/Rank Catalytic Projects/Opportunities
 - Urban Design Analysis (Initial)
 - Financial Pro Formas – 4 Catalytic Projects
 - Economic Impacts

Review of Already Presented Work (cont'd)

- Webinar
 - Urban Design Analysis (Final)
 - Rendering
 - River District Marketing Brochure
 - Implementation Strategies
 - Possible Funding Sources – Public and Private

Phase I Catalyst Redevelopment Projects



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



RJR Building
401 Bridge St.
Office

Phase I Catalyst Redevelopment Projects



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 Catalyst Redevelopment Projects



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.

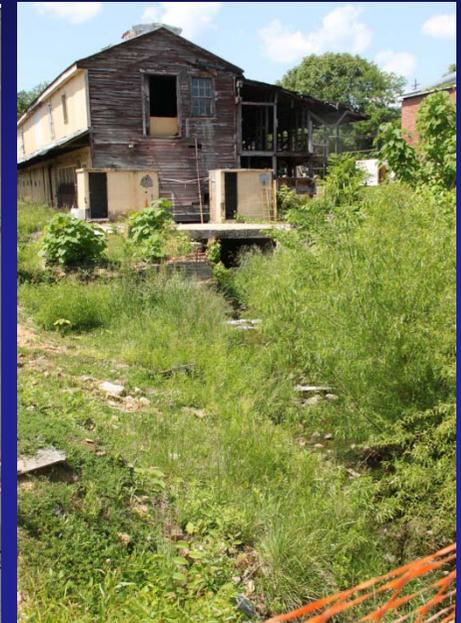


Belk-Leggett Building
416-426 Main St.



Post Office
700 Main St.

Phase II Civic Improvement Projects



Stream Park



Riverfront Park

Implementation of Redevelopment Plan

- Continue to leverage all available financial incentives
 - Local
 - Tax abatement program
 - Downtown enhancement grant
 - Industrial Development Authority participation
 - Enterprise Zone Incentives
 - State
 - Historic Rehabilitation Tax Credits
 - Commonwealth Transportation Board Transportation Enhancement Grants
 - VDOT programs
 - Industrial Revitalization Fund
 - Tobacco Indemnification and Community Revitalization Commission Economic Development Program

Implementation of Redevelopment Plan

- Continue to leverage all available financial incentives
 - Federal
 - Historic Rehabilitation Tax Credits
 - New Market Tax Credits
 - Rural Business Enterprise Grants

Implementation of Redevelopment Plan

- Leverage Key Institutional, Business and Cultural Assets
 - Averett University
 - Danville Regional Medical Center
 - River District High Tech Businesses
 - Public and Private Amenities



Implementation of Redevelopment Plan

- Promotion and Marketing
 - Developed River District Marketing Brochure
 - Create and Maintain a Developer/Investor Database



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 renovation 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—led together by the beautiful Dan River. The initiative builds on recent successes in the River District in attracting companies such as Noblis, who will establish their Center for Applied High Performance Computing there. Noblis will be joining the other technology companies and educational institutions, such as Luna Nanoworks, Lifebeat, Infinity Global Packaging, Horizontech 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 434-783-1753.

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 tie 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 employers. 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 building, 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 the dense urban area.



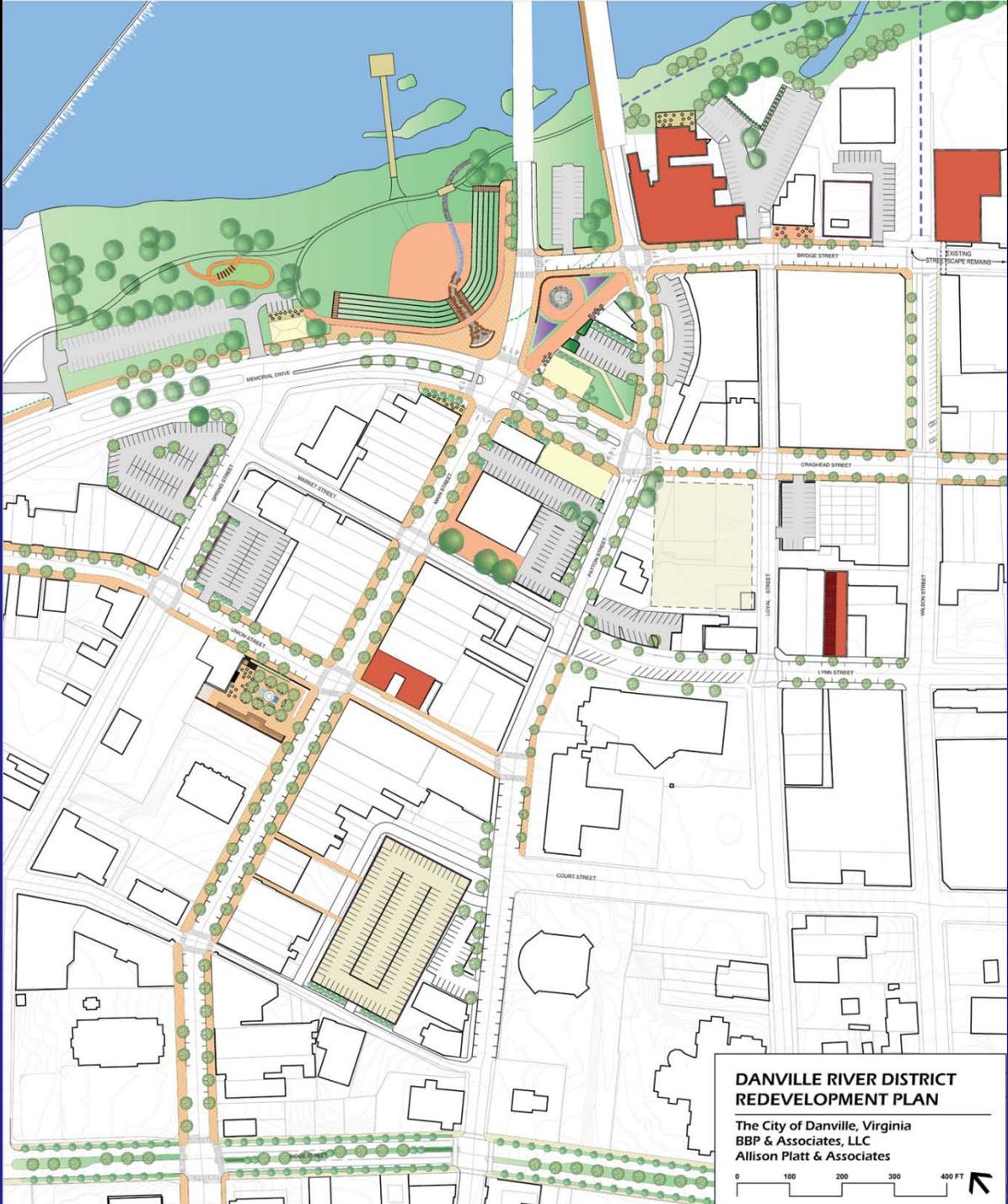
Implementation: Public Investment Policy

- City should commit at least \$10M of its own funds over the next five years to improve the River District and leverage investments by foundations and private developers
- City should institute a five-year Capital Improvements Plan (CIP) to encourage redevelopment and improve the District's public amenities, urban environment, walkability and connections to the river
- City should use its cash reserves to immediately undertake about \$4.1M of recommended Phase I improvements on Main Street

Urban Design Recommendations

- 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



Important Note

- 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.
- Remember that plans will be modified as circumstances change and opportunities arise.

Highlights of the Plan

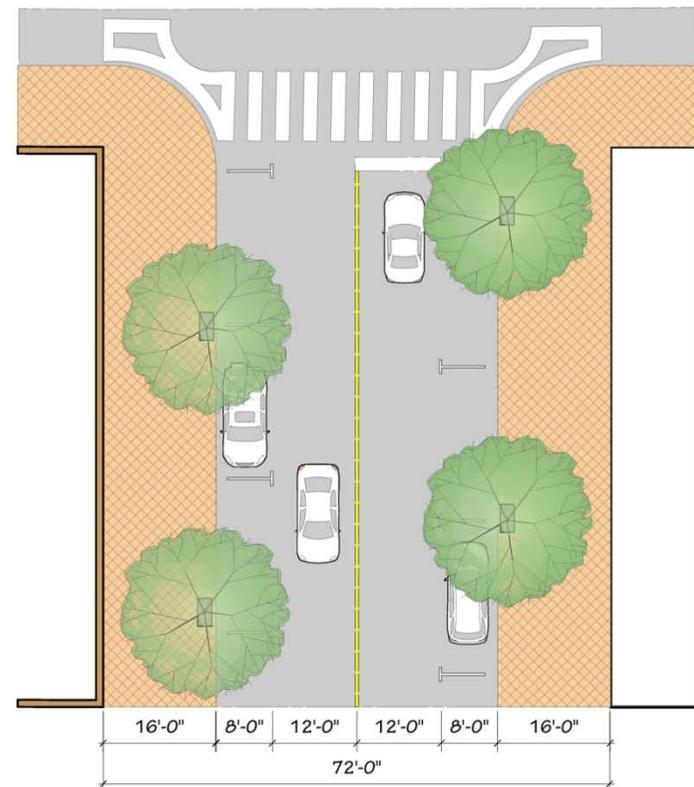
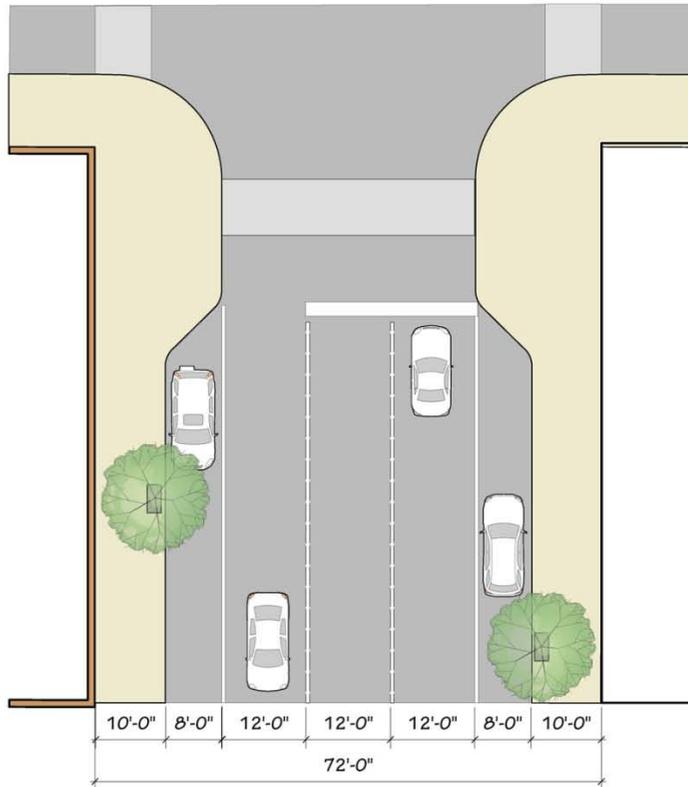
- Main Street, Bridge and Craghead as priority improvements to encourage development, improve environment and walkability
- 100% Corner: iconic image, circulation, pedestrians, connections
- Creation of a River Gateway Park at the 100% Corner
- Patton and Spring for vehicular access to parking
- Possible 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 provide access to parking



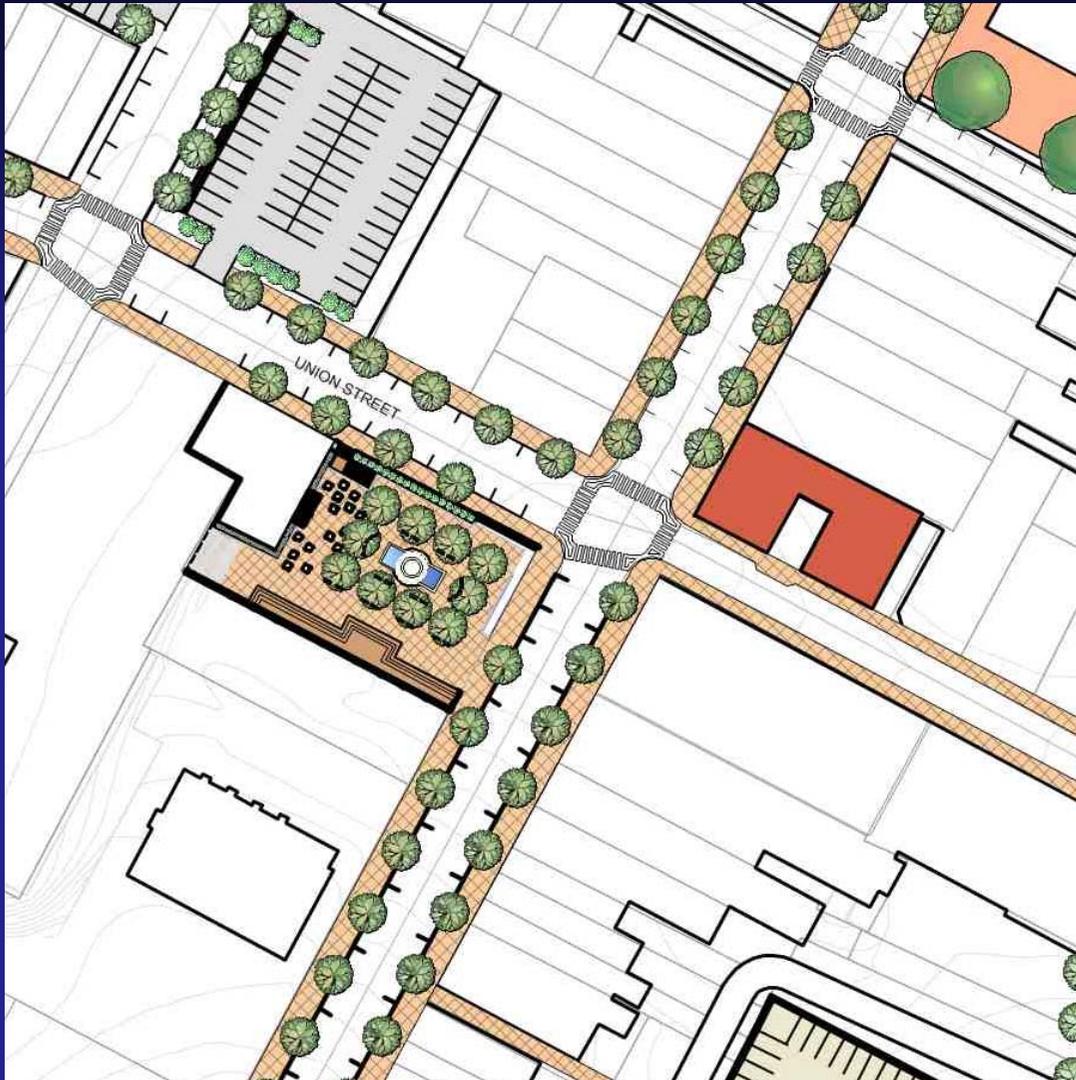
Main Street



Main Street should be pedestrian friendly

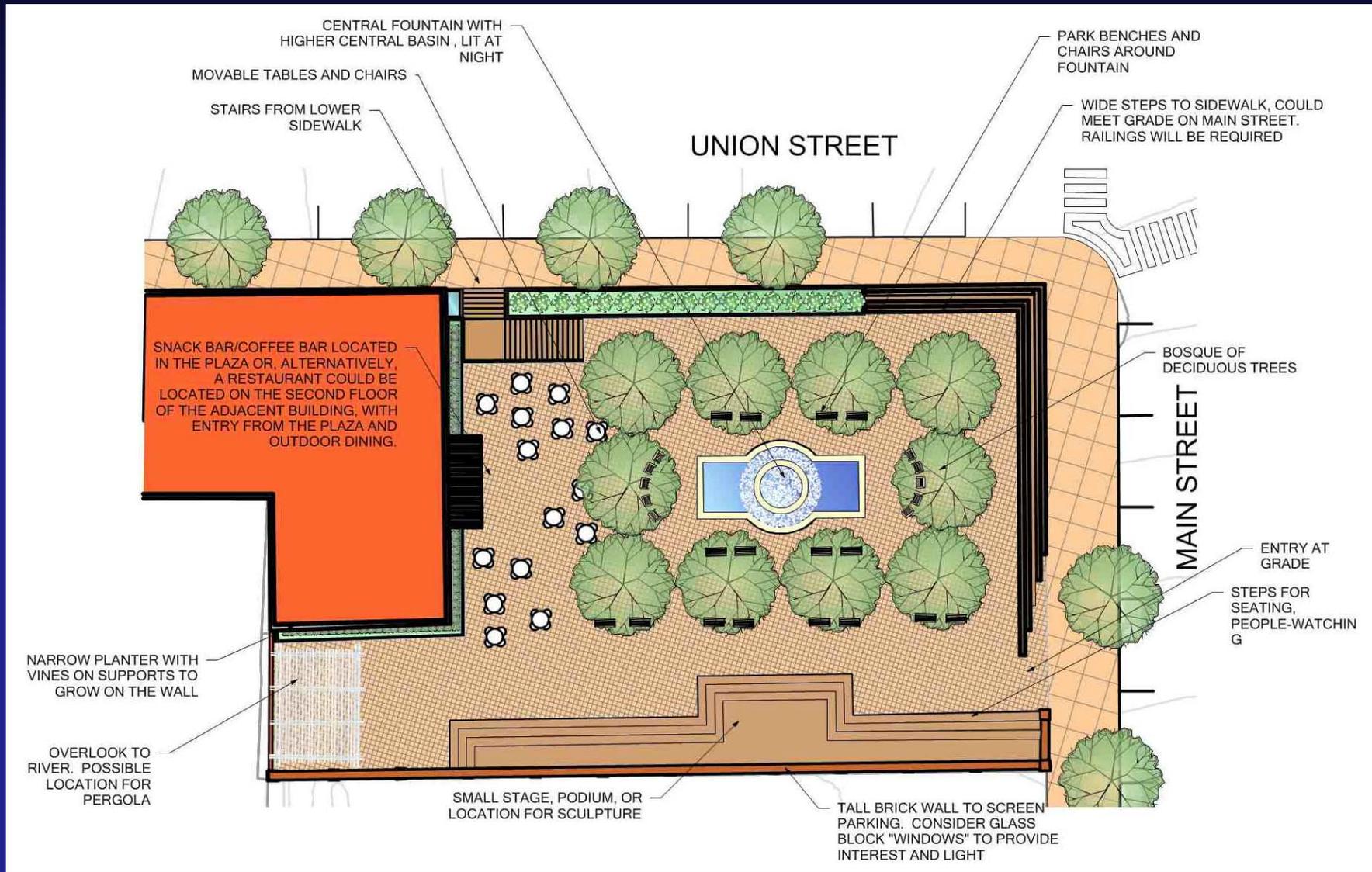


Union Street & Downtowner Site



- 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

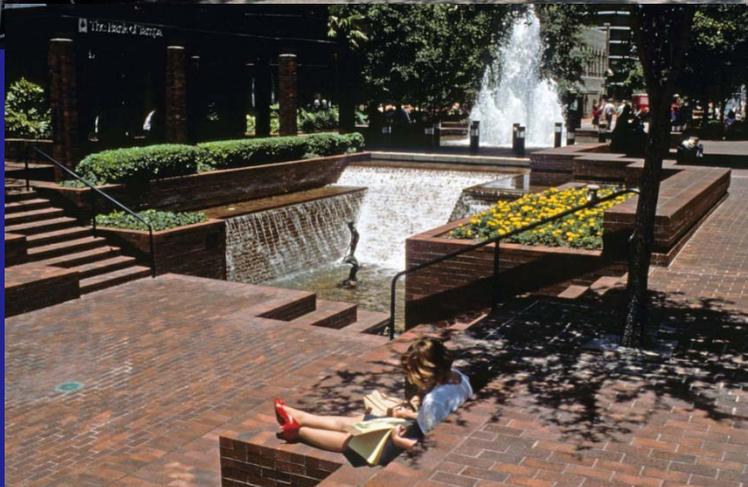
Downtowner Site



Downtowner Site



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
- Possible bridge lighting

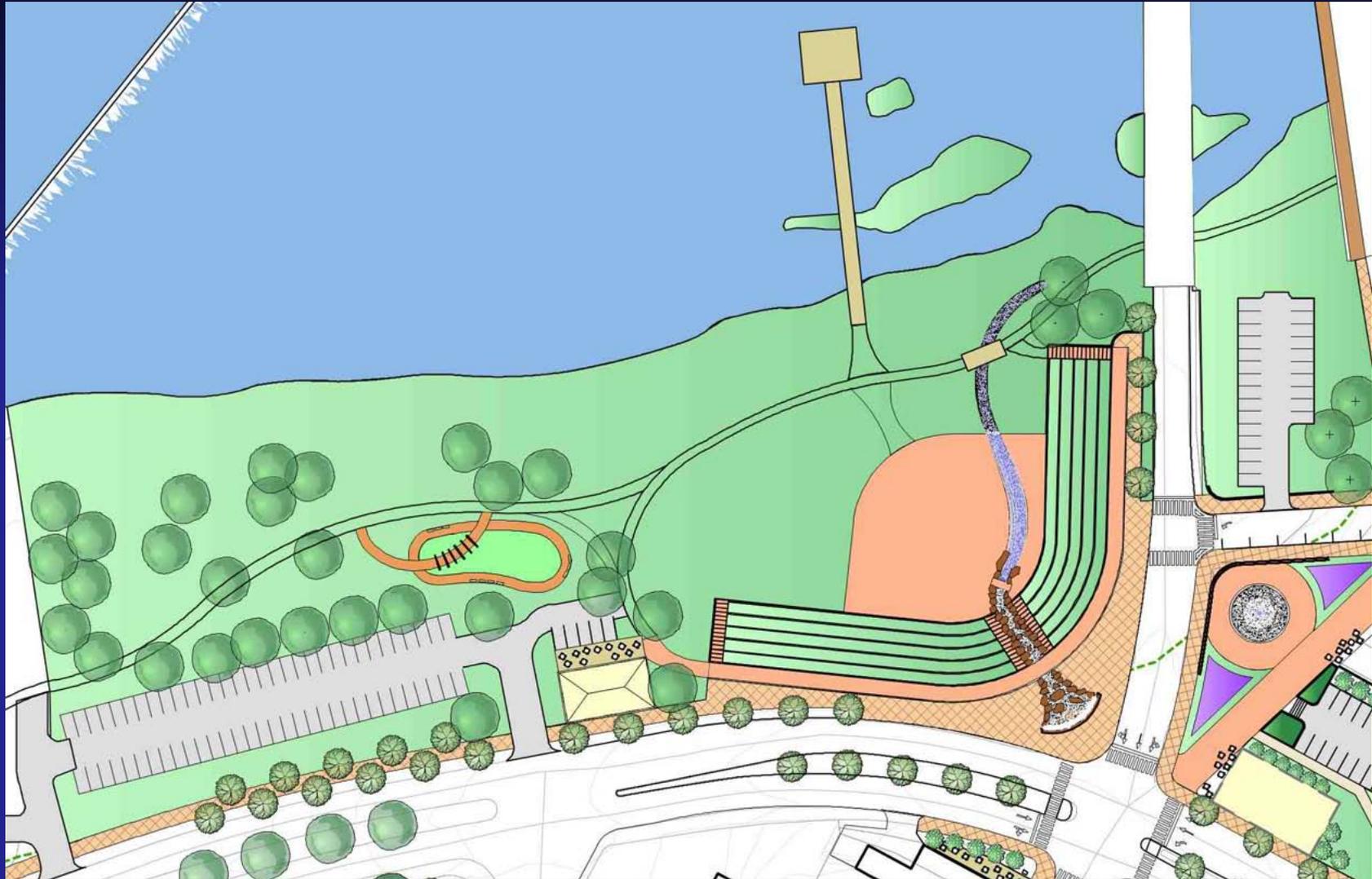


Central Water Feature



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

Riverfront Park

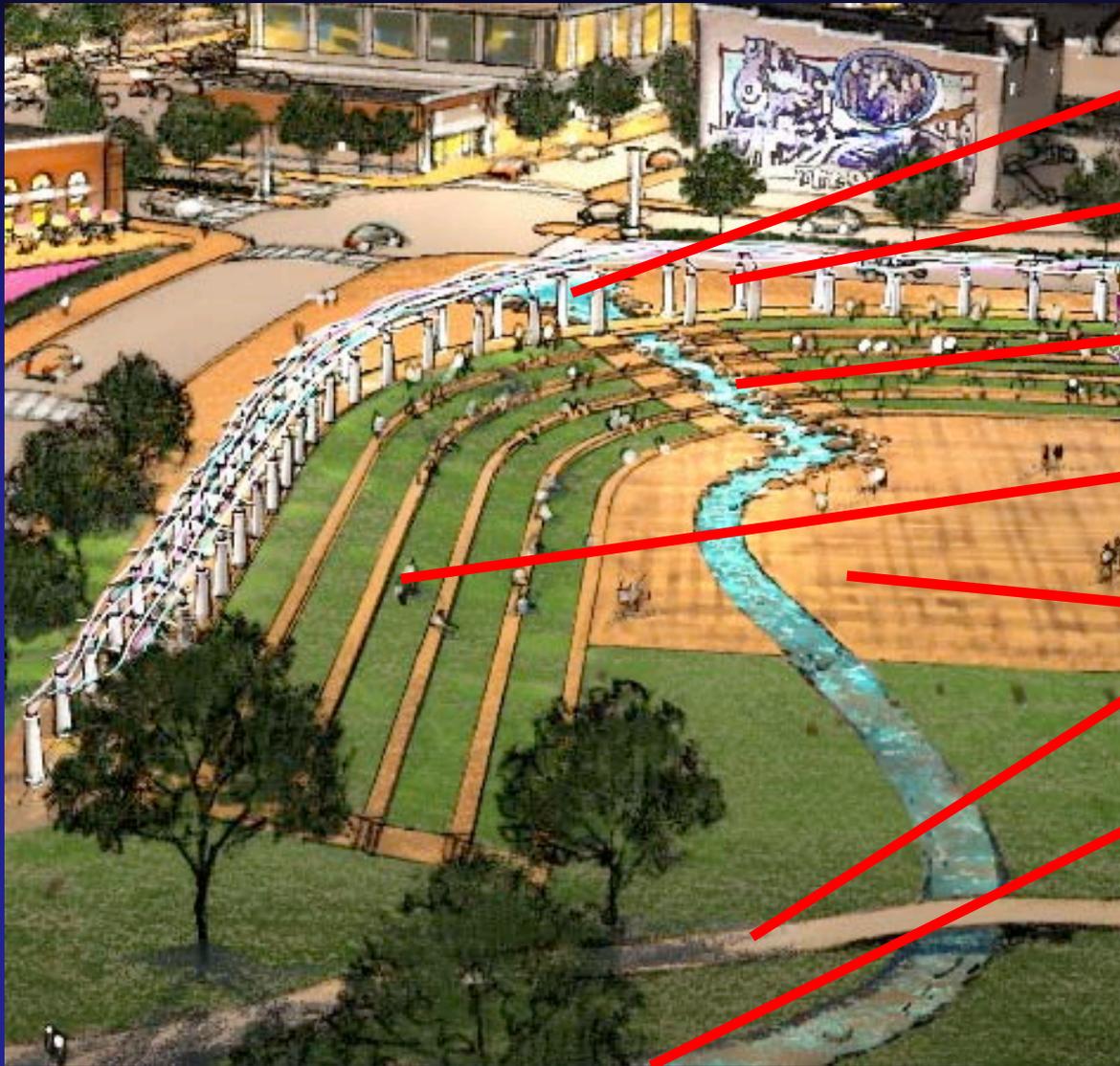


Riverfront Park



- Overlook/kayak launch
- Splash Park
- Continuation of riverfront walkway/riverbank restoration
- Wide grass steps/seating with stone edge
- Plaza/stage
- “River rapids” water feature
- Covered gallery/gateway
- Seatwall/sign/hidden weir
- Kayak/bicycle rental below, restaurant/deck above

Riverfront Park



• Seatwall/sign/hidden weir

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

• River rapids” water feature

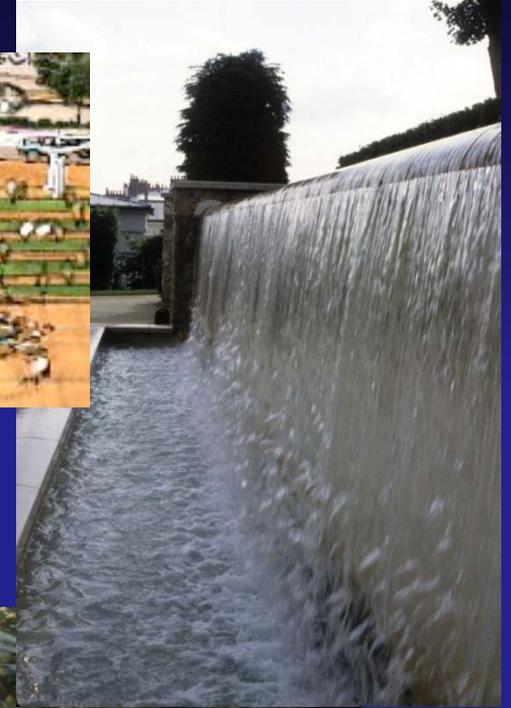
• Wide grass steps/seating with stone edge

• Plaza/stage

• Continuation of riverfront walkway

• Basin for recirculating water feature

Images/ideas for the Riverfront

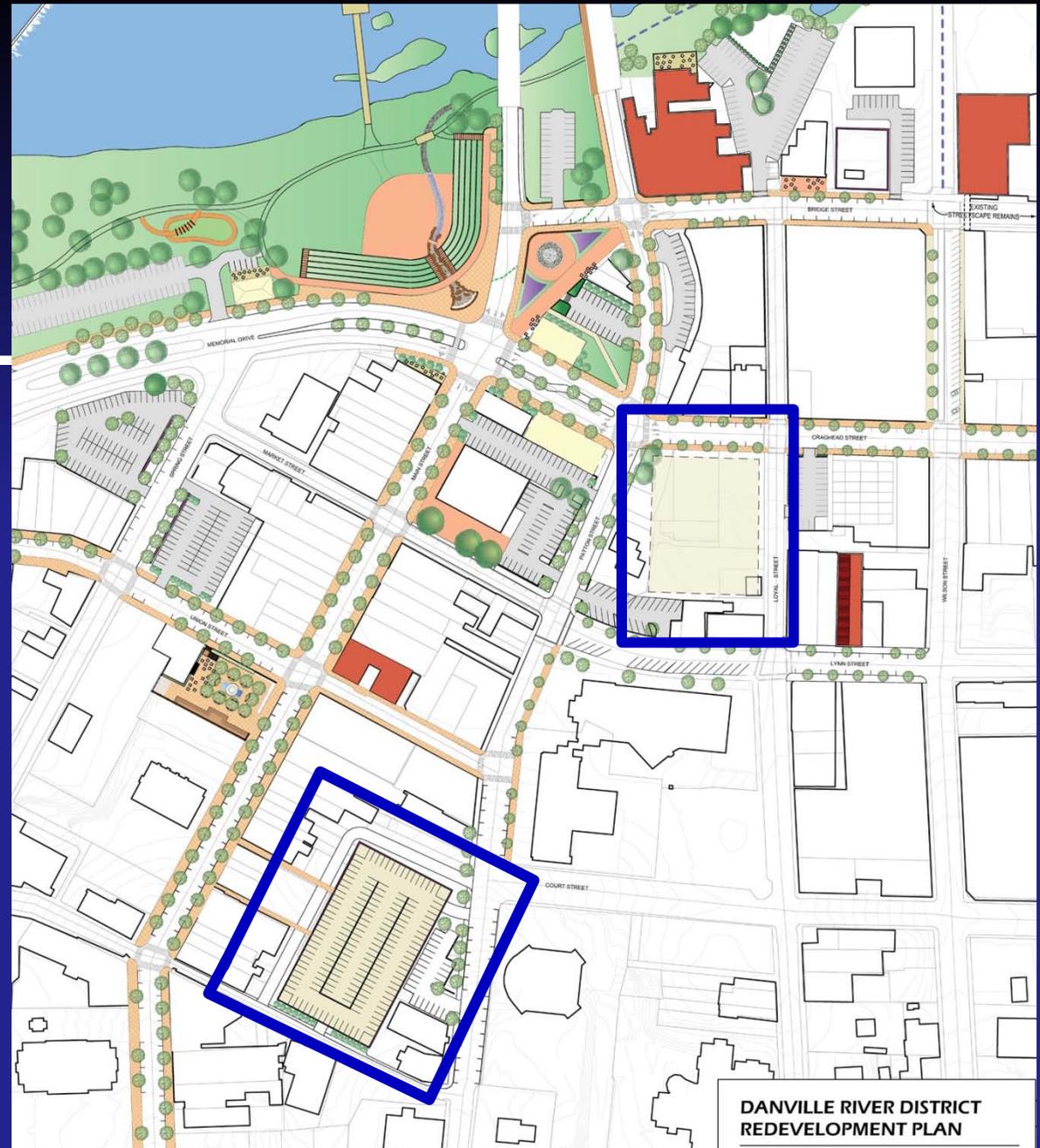


Images/ideas for the Riverfront



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



Staunton, VA

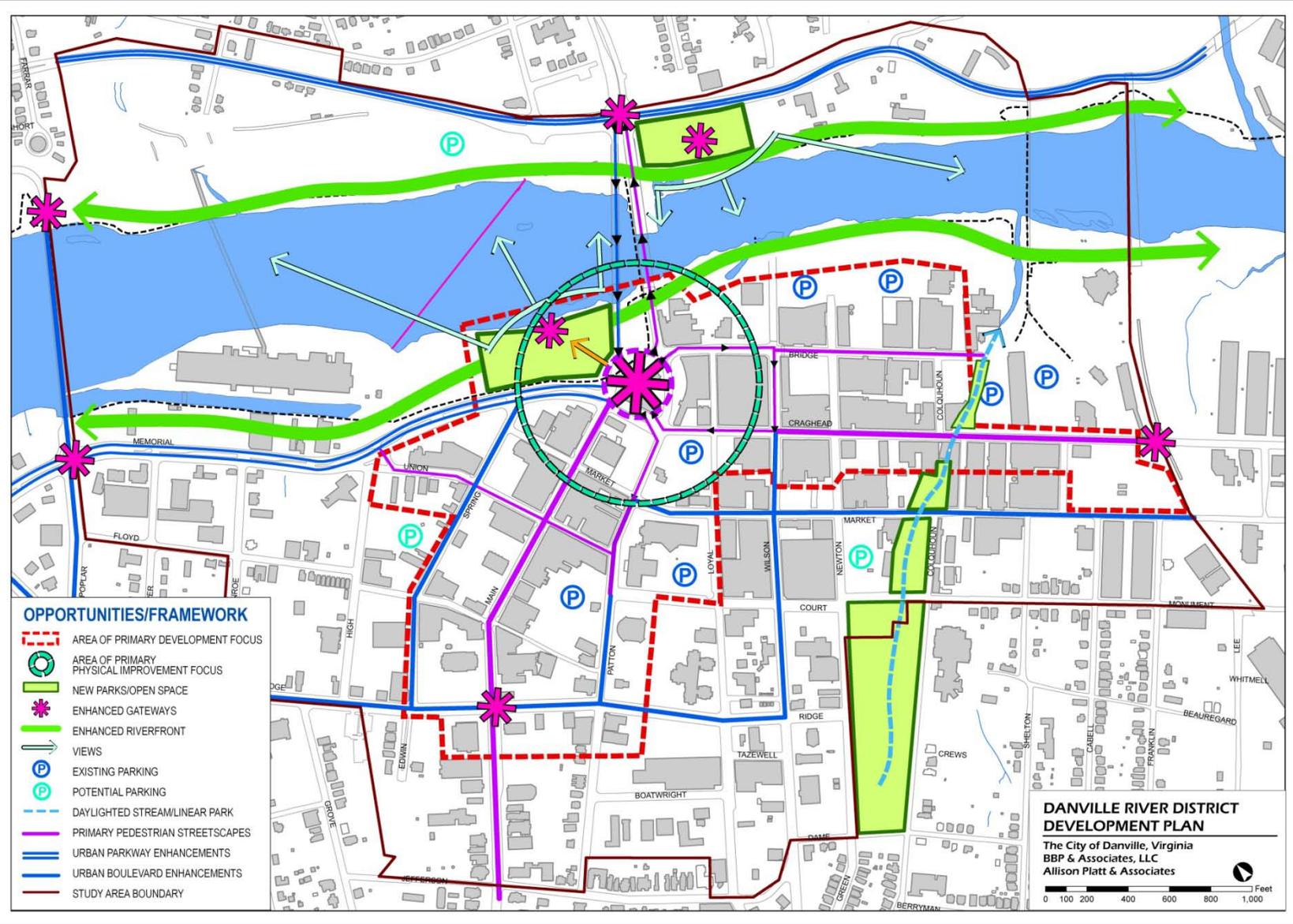
Raleigh, NC



Other Streetscapes

- **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

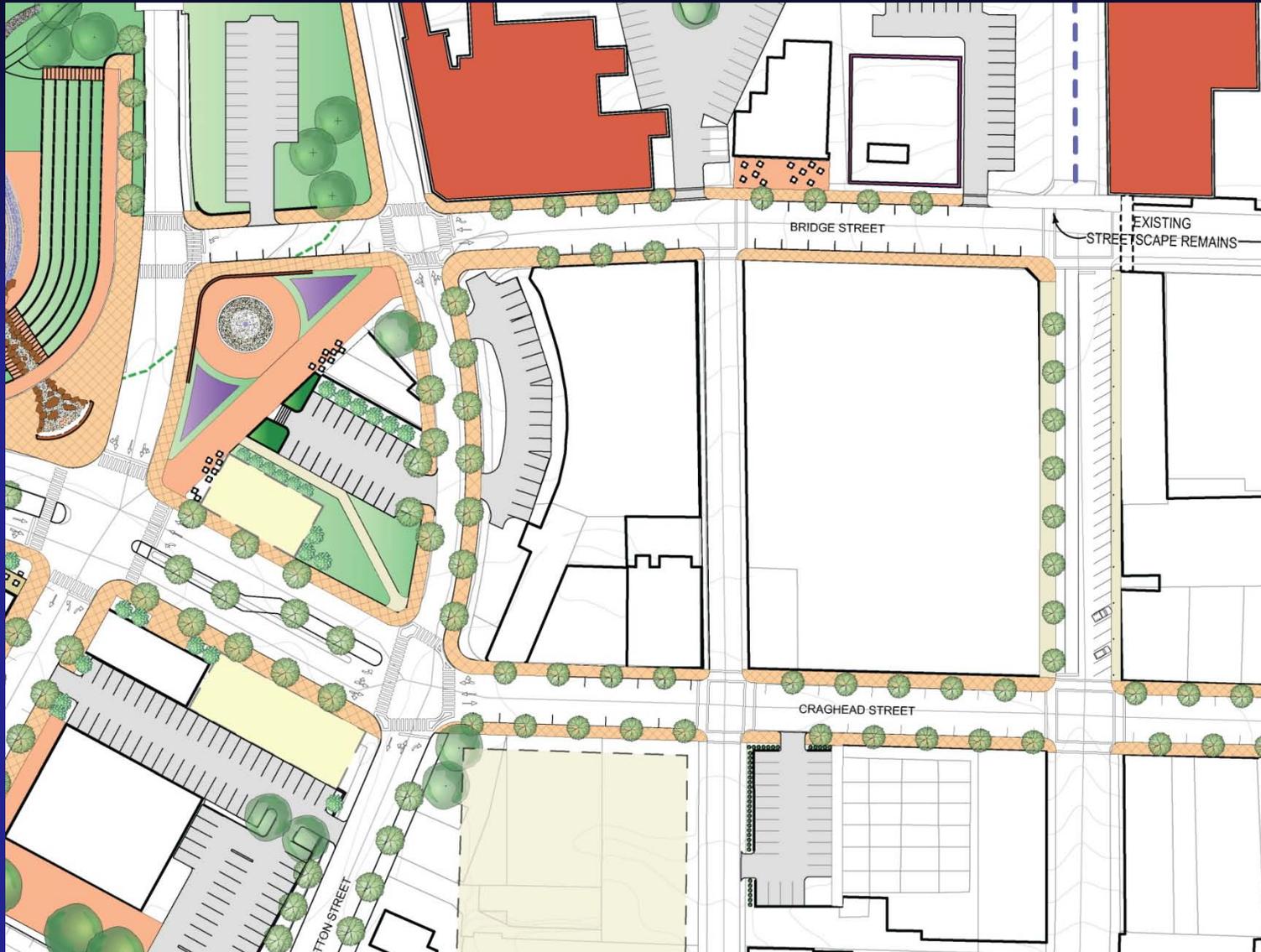


Bridge Street

- 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

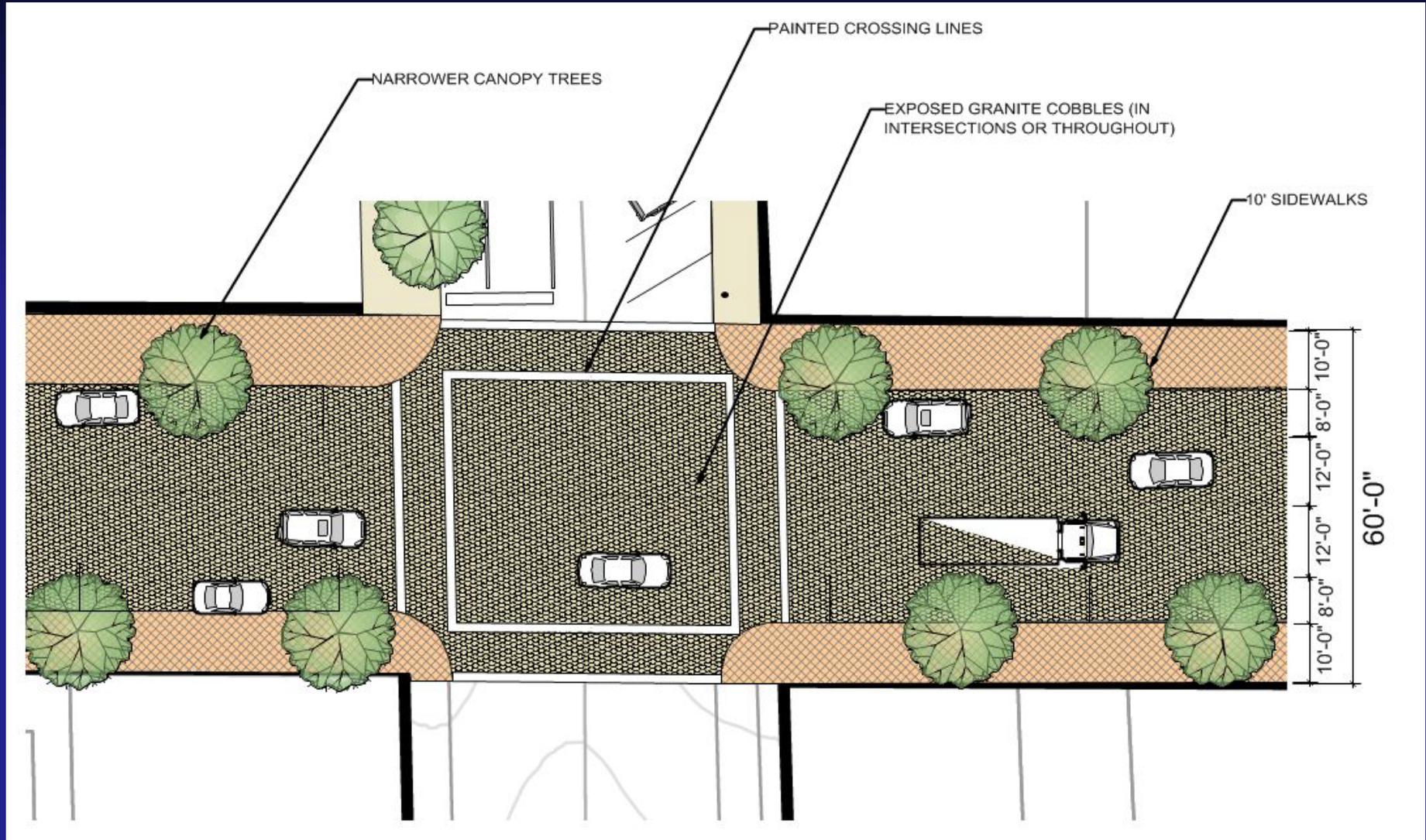


Craghead Street

- 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

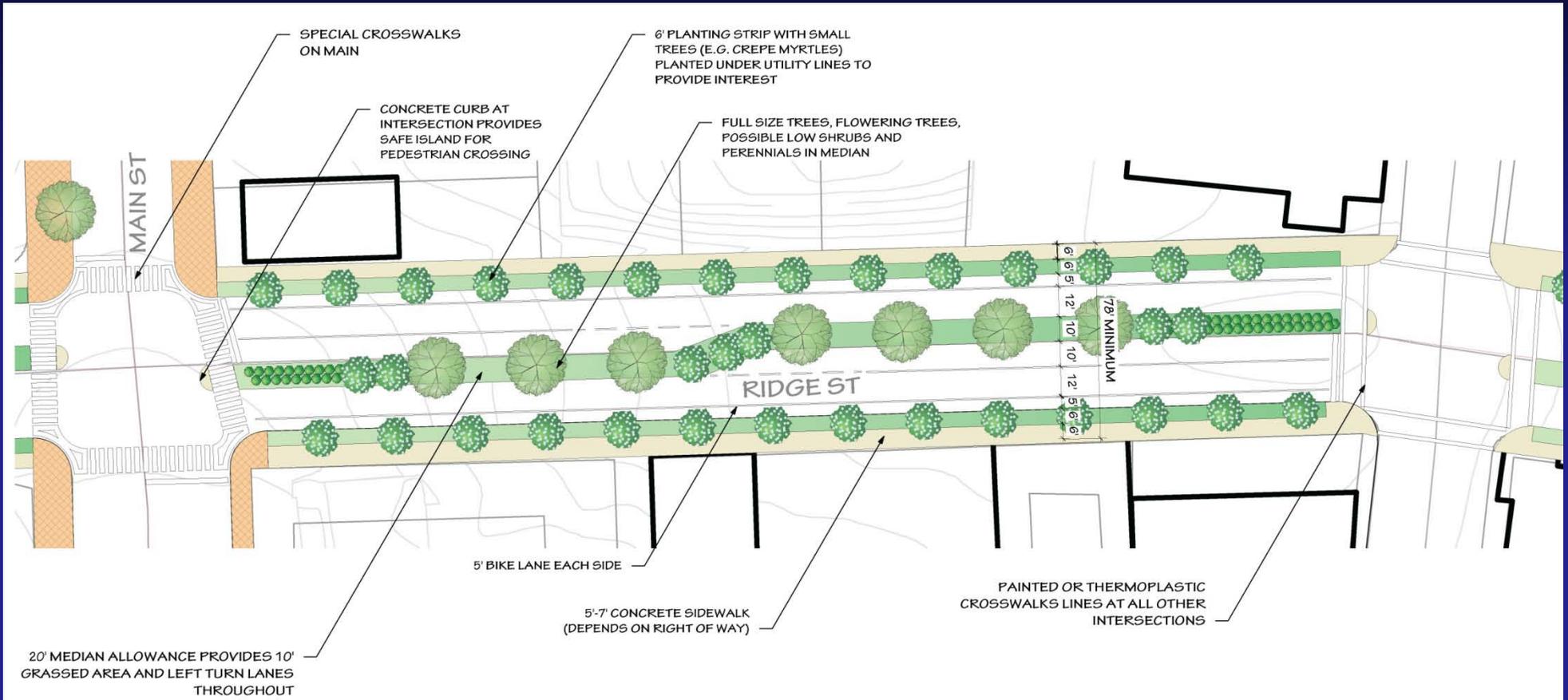


Ridge Street

- Ridge Street road bed is too wide for the traffic it carries, and quite unattractive. Reduce two 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



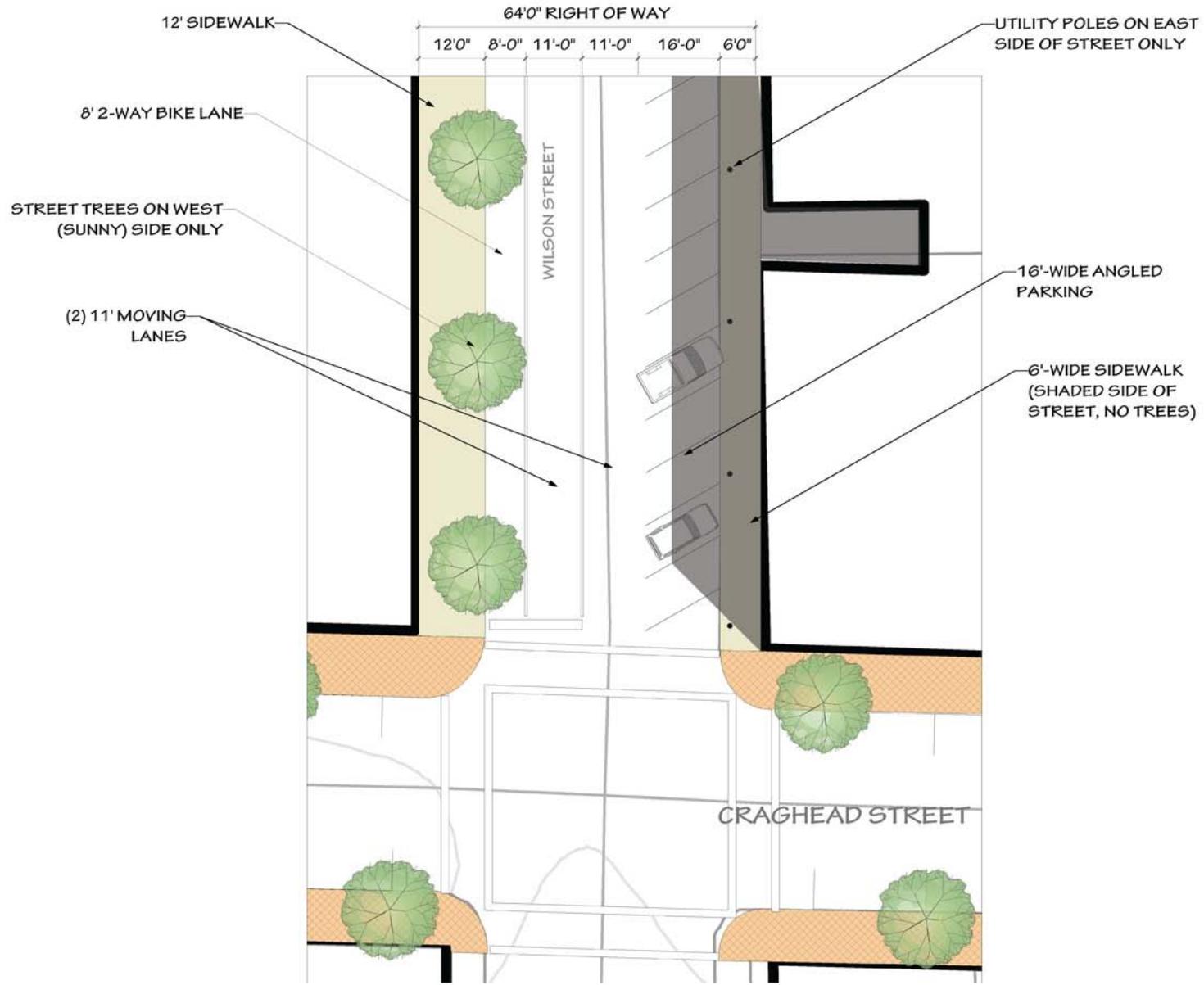
Ridge Street



Wilson Street

- 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 (I)

- **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.
- **Light the bridges!**

Open Space

Implementation Priorities (II)

- **Daylighting the Stream** seek green space or greenway funds for this project. Volunteers have already expressed an interest in beginning to clear the upper part of this stream
- **Selective Clearing and Landscape Enhancement** to provide shade and open views along the banks of the Dan River. This can also begin with volunteers, but a plan is needed to guide efforts
- **Other streetscapes** as/when funds allow or to help stimulate development projects.

Next Steps

Questions





**DANVILLE RIVER DISTRICT
REDEVELOPMENT PLAN**

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

