

# **PRESERVATION DANVILLE 2023**

## *A PRESERVATION PLAN FOR DANVILLE, VA*

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**December 2023**



# ACKNOWLEDGMENTS



**City of Danville**

427 Patton Street  
Danville, VA 24541

<https://www.danville-va.gov/>

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The Preservation Plan for Danville was adopted by City Council on December 5, 2023.

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# DANVILLE - A GREAT PLACE TO LIVE

LOCATED IN SOUTH-CENTRAL VIRGINIA ALONG THE NORTH CAROLINA  
BORDER, WITHIN A DAY’S DRIVE OF TWO-THIRDS OF THE NATION’S POPULATION,  
DANVILLE BOASTS HISTORICAL LANDMARKS, RECREATIONAL OPPORTUNITIES  
AND BEAUTIFUL ROLLING COUNTRYSIDE.

## TABLE OF CONTENTS

ACKNOWLEDGEMENTS	2
TABLE OF CONTENTS	5
CHAPTER 1: INTRODUCTION	7
Summary	8
Plan Process	10
Digital Survey	12
Overview of Goals	18
CHAPTER 2: HISTORIC CONTEXT	21
Pre-History	22
18th & 19th Century	23
20th Century to Today	27
CHAPTER 3: HISTORIC PRESERVATION IN DANVILLE	31
Danville’s Preservation Program	32
Danville as a Certified Local Government (CLG)	32
CLG Grants & Other Sources of Funding	34
Local, State, and Federal Incentives and Program	36
Historic Preservation Overlay District (HP-O)	38
Commission of Architectural Review (CAR)	38
River District Overlay (RD-O)	40
River District Design Commission (RDDC)	41
Local, State, and National Landmark Designation	42
Compatible City Plans & Projects	46
CHAPTER 4: GOALS AND STRATEGIES	51
Goal 1	52
Goal 2	74
Goal 3	84
Goal 4	96
CHAPTER 5: GOALS AND STRATEGIES MATRIX	109





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# CHAPTER 1

## INTRODUCTION



Child doffers employed in the Tobacco Warehouse District in the early 1900's. Children were often employed as doffers, requiring them to remove bobbins and spindles from machines, a job that required both speed and dexterity. The practice of employing children fell out of favor after WWI before being outlawed in 1938. (Source: Library of Congress)



Summary

The Preservation Plan for Danville, VA was created to establish a set of achievable goals and strategies for preserving Danville's unique heritage and character while bolstering the City's established historic preservation program. Historic preservation is the practice of preserving places and stories from our collective past, so that they might be enjoyed and appreciated by future generations. At times, historic preservation asks us to confront the difficult and sometimes violent aspects of our history, so that future generations might learn from our mistakes and create a better future. Historic preservation most often involves preserving the tangible aspects of our history, such as buildings, cemeteries, monuments, and other sites or neighborhoods which provide insight into past events or views of how people may have lived. In the 1960's and 1970's when historic preservation was an emerging field, the practice was concerned with preserving grand historical sites such as historical mansions and civic buildings. The field has since evolved to emphasize the lives of everyday people and marginalized communities through the preservation of neighborhoods and other vernacular landscapes.

Danville's story is at times, complicated, but the Preservation Plan for Danville seeks to address both the venerated and difficult moments of history that made the City what it is today. As a long-range planning document, the Preservation Plan for Danville will be carried out over a period of years. Plans such as these are important policy documents which shape the direction of future planning efforts. The durable nature of these plans allows them to be implemented throughout their entirety despite changes in staffing and committee positions which might occur during plan implementation. Preservation Plans are also critical policy documents that state and federal agencies look to when awarding grant funding. By adopting the Preservation Plan, the City of Danville is in a better position to secure state and federal grant funding.

The most significant portion of this document will be dedicated to a set of four achievable goals for historic preservation in Danville. For each goal, there are a number of strategies that move towards meeting that goal. Some strategies may be employed only once,

several times, or on a regular basis over a long period of time. The goals and strategies are meant to be broad enough to allow room for flexibility while also providing direction towards completion. The City of Danville, local commissions, non-profits, local organizations, and residents each have a role to play in meeting the goals of the Preservation Plan. The City of Danville, Danville staff, and local commissions such as the Commission of Architectural Review and the River District Design Commission are the primary facilitators of the Plan, though partnerships with local organizations and the community will be essential to meeting each of the four goals. To maximize the effectiveness of the plan, the City of Danville in partnership with local commissions should choose several strategies at the beginning of each year to pursue, then conclude each year with a review of progress made towards each of the goals. When applying for state and federal grants, the City of Danville should point to specific strategies found within this plan as justification for pursuing state and federal grant funding. Annual tracking of plan progress will be critical for accountability and to achieving the four goals of the Danville Preservation Plan.



Steering Committee

A steering committee comprised of members from the HDC and the community was formed early in the planning process. The steering committee helped with the formulation of plan goals and objectives, and provided feedback to the consultants throughout the planning process.



Public Open House

A public open house was held on December 13, 2022 to gather feedback from the community and provide an overview of the goals of the preservation plan. Residents were asked to provide feedback on what they would like to see in their community. Both written and verbal feedback was taken from residents.



# Plan Process

In September 2022, the independent city of Danville, VA was awarded a Certified Local Government (CLG) grant through the Virginia Department of Historic Resources (VDHR) to hire a consultant to complete a city-wide preservation plan for the protection and enhancement of Danville's historic resources. Chronicle Heritage (formerly Paleowest, LLC) was chosen through the selection process as the consultant for the completion of the plan. The formulation of the plan began with a review of existing literature and documents related to the history and development of Danville. Chronicle staff consulted online directories, libraries, and other repositories of historical information to gather relevant background information which might benefit the plans formulation. Other city plans, ordinances, and regulations were also consulted during the background research and literature review portion of the planning process.

A kickoff meeting was held with City staff on October 14, 2022 to introduce members of the Chronicle team with city staff, and to better understand the need for a preservation plan. During the kickoff meeting, Danville staff provided Chronicle with information of ongoing preservation efforts within the city, including the work of local non-profits and other organizations which have been involved in preservation efforts. Chronicle asked Danville staff to form a steering committee of local residents and advocates who might be interested in helping with the formation of the plan. A steering committee was formed, and several meetings occurred over the course of the planning process. The steering committee was first tasked with conducting a Strengths, Opportunities, Threats, and Weaknesses (SWOT) analysis of existing preservation efforts in Danville. The results of this SWOT analysis served as the basis for the formulation of the four plan goals found within this document. The steering committee also provided useful information on the need for broader preservation efforts in Danville and suggestions for strategies that might prove useful to creating a stronger local program.

A public meeting was held in Danville with Chronicle staff, Danville staff, and members of the public on December 13, 2022. The meeting provided an overview of the need for a preservation plan, the formulation of goals, and the work of the steering committee. The public was asked to provide input on the goals and what they believed was worth preserving in Danville. Both verbal and written feedback was requested from the public. In the spring of 2023 a digital survey was posted online to gather additional feedback about local

preservation efforts.

## Common themes that emerged out of public meetings and the digital survey included:

- Need to preserve historic places, historic feeling, and historic architecture.
- Better public process for when historic buildings are in danger of being demolished.
- Better incentives and programs for saving and rehabilitating historic buildings and sites.
- Build on the success of programs in the Old West End by utilizing them in other areas and neighborhoods.
- Help lower income neighborhoods maintain their homes while preserving neighborhood unity and character.
- A more equitable and inclusive history of Danville and one that does not glorify or venerate the Lost Cause myth or Danville's reputation as the "last capitol of the confederacy."
- An emphasis on preserving buildings, sites, and neighborhoods of importance to Danville's Black community.
- Require landlords to maintain properties to a higher living standard than what is currently required.

After meetings with the steering committee, Danville staff, and members of the public, Chronicle staff began to develop the template for the preservation plan, including specific strategies for each specific goal. The suggestions and input of the public were crucial to formulating many of the strategies found throughout this plan. The plan was adopted on December 5, 2023.

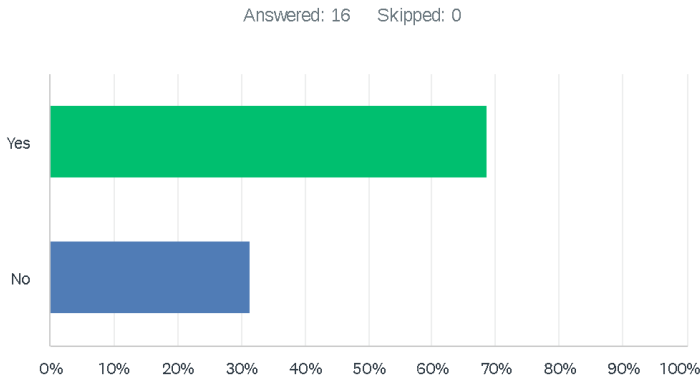
## Digital Survey

An online survey was conducted to gather additional feedback from participants about historic preservation in Danville. This section will summarize the results of the survey.

The first series of questions gauged participants' awareness of historic preservation, how important they believe historic preservation is to Danville, and how effective they believe the existing program is operating.

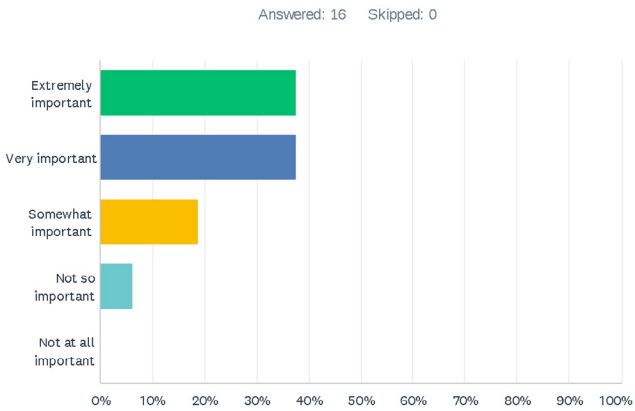
The majority of participants were aware that a dedicated city program existed and similarly believed that historic preservation is important to the future of Danville. However, most participants are either unaware or unsure of how effectively the current program operates. This indicates that more can be done to involve the community in local preservation efforts. Several of the strategies within this document directly address the need for more community participation and increased outreach from the City of Danville.

Q1 Were you aware that Danville has a dedicated historic preservation program?



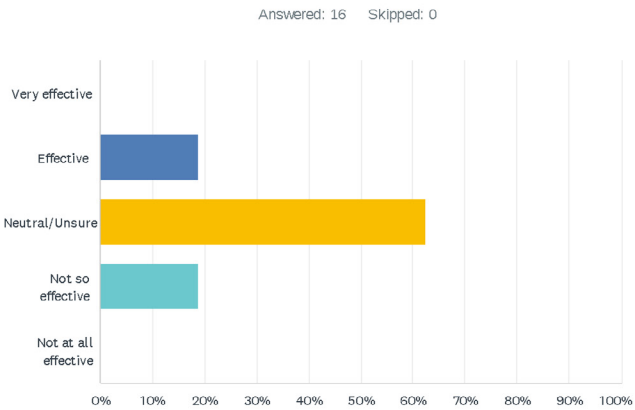
ANSWER CHOICES	RESPONSES
Yes	68.75% 11
No	31.25% 5
TOTAL	16

Q2 How important do you think historic preservation is to the future of Danville?



ANSWER CHOICES	RESPONSES
Extremely important	37.50% 6
Very important	37.50% 6
Somewhat important	18.75% 3
Not so important	6.25% 1
Not at all important	0.00% 0
TOTAL	16

Q3 How effective do you think Danville's existing historic preservation program is when it comes to protecting historic sites, buildings, and neighborhoods?



ANSWER CHOICES	RESPONSES
Very effective	0.00% 0
Effective	18.75% 3
Neutral/Unsure	62.50% 10
Not so effective	18.75% 3
Not at all effective	0.00% 0
TOTAL	16

Q4 Are there any buildings, neighborhoods, or landscapes in Danville that you believe could be considered historic districts or landmarks?

Answered: 11 Skipped: 5

Question 4 asked participants to identify potentially historic resources in Danville that might be included in a future historic district or as an individual landmark. Identifying potential historic resources is a crucial step in protecting them from demolition and incompatible infill development. By identifying places and neighborhoods that are important to the community, the City can begin the process of surveying, identifying, and assessing the historic integrity of sites and neighborhoods. Using the information from surveys, the City can then begin coordinating with residents and stakeholders to initiate process for landmark or historic district designation.

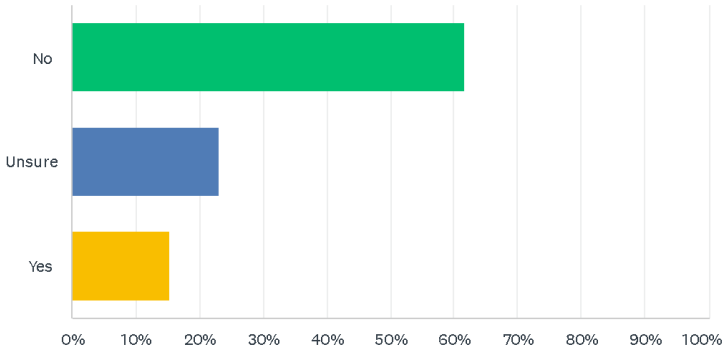
The following sites and neighborhoods were identified through this question as being potentially historic:

- West Main to Ballou Park
- Danville Golf Club
- Forest Hills
- Main Street past North Theatre
- College Park
- Miller Park
- Tavern on College Avenue
- Almagro
- Sutherlin Mansion
- Neopolis
- Schoolfield
- University District along West Main Street
- Valley Street in Westmoreland
- Southside area from 1988 annexation

Several of these such as Schoolfield, parts of Main street, and portions of Almagro are already included in state and national historic districts, though such a designation is largely honorary. Including these areas in local historic districts is the most effective regulatory tool for ensuring

Q5 In your view, are there any potential downsides to the City expanding its inventory of protected historic districts or historic landmarks?

Answered: 13 Skipped: 3

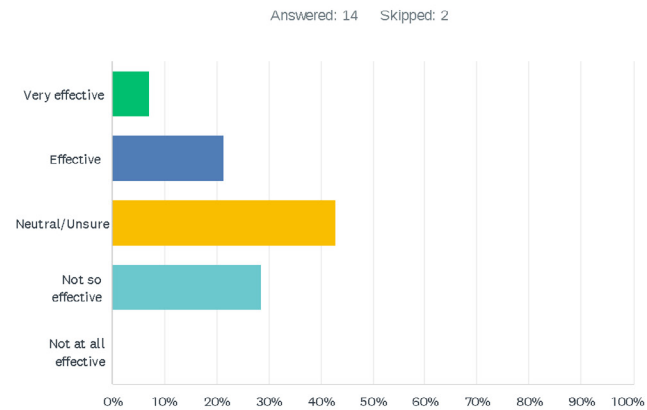


ANSWER CHOICES	RESPONSES
No	61.54% 8

Question 5 asked participants if they believed there are any cons to expanding the inventory of protected places in Danville. The majority of participants answered no. Two open ended responses were received to this question. The first participant advocated for the protection of historic resources, while also ensuring that low income residents are not displaced and that historic neighborhoods remain open to residents of all income levels. The second response advocated for telling a more inclusive story of Danville's history, and expanding the City's story to include aspects outside of the confederacy and the industrial mills.



Q6 How effective do you think the existing historic preservation program is for representing the history of Danville's residents, communities, and different racial groups?



ANSWER CHOICES	RESPONSES	
Very effective	7.14%	1
Effective	21.43%	3
Neutral/Unsure	42.86%	6
Not so effective	28.57%	4
Not at all effective	0.00%	0
TOTAL		14

Question 6 relates to how the story of Danville has been told so far. In public meetings and conversations with residents there has been an emphasis that the story of Danville has often focused on the role of the confederacy and wealthy homeowners at the expense of other residents of the community.

Question 7 asked participants to rank how important certain policies are to the future of Danville's historic preservation program. Participants indicated across the 8 listed policies that they are either somewhat important or very important to the future of historic preservation in Danville. Policies include actions such as preserving historic sites, ensuring compatible new development, partnering with local organizations, and creating engagement opportunities for residents.

Q7 How important do you believe the following policies should be for Danville's historic preservation program?

Answered: 16 Skipped: 0

8 policies covered under Question 7:

- Preservation of important historic buildings and sites
- Preserving neighborhood character and feeling
- Ensuring compatible new development in historic districts and historic neighborhoods
- Increasing local tourism and providing other economic benefits
- Providing incentives to homeowners to maintain and enhance their property
- Providing a more inclusive view of Danville's history
- Partnering with local community organizations and non-profits
- Creating more opportunities for residents to learn about local history

Question 8 asked participants if there were any additional policies the City should focus on that were not listed in question 7. The final question of the survey asked participants to provide any other information that they think would be useful to creating this plan. The open ended responses from questions 8 and 9 have found their way into this document through the various strategies that are proposed later in chapter 4.

## Overview of Goals

A total of four goals were established for guiding future preservation efforts in Danville. The four goals are broad, capturing a range of issues that are achievable through a series of specific strategies. Strategies might also be broad, to allow for flexibility over time, though they might also be more specific, such as surveying a specific neighborhood for historic resources. The overall purpose of this plan is to help the City of Danville protect its local historic resources, and while specific strategies are grouped for organization purposes by goal, each strategy might have a ripple effect that benefits other goals and strategies. For instance, expanding Danville's plaque program to cover underrepresented stories helps raise awareness of the historic preservation while also giving a voice to those who have historically been left out of the conversation.

## Four Goals of the Preservation Plan:

- 1)

Protect existing historic resources; identify and document new historic and cultural resources in Danville
- 2)

Promote a greater understanding of local history, through equitable storytelling and a broader view of Danville's past
- 3)

Actively engage the broader community of Danville in matters of local history and preservation
- 4)

Strengthen Danville's historic preservation program

**Goal 1** is related to the protection of existing historic resources in Danville, and the identification of new historic resources through historic resource surveys and historic context reports. The strongest tool that Danville has available in the HP-O overlay which designates an area as a local historic district. Other strategies found within Goal 1 include creating conservation districts, expanding existing programs that protect historic resources, and maintaining up to date design guidelines.

**Goal 2** was created to promote a more inclusive history of Danville while giving a voice to those who have historically been left out of the conversation. Historic preservation in particular has a history of being within the realm of wealthy, homogenous, and largely white communities. In the past 20 years the field has evolved and is now more concerned with vernacular landscapes and the lives of everyday people while striving to give a voice to historically underrepresented communities. Strategies within this plan include conducting thematic surveys and reports of Danville's Black neighborhoods, partnering with neighborhood organizations, and promoting events which celebrate Danville's Black community.

**Goal 3** asks the City of Danville to more actively engage the community to spread awareness of Danville's history and promote the preservation of its historic resources. Partnerships are a critical component to the success of this plan and many of the goals and strategies of this plan can only be achieved through working with local non-profits, community organizations, and neighborhood groups. Strategies within this plan include taking an active role during Preservation Month, making resources and information more accessible, and including the community in preservation initiatives.

**Goal 4** is related to the internal workings of Danville's historic preservation program. This involves improvements that can be made to Danville's municipal operations that work to preserve historic resources in the City. While partnerships are critical to achieving the goals of this plan, the City of Danville has a responsibility to take a leading role in protecting its historic resources. Strategies within this plan include hiring a dedicated preservation planner, adopting new incentives, and creating a historic homeowners manual.





## CHAPTER 2

### HISTORIC CONTEXT



1930s photograph of Dan's Hill recorded for the Historic American Buildings Survey. (Source: Library of Congress)

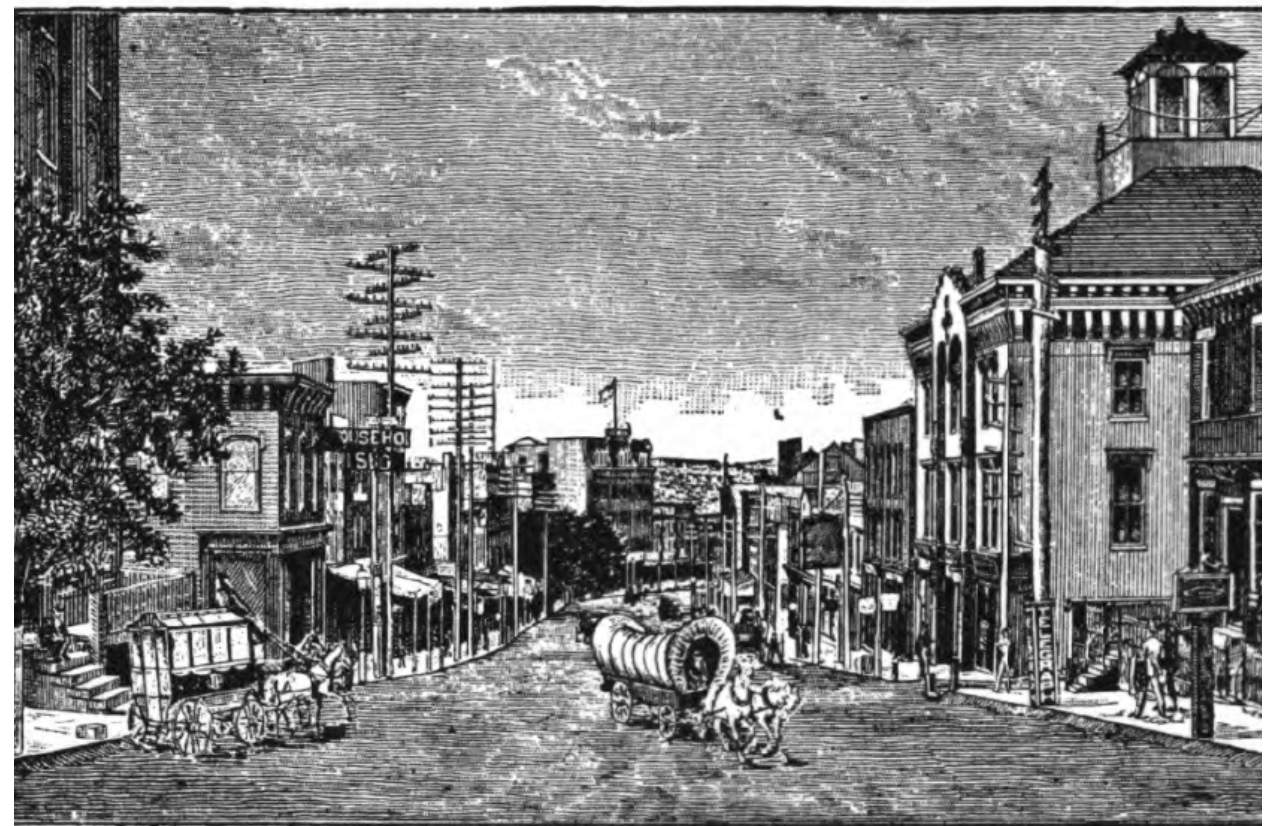


## Pre-History

In the present day, Danville exists as an independent city outside the boundaries of any county, though its history is largely tied up with that of Pittsylvania County which surrounds Danville to the north, east, and west. At the time of English colonization, Virginia had one of the largest Native populations of any state. Prior to the arrival of white colonists in Pittsylvania County around 1740, the area surrounding Danville was inhabited primarily by Native people who spoke dialects of the Eastern Siouan language. The accounts of these tribes come from early colonial settlers and explorers, who often relied on Native guides for exploration and later as key players in the fur trade, which unfortunately would later lead to their undoing.

Through the colonial fur trade, the Native inhabitants of Pittsylvania County became known to the Virginia colonists by the year 1640. The first written account from the area comes from the diary of John Lederer, a fur trader, who in 1670 traveled inland with a Native guide to trade with the local tribes. Lederer described the Native inhabitants of Pittsylvania County as being tall and warlike, but also intelligent and people of great eloquence. Over the next few years, more traders would travel to Pittsylvania County providing details on the lives of the tribes including the composition of their villages and the foods they grew and ate. By early accounts interactions between the Native tribes and colonists were amicable.

Relations between Natives and Virginia colonists reached a turning point with the onset of Bacon's Rebellion in 1676. During the course of Bacon's Rebellion, the Occaneechi were attacked by militiamen where many of them were killed. The following year a treaty was signed between the Colony of Virginia and Native inhabitants, putting them under subjugation of the colonial government. In their weakened state the tribes of Pittsylvania County were attacked by the Iroquois from the north on a regular basis. Little was done by the colonial government to defend the tribes of Pittsylvania County and by 1740 most of the Native inhabitants of the area had left. Their departure was so sudden that by the time colonists began to settle in the area, the old tribal villages and forts were often used to mark the boundaries of newly granted colonial land patents.



Main Street in Danville C. 1880  
(Source: Hairston, L. Beatrice W. (Lora Beatrice Wade). *A Brief History of Danville, Virginia, 1728-1954*. Richmond: Dietz Press, 1955.)

## 18th & 19th Century

In 1728, William Byrd II, an English explorer and lawyer set out on an expedition to map the boundaries between North Carolina and Virginia. Byrd provided some of the earliest descriptions of the land and named the river the Dan, a biblical reference denoting the northern boundary of the land of Canaan. Years later in 1753, William Wynne would establish a plantation on the south banks of the Dan River. Wynne is generally credited with being the first English person to settle near Danville. Wynne established a general store and trading post at the falls, which also served as a point of crossing north and south of the Dan River.

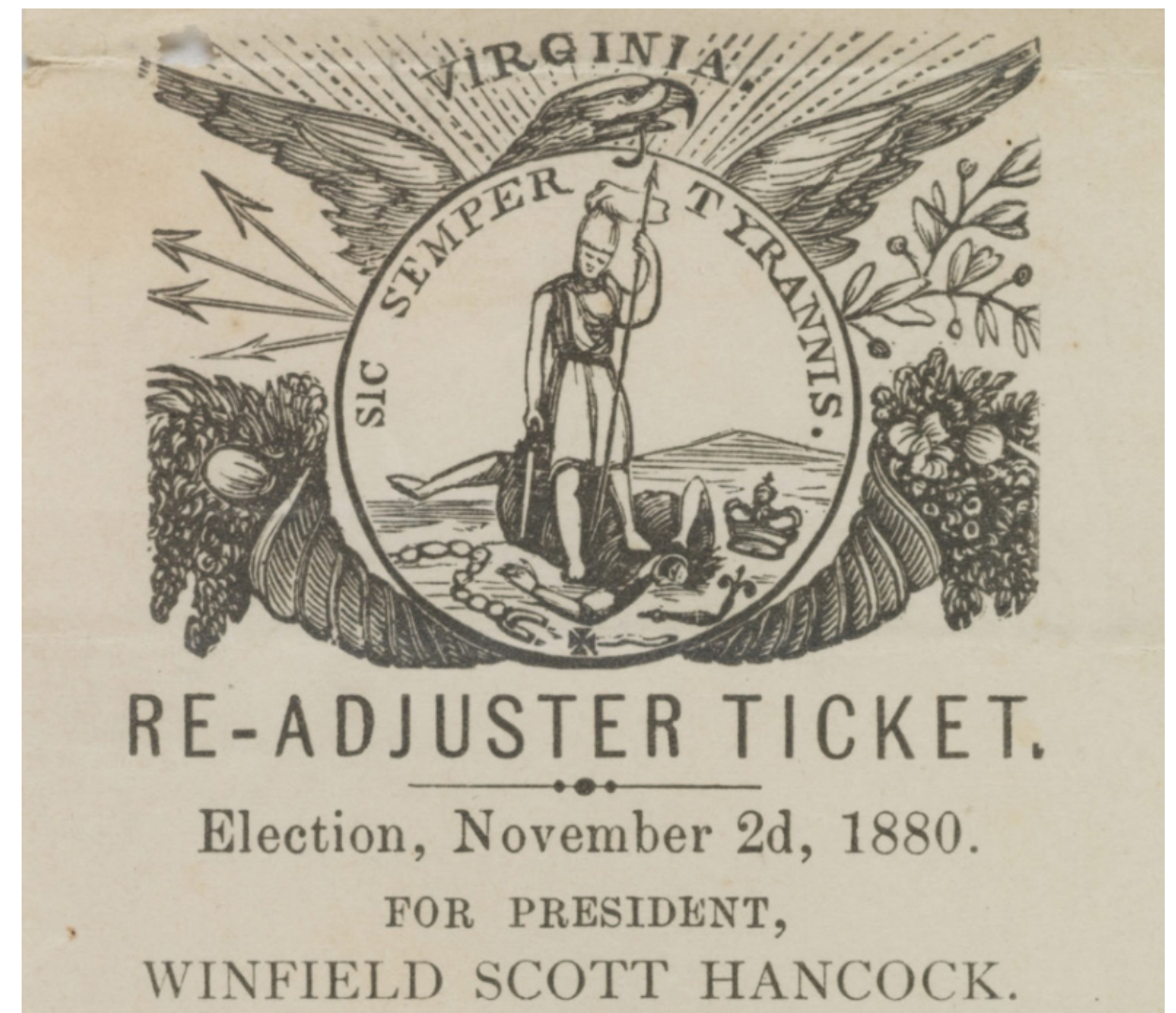
After the Revolutionary War, a settlement emerged around the Dan River in the area of Wynne's residence, the settlement became known as Wynne's Falls. In 1793 the Virginia General Assembly constructed a tobacco warehouse at Wynne's Falls, setting the stage for the importance of tobacco in Danville's history. Later that same year the area became known as Danville. From the 1800s onward Danville grew as a city as a direct result of the tobacco industry. An official charter recognizing the city was written in 1833. Danville continued to grow steadily and by the 1847 the Richmond and Danville (R&D) Railroad was constructed through the city. While the railroad proved to be a boon for the local tobacco economy, it would later play an important role during the American Civil War.

By the time of the Civil War, there were nearly 6,000 people living within the city limits of Danville. In addition to goods and products, the railroad of Danville was used to transport prisoners of war during the years of the Civil War. In 1863 several tobacco warehouses were converted to hold Union prisoners of war. Diaries and records remain providing details of the harsh conditions within these prisons. Of the 7,000 prisoners who would be housed in Danville throughout the Civil War, less than half would survive by the end of the war.

By 1862 Danville had been designated as the capital of the Confederate states should Richmond fall to Union forces. In 1865 this became a reality after the victory of Union troops at the siege of Richmond. Jefferson Davis and his cabinet fled from Richmond aboard the Richmond and Danville rail line, arriving in the Spring of 1865 where Danville briefly served as the last capital of the Confederacy for 10 days. During this period Davis was housed in the local Sutherlin mansion and conducted business out of the Benedict house (since demolished) on Wilson Street.

After the Civil War, the period of Reconstruction began in Danville which resulted in massive social changes to the city. In 1879 the Readjuster Party, a biracial state political party gained control of both houses of the Virginia General Assembly. By this time Danville had a majority Black population, and in 1882 the Readjuster Party gained control of Danville's city council and even created an integrated local police force. This caused backlash and fear among

Danville's white residents, and in 1883 on the eve of the election, a racially motivated riot broke out resulting in the death of five men, four of whom were black. A local commission found Black residents at fault, but a US Senate investigation found white residents to blame, however, no charges were issued. The event had a major impact on local politics and resulted in the dissolution of the Readjuster Party and a return to white rule within Danville.



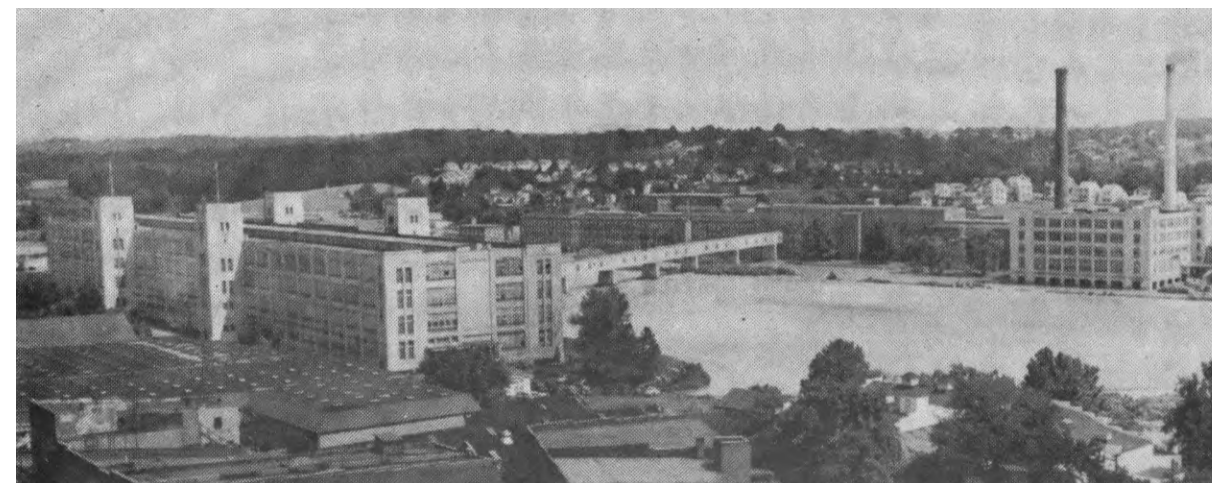
The Readjuster Party of Virginia, a biracial political party that emerged in Virginia during Reconstruction, briefly gained political power in Danville in 1882.  
(Source: The Virginia Historical Society)



While the economy of Danville was at first slow to recover, by 1882 the tobacco economy of the region had recovered, and new industries began to emerge in the city. The Riverside Cotton Mills is one such industry that began in 1882 and by 1890 had become one of the largest mills operating in the American South. The mill would later partner with the Dan River Power and Manufacturing Company to become the Riverside and Dan River Cotton Mills, a major provider of jobs and economic growth in the city. The railroad also continued to grow during this period and in 1899 a passenger station was built in the city by noted architect Frank Pierce Milburn.



Tobacco being transported out of a warehouse in Danville, C. 1940.  
(Source: Library of Congress)



Aerial view of Dan River Mills C. 1940  
(Source: Hairston, L. Beatrice W. (Lora Beatrice Wade). *A Brief History of Danville, Virginia, 1728-1954*. Richmond: Dietz Press, 1955.)

## 20th Century to Today

In 1903 a serious train wreck occurred in Danville, known as the Wreck of the Old 97' when a mail train jumped the tracks over a bridge through Danville and plunged into the ravine below, killing 11 and injuring 7 others. The tobacco and textile industry continued to grow throughout the 20th century. At its peak during the Second World War and the post-war boom, the Dan River Cotton Mills employed as many as 14,000 local residents. The second half of the 20th century is primarily remembered for the role that Danville played in the growing Civil Rights Movement.

In the mid-20th century, the former Sutherlin mansion that was known for Jefferson Davis's brief residency was acquired by the city and designated as both a Confederate memorial and the local library. The library was however segregated, and Black Danville residents had to go to the underfunded and ill-equipped branch of the library on Holbrook Street. Inspired by the sit-ins in Greensboro, North Carolina, a group of 16 Black high school students conducted a sit-in at the segregated branch of the library on April 2, 1960. By May the city council of Danville voted to close the library in an effort to stop integration. In September a federal court ruling resulted in the reopening and integration of the public library, though in retaliation the City had removed all chairs from the premises.



During the summer of 1963, as the Civil Rights Movement was gaining momentum nationally, a series of marches occurred in Danville to put an end to segregation and job discrimination. On June 5, 1963, 125 people marched on city hall in Danville demanding an end to segregation. The following day the number of people reached over 200. The marches were led by the Danville Christian Progressive Association (DCPA). A grand jury indicted Reverend A. I. Dunlap, Lawrence Campbell, and Julius Adams, the 3 leaders of the DCPA, for attempting to incite a riot. The march and indictment of the 3 leaders received national press coverage and resulted in a number of Civil Rights organizations and leaders visiting Danville to assist with the desegregation efforts.



Scene from the June, 1963 Civil Rights demonstrations in Danville.  
(Source: Library of Virginia)

On June 10th while a prayer vigil was being held by Reverend H.G. McGhee for the jailed protesters, Danville police and deputized city workers assaulted protesters with firehoses and clubs. A total of 47 people were injured during the day's events, which later became known as "Bloody Monday." The event became so infamous in the Civil Rights movement of Virginia that a month later on July 11th Martin Luther King Jr. visited Danville in order to garner support for the movement. King declared the violence against protesters to be some of the worst he had seen in the American South.

In the years after the tumultuous 1960s, the industrial economy of Danville suffered in the 1970s and 1980s as a result of manufacturing moving overseas. By the 1980's the local mills began outsourcing jobs overseas where manufacturing and shipping were cheaper. Dan River Mills, once the largest employer of Danville, filed for bankruptcy in 2004. Danville experienced a slight decline in population during the 1970s and 1980s though was able to rebound by the 1990's when the population grew to nearly 55,000. However, by 2000 the population of Danville began to again decline, reaching a low of 42,000 in the year 2020. This decline has been reflected in the physical makeup of the city made evident by the number of abandoned factories and houses which dot the landscape. In recent years Danville has experienced a revitalization of its economy, as new businesses and residents move to the city. Projects such as the River District redevelopment downtown and the Land Bank program in the Old West End have helped to revitalize both residential neighborhoods and commercial districts of the city. Danville is in a unique position to use the momentum of these projects to continue to enhance the livability of the city while utilizing its historic building stock and rich cultural history for the betterment of all its residents.





## CHAPTER 3

### HISTORIC PRESERVATION IN DANVILLE



The auction of tobacco in a Danville warehouse, early 1940's.  
(Source: Library of Congress)



# Danville’s Preservation Program

## Danville as a Certified Local Government (CLG)

The Certified Local Government (CLG) program was established in 1966 as part of the National Historic Preservation Act (NHPA) of 1966. The program was created as a partnership between the federal government, state preservation offices, and local governments. In Virginia, the CLG program is administered by the Virginia Department of Historic Resources (VDHR) who acts as the State's Historic Preservation Office (SHPO). The SHPO administers both state and federal programs related to historic preservation in Virginia. Becoming a CLG is the first step in formally participating in state and federal programs for historic preservation and provides a number of benefits to Danville:

- Allows Danville to participate in nominations to the National Register of Historic Places
- Receive technical assistance from the VDHR and the National Park Service
- Makes Danville eligible to apply for certain preservation grants, including matching preservation grants from Virginia's annual federal appropriation
- Makes Danville a consulting party for any project requiring Section 106 review under the National Historic Preservation Act



As a CLG, Danville is required to uphold certain requirements set by the NPS, including:

- Adopting an official historic district ordinance
- Establishing and maintaining a preservation commission or review board that administers the ordinance, serves as an advocate for local preservation, and reviews alterations to historic district and landmarked properties through certificates of appropriateness (COA's)
- Danville must survey its local heritage resources
- Danville must promote public participation and stewardship of its historic resources
- Danville must report annually on the performance of its CLG responsibilities



**CLG Grants & Other Sources of Funding**

One of the greatest benefits of having a City-backed preservation plan is that Danville will be able to point to specific strategies when applying for state and federal grants through the CLG program. Many of the strategies found within Chapter VI of this document are crafted to allow for the possibility of grant funding.

Examples of projects which are eligible for CLG grant funding include:

- Architectural and archaeological surveys
- Preparation of Preliminary Information Forms (PIF's) and nomination forms to the National Register of Historic Places for resources within Danville
- Historic Preservation planning projects such as preservation plans (this document), archaeological assessments, preservation components within the comprehensive plan, condition assessment reports, and other planning projects with have a preservation angle
- Public education programs with a historic preservation aspect
- Training and education programs for local review boards and commissions
- Public workshops, such as window repair workshops, which have a historic preservation aspect
- Testing archaeological sites for determinations of significance for research, education, or as part of mitigation for Section 106
- Rehabilitation of buildings listed on or eligible to be listed on the National Register of Historic Places that are publicly owned
- For drafting neighborhood and district specific design guidelines
- Materials research on rehabilitation projects

Other sources of funding are available through the VDHR such as the Cost-Share grant program, the African American Cemetery & Graves fund, and the Threatened Sites grant program. Funding is also available through the National Park Service and the National Trust for Historic Preservation. Contacts are available for each source of funding. For more information the City of Danville should contact the respective agency for assistance with grant funding.



Earl's Restaurant of Danville C. 1980  
(Source: Library of Congress)

Local, State, and Federal Incentives and Programs

Local Incentives & Programs

Local incentives available include the Real Estate Tax Abatement Program, the River District Façade Improvement Grant Program, and certain zoning exemptions.

- Real Estate Tax Abatement Program - Provides a real estate tax exemption for substantially rehabilitated residential, multi-family, commercial, industrial, or multi-use structures within a historic district, such as the Old West End.
- River District Façade Improvement Grant Program - A matching grant program of 50% or up to \$5,000 for rehabilitating facades for commercial buildings in the River District.
- Zoning Exemptions - Certain minor projects in the HP-O overlay are exempted from review by the CAR and may be administratively approved by Danville staff.

State Incentives & Programs

A number of state incentives are available from various organizations including the VDHR, Preservation Virginia, the Virginia Main Street Program, and other preservation-minded organizations. Examples of incentives available include the Virginia Historic Rehabilitation Tax Credit, the Virginia Preservation Easement Program, Virginia Community Development Block Grants, and the Virginia Tourism Cooperative Marketing Fund. The VDHR serves as the primary point of contact for state provided assistance and incentive programs.

Federal Incentives & Programs

A number of federal organizations and agencies are involved in historic preservation in the United States including the National Park Service, the National Trust for Historic Preservation, the National Alliance of Preservation Commissions, and the Advisory Council on Historic



The former Pemberton & Penn Tobacco Co. warehouses and offices were rehabilitated into residences using the federal tax credit program. Photo C. 1978. (Source: Library of Congress)

Preservation. The most popular federal incentive available is the Federal Historic Preservation Tax Incentive Program which provides a 20% income tax credit for the rehabilitation of historic, income-producing buildings that have been determined by the Secretary of the Interior through the National Park Service to be certified historic structures. The program is administered by the National Park Service in cooperation with the state preservation office, the VDHR, to ensure that the rehabilitation work complies with the Secretary of the Interior's Standards for Rehabilitation. Other incentives and programs available include technical expertise, preservation education programs, the National Park Service Preservation Briefs, and training programs for local staff and commissioners.



**Historic Preservation Overlay District (HP-O)**

The main regulatory piece of Danville's historic preservation program is found within Chapter 41, Article 3.R of the Danville Code of Ordinances for the Historic Preservation Overlay District (HP-O). The HP-O overlay was established in accordance with Section 15.2-2306 of the Code of Virginia with the purpose of maintaining, preserving, protecting, and enhancing the architecture, cultural significance, economic vitality, heritage tourism, and visual character of Danville's historic resources. The overlay provides protection for historic resources from the encroachment of incompatible uses and is intended to preserve the historic character of landmarks, neighborhoods, and districts. The overlay district is superimposed on the underlying zoning district and provides an additional level of protection for parcels found within the overlay. The Old West End historic district is the primary area where HP-O regulations are applied. The HP-O ordinance also applies to certain areas within the Tobacco Warehouse District (TW-C) where the two overlays overlap. The overlay district must be adopted by City Council to become official. City Council has the power to designate new historic districts as well as amend existing historic districts in Danville.

The HP-O ordinance also established the Commission of Architectural (CAR) Review, which is responsible for issuing Certificates of Appropriateness (COA) and administering the City's historic preservation program.

**Commission of Architectural Review (CAR)**

The Commission of Architectural Review (CAR) is a regulatory commission appointed by City Council that is responsible for administering the HP-O ordinance in Danville. The CAR consists of seven members, three of whom must own property within an HP-O district, and all of whom need to be residents of Danville. At least one of the commissioners must be either an architect, architectural historian, historian, archaeologist, landscape architect, or planner. The chairperson of the CAR serves as the head of the commission and is appointed for a five-year term.

The CAR is the primary body within Danville that is responsible for administering the historic preservation program for the city, with assistance from the Danville planning director. One of the primary duties of the CAR is to review and issue Certificates of Appropriateness (COA) for development projects within HP-O districts. A COA can only be issued if the project adheres to the principles and regulations found within the HP-O ordinance. COA's are crucial for maintaining the historic character and integrity of the built environment within HP-O districts. The CAR is also responsible for adopting new guidelines, facilitating new architectural surveys, and making recommendations to City Council for the adoption of new HP-O districts. The CAR will also be crucial to facilitating many of the strategies found within this plan and ensuring that the plan is carried through to completion.





**River District Overlay (RD-O)**

The River District Overlay (RD-O) ordinance applies to the geographic area in Danville known as the River District. The boundaries of the River District were delineated in 2011 as part of the River District Redevelopment Plan prepared by BBP & Associates for the City of Danville in partnership with Allison Platt & Associates. The boundaries of the River District overlaps with three HP-O districts – the Downtown Historic District, the Tobacco Warehouse District, and a portion of the Old West End Historic District. The regulations of the RD-O are similar to those of the HP-O, though the RD-O guidelines also specifically address structures and sites which are not historic. There is, however, a strong historic preservation emphasis within the RD-O regulations due to the overlap between the River District and several HP-O districts. The RD-O regulations include specific guidelines for the treatment and alteration of historic structures within the District. The guidelines established for the River District also apply to non-historic properties within the boundaries of the District. Similarly, to the HP-O ordinance, the RD-O acts as an overlay and the boundaries of the district can be altered with the approval of City Council.

The RD-O ordinance also established the River District Design Commission, which is responsible for issuing Certificates of Appropriateness (COA) within the River District.



**River District Design Commission (RDDC)**

The River District Design Commission (RDDC) operates in much the same way as the CAR, except that they only review projects within the River District. The Commission consists of seven members who are appointed by City Council. Four members on the Commission must be property or business owners within the District, and two of whom may be non-city residents. Similar to Danville's historic districts, properties undergoing renovations within the River District require approval of a COA from the RDDC before work can commence. Unlike the CAR, the duties of RDDC members do not include related historic preservation endeavors that fall outside the boundaries of the District.



# Local, State, and National Landmark Designation

**Local** - Local historic districts are designated through the HP-O overlay. They provide the most regulatory protection for historic properties and require a COA to be issued through the CAR before projects can commence. Historic Districts only apply to the exterior of structures and do not require a COA for interior work. The Old West End Historic District is an example of a local district with the HP-O overlay.

**State** - The Virginia Landmarks Register (VLR) is the state's program for recognizing significant historic and cultural resources. The VLR predates the National Register by one year, though the criteria and nomination process for the state's register mirrors that of the National Register. Like the National Register, the VLR is a largely honorary designation that does not impose regulatory measures on a property or neighborhood. Each of the 7 National Historic Districts in Danville is also registered through the VLR.

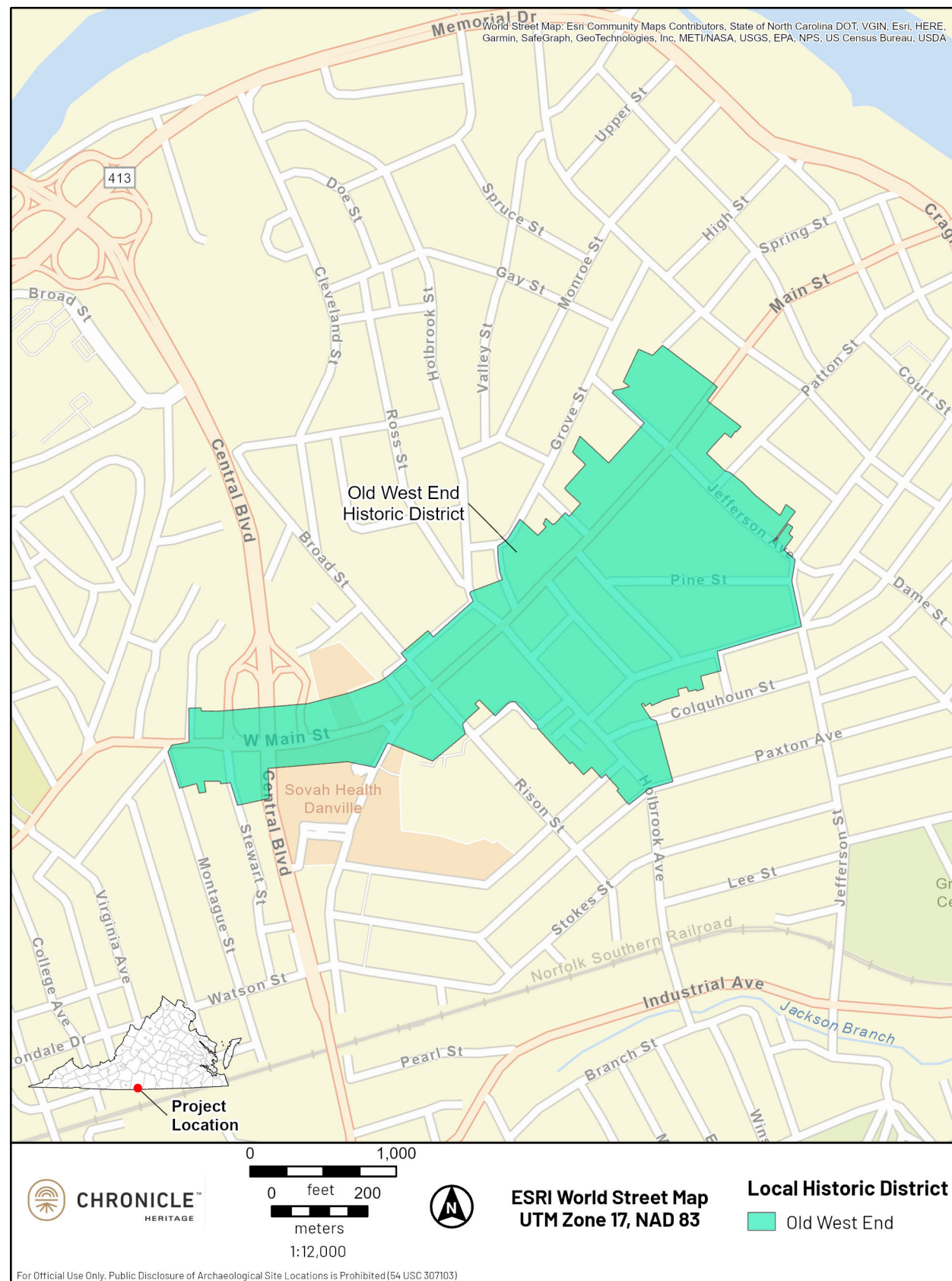
**National** - There are a total of 7 National historic districts located within Danville, including the Downtown District, the Danville District, the Schoolfield District, the Mechanicsville District, Holbrook Ross District, North Danville District, and the Danville Tobacco Warehouse and Residential District. National designations are largely honorary, though they do require Section 106 review with federal projects and do provide certain economic benefits to properties within their boundaries. National historic district boundaries may overlap with local and state historic districts, in which case exterior alterations will require a COA through the CAR, as is the case with the Old West End District which is both a local district and located within the boundaries of the Danville National Historic District.

## National Register Landmarks

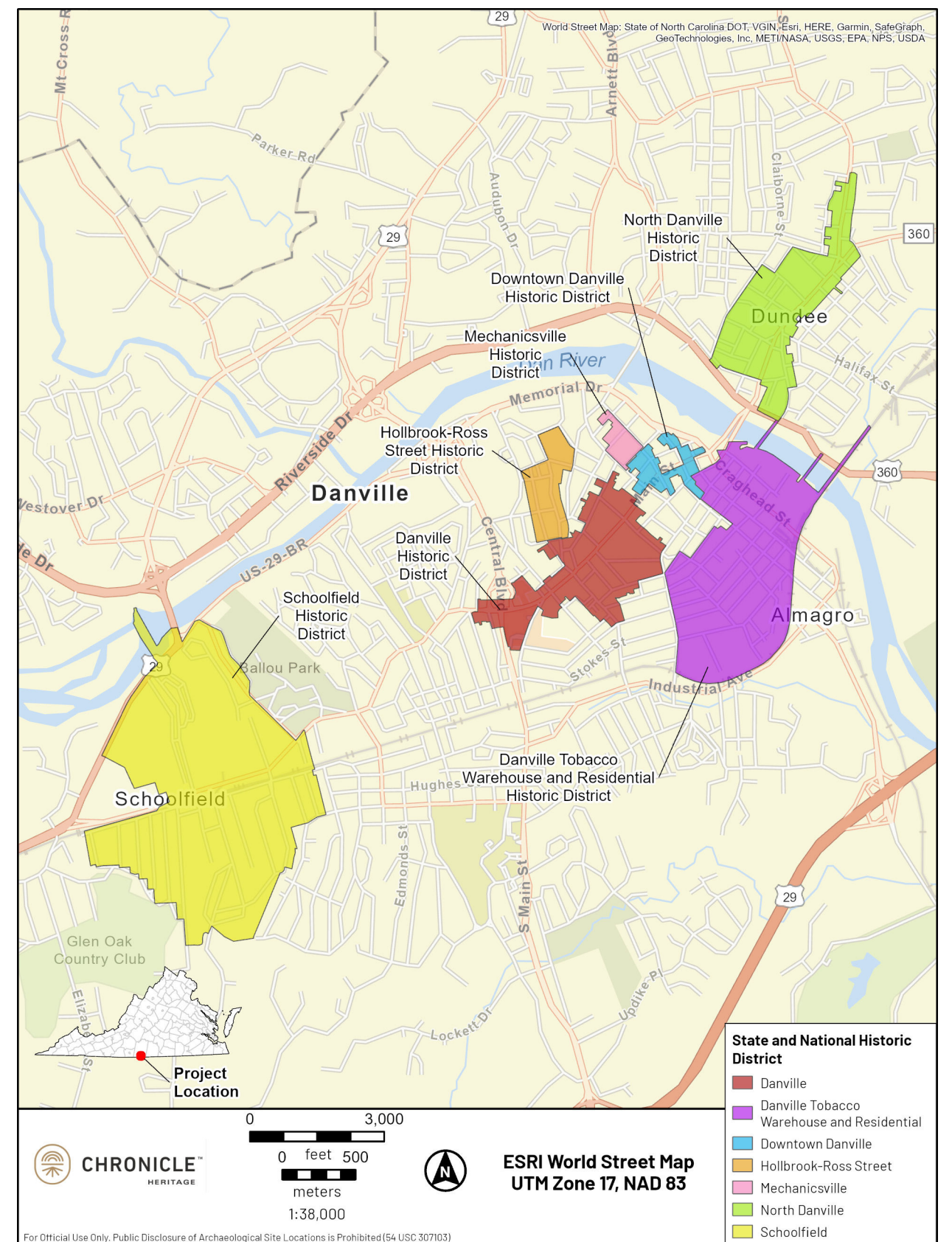
In addition to National Register Historic Districts, there are currently 15 individual resources listed on the National Register of Historic Places, including:

- Dan River Mill No. 8
- Dan's Hill
- Danville Doctors Building
- Danville Municipal Building
- Danville National Cemetery
- Danville Public Library
- Danville Southern Railway Passenger Depot
- Doctor's Building
- Hotel Danville
- Hylton Hall
- Langhorne House
- Main Street Methodist Episcopal Church
- Penn-Wyatt House
- Schoolfield School Complex
- Schoolfield Welfare Building





Map showing the location of the Old West End Local Historic District



Map showing the location of State and National Historic Districts.



## Compatible City Plans & Projects

### 2030 Comprehensive Plan

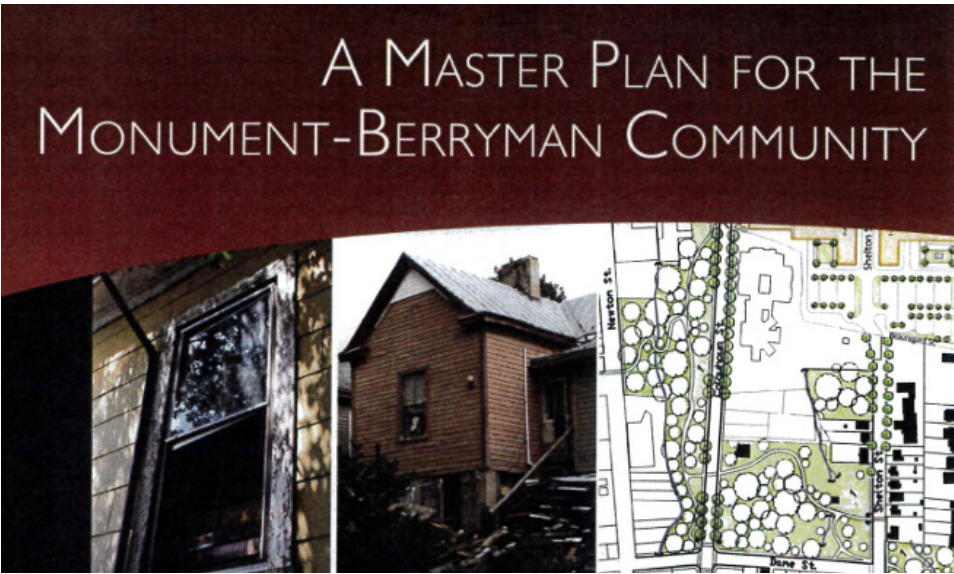
A comprehensive plan addresses the needs of the entire city. The 2030 Danville Comprehensive Plan was authored by Community Planning Partners, Inc. in 2015 to guide the physical development of Danville to the year 2030. Comprehensive plans are structured much in the same way as this preservation plan – by presenting a series of goals and objectives for future growth. Unlike this plan, which is preservation focused, the comprehensive plan encompasses all of the different forms and aspects of a city including land use, transportation, economic activity, tourism, neighborhood development, and historic preservation. Historic preservation plays a small but critical role in the overall comprehensive plan. In many ways, this preservation plan expands upon the 2030 Comprehensive Plan by providing more detailed guidelines and actionable strategies for bolstering preservation efforts into the future. Several strategies within the comprehensive plan such as expanding available incentives, creating a homeowners handbook, and preventing the demolition of significant structures have found their way into this preservation plan.



(Source: Community Planning Partners, Inc., City of Danville)

### Monument-Berryman Master Plan

In 2014 the Monument-Berryman Master Plan was authored by Community Planning Partners, Inc. of Richmond, VA to plan for the future development of the Monument-Berryman neighborhood. The Plan encompasses roughly 77 acres and over 260 residential and non-residential structures, 87 of which were vacant at the time of the plan's creation. There were also 137 vacant lots included within the study area, many of which had either not been developed or where a structure was removed due to blight. Blighted or dilapidated structures within the area were a major concern to the community and led to the creation of the Monument-Berryman Master Plan. The plan area is within the Danville Tobacco Warehouse and Residential Historic District, a National and State Historic District. The plan includes descriptions of historic buildings found within the neighborhood that is absent from the National Register nomination form for the historic district. The plan calls for several strategies for addressing blight in the neighborhood and redeveloping certain sections of the neighborhood. There is an emphasis within the plan to improve the existing housing stock within the neighborhood that is of sound quality, an initiative that is supported by several strategies found within this preservation plan.



(Source: Community Planning Partners Inc., City of Danville)



Schoolfield District Plan

The Schoolfield District includes the area around the Schoolfield neighborhood, the Main Street Corridor, and the former site of the Dan River Mills. The Schoolfield District Plan is currently in progress and is expected to be completed by the end of 2023. The plan is being created in response to the construction of the casino at the site of the former mill. Components of the plan involve utilizing nearby historic assets, improving and developing the surrounding area, providing more amenities to nearby residents, and establishing a gateway between the Schoolfield District and the River District. Due to the historic nature of the former mill site and the surrounding neighborhood, there is a historic preservation component to the plan. There is an existing National and State Historic District in the Schoolfield neighborhood that encompasses roughly 512 acres. Redevelopment pressure will likely have an effect on resources within the historic district. A total of 1,005 historical buildings are associated with the District that includes industrial, commercial, community, and residential buildings.



(Source: WRT Design, City of Danville)

Old West End Rental District Study

In 2012, the City of Danville contracted with Allison Platt & Associates and CJMW Architecture to conduct a study of portion of the Old West End Historic District, with the purpose of evaluating whether a rental district was appropriate to establish in the boundaries of the historic district. The purpose of the district was to develop a set of strategies for saving and rehabilitating a number of historic properties in the area. A larger goal of this study was to test if a rental district overlay could be applied to other areas of Danville as well. A majority (80%) of the residential units within the boundaries of the proposed district were rental occupied. The study was conducted in response to the public's perception that the area was unsafe, due to a number of vacant and dilapidated structures. Several of the strategies promoted in the study are reinforced here within the preservation plan including hiring a preservation planner position to serve as an intermediary between the city and historic property owners, provide additional incentives to rehabilitate historic properties, and publishing a homeowners handbook to assist property owners with repairs and rehabilitation.



OLD WEST END RENTAL DISTRICT STUDY

(Source: Allison Platt & Associates, City of Danville)





## CHAPTER 4

### GOALS AND STRATEGIES



Title page from the 1894 Sanborn fire insurance map of Danville. Sanborn maps were originally used by fire departments and insurance companies, but today are an invaluable tool for historical research.

(Source: Library of Congress)



# GOAL 1

## PROTECT EXISTING HISTORIC RESOURCES; IDENTIFY AND DOCUMENT NEW HISTORIC AND CULTURAL RESOURCES IN DANVILLE



### Identify and survey neighborhoods and areas of Danville with historic and cultural resources

Historic resource surveys are the first step in identifying potential historic resources within a community. Typically these types of architectural surveys target buildings which are 50 years or older, though they might also target bridges, cemeteries, landscape features, and archaeological resources. Surveys are useful for establishing new historic districts and for making future land use decisions. Resurveys might be conducted to record the loss of historic resources, document changes to existing buildings, and identify new resources. Such steps can help officials better plan and protect resources from further demolition and neglect. The VDHR has a number of resources available for conducting surveys, including the cost-share program and CLG grants. The City of Danville should aim to apply for grant funding for new surveys on a regular basis. Future surveys should include a recommendation for landmark or historic district eligibility. The digital survey also provided information on potential neighborhoods and sites for survey efforts. In our meetings with City staff, the public, and the steering committee, the following areas were suggested as targets for future surveys:

1. The Stokesland neighborhood and associated Flippen Cemetery
2. Downtown and commercial areas associated with historic Black businesses and organizations
3. The Almagro neighborhood
4. The Monument-Berryman neighborhood (Partial survey in 1980)
5. The Neopolis neighborhood (originally surveyed in 2003)
6. The Dan's Hill area
7. West Main Street
8. North Main Hill (originally surveyed in 2003)
9. Westmoreland
10. Averett University
11. Mechanicsville (originally surveyed in 2014)

## Conduct thematic surveys of Danville's historic resources

Thematic surveys differ from traditional historic resources surveys in that they aren't as geographically restricted by boundaries, and instead seek to identify significant sites, buildings, and neighborhoods that share a common theme. Common thematic survey examples include mid-century properties, school or religious properties, WPA properties, or surveys of sites and neighborhoods associated with underrepresented communities. Thematic surveys might also identify places associated with social movements such as the Civil Rights movement or the Woman's Suffrage movement. Like traditional surveys, thematic surveys can help to reveal larger trends about the development of a community and provide context for historic development patterns and social movements within Danville. Thematic resource surveys are most useful when they are coupled with a historic context or report providing background context for the resource survey and identified resources.



## Conduct historic context reports of significant sites, neighborhoods, movements, and communities within Danville

Historic context reports are a useful companion to traditional and thematic historic resource surveys. Context reports provide a general historic context for a given area and identify significant themes or trends that contributed to that area's development over time. Context reports are required when nominating a site, building, or neighborhood to the National Register. They are also a useful tool for local planners and policy makers to assist with future planning efforts that respect local concerns and historical precedents. Context reports can be conducted in tandem with historic resource surveys, and they might help to reveal important information about individual property types and architectural styles in a geographic area. The history of an area's residents, industries, and institutions might also be revealed through a context report. For example, a historic context report for a specific neighborhood in Danville could reveal information about where those residents worked, who built their homes, where they gathered as a community, and where those residents attended church and school. When coupled with an architectural survey, the information from such a context report can provide crucial details as to what places and buildings were significant to this particular community. Historic context reports, like historic resource surveys, are a common recipient of grant funding. The City of Danville should aim to pursue grant funding for related historic context projects and historic resource surveys on an annual basis. This might also provide a good opportunity for the City of Danville to partner with local organizations and build trust and transparency with its residents.



## Case Study:

In 2013 the Cultural Resources Office in St. Louis, MO conducted a thematic based survey of St. Louis' mid-century architecture. The survey was made possible by a grant from the National Park Service. The purpose of the survey was to identify significant mid-century architecture in St. Louis so that they might be nominated for the National Register of Historic Places. The survey began with a reconnaissance level survey of over 2,300 historic resources in the city. A smaller number of these were then chosen for a more intensive level study. The survey was accompanied by three separate historic context reports to assist with the identification of historic properties. Thematic surveys such as this are a good example of a combined historic resource survey and historic context report that leads to listings on the National Register of Historic Places.



(Source: St. Louis Mid-Century Modern Survey)

## Keep an inventory of properties that meet an age threshold

In many communities age is one of the most commonly used factors for determining whether a site may be considered historic. According to the National Park Service, a building must be at least 50 years old to be considered historic. The National Register of Historic Places rarely admits buildings less than 50 years old; only exceptionally important sites and neighborhoods are considered historic under this system if they do not meet the 50-year rule. Certain communities around the U.S. omit the 50-year rule, instead using other criteria for historic eligibility. Though the 50-year rule has come into question in practice recently, it can still serve as a good benchmark for what is considered historic within a community. Thanks to advances in Geographic Information System (GIS) technology, tracking building age has become more accessible in the past 20 years. The City of Danville should establish a process for identifying structures as they hit a certain age threshold and keep an inventory of such properties. This can provide useful information for future planning initiatives, historic resource surveys, and historic context reports and can help to reveal development patterns within the community. Additionally, keeping a record of geographic areas with concentrations of older structures can help the City identify areas undergoing development pressure and better plan to preserve and protect important places within that community.

## Actively pursue properties and districts for inclusion in the National Register of Historic Places and the Virginia Landmarks Register

Danville is fortunate to have a number of registered historic districts and historic landmarks both within the National Register and the Virginia Landmarks Register. Examples of State and National Historic Districts in Danville include the Schoolfield, Hollbrook-Ross, and the North Danville historic districts. State and National Historic Districts and Landmarks do not generally provide regulatory protections for properties, though they do require federal oversight through the Section 106 process and make contributing income producing properties eligible for the Federal Historic Preservation Tax Credit program. Under the Virginia Historic Rehabilitation Tax Credit program, residential properties might also apply for state tax credits. State and National Register nominations are another common recipient for grant funding, though a historic resource survey and context report are generally the first step in the process of nominating to the National Register. Districts which are already registered can also be updated to increase their boundaries or include previously non-contributing properties into the nomination.



## Amend the NRHP nomination for the Danville Historic District to formally acknowledge it as the Old West End

In both the state and national register the Old West End is referred to as the Danville Historic District. However, the district is rarely referred to by its state and national designation, and is instead referred to as the Old West End. Officially changing the name will help to erase confusion between the two districts and promote consistency between national, state, and local historic district labels. An amendment to the national register nomination will be required to officially acknowledge the Old West End as such in both the state and national registers. A change to the nomination form can be written and submitted by the city, a local organization such as the Friends of the Old West End, or with the help of a 3rd party.



## Expand the number of local Historic Districts through the Historic Preservation Overlay (HP-O)

Local historic overlays are often the strongest tool for protecting local historic resources. Unlike National and State designations, which are typically honorary, a local overlay provides the most regulatory protection for historic properties. Similar to National and State designations, the creation of a local historic district should start with a historic resource survey and background context on the area in question. National and State district boundaries can provide a good starting point for areas that have the potential to be local historic districts. In order to maintain the character of a local historic district, it is also critical to create district design guidelines which assist property owners and contractors make appropriate alterations to their property through time. The Secretary of the Interior's Standards for Rehabilitation should be used as the foundation for local design guidelines to ensure that alterations, repairs, and additions maintain a high level of historic integrity. There are often misconceptions about what owning property within a historic district entails, but by being transparent and providing accessible information, Danville can build trust with the community and provide accurate information. The creation of local historic districts is most effective when it comes through residents, whose approval is necessary for the creation of districts. The City of Danville can facilitate the creation of new districts, but should strive to engage residents of the area and empower them to lead in the district's formation. Partnering with local community groups or non-profits who are active within the boundaries of a potential historic district is also a good strategy for facilitating their creation.

## Amend the local designation for the Old West End to reflect the state and national district boundaries

As it currently stands the boundaries of the Old West End are different at the state and national level than they are for the local historic district. An amendment to the local ordinance for the Old West End will be required to officially expand the boundaries and include what is listed in the state and national registers. The City will need to first coordinate with property owners in those areas that are not included in the local district before moving forward with an amendment to the district boundaries. By having the local boundaries reflect that of the state and national designations, historic properties within the district will be further protected from demolition. An amendment to the local district will also help to ease confusion that comes with differentiating between local, state, and national designations.

## Consider adopting conservation districts as an alternative to traditional historic districts in certain neighborhoods

Conservation districts are similar to historic districts, but are less stringent through design review and are instead focused on preserving the character of a neighborhood. Conservation districts are sometimes called “historic district lite” because they do not require as high a level of architectural integrity or oversight that is typically found within historic districts. Conservation districts also do not require a neighborhood to be historic, though they are often found in areas with modest, vernacular, and older housing. The emphasis with conservation districts is promoting character and sense of community among residents. Conservation districts are often seen as effective overlay tools for preventing the demolition of modest dwellings and preventing the development of incompatible new buildings. Conservation districts are often accompanied by design guidelines that are more focused on enabling compatible new construction rather than regulating the alterations of existing structures. The River District Overlay operates in a similar way to a conservation district. Like historic districts, the creation of conservation districts can be facilitated by the City of Danville, though should have the backing of residents and property owners within the potential district.

## Case Study:

Charlottesville, VA makes use of conservation districts to “protect the character and scale of the more modest historic Charlottesville neighborhoods that are facing tear-downs and increased development.” The conservation district guidelines and regulations do not affect alterations to existing structures and instead provide review oversight for new developments to ensure that they are of a compatible scale and design with surrounding buildings. Conservation districts such as these are similar to what exists within the River District in Danville, though they can be expanded to residential neighborhoods to protect their unique character, prevent tear-downs, and provide a compatible framework for new construction.



(Source: City of Charlottesville, Neighborhood Development)



## Adopt design guidelines and standards in tandem with the creation of new historic or conservation districts

The creation of historic and conservation districts should always be accompanied with guidelines or standards to be effective. Standards are often written into ordinances when the district is established, while guidelines are generally an accompanying tool that guides residents, contractors, and developers through the design review process. Guidelines are also useful for committees and boards such as the CAR or RDDC, in that they help these boards make decisions that can be backed by adopted documents. Design guidelines may be specific to a certain historic district, or they can be more encompassing of all architectural styles found within Danville. Design guidelines and standards are a common recipient of grant funding.



## Consider updating the existing design guidelines for the River District and the Old West End

Though there may not be an immediate need, the City of Danville should consider updating the design guidelines for the River District and the Old West End within the next 2 to 4 years. Design guidelines are typically updated over time as building materials and building technology changes. By identifying the need now, Danville situates itself in a better position to secure grant funding in the future when an update to the design guidelines is needed. There might also be a need to update specific sections of the guidelines that result from design review complications that were not foreseen during their initial creation. By working with the CAR and the RDDC, the City of Danville can make a better-informed decision on how well the existing guidelines are holding up, and whether it merits updating them. Like new guidelines, updates to design guidelines are often eligible for grant funding through the State or CLG program.





## Consider adopting an ordinance for individual historic landmarks

Under the existing zoning ordinance, City Council has the power to create historic districts with the HP-O overlay. There are however no regulations within the zoning ordinance for the creation of historic landmarks. Both state and federal regulations allow for the designation of historic landmarks, and there are several within Danville that have a state or federal designation, but these designations are largely honorary. Danville should adopt a new ordinance that allows for the designation of local historic landmarks. Such an ordinance differs from the HP-O overlay in that historic landmarks are individual sites that may or may not be located within a historic district. Such a designation has the advantage of recognizing historic resources that may not have enough nearby contributing buildings to qualify as a local historic district. A local landmark designation such as this can also be applied on top of state and federal designations, and can also apply to significant structures that are found within existing historic districts.



## Case Study:

Alexandria, VA has an established ordinance for the protection of certain historic landmarks that are at least 100-years old. The establishment of historic landmarks follows a similar process to that of local historic districts, where the application must be reviewed by the local landmark commission then approved by City Council. Such a program recognizes significant historic structures which are located outside of Alexandria's established historic districts. Landmarks such as these are often regulated in a similar manner to contributing structures within an established historic district.



(Source: Library of Congress)



# Expand the Danville Rehabilitation and Housing Authority (DHRA) land bank program to neighborhoods outside of the Old West End

The land bank program administered by the non-profit Danville Rehabilitation and Housing Authority (DHRA) with assistance by the non-profit Friends of the Old West End and the City of Danville has been instrumental in returning many of the historic buildings of the Old West End to livable standards. The program provides the dual benefit of rehabilitating neglected historic buildings and providing affordable housing to Danville residents and first-time homeowners. The program requires buyers to live within the property purchased, and ensures that absentee landlords do not redevelop properties for short term rentals and other non-compatible uses. Covenants also ensure that buyers will rehabilitate the homes within an agreed-to amount of time at purchase. Currently, the program is only in place within the Old West End Historic District, but the program should be expanded to other residential neighborhoods of Danville. Danville's other residential historic districts may be a good first candidate for an expansion of the program.



# Expand the Danville Rental Housing Inspect Program to additional neighborhoods in need of attention

The Rental Housing Inspection Program is administered by the City of Danville with the purpose of promoting greater compliance with health and safety standards in rental housing. The program requires landlords to acquire a four-year Certificate of Compliance after an initial inspection of a rental property has been scheduled. If health and safety violations are found during the initial inspection, a landlord has 30 days to correct the violations and/or start repairs on the property. Only once the violations are corrected is a Certificate of Compliance issued. The program currently exists within 3 geographic areas of Danville, including the Old West End Historic District. As part of promoting historic preservation in Danville, the City should strive to expand the program to Danville's existing residential historic districts. If a new historic district is open for nomination, Danville should also evaluate expanding the program to eligible historic districts. Maintaining the integrity of historic buildings is essential to protecting historic resources while also providing livable and healthy environments for Danville's residents.





## Expand the façade improvement grant program from the River District to other historic commercial areas in Danville

The Façade Improvement Grant Program was established in the River District to assist property owners with the rehabilitation of their commercial storefronts. The program awards up to \$5,000 in grant funding per address. Grants are required to have a 1:1 match from the applicant of up to 50% or \$5,000. The program has other stipulations to ensure that projects are carried out in a timely manner once awarded. Eligible improvements include exterior cleaning, repointing of brick and masonry, sign and lighting improvements, and replacement of deteriorated exterior elements. Façade improvement grant programs such as these are popular incentives offered by communities seeking to revitalize neglected historic storefronts. They also have the added benefit of encouraging adjacent businesses to take advantage of the incentive. Danville should consider expanding the program to historic commercial areas outside of the River District. Local, state, and national historic districts within Danville are a good initial target for where to expand the program.



## Case Study:

Hampton, VA administers a facade improvement grant program for qualifying residential dwellings in select neighborhoods in order to encourage the revitalization of neighborhoods with historic housing. The program utilizes design guidelines to ensure that improvements made to properties keep in character with the features and elements that make each neighborhood unique. Grants are offered on a matching basis and can only be taken advantage of by single-family and duplex dwellings. Projects that qualify for grants are required to adhere to the Secretary of the Interior's Standards for Rehabilitation in order to ensure that changes to properties enhance the historic character of each individual property as well as those within the neighborhood.



(Source: City of Hampton, Housing & Neighborhood Services)



## Establish a procedure for moving historic structures as an alternative to demolition and to preserve the existing housing stock

If a historic building cannot be saved from demolition, removal of the building from its site to another parcel can be a useful alternative. Building moves are often comparable in price to outright demolition and have the added benefit of saving a potentially historic building from demolition. In the event of a building move, an effort should be made to keep the building within Danville. Building moves are often treated in a similar way to outright demolitions though they may not be feasible in every instance. Both the CAR and the RDDC should consider using building moves as an alternative when a demolition is brought before each commission.

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(Source: City of Hampton, Housing & Neighborhood Services)



# GOAL 2

**PROMOTE A GREATER UNDERSTANDING OF LOCAL HISTORY, THROUGH EQUITABLE STORYTELLING AND A BROADER VIEW OF DANVILLE'S PAST**



## Conduct thematic surveys and historic context reports of underrepresented communities in Danville

Thematic surveys and thematic context reports are a useful first step in identifying historic resources within Danville for the purpose of nominating them to the National Register or for providing a background context for more regulatory protection through local ordinance such as the HP-O overlay. Special consideration should be given to pursuing thematic surveys and context reports that provide representation for Danville's historically underrepresented communities. Bringing this information to light, making it publicly available, and enacting measures to protect the sites and neighborhoods associated with these communities is the first step in overcoming Danville's historic reputation as the "Last Capitol of the Confederacy." When combined with other measures such as historical plaques, public art, and public events, the City of Danville can take a proactive role in overcoming that legacy. Danville should begin by partnering with local community and neighborhood groups, many of whom have already compiled historical information that will be useful to the planning of thematic surveys and context reports. By having the City take the lead in these efforts, they can work with Virginia's Department of Historic Resources to officially recognize these survey efforts.

Working with the Steering Committee and feedback from the public open house provided some initial suggestions for where to begin survey and context report efforts. The following is not a comprehensive list, but can provide a starting point for where to begin and where to pursue grant funding:

1. Conduct a historic context report and survey of Freedman's Cemeteries in Danville
2. Conduct a historic context report of the Civil Rights movement in Danville
3. Conduct a historic context report and survey of historic Black owned businesses, schools, and other institutions in Danville
4. Conduct a historic context report of significant individuals associated with underrepresented communities in Danville



## Case Study:

In 2014, the Oklahoma Historical Society conducted a historic context report for African American history in Muskogee, Oklahoma. The project was made possible by a grant through the National Park Service and the Secretary of the Interior. While other similar historic contexts had been conducted in Oklahoma, the report brought together older reports and new information into a centralized document. In addition to providing a comprehensive overview of Muskogee's African American population, the report was used to help identify 60 historic buildings and sites associated with the community. Projects such as these are a good example of a combined thematic historic context report and architectural survey that can be used to better protect local historic resources while honoring underrepresented people within a community.



(Source: Library of Congress)

## Expand the historic plaque program that was adopted in the Old West End to include untold and underrepresented stories

In the Old West End a state grant was awarded to the City of Danville for the creation of an interactive plaque program. The plaques are featured along the sidewalk in the front yard of historic homes found throughout the Old West End. Each plaque features the name of the building and a scannable QR code which can be used to learn more information about the building's history. The program can be expanded to other parts of Danville to include untold stories of Danville's history. Untold stories are those which address historical gaps, promote a diversity of topics, and seek to document underrepresented subjects. The program does not need to focus on buildings as it does in the Old West End, but can be improved to include things such as the Civil Rights Movement in Danville, the location of prominent Black businesses and churches, and the stories of prominent Black and women leaders who lived in Danville. Additionally, much of this information has already been gathered and recorded by the various non-profits and community groups working in Danville. The City of Danville should take advantage of upcoming grants to expand the program and work with community groups to plan and implement the project.



## Partner with local advocacy and community groups that are involved in promoting Danville's historically underrepresented neighborhoods

Local community groups such as the Our History Matters, Danville Historical Society, and Friends of the Old West End are a great source of information or history in Danville. The City should strive to partner with these groups whenever possible, including in future planning efforts and for pursuing strategies within this preservation plan. These groups are often the most involved in community efforts and can be critical for garnering public support for city initiatives. It is also essential to gather feedback and work closely with these groups to build trust with Danville's residents. Feedback from the Steering Committee and the public open house indicated that many residents wish to be more involved in local matters of preservation and history but were either unfamiliar with what the City was working on or unsure of how to be involved. Underrepresented groups in particular showed interest in contributing and providing input but were apprehensive of fully buying in to City efforts. Most planning efforts by the City should have a public participation component to them. Online surveys, newsletters, and postcards can also be an effective means of informing the public of events and gathering feedback from residents. By working with these community groups, Danville can increase participation from residents and gain valuable knowledge on Danville's past. These community groups should be the first point of contact when conducting thematic surveys, context reports, and other strategies that help foster a more inclusive and equitable history of Danville.

## Involve historic preservation in the annual Juneteenth celebration

The annual Juneteenth celebration is a good opportunity to incorporate elements of historic preservation into the event curriculum. In 2021 for instance, there was an oral history component and a Civil Rights tour of Holbrook and Spring street. The City of Danville should continue to support and foster these types of events during the Juneteenth celebration. The CAR or City staff might be involved by facilitating a historic buildings tour of important sites within the Black community in cooperation with residents. The Juneteenth celebration might also be a good opportunity to commemorate or celebrate the expansion of City programs focusing on Black history, such as the expansion of the City's plaque program, the completion of historic surveys and contexts, or the designation of historically Black neighborhoods as historic districts, all of which are strategies supported by this preservation plan. The City could also use the celebration as an opportunity to recognize Black residents who have supported Danville through their work.





## Include local community groups in events for Preservation Month

Preservation Month was created by the National Trust for Historic Preservation to celebrate historic preservation during the month of May. The month is typically used to highlight important aspects of a City's past through its historic and cultural resources. The City of Danville can use Preservation Month to celebrate the history of Danville's underrepresented communities. Walking tours or historic house tours are a popular event held during Preservation Month. The events can be tailored to celebrate important places for Danville's Black community such as the Almagro neighborhood, historic Black businesses, or historic Black churches. Though some of these places or sites might no longer exist as they did historically, the memory of these places can be shared through the oral histories and photographs. Social media is often an effective way to spread awareness of Preservation Month and can highlight some of the stories and places that are significant in Danville. Social media can also be used to inform citizens of when events will be taking place. Activities and events can also be a good opportunity to highlight community and neighborhood groups through partnerships and to showcase events they may be holding. Danville should strive to not only celebrate Preservation Month on an annual basis, but to include events that highlight its historically underrepresented citizens.

## Case Study:

In 2020 the City of Evanston, IL partnering with the Shorefront Legacy Center, a non-profit that celebrates Black history in Chicago's suburbs, created the African American Historic Sites program to recognize significant African American heritage sites throughout the city. The program was created to help the community better recognize significant historical sites associated with Evanston's African American community. The program began by identifying 8 separate sites that would receive heritage markers and landmark protection. In 2022 during Preservation Month, the first two markers were revealed at the sites of Evanston's first African American Alderman and Mayor. This example provides an example of the power of partnerships between municipalities, non-profits, and historic preservation that can be used to celebrate and commemorate Danville's Black community.



Sidewalk plaque at one of the 2 African American heritage sites unveiled during Preservation month in Evanston, IL. (Source: Evanston Round Table)



## Actively pursue landmark designation for historically underrepresented sites, places, buildings, and neighborhoods within Danville

After a historic resource survey and context report has been completed, the process for local, state, and national landmark designation can be pursued. State and national designations are largely honorary, though they do provide regulatory oversight from federal projects through the Section 106 process and may qualify the site as eligible for grant funding through programs such as the Virginia Black, Indigenous, and People of Color Historic Preservation Grant Program. Local designations provide the most regulatory protections for a place, through the issuance of Certificates of Appropriateness (CoA's), design guidelines, and zoning regulations. The process of establishing a local historic district can take months or even years to achieve and must be largely community driven and supported to be effective and equitable. As an alternative, local conservation districts are less restrictive than traditional historic districts and remain an effective tool for preserving community character and neighborhood identity. Should Danville pursue local landmark designation or local conservation designation on a historically underrepresented place, the community must be involved from the very beginning and the City must be completely transparent with what such programs and overlays entail.

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# GOAL 3

## ACTIVELY ENGAGE THE BROADER COMMUNITY OF DANVILLE IN MATTERS OF LOCAL HISTORY AND PRESERVATION



**Engage in partnerships with local non-profits, realtors, and other organizations which have an interest in local preservation and history**

Many of the goals and strategies of this document support the creation of partnerships between the City and local non-profits, community groups, and advocacy organizations. Meetings with the Steering Committee and input from the public participation meeting indicated that there are a number of existing community groups who are interested in matters of local preservation, and they are willing to work with the City to achieve some of the goals and strategies found within this preservation plan. Additionally, the creation and maintaining of partnerships is a supported strategy found within the 2030 Comprehensive Plan. Indeed, many of the goals and strategies within this plan can only be achieved through working with these groups. The City of Danville should continue its efforts to work with community groups and look for opportunities for partnerships whenever possible in order to achieve the goals and strategies of this preservation plan.





## Develop partnerships with local educational institutions

Fostering a relationship between the City and local schools is an important step in ensuring the long-term stewardship of Danville's historic resources with the next generation. Partnerships could be created with Danville's primary schools, youth groups, religious institutions, and institutions of higher learning such as Averett University and Danville Community College. The history program at Averett University is a potential area for further outreach. Summer internships could provide an opportunity for college age students to gain experience in historic preservation. For younger students, field trips to historic sites or incorporating local topics of historic preservation into the curriculum might be coordinated between the City and primary schools.



## Consider bringing in experts to host community workshops

Community workshops can be conducted throughout the year and provide the opportunity for homeowners and residents to gain valuable knowledge and skills around the technical side of historic preservation. Examples of community workshops that are commonly held include window repair, cemetery stewardship, and wood/masonry patching and repair workshops. Other workshops might focus more on the regulatory nature of historic preservation, such as the design review process, navigating historic tax credits, or how to use historic design guidelines. Workshops such as these may coincide with Preservation Month and provide a good opportunity to partner with community groups, such as the Friends of the Old West End.





# Case Study:

In 2016, the Office of Historic Preservation in San Antonio, TX formed the Rehabber Club with the goal of assisting homeowners rehabilitate their historic properties. The Rehabber Club provides annual workshops and helps to connect homeowners with preservation specialists and contractors who are qualified to work on and navigate through the process of rehabilitating historic buildings. The program also provides several different certifications and trainings to contractors, homeowners, and realtors who wish to specialize in working with historic buildings. The Rehabber Club hosts events throughout the year including wood window repair workshops, a historic homeowners fair, and educational courses.



(Source: City of San Antonio, Office of Historic Preservation)

## Develop a historic preservation newsletter

A regular newsletter that provides updates on City operations and developments within Danville's historic districts is a good way to inform residents and build trust within the community. A newsletter can be used to inform residents of new builds, demolitions, community workshops, and other events related to historic preservation in Danville. A newsletter can also be used to inform residents of upcoming cases before the CAR and the RDDC. Several of the responses from the public workshop indicated that residents wish to be more informed of city projects and other initiatives related to local preservation. A newsletter is an effective mechanism for reaching residents and stakeholders alike.





## When conducting surveys or historic context reports, engage with the community and let them actively participate

Though historic resource surveys and historic context reports do not always require a public participation component to them, they can be dramatically enhanced by allowing the community to participate. Long time homeowners and residents often prove to be a great source of local information and can provide consultants with first-hand accounts of a building, business, or neighborhood's history. Public participation can often be written into bid procurements and RFP documents as a requirement of proposals. Involving the community in these efforts not only enriches the final product, but helps to build transparency and trust between the City and its residents.



## Host Preservation Month events and activities

Preservation Month is the annual celebration of historic preservation that takes place every May. The holiday was established in 1973, several years after the passage of the National Historic Preservation Act of 1966, to celebrate the diversity of historic places that had been preserved and protected around the U.S. The holiday began as a one-week event that quickly grew into the entire month of May. Today Preservation Month is celebrated and organized by federal administrations, local municipalities, non-profits, and community organizations. Examples of events that Danville might hold during Preservation Month include walking and historic home tours, historic homeowner workshops, oral history events, and community events at historic sites. With the growth of social media, many organizations have asked citizens to take a more active role during Preservation Month by sharing photos of places in their community that are important to them. Preservation Month is typically concluded with preservation awards that showcase individuals, properties, renovation projects, and new buildings that celebrate the ethos of historic preservation. Within Danville, the ordinance for the duties of the CAR includes specific language supporting the use of preservation awards. Preservation Month can be enhanced by partnering with local community groups interested in historic preservation and history.



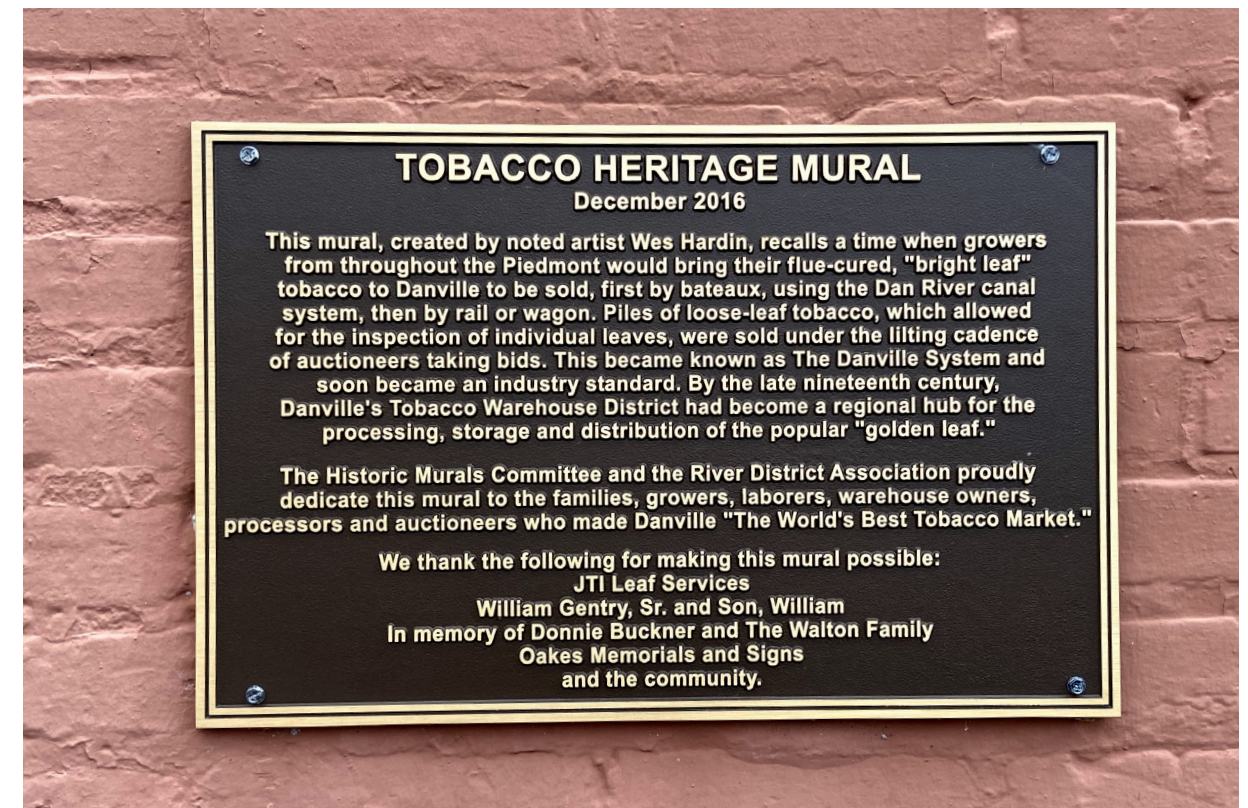
## Adopt the existing “Clean Up, Fix Up, Paint Up Month” event as part of Preservation Month

Clean Up, Fix Up, Paint Up Month, also called Make Danville Shine Month, is an annual event in Danville that coincides with Preservation Month in May. The aim of this program is to encourage residents to focus on maintenance, upkeep, and the beautification of their property. The event coincides with programs offered by the City of Danville such as appliance and fire pickups, debris and trash removal, and the removal of yard waste. Since the event occurs each May, there is a clear overlap between this program and Preservation Month. The program goal of maintenance, upkeep, and beautification also ties in particularly well with the ethos of historic preservation. The City should incorporate the Clean Up, Fix Up, Paint Up program into its regular programming for Preservation Month.



## Explore ways of bringing in the art community into historic preservation

Public art and historic preservation often go hand in hand in that both efforts seek to enhance the livability and beautification of public spaces. Public art can be both temporary and more permanent. Many communities utilize public art such as murals on large blank spaces of historic buildings, though unpainted masonry should be avoided as a place for public art. Other communities might allow large murals, but only on non-contributing structures within historic districts. Temporary art can also be installed on buildings, though it should avoid damaging or covering historic materials and architectural elements.





## Improve the City's landing page for historic preservation

Improving the City's landing page for historic preservation can go a long way in building support and to better inform residents of the program. The City's website is the likely first place many residents and contractors will go when requesting information on historic preservation in Danville. As it currently stands, the City does not have a dedicated landing page to historic preservation in the City. At a minimum, the landing page should include information on the history of the city, its historic districts, and the City review process for structures within historic districts. The landing page can be improved by including information on local surveys and historic context reports, news and events, and studies and planning documents related to historic preservation in Danville.



## Make historic resource surveys, historic context reports, and other resources accessible to the community by hosting them on the City's website

As it currently stands, historic resource surveys are digitally available through the VDHR website, though it can be difficult to navigate for those who have not used their database system before. State repositories are also not the first place that Danville residents may think to look if they are doing research on their property or wish to learn more about a historic building in Danville. Historic context reports should also be included on the City's website. By providing past historic resource surveys and context reports on Danville's website, the City can be more transparent with its citizens while also helping to educate the community.





# GOAL 4

## STRENGTHEN DANVILLE'S HISTORIC PRESERVATION PROGRAM



Consider adopting financial incentives for historic properties to encourage the formation of new historic districts and the rehabilitation of existing historic resources

Expanding the DHRA and rental inspection programs are two examples of programs that promote the livability and integrity of historic resources, though other incentives that more directly benefit homeowners should be considered for adoption. Each community addresses incentives in a different way, and what may work for one community may not work for Danville. Creating new incentives for historic properties is a strategy that is supported by existing plans, such as the 2030 Comprehensive Plan. Incentives may be available through federal programs, the VDHR, or as locally adopted ordinances. Since federal and state programs already exist, Danville should look to adopt local measures which promote the preservation and rehabilitation of its local historic resources. Property tax exemptions and credits are a popular incentive that can be adopted locally under §58.1-3220 and §58.1-3221 of the Code of Virginia. Other incentives which could be locally adopted might include fee waivers on permits for applications within local historic districts and local grant funding for historic rehabilitation projects.



# Case Study:

The City of Winchester, VA offers several local incentives for historic properties including tax breaks, tax exemptions, and zoning incentives. Rehabilitated properties within Winchester may take advantage of a 10-year tax exemption on approved historic rehabilitation projects. The program also allows vacant buildings which are improved to take advantage of the 10-year tax exemption. Zoning incentives include density bonuses, for qualified projects and a reduction in the amount of off-street parking.



Buildings in the Historic Winchester District of Winchester, VA(Source: Library of Congress)

## Create a dedicated historic preservation planner or similar position

Hiring a dedicated preservation planner position should be a top priority for the City of Danville after this preservation plan has been adopted. A dedicated staff position will be an immense boon to the City's preservation program and will be essential to carrying out many of the strategies of this plan while building relationships with the larger Danville community. Hiring a preservation planner is a strategy that was first suggested within the 2012 Old West End Rental District Study. Many communities around the U.S. have a dedicated staff position for historic preservation, this is especially true when a community has a dedicated program with historic districts and a review commission. In smaller communities, such as Danville, the preservation planner position may be combined with more general planning duties or be found within the City's community development or economic development departments. Danville should evaluate the best place for such a position, though the hiring of a preservation planner should be a top priority after this plan has been adopted.



## Maintain a list of contractors qualified to work on historic properties

Finding a qualified contractor who has experience working on historic homes is a challenging task for many historic property owners. The City of Danville can assist residents by maintaining a list of qualified contractors on the City's website. In cities such as San Antonio, the Office of Historic Preservation maintains a list of all qualified historic property contractors and their specializations. Contractors are required to be certified by the City before they can be added to the list. Maintaining a list of qualified contractors is a strategy that is supported by the 2030 Comprehensive Plan. A list of qualified contractors should be easily accessible to residents and be available both on the City's website and in print form.



## Expand the historic plaque program that was started in the Old West End to new areas of Danville

The historic plaque program that was started in the Old West End should be expanded to include historic sites across Danville. Within the Old West End the plaques are easily accessible to pedestrians and can be accessed through a smartphone with QR technology. The program does not need to be limited to existing historic districts, but can include any historic site throughout Danville. If plaques are attached to buildings, they should avoid damaging or covering historic materials and elements. The initial program was in large part funded through grant funding, Danville should continue to pursue grant funding for this project in upcoming grant cycles in order to expand the program to new areas. Plaque programs such as these are typically administered by the municipal government.





## Actively pursue grants on an annual basis

One of the greatest benefits of a dedicated preservation plan is that it will set Danville in a better position to secure grant funding. This preservation plan itself was made possible through grant funding. Grants are typically issued on an annual, competitive basis. Danville should continue to pursue grants each grant cycle. When applying for grants, Danville should point to specific strategies within this preservation plan as justification for proposed projects. Danville should begin grant projects by contacting the VDHR. Grants offered by the VDHR include CLG grants, African American Cemetery & Graves funds, Cost Share grants, Disaster Relief grants, and the Black, Indigenous, And People of Color Historic Preservation Grant Program.



## Create a historic homeowners handbook or manual, ensure the product is easily available and accessible

A historic homeowners handbook can be a great resource to prospective and existing homeowners in Danville. The handbook should be available both in digital form on the website and in print format. Useful information to include within a handbook includes background information on the historic preservation program, available incentives, design guidelines and design review, and the location of local historic districts. The handbook should also include links to the City's website and contact information for applicable city staff. A homeowners handbook can be created in house or through third parties. Handbooks should be made available to all property owners within Danville's historic districts. Handbooks should also be made available to contractors and realtors who work with historic properties in Danville.





**Follow through with the creation of a preservation organization that can support and promote historic preservation initiatives in Danville**

In late 2022 a study was conducted by Bearden Brown LLC to determine the feasibility of creating a new preservation non-profit in Danville. The study shares many of the sentiments of this preservation plan including a call for greater inclusivity and diversity, the promotion of preservation-based initiatives, and an enthusiasm for historic preservation among Danville residents. The study concluded that Danville would benefit in multiple ways from the creation of a new preservation advocacy-based non-profit. The creation of such a non-profit would be an immense boon to existing and future preservation efforts in Danville.



**Expand the duties and responsibilities of the Commission of Architectural Review (CAR) to allow for public outreach and advocacy**

In its current state, the CAR and the RDDC are the primary committees responsible for managing Danville's historic resources. The CAR in particular is specific to historic districts with the HP-O overlay. In many communities across the U.S. the local preservation commission, such as the CAR, is also responsible for advocating for historic preservation citywide. Danville should look to expanding the duties of the CAR to be more inclusive of greater preservation efforts outside the issuing of COA's. By giving greater responsibility to the CAR, they can take a more proactive role in Danville's historic preservation program and work more closely with the community to advocate for preservation. Expanding the duties of the CAR would also give them an opportunity to work with this preservation plan more directly and plan for future projects and grant funding opportunities.





## Case Study:

Virginia Beach, VA has two separate historic preservation commissions. The first, the Historical Review Board, operates in a similar fashion to the CAR. The second committee, the Historic Preservation Commission, operates in an advisory and advocacy-based role. In many communities across the U.S., the local historic preservation commission takes on both roles, issuing CoA's and helping city staff to manage their historic preservation program. Danville, its citizens, and its historic preservation program would benefit from the CAR expanding its duties to encompass public outreach and advocacy.



(Source: Library of Congress)

## Create a joint commission with members of the CAR and RDDC for the purpose of promoting historic preservation and increased collaboration

A joint commission with members of both the CAR and RDDC would help to promote local preservation while also increasing coordination and collaboration between the two groups. A joint commission should be coordinated by Danville staff within the Planning Division and intend to meet monthly. A joint commission can serve in an advocacy-based role while also creating opportunities for the two separate commissions to work closer together. The joint commission would be separate from the organization proposed in the Bearden Brown study in that it would be within the organizational structure of city boards and commissions at the City of Danville. Joint commissions such as these are often created in municipalities when there is overlap between the duties and responsibilities of separate groups, as is the case with the duties of the CAR and RDDC. A joint commission can also be more easily formed in the short term as opposed to creating an entire new organization outside the organizational structure of the City.



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## CHAPTER 5

### GOALS AND STRATEGIES MATRIX



(Source: Library of Congress)

MUNICIPAL BUILDING  
ERECTED 1926-1927

HARRY WOODING MAYOR  
CITY COUNCIL

W. E. GARDNER	PRESIDENT
F. W. TOWNES	VICE - PRESIDENT
W. P. BOATWRIGHT	A. T. GUNN
B. F. CARTER	B. J. HURD
W. H. DODSON	F. B. MCFALL
G. F. WALTON	

BUILDING COMMITTEE

F. W. TOWNES	CHAIRMAN
B. F. CARTER	E. B. MEADE
W. E. GARDNER	R. P. MOSS

HEARD & CHESTERMAN ARCHITECTS  
FUQUA CONST. CO. CONTRACTORS



Goal 1: Protect existing historic resources; identify and document new historic and cultural resources in Danville	Timeline
<b>Strategy:</b> Identify and survey neighborhoods and areas of Danville with historic and cultural resources	Short, Ongoing
<b>Strategy:</b> Conduct thematic surveys of Danville's historic resources	Short, Ongoing
<b>Strategy:</b> Conduct historic context reports of significant sites, neighborhoods, movements, and communities within Danville	Short, Ongoing
<b>Strategy:</b> Keep an inventory of properties that meet an age threshold	Short
<b>Strategy:</b> Actively pursue properties and districts for inclusion in the National Register of Historic Places and the Virginia Landmarks Register	Medium, Ongoing
<b>Strategy:</b> Amend the NRHP nomination for the Danville Historic District to formally acknowledge it as the Old West End	Short
<b>Strategy:</b> Expand the number of local Historic Districts through the Historic Preservation Overlay (HP-O)	Medium, Ongoing
<b>Strategy:</b> Amend the local designation for the Old West End to reflect the state and national district boundaries	Short
<b>Strategy:</b> Consider adopting conservation districts as an alternative to traditional historic districts in certain neighborhoods	Medium, Ongoing
<b>Strategy:</b> Adopt design guidelines and standards in tandem with the creation of new historic or conservation districts	Medium, Ongoing
<b>Strategy:</b> Consider updating the existing design guidelines for the River District and the Old West End	Short
<b>Strategy:</b> Consider adopting an ordinance for individual historic landmarks	Short
<b>Strategy:</b> Expand the Danville Rehabilitation and Housing Authority (DHRA) land bank program to neighborhoods outside of the Old West End	Medium
<b>Strategy:</b> Expand the Danville Rental Housing Inspect Program to additional neighborhoods in need of attention	Medium
<b>Strategy:</b> Expand the façade improvement grant program from the River District to other historic commercial areas in Danville	Medium
<b>Strategy:</b> Establish a procedure for moving historic structures as an alternative to demolition and to preserve the existing housing stock	Short



Goal 2: Promote a greater understanding of local history, through equitable storytelling and a broader view of Danville’s past		Timeline
<b>Strategy:</b> Conduct thematic surveys and historic context reports of underrepresented communities in Danville <b>Strategy:</b> Expand the historic plaque program that was adopted in the Old West End to include untold and underrepresented stories <b>Strategy:</b> Partner with local advocacy and community groups that are involved in promoting Danville's historically underrepresented neighborhoods <b>Strategy:</b> Involve historic preservation in the annual Juneteenth celebration <b>Strategy:</b> Include local community groups in events for Preservation Month <b>Strategy:</b> Actively pursue landmark designation for historically underrepresented sites, places, buildings, and neighborhoods within Danville		Short, Ongoing
		Medium
		Short, Ongoing
		Short, Ongoing
		Short, Ongoing
		Medium, Ongoing



Goal 3: Actively engage the broader community of Danville in matters of local history and preservation		Timeline
<b>Strategy:</b> Engage in partnerships with local non-profits, realtors, and other organizations which have an interest in local preservation and history <b>Strategy:</b> Develop partnerships with local educational institutions <b>Strategy:</b> Consider bringing in experts to host community workshops <b>Strategy:</b> Develop a historic preservation newsletter <b>Strategy:</b> When conducting surveys or historic context reports, engage with the community and let them actively participate <b>Strategy:</b> Host Preservation Month events and activities <b>Strategy:</b> Adopt the existing “Clean Up, Fix Up, Paint Up Month” event as part of Preservation Month <b>Strategy:</b> Explore ways of bringing in the art community into historic preservation <b>Strategy:</b> Improve the City’s landing page for historic preservation <b>Strategy:</b> Make historic resource surveys, historic context reports, and other resources accessible to the community by hosting them on the City’s website		Medium, Ongoing
		Medium, Ongoing
		Short, Ongoing
		Short
		Short, Ongoing
		Short, Ongoing
		Short
		Medium, Ongoing
		Short
		Short



Goal 4: Strengthen Danville’s historic preservation program		Timeline
Strategy: Consider adopting financial incentives for historic properties to encourage the formation of new historic districts and the rehabilitation of existing historic resources		Medium
Strategy: Create a dedicated historic preservation planner or similar position		Medium
Strategy: Maintain a list of contractors qualified to work on historic properties		Short, Ongoing
Strategy: Expand the historic plaque program that was started in the Old West End to new areas of Danville		Medium
Strategy: Actively pursue grants on an annual basis		Short, Ongoing
Strategy: Create a historic homeowners handbook or manual, ensure the product is easily available and accessible		Short
Strategy: Follow through with the creation of a preservation organization that can support and promote historic preservation initiatives in Danville		Medium
Strategy: Expand the duties and responsibilities of the Commission of Architectural Review (CAR) to allow for public outreach and advocacy		Medium
Strategy: Create a joint commission with members of the CAR and RDDC for the purpose of promoting historic preservation and increased collaboration		Short