

Danville Comprehensive Plan • 2020

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1. Introduction

Chapter 1

Introduction

The Purpose of the Plan

The Comprehensive Plan represents the City's "vision for the future" and serves as its most important document for orchestrating growth and development in the years ahead. It establishes goals, policies and initiatives to be used to guide both civic and public activities related to land use and resource utilization. The Plan establishes the foundation upon which many fundamental governmental plans, programs and decisions are based, including: zoning and subdivision actions, capital improvement programs, transportation, environmental and historical resource initiatives, and City policies affecting distribution of revenues to a multitude of programs and agencies. Looking towards the Year 2020, the Comprehensive Plan defines its goals for future development as well as the specific actions which should be taken over the next twenty years to achieve its vision.

This document presents a summary of the official Comprehensive Plan, a much larger volume of planning studies and maps which constitutes the adopted Plan. The official document and supporting graphic exhibits (available in the Planning Director's office) were adopted by City Council on May 15, 2001. Not included in this summary document are many of the analytical studies, technical findings, detailed land use proposals and planning maps that, in their entirety, support the recommendations found herein.

"The Comprehensive Plan represents the City's "vision for the future" and serves as its most important document for orchestrating growth...."

Comprehensive Planning in Danville

As a place of regional and historical significance, Danville strives to preserve its historic downtown district while encouraging new development of appropriate scale and character. The City's Comprehensive Plan recognizes this fundamental objective. It is the intent of the Plan and its Future Land Use Map to reflect this foundational principle in a meaningful, creative, and progressive manner.

The Plan represents only the third long-range planning effort by the City in the past forty-five years. It is a significant refinement to and expansion of the work done on earlier plans. In building upon the City's earlier Comprehensive Plans, it recognizes that Danville holds and will continue to hold a unique place in Virginia's cultural and economic history. With this in mind, steps have been taken with the updated Plan to reflect the traditions and culture of Danville as well as to provide for its orderly growth. Most importantly, it encourages diverse economic development activities with sensitivity to both the natural environment and existing social fabric of the City.

“The Plan reflects the traditions and culture of Danville as well as provides for its orderly growth. It encourages diverse economic development activities with sensitivity to the environment”

The City’s last Comprehensive Plan was completed in 1987. The prior plan was intended to examine issues related to the annexation of 26.83 square miles from adjoining Pittsylvania County on January 1, 1988. In hindsight, the 1987 Plan was deficient in providing growth management strategies to adequately address the evolving suburbanization of the region, particularly in the annexed area. By the late 1990’s it became readily apparent that the Plan needed to be updated in order to account for recent demographic and social trends which were impacting real estate development throughout the region. City Council determined it was imperative to carefully update its earlier plan (as well as its zoning and subdivision regulations) in order to best respond to changing market conditions with contemporary planning and growth management strategies and tools.

As a result, the updated Comprehensive Plan emphasizes integrating modern planning analysis and implementation techniques into the Comprehensive Planning process. Much emphasis has been placed on establishing a “smart growth” philosophy for Danville by encouraging quality urban planning practices and sensitivity to Danville’s natural environment. Urban design standards have been embraced by the City, and sensitive environmental areas deserving of special land use treatment have been identified in this process. These new design recommendations and environmental standards will be introduced via changes in the zoning and subdivision ordinance and will be applied to a wide variety of developable lands that are suitable for future growth with an emphasis on economic development purposes.

The “Ten Commandments” of Planning

Virginia law requires every municipality in the Commonwealth to adopt a comprehensive plan for the physical development of its territory. It also requires that the Comprehensive Plan be reviewed every five years in order to ensure that the Plan is consistent with community views and is addressing current issues impacting the community. Although the State requirements for a Comprehensive Plan are very generalized in order to grant localities the necessary flexibility to respond to local concerns and trends, the requirements do mandate focusing on a number of key areas. As extracted from current State enabling legislation, the following “ten commandments” of comprehensive planning summarize these areas of focus:

- 1. The City shall prepare and recommend a Comprehensive Plan for the physical development of Danville.*
- 2. The Council shall adopt a Comprehensive Plan for all of the geographical areas within the City.*

3. *The Comprehensive Plan shall be drawn so as to promote the health, morals, order, convenience, prosperity and general welfare of its citizens.*
4. *The Comprehensive Plan shall be made with the purpose of guiding and accomplishing the coordinated, adjusted and harmonious development of the City.*
5. *The City shall first make careful and comprehensive surveys of existing conditions, natural resources, population and economic growth trends, and probable future requirements of Danville and its citizens.*
6. *The Comprehensive Plan shall be made in accord with both the present and future needs of its resources, trends and requirements.*
7. *The Comprehensive Plan shall be general in nature and shall designate the location, character, type, and density for the long-range land uses and public improvements within the City.*
8. *The Comprehensive Plan shall designate areas to promote affordable housing as well as housing for those of all income levels.*
9. *The Comprehensive Plan shall designate a long-range plan for transportation, including streets, roads, parkways, sidewalks, bridges, airports, drainage systems and the like.*
10. *The Comprehensive Plan shall designate geographical areas of the City for various types of public and private development and land uses (including historic areas, preservation areas, parks, schools, and open spaces.)*

“The Great Commandment:” Upon adoption of the Comprehensive Plan, the Planning Commission shall act on matters related to the location, character, and extent of each feature contained therein in a manner that is in substantial conformity and consistent with the Comprehensive Plan.

“The People’s Plan”: The Public Participation Process

Civic involvement has been fundamental to the preparation of the Plan. The two year planning process has included many opportunities for public participation in an attempt to make the Comprehensive Plan truly the “people’s plan.” In the summer of 1999, the City Council and Planning Commission first met to begin work on the Comprehensive Plan update. Council and the Planning Commission held several joint public work sessions during the development of the Plan, which were open for public comment. The resulting draft Comprehensive Plan was presented at public forums and neighborhood meetings in order to provide additional opportunities for public comment on the Plan.

In order to present the Comprehensive Plan to as many citizens as possible, the City Staff conducted a series of public information meetings. These meetings were held over a three-week period throughout the City with a final central meeting being held in City Hall. The meeting schedule was as follows:

- *February 26, 2001 Coates Recreation Center (West Danville)*
- *February 27, 2001 Grove Park Elementary School (South Danville)*
- *March 5, 2001 Taylor Elementary School (North Danville)*
- *March 8, 2001 Glenwood Elementary School (East Danville)*
- *March 13, 2001 City Hall*

In addition to these neighborhood meetings, Jerry Gwaltney, Danville's City Manager; Frank Cox of the Cox Company (the consulting firm retained by the City to prepare the Comprehensive Plan); and Ken Gillie, the Director of the City's Planning Division; participated in a one-hour television show explaining the fundamental process, philosophy, and concept of the Plan. This show aired ten times during the month of February on Adelphia Cable's public access channel and served as an important way for the City to introduce the updated Plan to the community. The show emphasized the concepts and components that constitute the Comprehensive Plan, as well as its importance to the future of the community. By advertising the dates of the neighborhood meetings and urging residents to attend, the show precipitated additional public participation in the Comprehensive Planning process.

The local print media also helped by promoting public participation in the planning process and by educating local residents on the new planning concepts introduced by the updated Plan. The *Danville Register and Bee* ran a series of articles and an editorial on the Plan prior to the public meetings. This series of articles focused on the differences from past Land Use Plans to the proposed plan, as well as changes in development patterns that have occurred over the past two decades. The text of the draft Plan was also made available to residents at the City's official website www.danville-va.gov.

*"The door is open for business in
Danville"*

The Honorable John Hamlin
Mayor of Danville

*"...The two year planning process
has included many opportunities for
public participation in an attempt to
make the Comprehensive Plan truly
the people's plan."*

2. Goals and Objectives

Chapter 2

Goals and Objectives

Goals for the Future Development of Danville

The updated Comprehensive Plan is designed to serve as a guide for the physical development of Danville into the early decades of the new century. The Comprehensive Plan addresses the entire City, and is intended to positively influence all of the physical elements which make up its form. Towards this end, the overriding purpose of the Plan is to encourage the continued development of a safe and healthy community by offering a distinctive “vision” for the continued growth of Danville. Many factors will affect the new ideas and decisions that will mold the optimal future land use allocation within the City. The Plan focuses on those particular areas on which the City, through its leadership in urban planning and growth management, can and should have a progressive impact, defining what is the best public interest while ensuring the preservation of private property rights.

“The updated Plan is designed to serve as a guide for the physical development of Danville into the early decades of the new century.”

The Comprehensive Plan is graphically represented by its Future Land Use Map. By preparing a Future Land Use Map which is integrally tied to its precedent goals, objectives, and policies, the old adage that “*a locality can be no better than it aspires to be*” is underscored. An intelligent and comprehensible plan cannot be structured without energetically seeking and taking the necessary steps to define the common components of the locality’s vision for its future. The first steps taken towards establishing the fruits of the planning process were (1) to define future goals, (2) to translate those goals into objectives by which they would be realized and (3) to establish policies and strategies to implement the goals for the benefit for the community. This effort has religiously followed a profession in which “**goals** begat **objectives** which begat **policies** which begat **actions**.”

The goals and objectives outlined in this document describe a range of policy statements that will serve to establish the physical, social, economic and cultural framework around which the Future Land Use Plan and Map were designed. These goals and objectives reflect input received from the “visioning” and “Hot Spots” exercises conducted with Council and the Planning Commission, as well as from several meetings and community tours with City Staff. In turn, they will be used to guide the analysis of future land use alternatives within the City. The City’s Comprehensive Plan goals are grouped into eight general categories. The primary goals for each category are summarized below:

1. Community Character, Culture, and History

Protect and preserve the City’s rich architectural and cultural heritage which positively influences tourism, enhances the sense of place in Danville, and improves the overall well-being of the community.

2. Economic Development

Support and promote the City's existing industrial economic base while exploring other economic development opportunities in the areas of tourism, retail, and industry in order to strengthen and expand the economy.

3. Transportation

Ensure that the location, character, and capacity of the City's transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the Municipal Airport) are compatible with the Future Land Use Plan. Planning for future street improvements and alignments should be compatible with emerging land uses. The improvements should also provide adequate capacities to serve future growth.

4. Land Use

By embracing the principles of "smart growth", promote a balanced mix of residential, commercial, and economic development uses which will accommodate the projected demands for housing, shopping and tourism, as well as encourage well-planned development opportunities for present and future City residents.

5. Housing and Neighborhoods

Promote opportunities for a wide variety of safe, sanitary and affordable homes and neighborhoods for Danville residents of all income groups with an emphasis on quality site planning in future residential development areas.

6. Environmental Conservation

Enhance, protect, and preserve Danville's valuable environmental resources through the establishment of environmental design guidelines while promoting a greater awareness of the scenic beauty and other positive physical attributes of the City.

7. Public Services and Infrastructure

Provide adequate levels of public services and infrastructure to all the people in the City, recognizing that the regional aspects of certain facilities and services necessitate regional planning and inter-jurisdictional cooperation.

8. Plan Implementation

Implement the goals, objectives, and strategies of the Comprehensive Plan by updating and strengthening zoning, subdivision, and site plan controls. Stress a "smart growth" design ethic and promote greater accountability within the private sector to achieve the most appropriate scale, form, function, and density of new development.

"The Comprehensive Plan is important for our community. It will impact our lives for a long time to come."

Jerry Gwaltney, City Manager

3. Population and the Economy

Chapter 3

Population and the Economy

Demographics of Danville

The Census and State statistical data provided for Danville reflect the unique demographics, social, and economic characteristics of the people who live in the City and in the surrounding area. Population estimates for the City and surrounding areas were developed specifically for this Plan in conjunction with the City Staff and are based upon provisional estimates published by the Weldon Cooper Center for Public Service for the year 1999. These estimates indicate a population of 53,056 for the City of Danville and 59,000 for Pittsylvania County. Estimates for the North Carolina Office of State Planning have calculated a 1999 population of 22,707 for Caswell County.

Demographic analysis of Danville in relation to the surrounding region provides the basis for future strategic planning decisions. The following characteristics were the most influential in developing recommendations for the Comprehensive Plan:

- *The 1990 Census computes the average household size for the City of Danville (2.38) to be slightly lower than that of the surrounding counties, Pittsylvania and Caswell (2.68). The phenomenon may be attributed to more affordable housing within the suburban counties lying outside of the City, which is more attractive to larger families.*
- *The average household size within the City of Danville has declined over the study period, from three persons per household in 1970 to 2.38 persons per household in 1990.*
- *In Danville, the largest percentage (19.75%) of households fall within the \$15,000-\$24,999 income range. However, 38% of households have incomes below \$15,000 a year, compared to only 31% within Pittsylvania County.*
- *Median household incomes in the three areas (\$20,413, \$25,585, and \$22,730 for the City, Pittsylvania County, and Caswell County, respectively) are far below the State median of \$33,328.*
- *Due to the aging “baby boom” population, the rapidly growing proportions of elderly will increase the demand for elderly care, independent living communities, and retirement facilities.*
- *Relative to demographic growth in the metropolitan region and the State, the City has a slow rate of population growth.*
- *Decreasing household size is creating increased demand in the housing market for small apartments and townhouses.*

- *Trends toward out-migration suggest the need for a more diversified job market.*
- *Low median household incomes indicate a need for a greater supply of affordable housing, job-training programs, etc.*

The Economy of Danville

Danville's economic health has long been tied to its ability to compete with its regional neighbors in the manufacturing and transporting of valuable commodities, goods, and services. In the nineteenth century, the search for methods to reach outside markets led to the development of a canal system connection to Albemarle Sound in North Carolina. This water transportation route was later replaced in function by a system of railroads and highways. Today Danville relies on rail, highways, and air service to provide linkages to outside markets. The major rail service to Danville is provided by the Norfolk and Southern Railroad's main line from New York to Atlanta and points south. This line connects Danville with the major cities along the East Coast, and to the entire nation via connections to other rail lines. Branch lines of the Norfolk and Southern connect Danville to Richmond and Norfolk. Passenger rail service to Danville is provided twice daily by Amtrak, operating over the north-south main line route of the Norfolk and Southern Railroad.

Unfortunately for Danville, much of the City's recent economic difficulties can be traced to its lack of direct access to the federal interstate highway system. As this new system was developed in the 1960's and 70's, Danville was often overlooked as an important transportation hub and regional trade center in favor of cities lying along I-95, and more recently the I-81 corridors. Thus, just as Danville's physical location aided the city greatly in its rapid emergence as a regional production, transport, and trade center, it has somewhat hindered its competitiveness in outside markets as more modern and efficient transportation modes and route have been established in recent decades.

It is important to note, that from a regional standpoint, Danville still serves as the primary economic center within Pittsylvania County and attracts additional retail spending from neighboring jurisdictions to the south in North Carolina. The major north-south highway serving Danville is US Route 29, which connects the City with Greensboro, Lynchburg, Charlottesville, Washington, DC and points beyond. US Route 29 connects with major trade routes such as Interstates 64 and 85, and US Route 58 affords the City a direct connection to ports in Hampton Roads. In addition, the Danville Regional Airport, located east of the city, holds great potential for air freight-related trade opportunities particularly in light of the recent emergence of internet-related commerce distribution networks.

The Employment Sector

Historically, textiles and tobacco operations have been the largest employers in the Danville region; however, employment in these industries has been greatly reduced during the last thirty years and replaced with opportunities in industries such as electronics, food processing, and tire manufacturing. The addition of these industries has

served to diversify the local economic base, thereby making the City less vulnerable to the cyclical trends in single industries, such as in textile and tobacco production. New businesses and industries have added a significant number of new jobs to the area and have helped to stabilize the economy; however, the textile industry still continues to employ a large number of citizens in the region. This point is illustrated below in the summary of major employers in the City of Danville and Pittsylvania County.

Major Employers in the Danville Region

THE CITY OF DANVILLE

Rank	Employer	Chief Product	Number of Employees
1	<i>Dan River, Inc.</i>	<i>Textiles</i>	5000
2	<i>Goodyear Tire & Rubber Co.</i>	<i>Tires</i>	2600
3	<i>Nestle Refrigerated Foods</i>	<i>Food</i>	450
4	<i>Dimon Tobacco</i>	<i>Tobacco</i>	250
5	<i>Corning Glassworks</i>	<i>Glass products</i>	200

PITTSYLVANIA COUNTY

Rank	Employer	Chief Product	Number of Employees
1	<i>Burlington Industries</i>	<i>Dyeing & Finishing</i>	5000
2	<i>Times Fiber Communications</i>	<i>Coaxial Cable</i>	2600
3	<i>Columbia Forest Products</i>	<i>Wood Products</i>	450
4	<i>Ennis Business Forms</i>	<i>Printing & Setting</i>	250
5	<i>Intertape Polymer Corporation</i>	<i>Industrial Tapes</i>	200

The Retail Sector

Retail sales volumes serve as a valuable indicator of the relative strength of a local economy. Danville merchants totaled \$590,181,924 in retail sales receipts in 1998. Sales were concentrated most heavily in the food sector, followed closely by general merchandise sales. Restaurants and chain groceries comprised the largest portion of the sales in 1998 with 42% and 38% of total sales, respectively. These figures are particularly noteworthy considering the State averages for these categories fall at 11% and 12% of total retail sales. The City also performs well in the lumber, building materials and supply and miscellaneous sales groups.

Retail sales groupings, in which the local economy is weak relative to State standards, include the apparel, furniture, home furnishing, fuel, machinery, equipment, supplies, hotels, motels, and tourist camp groupings. However, retail sales have declined significantly in only one grouping (apparel), while all other sectors have experienced increases over the eight-year time period. An examination of retail dealer figures for the City reveals that the automotive, general merchandise, lumber, building materials, and supply groupings have experienced a net loss in total dealers, while all other sectors continued to grow in numbers of total establishments. In total, the City experienced a net increase of one additional retailer in the existing marketplace during the eight-year study period.

Population Projections

Population projections are provided in the Plan to establish benchmarks against which future land use decisions regarding the mix, character, and quantity of future land use and real estate development products may be tested. This chapter of the Plan focuses on those relationships for a defined planning period that extends from 2000 to 2020.

Population growth will greatly influence future demands for residential, office, retail, and industrial property in Danville. Population forecasting is at best an “educated guess.” For this reason, population forecasts that have been developed in conjunction with the Comprehensive Plan should be used only in the context of establishing a generalized analytical framework for the allocation of future land uses. Furthermore, the future number of persons who choose to live in Danville will be influenced by market forces and the growth management policies of the City, Pittsylvania County, and other neighboring jurisdictions, in addition to several other interrelated factors. Thus, Danville’s population growth must be viewed in a regional context.

Recent projections made by Commonwealth agencies that specialize in the development of demographic growth forecasting (i.e. the Weldon Cooper Center for Public Service and the Virginia Employment Commission) show expectations of little population growth for Danville for the next 20 years. The projections are reinforced by figures developed by the Consultant as part of the macro-level demographic analysis performed for the Plan. Employing both the “*straight line projection method*” and the “*population capture method*” as means of predicting future growth, it is projected that Danville will support a population of between 55,300 and 59,200 by the year 2020. These projections are slightly higher than most agency 2020 projections presented for Danville.

This slow growth estimate suggests that Danville is entering the mature stage of development in its evolving *life cycle* as an industrial mid-Atlantic city. Nevertheless, the fact that Danville is maturing does not necessarily mean that growth opportunities have ended. Indeed, the infrastructure is in place to attract new industry in the near planning term. Also, several successful existing industries in Danville are enjoying significant growth and may in the future be able to invest additional capital and add additional job opportunities as they expand, e.g. Dimon, Inc. The recent emergence of commercial development growth along Piedmont Drive serves as a useful reminder that economic growth is still occurring in Danville to offset the decline in growth rates of the City’s traditional industries.

4. Planning Process

Chapter 4

The Planning Process

Introduction

The Future Land Use Plan and Map incorporates an approach to urban planning which emphasizes the critical importance of both *(1) protecting the City's vulnerable environmental areas and (2) providing well-situated development areas to absorb the projected growth demands well into the new century*. From the outset of the update of this plan, the City Council, Planning Commission, City Staff, and Consultants have maintained that these two goals should not be mutually exclusive. This Future Land Use Plan and Map are presented with the belief that the City can achieve both its goals for conservation and open space while promoting economic development and well managed growth.

In preparation of the Future Land Use Plan and Future Land Use Map, the study process was organized into four principal stages: *(1) research, (2) analysis, (3) synthesis, and (4) future land use recommendations*. A systematic investigation of the natural and man-made environment was used to determine the optimal path to organize future growth and to accommodate land use demands in the City. The resulting product is a set of integrated land use recommendations.

The individual land use decisions leading to the Future Land Use Plan were resolved through a comparative analysis process. A range of alternative land use allocation concepts were carefully weighed against the physical, social, ecological, and economic underpinnings of the City. The result of this process is a recommended Future Land Use Plan which achieves the following objectives:

1. *Best expresses the "Vision for Danville" by successfully integrating the community's commonly-held goals for the future;*
2. *Can be successfully implemented within the context of satisfying both (a) the marketplace demands and (b) the ability of the local government to responsibly supply municipal services and infrastructure; and*
3. *Provide positive community-wide benefits with the least negative impact on the measured values making up the existing physical, social, political, and economic environment.*

Future Land Use Categories

The Future Land Use Plan and Future Land Use Map represent the complementary end products of the Comprehensive Plan. The Future Land Use Plan assigns land use classifications based on recommendations for the preferred type, arrangement, and density of future land uses. The Future Land Use Map is the graphic representation of the geographical locations to which the type, arrangement, and density of land uses have been assigned throughout the City. Along with the strategies and initiatives incorporated into the Comprehensive Plan document, the Future Land Use Plan and Map articulate the long range view of the City, which incorporates the “Vision for Danville” at its full development. From an implementation standpoint, the Plan geographically assigns the adopted mix of land use classifications upon which subsequent zoning and subdivision decisions will be based. Used together, the Comprehensive Plan and the Future Land Use Map serve as the *fundamental planning tools* which will guide future development in Danville.

The planning process has recognized some of the more contemporary and evolving trends in today’s development environment. In doing so, it was necessary to make some major adjustments to the way Danville’s plans have been developed in the past. The City’s 1987 Future Land Use Map incorporated relatively few planning classifications describing residential, commercial uses, office and industrial uses. Also, it contained a “holding zone” category in which rural, agricultural, and other undeveloped lands within the City were assigned. These categories were broad and imprecise in terms of the range of uses allowed and how they should be applied throughout the City. Further, the old categories failed to recognize the uniqueness between different land use categories with regard to design guideline requirements and impacts on adjacent uses and the environment. As such, the 1987 Future Land Use Map did not adequately provide the City with sufficient detail to guide future development in the City in the context of the rapidly changing market conditions and anticipated development pressures.

A new approach incorporating additional comprehensive land use categories was needed. The new Future Land Use Plan takes solid aim at the Danville of the twenty-first century in that it seeks to incorporate the next generation of comprehensive planning techniques, including “smart growth,” “sustainability,” and “density by design” approaches to land use. Most importantly, a wider range of land use classifications have been introduced in order to more thoroughly define the characteristics of each land use which has been recommended for the individual Planning Areas in Danville. The following charts summarize the full range of new residential, commercial, economic development, and public and conservation land use planning categories along with the various uses in each.

Application of Land Use Categories to New Zoning Districts

Land Use Categories	Primary Use(s)	Implementation: New Zoning District(s)	Allowable Density
RESIDENTIAL LAND USE CATEGORIES			
Suburban Single Family Residential	Single Family Detached	E-R, Estate Residential S-R, Suburban Residential	1-3 du/n.d.a.*
Urban Single Family Residential	Single Family Detached	S-R, Suburban Residential USF-R, Urban Single Family Residential D-R, Downtown Neighborhood Residential	3-5 du/n.d.a.
Attached and Mixed Residential	Townhouses/Duplex	A-R, Attached Residential MF-R, Multi-Family Residential	6-8 du/n.d.a.
Multifamily Residential	Garden & High Rise Apartments & Mobile Homes	MF-R, Multi-Family Residential MHP-R, Mobile Home Park	10-14 du/n.d.a.
Retirement Housing/Elderly Assisted Living	Retirement Condos, Apartments & Early Assisted Living Facilities	MF-R, Multi-Family Residential	16-20 du/n.d.a.
COMMERCIAL LAND USE CATEGORIES			
Neighborhood Service	Convenience Retail, Offices and Personal Service Establishments	N-C, Neighborhood Retail Commercial TW-C, Tobacco Warehouse CB-C, Central Business	0.20-0.50 FAR**
Community Service	Highway-Oriented Retail, Including Supermarkets, Service Stations and Banks	HR-C, Highway Retail Commercial PS-C, Planned Shopping Center	0.20-0.30 FAR
Regional Service	Regional-scale Commercial Uses, Including Major Department Stores and Malls	PS-C, Planned Shopping Center	0.20-0.35 FAR
Downtown Mixed Use	Mixed Uses in the Downtown Area	CB-C, Central Business TW-C, Tobacco Warehouse	0.50-3.00 FAR
Office/Professional/Transitional	Offices and Professional Service Uses	TO-C, Transitional Office N-C, Neighborhood Commercial	0.20-0.50 FAR
ECONOMIC DEVELOPMENT LAND USE CATEGORIES			
Economic Development	Low Intensity Economic Development	LED-I Light Economic Development TW-C, Tobacco Warehouse	0.20-0.30 FAR
Heavy Industry	Manufacturing and Processing	M-I, Manufacturing TW-C, Tobacco Warehouse	0.30-0.50 FAR
PUBLIC AND CONSERVATION CATEGORIES			
Public and Semi-Public Areas	Institutional and Municipal Development	TO-C, Transitional Office N-C, Neighborhood Commercial	0.30-0.50 FAR
Parks & Recreation	Public Parks and Active Open Spaces	Underlying Zoning District	N/A (Per Plan)
Sensitive Environmental Areas	Environmentally Sensitive Areas	FP-Floodplain Overlay Underlying NDA Standards	N/A (Per Plan)

*n.d.a. = Net Developable Acreage

**FAR = Floor Area Ratio

Commercial and Economic Development Land Use Category Guidelines

Criteria Acreage	Neighborhood Service 1-5	Community Service 5-15	Regional Service 15+	Downtown Mixed Use 1-20	Office/ Professional/ Transitional 3+	Economic Development 10+	Heavy Industry 5+
Gross Floor Area (in square feet)	3,000 sf per establishment 12,000 sf per building	200,000 sf maximum, no single use to exceed 60,000 sf	1,000,000 sf maximum, by spherical use permit	20,000 sf LOT COVERAGE maximum by right	No maximum	No maximum 40,000 sf min. lot size	No maximum 40,000 sf min. lot size
Net Allowable Density (FAR)	0.50 FAR max	0.30 FAR max	0.35 FAR max	3.00 FAR max by right 5 du/NDA (sf detached) 10 du/NDA (sf attached) 24 du/NDA (mix use/mf) 30 du/NDA (asst living)	0.50 FAR max (non-res.) 3 du/NDA (convent.) 5 du/NDA (cluster)	0.30 FAR max.	0.50 FAR max.
Access	Collector road convenient to development	Major collector	Major collector or arterial with internal circulation	Downtown collector or arterial. Reduced parking requirements for non-res.	Major Collector	Major Collector or arterial with internal circulation	Major collector or arterial with internal circulation
Purpose/Intent	Provide for selected locations for neighborhood and convenience retail shopping facilities	Provide locations suitable for comparison shopping and specialized goods and services	Provide locations suitable for comparison shopping and specialized goods and services	Target prime locations suitable for urban revitalization (i.e. Redevelopment and infill development opport.)	Provide for the location of office & other non-retail uses as a transition between residential and business uses	Provide locations within master planned “business park” environments for r&d, corporate employment offices, light manufacturing	Provide locations for future medium density industry, as well as existing and future heavy intensity industry
Typical Primary Uses	Convenience Stores (no gas), Business service and office supply establishments, offices, both general and professional and personal service establish.	Neighborhood service uses, plus: supermarkets, service station, hotels & motels, movie theaters, mini-storage warehouse, office and plant nurseries	Community service uses, plus: Major department stores, banks & financial service establishments, offices & churches	Target prime locations suitable for urban revitalization (i.e. Redevelopment and infill development opport.)	Offices, both general and professional, banks and financial institutions, studios and day care facilities.	Corporate offices, establish. For scientific research, r&d light manufacturing and light warehousing without outdoor storage.	Establishments for manufacturing, production, light wholesale trade, scientific research & development, training and offices.
Secondary Permitted Uses	Banks & financial institutions, public uses, studio spaces and restaurants	Bus stations, communication towers, conference centers, day care centers & vet clinics, schools, colleges, universities	Health clubs, fitness centers, public uses, fast food & movie theaters, public uses, communication towers	Residential uses as an ancillary use in structures with commercial uses on first floor, churches, & parking	Studio space and churches	Private training facilities and vocational schools, light wholesale trade and vet hospitals	Vehicle storage, heavy vehicle service establishment, lumber & building material yards & gasoline sales
Other Secondary Uses Allowable by Special Permit	Gasoline sales, repair service establishment and fast-food restaurants	Light warehousing, towers, conference centers, day care centers & vet clinics	Retail uses incorporating drive-thru facilities, auto & light vehicle repair, hotels, motels & parking garages.	Access. Apartments, drive-thru facilities, uses exceed 20,000 sf in lot coverage or 3.0 FAR, convenience stores	Uses incorporating drive-thru facilities, home occupation, restaurants and fast-food establishments	Gasoline sales, heavy equipment sales, and uses with screened outdoor storage	Airports and aircraft industry, bus and railroad terminals, biomedical, biological and chemical research
Implementation (Applicable Zoning District)	N-C, Neighborhood Commercial	HR-C, Highway Commercial	P-SC, Planned Shopping Center	CB-C, Central Business, TW-C, Tobacco Warehouse	TO-C, Transitional/Office	LED-I, Ltd. Econ. Dev. TW-C, Tobacco Warehouse	M-I, Manufacturing

Planning Areas

The *synthesis* stage of the planning process focused on identifying and mapping the internal boundaries of the unique geographical areas of Danville—these are referred to as “Planning Areas”. For the purpose of the Future Land Use Plan and Map, twelve distinct geographical “Planning Areas” were established within the City, each having its own unique geophysical attributes, development potential, and overall suitability for various types and configurations of land uses. The City’s land use demands are directed to those properties having both (a) prime development characteristic and (b) compatibility with the City’s adopted planning values, goals, and objectives.

In reaching the recommendations herein, a detailed analysis was prepared for each “Planning Area” to determine both its (a) overall physical development attributes and (b) environmental limitations for urban land uses. Based on the environmental assessments, each “Planning Area” was divided into three basic physical components: *Sub Areas*, *Environmentally Sensitive Areas* and *Existing Urban Development Areas*.

1. **Planning Sub Areas:** *the geographical sub-units comprising the land determined to be most suitable for urban development activities within the larger “Planning Area;”*
2. **Environmentally Sensitive Areas:** *the primary geographical sub-units located outside of the “Planning Sub Area” boundaries which meet the definition of “environmentally sensitive area” and which, in the aggregate, comprise areas which have major shortcomings for most urban development activities. Secondary environmental areas are defined which represent smaller geographical sub-units which qualify as sensitive areas but which, on an isolated basis, are located within any given “Sub Area;” and*
3. **Existing Urban Development Areas:** *the currently developed portions and residual land uses within the “Planning Areas.” These areas include public rights-of-way, dedicated easements, parking areas, sidewalks and buildings. These areas are considered stable in most instances, but they may also include land which is suitable for infill, revitalization, or redevelopment purposes.*

The “Planning Sub Areas” identified in the Future Land Use Plan and Map are generally defined as the predominately prime developable land within the overall “Planning Area;” thereby excluding the less developable or Primary Environmentally Sensitive Areas, which represent smaller pockets of less developable areas internal to the Sub Area boundaries, are recognized to statistically categorize those smaller, isolated areas of environmental vulnerability within the Sub Areas. By emphasizing the planning strategy of assigning future land uses to only the prime developable areas, the Future Land Use Plan is able to maintain essential compatibility with its adopted goal of protecting the City’s critical environmental resources while allocating growth to land possessing attributes most conducive to urban use.

Based on the Plan's physical and environmental analysis of the City, 9,494 acres out of a total of 27,836 acres in the twelve "Planning Areas" are considered as prime developable land and have been assigned "Planning Sub Area" (or *prime developable area*) status. This represents approximately one-third of the total "Planning Area" acreage, with the balance comprised of existing development, public infrastructure, and environmentally sensitive areas.

As examined on an individual basis in subsequent sections of this summary document, specific land use recommendations have been prepared for the twelve "Planning Areas" of Danville:

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

5. Smart Growth for Danville

Chapter 5

Smart Growth for Danville

The Case for “Smart Growth” in Danville

The notion of “smart growth” was the rallying call of the Planning Commission during the preparation of the Comprehensive Plan. Simply defined, “smart growth” is nothing more than making the best of every opportunity to promote quality development with environmental sensitivity to each new development project. As evidenced in many other successful cities, the rewards from “smart growth” are enhanced property values, improved allocation of land uses and density, and a higher quality of life for the community’s citizens. Thus, the adopted goals for “smart growth” and “environmental sustainability” call for contemporary land use guidelines and environmental performance standards to be employed in determining appropriate land holding capacities and densities for new development. These techniques, which have been used throughout Virginia over the past several decades, allow for property owners and public officials alike to evaluate more thoroughly the intrinsic development potentials of real estate. Further, they are consistent with the State’s enabling statutes for zoning and subdivision controls.

Environmental Performance Standards

The Comprehensive Plan, by definition, is the City’s best effort to do what is right, or most suitable, for its land. This is the essence of what is meant by “smart growth.” In turn, the Plan is translated into reality via its linkages to the zoning and subdivision ordinances. These ordinances, commonly referred to as “implementation tools”, recognize that good development only arises from the intelligent application of these “tools” in sizing and shaping the land. Environmental performance standards which apply the precepts of “density by design” represent the foundational structure for this set of “tools.”

In contemporary zoning ordinances in the Commonwealth, environmental performance standards are commonly employed as quantitative criteria to establish the intrinsic suitability of land for development. The recommended process to be incorporated into the update of the City’s zoning ordinance allows for the actual physical characteristics of the land to determine the inherent “*land holding capacity*” and “*net developable area*” of any given parcel.

Virginia’s enabling statutes for planning and zoning support environmental performance standards as a foundation for undergirding the development suitability process. This process presents a more logical approach to define and allocate land holding capacities and development densities to individual properties.

“*Land holding capacity*” is a measure of how much development density a given property “can hold” and is normally expressed in terms of land use density (i.e. residential dwelling unit count) or *building intensity* (i.e. square footage of retail or industrial space).

In the past, traditional zoning practices in Virginia have allocated land uses densities and intensities to the land with little regard for the slope, soil type, vegetation, topographic configuration, flood plain and wetland coverage, geology, and existing development. The recommended development suitability process for Danville allows land use decisions related to density and intensity of development coverage to be determined by the character of the land and its underlying physical, environmental, and geological influences. The concept of “land holding capacity” is not intended to limit one’s use of property, but, rather, to serve as a guide in assessing the most appropriate application of density to the land. Today, there are many instances in Danville where there is either too much or too little development on a given property. This process recognizes that in a city with its boundaries limited by annexation legislation and State borders, each property should be carefully evaluated for both its optimal density and impact on its surroundings.

From a physical planning perspective, “smart growth” land use decisions can best be made by employing this analysis technique. However, land use decisions must also incorporate Danville’s broader goals and objectives for its citizens. Simply because a property has excellent development potential does not mean that it should be designated for uncomplimentary land uses or extremely high density utilizations. In the big picture, the Future Land Use Plan and Map must assess all land (regardless of development capacity) in the context of the City’s objectives for open space, public recreation, ability to provide adequate public facilities, transportation access characteristics and environmental conservation. For instance, gently sloping or perfectly flat land is normally judged as being more “suitable” (i.e. having high “*land holding capacities*”) for commercial and high-density residential development than steeply sloped land. However, the Comprehensive Plan may view the same piece of flat land as being more appropriately allocated to an institutional or recreation activity because of the location, access, cultural relationships and environmental attractiveness of the particular property.

Thus, a property’s environmental-based “*land holding capacity*”, does not, by itself, specifically point to the optimal land use for a given property, but, rather, it defines the net developable area and land use density which is considered most appropriate for the permitted uses of the particular zoning district for which the property is mapped.

General Criteria for Environmental Performance Standards

Environmental performance standards for “smart growth” will be implemented through the City’s updated zoning ordinance. Environmental performance standards serve to identify the most relevant and significant physical and ecological characteristics of the land which should be evaluated in the calculation of “land holding capacities”. Through their application, the “net developable area” of any property can be determined. With respect to any private sector land development activity, this process would be initiated by the developer or subdivider during the preparation of zoning applications or submission of plats and plans for urban development activities. The following ten “smart growth” objectives are incorporated into the environmental performance standards for the City:

1. *Slopes less than 10% are generally suitable for most land development, including agricultural and forestry. In this slope range, a physical rationale cannot be used to justify one use over another.*
2. *Slopes in the 10%-20% range begin to restrict more intensive development, certain land uses and the overall physical capacities of a project.*
3. *Slopes in the 20%-30% percent range significantly constrain most types of development and should be restricted.*
4. *Slopes greater than 30% severely limit most development on the City's critical hillsides and should be greatly restricted and avoided to the extent possible.*
5. *Areas with significant geologic outcroppings and sinkholes pose significant constraints for urban uses and development should be avoided in these areas.*
6. *Flood plains, wetlands, tributary streams, lakes and major drainage channels are physical systems necessary to maintain hydrologic balance in a watershed and development in those areas should be avoided.*
7. *Soils with low bearing capacities and high permeability have restricted suitability for urban development and the total permissible density should be adjusted.*
8. *Highly erodible soils pose limitations for urban uses, and the scale, density and character of development should limit adverse environmental impacts.*
9. *Significant vegetative cover is a valued element of the City's natural system because of its ability to protect state water quality by natural means. The development of nonagricultural uses must respect its maintenance and conservation.*
10. *Land areas for major public rights-of-way and easements to accommodate public infrastructure should be reserved as a part of private development proposals.*

Summary

In the adoption of this “smart growth” policy for the Comprehensive Plan, the City has carefully considered these environmental objectives and design criteria and will incorporate them into the update of the zoning ordinance to be used in evaluating individual land development proposals. The following key aspects of a property's development potential should emerge from the application of these environmental criteria by qualified professionals:

- (1) *the overall suitability of a site for development;*
- (2) *the prime areas for the siting of appropriate uses for an area;*

- (3) *the land use carrying capacities;*
- (4) *environmentally sensitive areas where urban uses should be restricted; and*
- (5) *specific areas of a property that should be reserved for facilities and infrastructure.*

In summary, the ability of land to efficiently “hold” or “absorb” development is directly correlated to its capacity to be put to good use, i.e. good land “holds more” than bad land. From a global view, Danville is a subdivision of thousands of individual parcels of privately owned land. The Good Lord has formed each parcel with certain physical and environmental attributes which are unique to any other piece of property in the City. The State’s zoning statutes enable a locale to incorporate these distinguishing attributes in assessing the physical development potentials (*yield, density, lot coverage*) of a given property. This provides a means by which the City’s zoning ordinance can ascribe the process by which “*land holding capacity*” is determined. These standards recognize that the yield of proposed new development should be assessed by calculating the “*net developable area*” of the land on which a project is proposed. This *performance-based* methodology offers Danville a legally supportable and environmentally sound process through which the land use carrying capacity of any land development proposal can be measured. It is intended to be applied to both the subdivision and the site plan process and is particularly applicable to cluster development.

When the “net developable area” concept is used in conjunction with good site planning and subdivision standards for individual projects, the City is able to apply well balanced, environmental performance standards to each individual zoning district. The end result will be a more realistic implementation process that is more responsive to the physical attributes and ecological qualities of the land. In this fashion, the land is truly allowed to “speak for itself”, and in so doing, the link between comprehensive planning goals and zoning regulations is more integrally established.

“The Comprehensive Plan must afford the City Staff the flexibility necessary to support sound development projects while protecting City residents and property values.”

Jerry Gwaltney
City Manager

6. Corridors and Gateways

Chapter 6

Corridors and Gateways

Introduction

The perception of the image of the City is largely influenced by the impressions one gains while traveling through the outlying community and into the City along its major entrance corridors. The importance of these entrances has led the City to examine how these corridors can best be protected and enhanced to reflect citizens' goals for improving the appearance and image of Danville.

The urban design emphasis of the Comprehensive Plan has been to recognize the unique character of the City's entrance corridors and arterial roads which serve as the gateways to Danville's historic areas and points of tourism or cultural interest. Ten entrance corridors have been identified. Each of these ten corridors was selected because of its importance as an entrance to Danville and to the historic areas, the Central Business District, and the Tobacco Warehouse District. Each corridor connects either directly or indirectly with the Downtown; contributes significantly to the visual and historic character of the community; and serves as a "gateway" to the City. While the location and dominance of the key gateways have shifted over the decades due to annexation and new development, today Danville's corridors provide opportunities to establish a positive image and welcoming statement to both residents and visitors by means of physical, transportation, and landscaping improvements.

The principal entrance corridors and gateways identified by the accompanying Danville Entrance Corridors exhibit include:

1. *Piney Forest Road (US Business Route 29 from the North)*
2. *North Main Street (US Business Route 29/State Route 293 SB)*
3. *Richmond Boulevard (State Route 360 from the North)*
4. *Franklin Turnpike (State Route 41 from the North)*
5. *Mt. Cross Road (State Route 750 from the West)*
6. *Westover Drive (State Route 51 from the West)*
7. *Riverside Drive (US Route 58 from the West)*
8. *West Main Street (Business Route 29 from the South)*
9. *South Main Street (Route 86 from the South)*
10. *Goodyear Boulevard (from the South)*
11. *South Boston Road (US Route 58/360 from the East)*

Corridor and Gateway Improvements

The outline below summarizes the four major categories of improvements recommended for Danville's entrance corridors and gateways. With the adoption of the Plan, City planners will expand these recommendations into detailed Corridor Improvement Plans for each category which address (a) landscape and transportation design details for

improvements, (b) project phasing opportunities, (c) public/private partnership opportunities, (d) engineering cost estimates for each corridor segment, and (e) a capital improvements plan for the recommended streetscape improvements.

Specific strategy areas to be included in subsequent studies should generally fall into one of four principal improvements categories:

Category 1: Corridor Landscape Improvements

Corridor Landscape Improvements focus on basic landscape enhancements to the public rights-of-way along the entrance corridors, including improvements to median and highway “edge” conditions, signage organization, street trees and other forms of landscaping, street lighting, and private entrances onto public streets.

Category 2: Gateway Improvements

Gateway Improvements place special emphasis on landscape and physical enhancements to “gateway” awareness features and identities to be located within the public right-of-way at the entrance and exit points of each corridor. The following strategy areas have been identified as primary entrance gateways within Danville:

Major Gateways and Intersections:

- *Danville Expressway/South Boston Road (Route 58/360)*
- *Danville Expressway/West Main Street (Route 29 Business)*
- *North Main Street/Route 29 (at Highland Burial Park)*
- *South Main Street/Danville Expressway (Route 29 Bypass)*
- *Riverside Drive/Piedmont Drive Intersection*

Minor Gateways and Intersections:

- *Piney Forest Road/Central Boulevard Intersection*
- *Piney Forest Road/Franklin Turnpike Intersection*
- *Drive/Riverside Drive/ (in Pittsylvania County)*
- *Mt. Cross Road/Piedmont Drive Intersection*
- *North Main Street/Richmond Boulevard Intersection*

Category 3: City Center Improvements

City Center Improvements focus on longer-term urban design and site improvement opportunities for both public and private properties in order to achieve the goals of economic vitality and a “sense of place” for the downtown. The following improvement projects have been identified within the Comprehensive Plan as being vital to the future success of Downtown Danville:

- ***The “Downtown Waterfront Renaissance” Project:***
The Comprehensive Plan recommends that the City begin immediately to undertake a pro-active position in planning and implementing a commercial waterfront project in planning and implementing a commercial waterfront project within the general area identified as Redevelopment Area 2 (adjacent to the south side of the Dan River along Memorial Drive) in the Downtown Planning Area. A well-conceived mixed-use waterfront project with key pedestrian and parking linkages to the existing business district could become a regional “eye opener” and a catalyst to the continued revitalization of Downtown Danville.
- *Development of an integrated system of new sidewalks, pedestrian pathways and bicycle paths in and around the Downtown area*
- *Introduction of limited specialty street lighting and safety lighting improvements*
- *Introduction of streetscape landscaping within the public rights-of-way*
- *Integration of new entrance gateway and directional signage and monuments in the Downtown area that are clear to both pedestrians and vehicular passengers.*

Category 4: Private Sector Corridor Improvements

Private Sector Corridor Improvements which arise from new and redevelopment projects along the corridors should adhere to the City’s updated zoning, subdivision, site plan, and corridor development standards. Such improvements should be coordinated with site plan and subdivision submissions and rezoning applications. Locations for private sector corridor improvements shall be determined by subsequent studies.

7. Future Land Use Plan

Chapter 7

Future Land Use Plan

Future Land Use Plan Recommendations

The Future Land Use Plan incorporates an approach to urban planning which emphasizes the critical importance of both (1) *conserving the City's vulnerable environmental areas* and (2) *providing well-situated development areas to absorb the projected growth demands into the next century*. From the initiation of this planning process, the City Council, Planning Commission, City Staff and Consultants have maintained that these two goals should not be mutually exclusive. The Future Land Use Plan is presented with the belief that the City can achieve both its *conservation* and *open space* objectives while allowing managed growth to succeed and economic development to flourish.

As previously indicated, this process has organized the City's land area into twelve individual "Planning Areas" and ten principal "Entrance Corridors," each having a set of unique geographic and physiographic characteristics which define it as a discrete land planning unit or corridor zone. Based on the Plan's environmental analysis, 9494 acres out of the approximately 28,000 acres (43.9 square miles) of total City land area are considered as *prime developable land* and have been assigned Sub Area status. Of these 9494 acres, approximately 5308 acres (55%) have been identified as *net developable areas*.

Planning Analysis: Planning Areas and Sub Areas

"Planning Sub Areas" (or "Sub Areas") designate the geographical locations within each "Planning Area" that have been identified as having physical and environmental characteristics conducive to support urban development or that have been designated for special land use planning attention. The boundary of each "Sub Area" was selected based on its distinctive environmental and locational attributes which differentiates the land area from other land areas within the overall "Planning Area." The analysis provided in the Plan for the "Sub Areas" is not meant to specifically define the full range of environmental characteristics of a particular parcel, and as such, the analysis may not offer all the information required to review a land use application.

In several "Planning Areas," existing "underdeveloped" properties have been identified as being suitable for redevelopment. In most cases, these areas are located along major entrance corridors within the City and are relatively small in terms of their net developable acreage compared to most "Planning Areas." Therefore, these areas have been organized into separate subcategories entitled "Redevelopment Areas" in the land use analysis for this Plan. In this Plan, the "Redevelopment Areas" have not received the same level of physical and environmental evaluation relative to the detailed analysis as given to the "Planning Sub Areas." However, these areas are grouped together and analyzed as one large area. In summary, the accompanying evaluations of the "Planning Sub Areas" and "Redevelopment Areas" provide a useful way to present guidance in

structuring the Future Land Use Plan for distinct areas within the City with remaining development capacity.

Planning Area Profile and Recommendations

In the following section, a summary of the initial analysis, including specific land use recommendations and implementation strategies for each of the twelve “Planning Areas” is presented. Statistical and graphic documentation is provided therein. A thorough examination of each “Planning Area” has been performed to determine the Area’s development potential. Each allocation of future land uses represents the Consultant’s recommendations for each “Planning Area” based upon carrying capacity and a macro-level consideration of market factors. This analysis is graphically summarized in a land use summary table provided for each “Planning Area” in the profile summary discussion that follows. Clearly, the total amount of net developable property reflected in this initial allocation of land uses indicates that the carrying capacity of the land in Danville far exceeds projected near term market demands. Nevertheless, future land uses were allocated in an attempt to respond to the goals and objectives established by this Comprehensive Plan at its outset within the context of the physiographic constraints on the use of the land.

A summary outlining the final allocation of future land uses across the twelve “Planning Areas” is provided on the following page. As is reflected in the table, the City enjoys a huge untapped potential in terms of developable properties that would be suitable to achieve the goals and objectives for this Plan. Sufficient undeveloped land is available to provide between 9,000 and 15,000 new residents in the City. Over a third of these planned residential units have been allocated to detached single-family residences, while roughly another third are devoted to retirement and assisted living units. The balance of the planned full-build out growth would be absorbed via townhouse and multifamily residences (apartments).

The City also has planned for a substantial amount of property to be devoted to commercial uses designed to support planned residential growth. As is reflected in the following table, the potential exists to support over two million square feet in retail and service uses. This would take form in various commercial projects targeting neighborhood, community and regional shoppers. The Future Land Use Plan also has devoted an impressive amount of its undeveloped land to employment generating uses. The Plan promotes the potential growth of economic development, office/professional space, light and heavy industrial uses by supporting such uses across a wide expanse of developable properties strategically throughout the City. If all these properties were to be developed to their highest land use potential, they could support an astonishing total new growth of upwards of 20-25 million square feet of employment generating uses in the City.

Planning Areas: Development Concentrations					
The City of Danville					
Planned Land Use	Gross Sub-Area Acreage	% Of Total	Net Developable Acreage	% Of Total	Planned Yield
PLANNING SUB-AREAS					
Suburban SF Detached Residential	3387.7	42%	2128	40%	2128-6384
Urban SF Residential (Detached)	756.8	9%	461	9%	1384-2307
Attached & Mixed Residential	406.3	5%	279	5%	1674-2232
Multifamily Residential	40.0	0%	22	0%	220-308
Retirement/Assisted Living	370.3	5%	229	4%	3664-4580
Neighborhood Service	16.6	0%	11	0%	95,832-239,580
Community Service	157.5	2%	104	2%	901,692-1,352,358
Regional Service	197.9	2%	104	2%	909,553-1,591,682
Office/Professional/Transitional	43.2	1%	33	1%	287,496-718,740
Economic Development	2415.2	30%	1659	31%	14,453,208-21,679,812
Heavy Industry	320.9	4%	236	4%	3,084,048-5,140,080
Public	31.0	0%	19	0%	113,256-169,894
PLANNING SUB-AREA TOTALS	8,143	100%	5,285	100%	
REDEVELOPMENT-AREAS					
Urban Single Family Residential	824.4	9%	3	0%	8-13
Community Service	7.7	0%	4	0%	34,848-52,272
Regional Service	58.9	1%	16	0%	139,392-243,936
Downtown Mixed Use	82.7	1%	0	0%	0-0
Economic Development	376.4	4%	0	0%	0-0
COMBINED DEVELOPMENT TOTAL	9,494	100%	5,308	100%	

Planning Area 1: Westover

Location: Planning Area 1 is the largest “Planning Area” identified within the City. It is located in the northwestern portion of the City, encompassing over 5700 acres, or approximately one fifth of the City’s entire land area. It is bordered on the west by the City’s corporate boundary, on the north by the Sandy River, on the east by Sandy River and Piedmont Drive, and on the south by the Dan River. Twenty-three distinct Sub Areas have been identified within the Planning Area.

Existing Land Use: The Westover Planning Area is predominantly residential in nature, with a mix of scattered neighborhood service and public uses supporting the span of neighborhoods in the area. Some of the largest subdivisions located within the Planning Area include: Westover Hills, Surry Hills, Fox Hollow Farms, Sandy Shores, Oak Hills, Wyndover Woods, Birnham Woods, Westend Estates, Dan Hills, and Windsor Heights. Planning Area 1 is home to the highest concentration of active agricultural uses and undeveloped land in the City.

Corridors: Riverside Drive and Westover Drive

Future Land Use: The majority of the large undeveloped parcels in the Westover Planning Area are essentially landlocked and suffer from a lack of direct access to public utilities. The future land use recommendation for these properties reflects this predicament by supporting Suburban Single Family Residential development, the lowest density future land use allocation incorporated into the Plan. This classification will effectively serve as a “holding” classification until the local marketplace creates a demand for a more specific and possibly more intense use for the properties.

The Future Land Use Plan for the Planning Area encourages the development of affordable single-family detached housing across all density ranges, in addition to retirement housing and assisted living centers. A summary of the recommended future land use for each Sub Area within the Planning Area is detailed in the tables provided at the end of this chapter, along with the corresponding Future Land Use Map. A summary of the total future development capacity within the Planning Area is provided in the table on the following page. As is represented in the table, the net developable lands identified within the Planning Area could support between 2260 and 5030 new dwelling units. Approximately seventy-five percent of these dwellings would be dedicated to single-family homes.

Strategically located parcels have been recommended for nonresidential uses, including neighborhood service and community service uses in an attempt to create a “village” atmosphere in the western portion of the City. A well planned regional shopping center would be appropriate in the proximity of the Riverside Drive/Westover Drive intersection in the western edge of the City. Sub Areas 4 and 5 could be devoted to such a use if the appropriate zoning were obtained.

The Future Land Use Plan also supports the development of a local connector road between Westover Drive and Riverside Drive in the vicinity of the Surry Hills Neighborhood. Sub Areas 8 and 9 have been identified as a potential conduit of such a

roadway improvement. The City should also explore the long-term feasibility of developing another minor thoroughfare that would run parallel to Westover Drive in the northern half of the Planning Area. Such a road would alleviate some of the problems associated with the limited existing road capacity and cut-through traffic problems that currently plague the Planning Area.

The Planning Area is also under served by parks and recreation uses relative to other predominantly residential areas in the City. The City is currently exploring the potential of providing additional active parks and recreation space in the heart of the Planning Area.

**Westover Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1 - 3 du</i>	<i>1137 - 3441 du</i>
<i>Urban Single Family Residential</i>	<i>3 - 5 du</i>	<i>421 - 702 du</i>
<i>Attached & Mixed Residential</i>	<i>6 - 8 du</i>	<i>252 - 336 du</i>
<i>Multifamily Residential</i>	<i>10 - 14 du</i>	<i>120 - 168 du</i>
<i>Retirement/Assisted Living</i>	<i>16 - 20 du</i>	<i>336 - 420 du</i>
<i>Neighborhood Service</i>	<i>0.20 - 0.50 FAR</i>	<i>26,136 - 65,340 sf</i>
<i>Community Service</i>	<i>0.20 - 0.30 FAR</i>	<i>225,512 - 339,768 sf</i>
<i>Regional Service</i>	<i>0.20 - 0.35 FAR</i>	<i>116,741 – 204,296 sf</i>
<i>Total Acreage in Westover Planning Area:</i>		<i><u>5750 acres (100%)</u></i>
<i>Total Area of the 23 Sub Areas:</i>		<i>2304 acres (40%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>1395 acres (24%)</i>

“The Comprehensive Plan is almost like the Bible for the City in terms of its importance in guiding future growth and development.”

The Honorable John Hamlin
Mayor of Danville

Planning Area 2: Piedmont Drive/Mt. Cross Road

Location: The Piedmont Drive/Mt. Cross Road Planning Area is located in the north central portion of the City. It encompasses over 1300 total acres (which represents just under 5% of the City's total land area); however, only 81 acres (6%) of the Planning Area have been deemed suitable for development or redevelopment. It is bordered on the west by Piedmont Drive and the Sandy River, on the north by the City's corporate boundary, on the east by Sandy Creek, and on the south by the Dan River. Six separate Sub Areas and two distinct Redevelopment Areas have been identified within the Planning Area.

Existing Land Use: The Piedmont Drive/Mt. Cross Road Planning Area has absorbed the vast majority of the City's commercial development in the past decade. As such, the nature of the Planning Area has been transformed into one that is dominated by regional service uses. Indeed the area attracts a very large percentage of total retail sales from the Danville Metropolitan Area. The Area is home to Piedmont Mall, Danville Plaza, Fairgrounds Plaza, the recently renovated Riverside Shopping Center and proliferation of "big box" retailers. Other uses in the Planning Area include Averett University's North Campus and the Pleasant View Public Housing Complex.

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

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

Transportation: Planning Area 2 is home to the most challenging transportation deficiencies and traffic problems in the City. Central Boulevard, Piedmont Drive, Mt. Cross Road and Riverside Drive sustain the highest daily vehicle trip counts in the City, and the existing transportation system is often ill-equipped to support the trips demanded during peak periods.

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

Future Land Use: The Future Land Use Plan calls for a continued expansion of regional and community-based commercial development in the Planning Area in order to capitalize on existing retail synergies. Infill development opportunities have been identified which could support new commercial development equivalent to the size of an additional small regional shopping center in the Planning Area. Two sizable opportunities exist for former "big box" retail locations in Redevelopment Areas 1 and 2 which could support the net gain of new commercial space equivalent to an additional community shopping center. One undeveloped area located within the 100-year flood

plain (identified as Sub Area 5) with exposure to major thoroughfares has been recommended for a public use, ideally a park. Two additional Sub Areas are recommended for retirement/assisted living uses, which have been identified as being a much-needed housing type in the City.

**Piedmont Drive/Mt. Cross Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Retirement/Assisted Living</i>	<i>16-20 du</i>	<i>336-420 du</i>
<i>Community Service</i>	<i>0.20-0.30 FAR</i>	<i>143,748-215,622 sf</i>
<i>Regional Service</i>	<i>0.20-0.35 FAR</i>	<i>374,616-655,578 sf</i>
<i>Total Acreage in the Planning Area:</i>		<i><u>1310 acres (100%)</u></i>
<i>Total Area of the 7 Sub Area/Redevelopment Areas:</i>		<i>220 acres (17%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>81 acres (6%)</i>

Planning Area 3: Country Club

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

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

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

Public Utilities: Public water and sewer availability is fair with respect to the undeveloped parcels in this Planning Area. In 1987, the City was mandated to extend public utilities into this Area as part of the annexation agreement with Pittsylvania County, but the planned extensions are not yet complete. The sewer pumping station located off Palms Street is slated for a substantial upgrade in preparation to complete the sewer extension.

Transportation: West Main Street serves as the principal access road to properties within Planning Area 3. Internal properties are reliant upon a largely unconnected system of local residential collector streets for access. The planned Western Danville Bypass is programmed to tie into the West Main Street/Rt. 29 Bypass interchange in the near future. The exact location of this tie-in will have a dramatic impact on land uses adjacent to the planned intersection (Sub Area 4).

Corridors: West Main (Business Route 29)

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

Future Land Use: The Country Club Planning Area is planned for a mixed range of future land uses in its five identified Sub Areas and one Redevelopment Area. The Planning Area could support between 162 and 486 new single-family homes. In addition, Sub Area 1 is being promoted as a suitable site for significant retirement housing/assisted living community, for which there is a significant need in the community. It is

anticipated that this Sub Area could support a regional-scaled shopping center attracting shoppers from the City, Pittsylvania County and points beyond. Sub Area 2 has been identified as a suitable location for a small attached and mixed residential project supporting between 54 and 72 dwelling units. Sub Area 4, adjacent to West Main Street is appropriate for regional service uses given its proximity to the planned western bypass extension.

**Country Club Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1-3 du</i>	<i>162 - 486 du</i>
<i>Attached & Mixed Residential</i>	<i>6-8 du</i>	<i>54 - 72 du</i>
<i>Retirement/Assisted Living</i>	<i>16-20 du</i>	<i>288 - 360 du</i>
<i>Community Service</i>	<i>0.20 - 0.30 FAR</i>	<i>34,848 – 52,272 sf</i>
<i>Regional Service</i>	<i>0.20 – 0.35 FAR</i>	<i>313,632, -548,856 sf</i>
<i>Total Acreage in the Country Club Planning Area:</i>		<i><u>1470 acres (100%)</u></i>
<i>Total Area of the 6 Sub Area/Redevelopment Areas:</i>		<i>361 acres (25%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>229 acres (16%)</i>

Planning Area 4: South Danville

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

Existing Land Use: The South Danville Planning Area is characterized by a large concentration of undeveloped land on which limited agricultural activities take place. The vast majority of active uses in the Planning Area are devoted to low density single family dwellings. The Planning Area is also home to the Corning Glass Plant, located just off West Main Street and the Route 29 Bypass.

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

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

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

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

Future Land Use: For the near planning term, Sub Areas 2, 3, and 4 are recommended for a continuation of suburban single family residential development in the undeveloped lands adjacent to Holland Road. Together, these Sub Areas could support between 259 and 777 new single-family residences.

In an attempt to meet the City's objective for locating additional economic development opportunity areas outside the two existing industrial parks, four Sub Areas (1, 5, 6, and 8) have been identified as a suitable site for long term economic development uses. The long term planning horizon for the balance of the Sub Areas may allow for employment generating uses; however such development should only be allowed in concert with the necessary public utility extensions. Staff has identified these four Sub Areas as suitable for economic development marketing purposes. Together, these four Sub Areas have the potential for significant economic development growth. The lands have the sufficient carrying capacity to support well over three million square feet of employment generating, economic development uses.

**South Danville Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1-3 du</i>	<i>259 - 777 du</i>
<i>Economic Development</i>	<i>.20 - .30 FAR</i>	<i>3,659,040 –5,488,560 sf</i>

Total Acreage in South Danville PA: *1965 acres (100%)*

Total Area of the 8 Sub Areas: *1072 acres (55%)*

Total Net Developable Acreage in Sub Areas: *679 acres (35%)*

“Public participation in planning by an informed public means a great deal to local government leadership.”

Jerry Gwaltney
City Manager

Planning Area 5: Southwyck

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

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

Environment: Pumpkin Creek runs through the Southwyck Planning Area.

Public Utilities: Public water and sewer services are available throughout the Planning Area.

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

Corridors: South Main Street (Route 86 South)

Public Facilities: Grove Park

Future Land Use: The Future Land Use Plan calls for the continuation of the residential development that has dominated recent growth patterns within this Planning Area at a scale and density consistent with the housing products that currently exist there. Two Sub Areas have been identified as being suitable for residential uses of a higher density. Sub Area 9 has been planned for attached and mixed residential uses given its proximity to Goodyear Boulevard and the Downtown Area. Sub Area 3 has been planned for retirement/elderly assisted living uses.

**Southwyck Planning Area
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1 – 3 du</i>	<i>128 – 284 du</i>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>15 – 25 du</i>
<i>Attached & Mixed Residential</i>	<i>6 – 8 du</i>	<i>942 – 1,256 du</i>
<i>Retirement/Assisted Living</i>	<i>16 – 20 du</i>	<i>96 - 120 du</i>
<i>Community Service</i>	<i>0.20 – 0.30 FAR</i>	<i>165,528 – 248,292 sf</i>
<i>Regional Service</i>	<i>0.20 – 0.35 FAR</i>	<i>113,256 – 198,198 sf</i>
<i>Economic Development</i>	<i>0.20 – 0.30 FAR</i>	<i>348,480 – 522,720 sf</i>
<i>Total Acreage in Southwyck PA:</i>		<i><u>1456 acres (100%)</u></i>
<i>Total Area of the 10 Sub Areas:</i>		<i>552 acres (38%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>368 acres (25%)</i>

Planning Area 6: Downtown

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

Existing Land Use: The Downtown Planning Area is host to a wide range of uses. Some of the most notable of these uses include: the Danville Regional Medical Center, the Liberty View neighborhood, the Courthouse, City Hall, the Oak Hill Cemetery, Green Hill Cemetery, and Camilla Williams Park. The Planning Area is almost entirely developed; however, it holds numerous redevelopment opportunities within its abandoned tobacco warehouses and along the riverfront.

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

Public Utilities: Public utilities will be available throughout the Planning Area once the planned redevelopment of RA5 is completed.

Transportation: The following minor thoroughfares offer direct access to the Downtown Planning Area: Memorial Drive, Craghead Street, West Main Street, Central Boulevard, Industrial Avenue and Goodyear Blvd. The Comprehensive Plan supports the extension of Ridge Street to Goodyear Boulevard as part of the recommended redevelopment of RA3.

Corridors: None are impacted directly by redevelopment within PA6.

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

Future Land Use: The Future Land Use Plan recognizes the enormous redevelopment potential that exists within the Downtown Area. The Plan supports the planned revitalization of the Liberty View community through the Hope VI grant the City received in 2000, as well as the planned redevelopment of the Riverside Mills area north of the Dan River. The Comprehensive Plan also promotes the marketing of Redevelopment Area 2 adjacent to the south side of the Dan River along Memorial Drive as an outstanding location for a momentum-generating waterfront development project. Selected infill and redevelopment sites along this corridor afford future uses unique views to a beautiful urban river, as well as to downtown commercial activities. Furthermore, the existing tobacco warehouses in Redevelopment Area 3 offer fantastic opportunities

for economic development uses or a mixed use project with office and/or retail on the first floor and residential units above.

Perhaps the most important future land use consideration within this Planning Area is the need to establish stronger pedestrian and recreational ties to the riverfront. The access afforded to the river at the Camilla Williams Park should be preserved and expanded upon, either through additional park space, or through a public-private waterfront development venture. The following table reflects the fact that no additional net gain of actual building square footage or dwelling unit space will be recognized with the redevelopment plans over what space currently exists. Clearly, however gains in actively used space will be achieved in these promoted projects.

**Downtown Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>0 – 0 du</i>
<i>Downtown Mixed Use</i>	<i>0.20 – 0.30 FAR</i>	<i>0 – 0 sf</i>
<i>Economic Development</i>	<i>0.20 – 0.30 FAR</i>	<i>0 – 0 sf</i>

<i>Total Acreage in Southwyck PA:</i>	<i><u>1976 acres (100%)</u></i>
<i>Total Area of the 10 Sub Areas:</i>	<i>716 acres (36%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>	<i>0 acres (0%)</i>

“Danville needs to reach economic independence and self sufficiency. We are presently too reliant upon other economies in the Commonwealth for financial support. The City needs to diversify its economy and expand its existing economic base. Danville must grow beyond its current mindset of textiles and tobacco as its sole means of economic dependency.”

*The Honorable John Hamlin
Mayor of Danville*

Planning Area 7: West Main

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

Existing Land Use: The West Main Planning Area is home to a mix of uses that combine a unique community within Danville. Included in this mix are a variety of public uses, including Averett University, Danville Community College, the Schoolfield Cemetery, the Glen Oak Golf Club, Ballou Park, and George Washington High School. Two community shopping centers (Dan River Plaza and Ballou Park Shopping Center) also are located within Planning Area 7. Dan River also maintains a large corporate office facility in this Planning Area. The majority of the single-family residences are concentrated in one of the following subdivision: Edgewood, Schoolfield, Forest Hills or Druid Hills.

Environment: The Dan River is the most significant environmental feature within the Planning Area.

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

Corridors: West Main Street and South Main Street.

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

Revitalization Opportunities: The Schoolfield "textile cottage" neighborhood and the Kemper Road neighborhood adjacent to Danville Community College were identified as "threatened" during the City Council/Planning Commission "hotspots" exercise.

Future Land Use: The West Main Planning Area is largely developed, but does have several infill development opportunities located within stable neighborhoods. The Future Land Use Plan supports a range of residential uses (totaling between 264 and 432 dwelling units) along with supporting neighborhood-scaled retail commercial uses within those areas identified as having infill potential. All future uses must take care in planning

and design to fit in with the established scale, density, design and character of the existing community.

**West Main Planning Area
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>240 - 400 du</i>
<i>Attached & Mixed Residential</i>	<i>6 – 8 du</i>	<i>24 – 32 sf</i>
<i>Neighborhood Use</i>	<i>0.20 – 0.30 FAR</i>	<i>26,136 – 65,340 sf</i>
<i>Total Acreage in the West Main Planning Area:</i>		<u><i>2301 acres (100%)</i></u>
<i>Total Area of the 7 Sub Areas:</i>		<i>143 acres (36%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>100 acres (0%)</i>

Planning Area 8: Airport/Industrial

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

Existing Land Use: Planning Area 8 is dominated by the Danville Regional Airport and a large variety of industrial uses, including those located within the Danville Airside Industrial Park and the Riverview Industrial Park. Residential Land uses consist almost entirely of single-family detached homes scattered in large lot developments. This Planning Area is also home to the Goodyear tire manufacturing plant.

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

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

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

Corridors: South Boston Road (Rt. 58 East)

Public Facilities: The City operates the Danville Regional Airport and the Southside Wastewater Treatment Plant (for industrial users) and owns the Northside Wastewater Treatment Plant, which is operated privately. Other public facilities include the Airside and Riverview industrial parks, as well as the future location of the Virginia Tech Initiative.

Future Land Use: The Future Land Use Plan calls for the logical expansion of both industrial parks, as well as existing industrial areas directly adjacent to the airport and those west of the river. An allowance for a regional service use in Sub Area 4 is also recommended in order to take advantage of the direct access to the Danville Bypass at the South Boston Road interchange. Sub Areas 7, 8, and 9 are planned for Economic Development with an emphasis on encouraging the development of air transport-related

commerce and business expansion. The combined development potential of these identified Sub Areas represents a unique opportunity for the City to attract large scale, employment producing uses given its history and urban context.

Few Middle Atlantic cities offer a comparable inventory of readily developable properties suitable for economic development uses. As the following table indicates, it is estimated that the Planning Area could support between 8 and 13 million square feet of heavy industrial uses. The specific development opportunities outlined in the twelve defined Sub Areas of the Airport/Industrial Planning Area indicates that this portion of the City should serve as the home and future incubator of the City's near and long term economic development marketing strategies.

**Airport/Industrial Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Regional Service</i>	<i>0.20 – 0.35 FAR</i>	<i>87,120 – 152,460 sf</i>
<i>Economic Development</i>	<i>0.20 – 0.30 FAR</i>	<i>8,651,016 – 12,976,524 sf</i>
<i>Heavy Industry</i>	<i>0.20 – 0.30 FAR</i>	<i>3,084,048 – 5,140,080 sf</i>
<i>Total Acreage in the Planning Area:</i>		<i><u>4084 acres (100%)</u></i>
<i>Total Area of the 12 identified Sub Areas:</i>		<i>1743 acres (43%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>1239 acres (30%)</i>

Planning Area 9: South Boston Road

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

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

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

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

Future Land Use: The Future Land Use Plan also recognizes significant opportunities for redevelopment within the South Boston Road Planning Area. Redevelopment Area 1 identifies the Southeastern Processing Tobacco Warehousing property as an ideal location for redevelopment or reuse. As operations continue to decline in the tobacco industry in Danville and use of the multiple warehouses on the site decreases, these buildings would serve as an ideal recipient of goods stored in warehouse space in the Tobacco Warehouse District. A possible redistribution of stored goods to warehouse locations in Redevelopment Area 1 could conceivably free up a considerable amount of space in the Tobacco Warehouse District, thereby opening up additional opportunities there to fulfill the City's economic development objectives for the Downtown Planning Area.

Another key consideration for City Council and the Planning Commission with respect to the South Boston Planning Area is the future of the Halifax Road corridor. Presently, this corridor is home to a wide range of uses that do not tie together effectively in either form or function. The Comprehensive Plan recommends that the City develop a formal corridor study and plan for the Halifax Road area in order to establish a vision for the future of this important local collector road and its adjacent land uses. Included in this study should be a consideration of the redevelopment potential and feasibility for every use along the corridor and within each adjacent neighborhood or commercial center. For comprehensive planning purposes, the City Council and Planning Commission would

like to see this corridor take on a more urban residential character, as opposed to the existing mishmash of uses that fail to form a cohesive community.

The Future Land Use Plan for the Planning Area allocates a significant amount of modern land for economic development, which could support small employment centers. Opportunities for the development of additional single family homes also exist in this Planning Area, as two separate Sub Areas (2 and 4) together hold the potential to accommodate between 500 and 1,000 new homes. Furthermore, the construction of attached and mixed residential dwellings are promoted in Sub Area 4.

**South Boston Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1 – 3 du</i>	<i>35 – 105 du</i>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>543 – 905 du</i>
<i>Attached & Mixed Residential</i>	<i>6 – 8 du</i>	<i>108 – 144 du</i>
<i>Economic Development</i>	<i>0.20 – 0.30 FAR</i>	<i>1,559,448 – 2,339,172 sf</i>
<i>Total Acreage in the South Boston Planning Area:</i>		<i><u>2800 acres (100%)</u></i>
<i>Total Area of the 9 Sub Areas/Redevelopment Areas:</i>		<i>1225 acres (44%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>413 acres (15%)</i>

Planning Area 10: North Main

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

Existing Land Use: The Planning Area is largely residential in nature, although it does include some neighborhood commercial uses along North Main Street as well as the North Danville Shopping Center. The Leemont Cemetery is also located within the Planning Area.

Public Utilities: Public Water and Sewer is available to all existing structures and residents whom are willing to connect to the system. The City encourages all residents not currently connected to the public water and sewer system to connect as soon as possible. Some of the more remote undeveloped parcels do not have direct access to public water and/or sewer, however.

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

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

Revitalization Opportunities: The Claiborne Street, Washington Street and Camp Grove Place neighborhoods were identified as being likely candidates for revitalization in the Council/Planning Commission "hotspots" work session. The City continues to promote proactive home maintenance, rehabilitation and improvements as a means for preserving these and other neighborhoods in the Planning Area.

Future Land Use: The Future Land Use Plan calls for a wide range of residential uses for the future infill development of the Planning Area. The residential land use allocation is well distributed along four of the five residential categories; only multifamily developments (i.e. Apartments) are not recommended for future development. These new infill projects should be sympathetic to the adjacent residences in terms of scale, design, setbacks, and building materials in order to preserve the existing character of the neighborhood. All told, the Planning Area has the carrying capacity to support between 1160 and 1700 new dwellings.

Sub Areas 3 and 6 are identified as suitable locations for the City to pursue its economic development objectives due to their access to Richmond Boulevard and proximity to the County's industrial park. While these Sub Areas are relatively small, they do represent realistic opportunities to provide employment generating uses within the Planning Area.

**North Main Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1 – 3 du</i>	<i>118 – 354 du</i>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>90 – 150 du</i>
<i>Attached & Mixed Residential</i>	<i>6 – 8 du</i>	<i>72 – 96 du</i>
<i>Retirement/Assisted Living</i>	<i>16 – 20 du</i>	<i>880 – 1,100 du</i>
<i>Economic Development</i>	<i>0.20 – 0.30 FAR</i>	<i>235,224 – 352,836 sf</i>
<i>Total Acreage in the North Main Planning Area:</i>		<i><u>1818 acres (100%)</u></i>
<i>Total Area of the 9 Sub Areas:</i>		<i>370 acres (20%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>242 acres (13%)</i>

Planning Area 11: Piney Forest Road

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

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

Transportation: Piney Forest Road and Arnett Boulevard serve as two busy transportation links within the Planning Area. A local collector road is recommended to be routed through Redevelopment Area 1, connecting Central Boulevard and Piney Forest Road via a loop in order to better serve local traffic in the Planning Area. Pedestrian connections between uses along Piney Forest Road and between neighborhoods in the Planning Area are poor or nonexistent. Sidewalks are needed along this corridor and are recommended for incorporation into the future development of Sub Area 8.

Corridors: Piney Forest Road

Revitalization Opportunities: The stability of the neighborhoods bordering Piney Forest Road is threatened by the continuing sprawl of commercial development and its associated impacts.

Future Land Use: The Future Land Use Plan encourages uses that will avoid further contributing to the current sprawl trend witnessed in the Planning Area and protect existing neighborhoods from encroaching commercial development. Several critically located parcels identified as having high infill development potential have been recommended for Office/Professional and Transitional uses in order to stem the tide of recent parcel-by-parcel, "leapfrog" commercial development within this Planning Area. This future land use designation aims to provide a point of departure or transition between commercial character of the Piney Forest corridor and the adjacent residential neighborhoods.

The Planning Area also includes several opportunities to promote infill housing within the strategically located property. If these opportunities were maximized according to the Future Land Use Plan, an additional 202 – 280 dwelling units could be introduced to the Planning Area. In addition, Sub Area 6, a 144 – acre parcel located just off Piney Forest Road, has been recommended for a retirement/assisted living community. The property could support over 1700 new retirement/assisted living units. Selective commercial infill opportunities exist in the Planning Area as well, as indicated by the following table. It is

projected that the Planning Area could also support additional commercial areas comparable in size to a community shopping center.

**Piney Forest Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>20 – 33 du</i>
<i>Attached & Mixed Residential</i>	<i>6 – 8 du</i>	<i>90 – 200 du</i>
<i>Multifamily Residential</i>	<i>6 – 8 du</i>	<i>100 – 140 du</i>
<i>Retirement/Assisted Living</i>	<i>16 – 20 du</i>	<i>1,728 – 2,160 du</i>
<i>Office/Professional/Transit</i>	<i>0.20 – 0.30 FAR</i>	<i>287,496 – 718,740 sf</i>
<i>Community Service</i>	<i>0.20 – 0.30 FAR</i>	<i>365,904 – 548,856 sf</i>
<i>Regional Service</i>	<i>0.20 – 0.35 FAR</i>	<i>43,560 – 76,230 sf</i>
<i>Total Acreage in the Piney Forest Planning Area:</i>		<u><i>1217 acres (100%)</i></u>
<i>Total Area of the 9 Sub Areas:</i>		<i>310 acres (25%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>220 acres (18%)</i>

Planning Area 12: Franklin Turnpike

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

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

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

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

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

Corridors: North Main Street and Piney Forest Road

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

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

Future Land Use: The Future Land Use Plan promotes a wide range of residential uses within the identified Sub Area, including two distinct Sub Areas which are planned for attached residential (townhome) development. These infill residential development opportunities represent a chance to introduce between 484 and 1148 new dwellings units. Approximately 20% of these units would be townhouses, while the balance would be devoted to single family detached homes. A single strategically located parcel (Sub Area 1) is identified as being suitable for public and semipublic uses (ideally for parks and recreation uses).

**Franklin Turnpike Planning Area:
Future Land Use Plan – Allocation of Land Uses**

<u>Future Land Use</u>	<u>Density</u>	<u>Potential Yield</u>
<i>Suburban Single Family Residential</i>	<i>1 – 3 du</i>	<i>289 – 867 du</i>
<i>Urban Single Family Residential</i>	<i>3 – 5 du</i>	<i>63 – 105 du</i>
<i>Attached Residential</i>	<i>6 – 8 du</i>	<i>132 – 176 du</i>
<i>Neighborhood Service</i>	<i>0.20 – 0.50 FAR</i>	<i>143,560 – 108,900 sf</i>
<i>Total Acreage in the Planning Area:</i>		<i><u>1,724 acres (100%)</u></i>
<i>Total Area of the 8 Sub Areas:</i>		<i>477 acres (28%)</i>
<i>Total Net Developable Acreage in Sub Areas:</i>		<i>343 acres (20%)</i>

Future Land Use Plan Summary

The following table summarizes the breakdown of land use planning classifications by net developable area allocated. As is reflected in the table, Suburban Single Family Detached Residential uses and Economic Development uses account for over 70% of the total developable lands identified in the Future Land Use Plan. The amount of land allocated for economic development uses is much higher than is typical in most similar urban communities. This increased allocation for economic development represents a conscious decision on the part of the City Council and Planning Commission to respond to the Plan's goals and objectives for economic development in the City.

The tables included at the end of this chapter illustrate results of the carrying capacity analysis developed for each "Planning Area." The methodology, described in the Environmental Performance Standards section of this document, was applied to each Sub Area and Redevelopment Area in the twelve identified "Planning Areas." The resulting net developable acreage calculation was applied to determine the projected yield of each Sub Area and Redevelopment Area at full build-out, as is seen in the Final Draft Allocation table for each Planning Area in this chapter.

Planning Area Acreage Allocation: Land Use Summary Based upon Net Developable Acreage

Land Use Planning Classifications	Sub-Area/Redev. Area Net Developable Acreage	% of Land Use Group	% of Total Area
Community Conversion	324.7	41.4%	26.0%
Low Density SF Detached Residential	158.3	20.2%	12.7%
Suburban Residential (SF Detached)	260.4	33.2%	20.9%
Attached Residential	20.3	2.6%	1.6%
Multi-family Residential/Retirement Housing	21.1	2.7%	1.7%
Total Acreage: Residential Planning Areas	784.8	100.0%	62.9%
Residential/Office Transitional*	0.0	0.0%	0.0%
Retail Commercial*	50.3	11.0%	4.0%
Corporate Office & Research	281.5	61.3%	22.6%
Light Industry	115.4	25.1%	9.2%
Heavy Industry*	11.9	2.6%	1.0%
Total Acreage: Economic Development P.A.'s	459.1	100.0%	36.8%
Parks & Recreation*	3.9	100.0%	0.3%
Total Acreage: Public & Conservation Land Uses	3.9	100.0%	0.3%
Total Acreage: Planned Future Land Uses	1248		100.0%

*Includes Redevelopment Areas

Future Land Use Plan – Allocation by Sub Area

1. WESTOVER PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	597.8	361	Suburban Single Family Res.	1 – 3	361 – 1,083	du
2	265.4	167	Suburban Single Family Res.	1– 3	167 – 501	du
3	426.9	245	Suburban Single Family Res.	1 – 3	245 – 735	du
4	10.7	6	Regional Service	0.20 – 0.35	52,272 – 91,476	sf
5	10.1	7	Regional Service	0.20 – 0.35	64,469 – 112,820	sf
6	32.4	20	Attached & Mixed Res.	6 – 8	120 – 160	du
7	138.2	98	Urban Single Family Res.	3 – 5	294 – 490	du
8	61.6	42	Urban Single Family Res.	3 – 5	127 – 212	du
9	11.9	9	Community Service	0.20 – 0.30	78,408 – 117,612	sf
10	6.0	4	Suburban Single Family Res.	1 – 3	4 – 12	du
11	15.9	11	Attached & Mixed Res.	6 – 8	66 – 88	du
12	44.5	21	Retirement/Assisted Living	16 – 20	336 – 420	du
13	5.5	4	Community Service	0.20 – 0.30	34,848 – 52,272	sf
14	4.7	3	Neighborhood Service	0.20 – 0.50	26,136 – 65,340	sf
15	17.9	11	Attached & Mixed Res.	6 – 8	66 – 88	du
16	10.6	7	Community Service	0.20 – 0.30	60,984 – 91,476	sf
17	28.2	12	Multi-family Res.	10 – 14	120 – 168	du
18	248.0	162	Suburban Single Family Res.	1 – 3	162 – 486	du
19	160.9	84	Suburban Single Family Res.	1 – 3	84 – 252	du
20	88.5	52	Suburban Single Family Res.	1 – 3	52 – 156	du
21	83.7	45	Suburban Single Family Res.	1 – 3	45 – 135	du
22	7.5	6	Community Service	0.20 – 0.30	52,272 – 78,408	sf
23	26.9	17	Suburban Single Family Res.	1 – 3	17 – 51	du
Sub-Area Total	2,304	1,395				
Sensitive Environmental Areas	236.0					
Existing Urban Development	144.0					
Planning Area Total	5,750	1,395				

2. PIEMDONT DRIVE/MT. CROSS ROAD PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	24.9	15	Retirement/Assisted Living	16 – 20	240 – 300	du
2	10.8	6	Retirement/Assisted Living	16 – 20	96 – 120	du
3	13.1	0	Regional Service	0.20 – 0.35	0 – 0	sf
4	78.1	27	Regional Service	0.20 – 0.35	235,224 – 411,642	du
5	7.1	0	Public and Semi-Public	N/A	0 – 0	du
6	27.5	17	Community Service	0.20 – 0.30	143,748 – 215,622	sf
Sub-Area Total	161.4	65				
Redevelopment Area 1	25.9	4	Regional Service	0.20 – 0.35	34,848 – 60,984	sf
2	33.0	12	Regional Service	0.20 – 0.35	104,544 – 182,952	sf
Redevelopment Area Total	58.3	16				
Sensitive Environmental Areas						
Existing Urban Development						
Planning Area Total	1,310	81				

3. COUNTRY CLUB PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	52.1	18	Retirement/Elderly Ast. Liv.	16 – 20	288 – 360	du
2	11.6	9	Attached & Mixed Res.	6 – 8	54 – 72	du
3	237.3	158	Suburban Single Family Res.	1 – 3	158 – 474	du
4	46.9	36	Regional Service	0.20 – 0.35	313,632 – 548,856	sf
5	5.8	4	Suburban Single Family Res.	1 – 3	4 – 12	du
Sub-Area Total	353.6	225.0				
Redevelopment Area 1	7.7	4.0	Community Service	0.20 – 0.35	34,848 – 52,272	sf
Sensitive Environmental Areas	41.0					
Existing Urban Development	38.0					
Planning Area Total	1,471	229				

4. SOUTH DANVILLE PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	158.3	102	Economic Development	0.20 – 0.30	888,634 – 1,332,936	sf
2	115.7	77	Suburban Single Family Res.	1 – 3	77 – 231	du
3	118.2	78	Suburban Single Family Res.	1 – 3	78 – 234	du
4	107.1	63	Suburban Single Family Res.	1 – 3	63 – 189	du
5	234.1	140	Economic Development	0.20 – 0.30	1,219,680 – 1,829,520	sf
6	85.9	61	Economic Development	0.20 – 0.30	531,432 – 797,148	sf
7	62.6	41	Suburban Single Family Res.	1 – 3	41 – 123	du
8	190.1	117	Economic Development	0.20 – 0.30	1,019,304 – 1,528,956	sf
Sub-Area Total	1,072.0	679				
Sensitive Environmental Areas	45.7					
Golf Course, Club & Support Uses	182.9					
Existing Urban Development	11.4					
Planning Area Total	1,965	679				

5. SOUTHWYCK PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	39.8	25.0	Attached & Mixed Res.	6 – 8	150 – 200	du
2	6.1	5.0	Urban Single Family Res.	3 – 5	15 – 25	du
3	10.8	6.0	Retirement/Elderly Ast. Liv.	16 – 20	96 – 120	du
4	5.7	4.0	Community Service	0.20 – 0.30	34,848 – 52,272	sf
5	140.0	91.0	Suburban Single Family Res.	1 – 3	91 – 273	du
6	18.0	13.0	Regional Service	0.20 – 0.35	113,256 – 198,198	sf
7	61.8	37.0	Suburban Single Family Res.	1 – 3	37 – 111	du
8	56.9	40.0	Economic Development	0.20 – 0.30	348,480 – 522,720	sf
9	189.5	132.0	Attached & Mixed Res.	6 – 8	792 – 1,056	du
10	23.2	15.0	Community Service	0.20 – 0.30	130,680 – 196,020	sf
Sub-Area Total	551.7	368.0				
Sensitive Environmental Areas	8.0					
Existing Urban Stable Areas	303.3					
Planning Area Total	1,456	368				

6. DOWNTOWN PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	29.0	0	Downtown Mixed Use	0 – 0	0 – 0	sf
2	53.7	0	Downtown Mixed Use	0.50 – 3.00	0 – 0	sf
3	235.9	0	Economic Development	0.20 – 0.30	0 – 0	sf
4	148.6	0	Urban Single Family Res.	3 – 5	0 – 0	du
5	248.9	0	Urban Single Family Res.	3 – 5	0 – 0	du
Sub-Area Total	716.1	0.0				
Sensitive Environmental Areas	40.0					
Existing Urban Development	372.7					
Planning Area Total	1,976	0				

7. WEST MAIN PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	71.2	48	Urban Single Family Res.	3 – 5	144 – 240	du
2	6.8	4	Attached & Mixed Res.	6 – 8	24 – 32	du
3	5.2	3	Neighborhood Service	0.20 – 0.50	26,136 – 65,340	sf
4	26.8	21	Urban Single Family Res.	3 – 5	63 – 105	du
5	8.5	5	Urban Single Family Res.	3 – 5	15 – 25	du
6	7.7	6	Urban Single Family Res.	3 – 5	18 – 30	du
7	16.8	13	Public & Semi-Public	0.20 – 0.30	113,256 – 169,884	sf
Sub-Area Total	143.0	100.00				
Sensitive Environmental Areas	104.6					
Existing Urban Stable Areas	178.9					
Planning Area Total	2,301	100				

8. AIRPORT/INDUSTRIAL PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	55.5	38	Economic Development	0.20 – 0.30 FAR	331,056 – 496,584	sf
2	257.2	200	Heavy Industry	0.30 – 0.50 FAR	2,613,600 – 4,356,000	sf
3	350.9	242	Economic Development	0.20 – 0.30 FAR	2,108,304 – 3,162,456	sf
4	15.0	10	Regional Service	0.20 – 0.35 FAR	87,120 – 152,460	sf
5	54.5	30	Economic Development	0.20 – 0.30 FAR	261,360 – 392,040	sf
6	171.7	122	Economic Development	0.20 – 0.30 FAR	1,062,864 – 1,594,296	sf
7	144.5	104	Economic Development	0.20 – 0.30 FAR	906,048 – 1,359,072	sf
8	541.7	393	Economic Development	0.20 – 0.30 FAR	3,423,816 – 5,134,724	sf
9	48.5	34	Economic Development	0.20 – 0.30 FAR	296,208 – 444,312	sf
10	22.0	17	Economic Development	0.20 – 0.30 FAR	148,104 – 222,156	sf
11	63.7	36	Heavy Industry	0.30 – 0.50 FAR	470,448 – 784,080	sf
12	18.5	13	Economic Development	0.20 – 0.30 FAR	113,256 – 169,884	sf
Sub-Area Total	1743.6	1,239				sf
Sensitive Environmental Areas	153					
Existing Urban Development	33					
Planning Area Total	4,049	1,239				

9. SOUTH BOSTON ROAD PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	132.0	99	Economic Development	0.20 – 0.30	862,488 – 1,293,732	du
2	117.0	55	Urban Single Family Res.	3 – 5	165 – 275	du
3	82.7	63	Economic Development	0.20 – 0.30	548,856 – 823,284	sf
4	241.8	126	Urban Single Family Res.	3 – 5	378 – 630	du
5	24.8	18	Attached & Mixed Residential	6 – 8	108 – 144	du
6	52.9	35	Suburban Single Family Res.	1 – 3	35 – 105	du
7	19.9	17	Economic Development	0.20 – 0.30	148,104 – 222,156	sf
Sub-Area Total	671.1	413.0				
Redevelopment Area						
1	413.1	0.0	Urban Single Family Res.	3 – 5	0 – 0	du
2	140.5	0.0	Economic Development	0.20 – 0.30	0 – 0	sf
Redevelopment Area Total	553.6	0.0				
Sensitive Environmental Areas	22.0					
Existing Urban Development	396.6					
Planning Area Total	2,800	413				

10. NORTH MAIN PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	23.0	17.0	Urban Single Family Res.	3 – 5	51 – 85	du
2	175.7	118.0	Suburban Single Family Res.	1 – 3	118 – 354	du
3	11.4	8.0	Economic Development	0.20 – 0.30	69,696 – 104,544	sf
4	12.8	7.0	Urban Single Family Res.	3 – 5	21 – 35	du
5	19.7	12.0	Attached & Mixed Res.	6 – 8	72 – 96	du
6	36.1	19.0	Economic Development	0.20 – 0.30	165,528 – 248,292	sf
7	55.4	39.0	Retirement/Assisted Living	16 – 20	624 – 780	du
8	27.4	16.0	Retirement/Assisted Living	16 – 20	256 – 320	du
9	8.0	6.0	Urban Single Family Res.	3 – 5	18 – 30	du
Sub-Area Total	369.5	242.0				
Sensitive Environmental Areas	124.6					
Existing Urban Development	43.4					
Undeveloped Conservation Areas	65.8					
Planning Area Total	1818	242				

11. PINEY FOREST ROAD PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	46.1	27	Community Service	0.20 – 0.30	235,224 – 352,836	sf
2	4.1	3	Attached & Mixed Res.	6 – 8	18 – 24	du
3	19.5	15	Community Service	0.20 – 0.30	130,680 – 196,020	sf
4	6.0	5	Regional Service	0.20 – 0.35	43,560 – 76,230	sf
5	8.7	7	Office/Professional/Transit.	0.20 – 0.50	60,984 – 152,460	sf
6	144.4	108	Retirement/Assisted Living	16 – 20	1,728 – 2,160	du
7	15.2	12	Office/Professional/Transit.	0.20 – 0.50	104,544 – 261,360	sf
8	11.8	10	Multifamily Residential	10 – 14	100 – 140	du
9	6.0	4	Urban Single Family Res.	3 – 5	12 – 20	du
10	15.5	12	Attached & Mixed Res.	6 – 8	72 – 96	du
11	19.3	14	Office/Professional/Transit.	0.20 – 0.50	121,968 – 304,920	sf
Sub-Area Total	296.5	217				
Sensitive Environmental Areas	124.6					
Existing Urban Development	43.4					
Undeveloped Conservation Areas	65.8					
Redevelopment Area 1	13.8	3	Urban Single Family Res.	3 – 5	8 – 13	du
Planning Area Total	1,217	220				

12. FRANKLIN TURNPIKE PLANNING AREA

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	6.7	5	Neighborhood Service	0.20 – 0.50	43,560 – 108,900	sf
2	10.1	8	Suburban Single Family Res.	1 – 3	8 – 24	du
3	20.7	16	Attached Residential	6 – 8	96 – 128	du
4	4.4	3	Urban Single Family Res.	3 – 5	9 – 15	du
5	7.6	6	Attached Residential	6 – 8	36 – 48	du
6	23.7	18	Urban Single Family Res.	3 – 5	54 – 90	du
7	7.1	6	Public & Semi-Public	N/A	0 – 0	sf
8	396.4	281	Suburban Single Family Res.	1 - 3	281 – 843	du
Sub-Area Total	476.5	343.0				
Sensitive Environmental Areas	124.6					
Existing Urban Development	43.4					
Undeveloped Conservation Areas	65.8					
Planning Area Total	1,724	343				

8. The Transportation Plan

Chapter 8

Transportation Plan

Transportation Strategies and Initiatives

From the adopted transportation goals and objectives for traffic and transportation, there emerge a range of fundamental strategies and supporting initiatives which should guide Danville in establishing priorities for future City transportation improvements. These include the twelve key traffic and transportation policies upon which future improvements should be based:

1. **Compatibility with Comprehensive Plan:** To ensure adequate traffic carrying capacities, future transportation improvements should be commensurate with the anticipated development activities proposed in the Comprehensive Plan. The City should prepare a Transportation Improvements Plan (TIP) that responds to and complements the adopted Future Land Use Plan. The TIP should establish properly planned and coordinated rights-of-way and access points to both undeveloped and redeveloping areas of the City.
2. **Access to Outlying Undeveloped Areas:** To best access the outlying, undeveloped areas, proposed future transportation improvements should embrace appropriately scaled collector roads within the previous annexation areas that have been programmed for development. The planning of transportation improvements and future right of way alignments should not isolate (or land lock) usable pockets of land nor should they ignore opportunities for interconnectivity between areas designated for future development.
3. **Emphasis on Existing System:** Due to limited rights-of-way and opportunities for new alignments in the substantially developed portions of the City, maximum utilization should be made of existing transportation facilities and the opportunities for capacity enhancements and improvements thereof.
4. **Sensitivity to Downtown:** To ensure an appropriate scale and a sense of place within the downtown, transportation improvements should be compatible with the preservation and revitalization objectives developed by the City for the downtown area, especially with those associated with the ongoing Main Street program.
5. **Coordination with VDOT, MPO, and West Piedmont PDC:** To better coordinate with VDOT, the Danville Metropolitan Planning Organization (MPO), and other regional transportation planning processes, the City should take the lead in promoting contemporary traffic engineering standards and techniques for existing and new improvements, including the introduction of innovative street design criteria, channelization of intersections, inclusion of

traffic calming measures, integration of pedestrian and bike facilities, and inter-jurisdictional planning for landlocked undeveloped parcels.

- 6. Bike and Pedestrian Elements:** To enhance the City’s viability as an inviting center for tourism and to better integrate its existing and planned neighborhoods, the City should develop a master planned bicycle and pedestrian system in order to properly integrate these facilities into the existing Transportation Plan.
- 7. Gateway and Corridor Planning:** To create a more attractive “gateway” and “corridor” image for the City, proposed transportation improvements and new alignments should respect Danville’s urban design and corridor enhancement objectives, including the provision of street landscaping, lighting, highway buffers, and bicycle and pedestrian facilities. Capital improvements plans should anticipate funding requirements for specific corridor improvements projects.
- 8. Compatibility with Environment:** Recognizing the vulnerability of the City’s water resources and natural areas, transportation facilities should avoid, where feasible, the disruption of ecological areas which would have a negative impact on environment. Best management practices and enhanced erosion control should be implemented with future improvements.
- 9. Traffic Impact Analysis:** To ensure compatibility with the transportation plan, private development proposals should include traffic impact statements which identify the nature of future traffic conditions and analyze the impacts generated by any given land use proposal.
- 10. Subdivision and Site Plan Review:** To ensure adequate street planning and design by private development, the City should carefully evaluate all future residential development proposals in order to provide for appropriate levels of inter-community traffic circulation between residential developments. The proper locations, alignments and rights-of-way for future roads, and integration of streets and bicycle and pedestrian pathways should be incorporate into an Official Map with the objective that future infrastructure improvements can be implemented with the least public cost.
- 11. Maintenance and Private Subdivision Streets:** In order to better safeguard City residents and minimize private maintenance responsibility for single-family residential areas, subdivision standards should prohibit the development of private road systems in detached single family and duplex residential developments.
- 12. Fiscal Impacts and Project Economics:** To provide equity in the allocation of future costs of transportation improvements to existing citizens, the transportation planning and funding programs must recognize that the financial responsibility for future improvements is a partnership function—including the (a) State, (b) City, (c) business and industry, and (d) developers and end-users of future urban projects.

Identified Transportation and Traffic Problems

- Mt. Cross Road: There currently exists substantial traffic congestion on Mount Cross Road north of the existing Wal-Mart caused by new residential development in the County to the west of the City and the road's proximity to the proliferation of commercial development in the vicinity of Mt. Cross Road and Piney Forest Road. Traffic congestion in this area leads to poor levels of service at important intersections within the Mt. Cross/Piedmont Drive Planning Area. The City has strong concerns about the transportation impacts of future development of vacant land along Mt. Cross Road given the already overburdened transportation network in this area.
- The proliferation of new development along the Franklin Turnpike (Route 41) west of the City has created traffic congestion at the intersection of Piney Forest Road and along Route 41 into the City.
- Excess signalization at the following locations hampers the level of service for thru-traffic on these major arterials:
 - a. *Piney Forest Road*
 - b. *Riverside Drive*
 - c. *Mount Cross Road*
 - d. *Piedmont Drive*
- Insufficient roadway capacity deficiencies and related transportation issues:
 - a. *Intersection of Mt. Cross Road and Piedmont Drive*
 - b. *West Main Street south from the intersection with Memorial Drive*
- Lack of controlled access on Route 58 East should be rectified.
- Speeding and heavy truck traffic on the entirety of Main Street is an acknowledged problem.
- Failure of traffic not destined for the City which uses the Danville Expressway has resulted in increased traffic on Piney Forest Road.
- Need for crosswalks exist in most residential areas.
- Traffic calming improvements needed on Arnett Boulevard, which is a residential street used as a cut-through street.
- Traffic calming/improved crosswalks needed along Central Boulevard overpass on West Main Street and along Arnett Boulevard.

- Traffic calming is needed in many other residential areas as well—the flow of intercity traffic on local collector streets in many neighborhoods in the City is too heavy. This creates safety problems for residents, especially children.
- Route 58 West: Neighborhood associations have expressed concerns about “cut-through” traffic along this route. Many citizens in the western portion of the City would like to close these connector and local collector roads to through traffic. Many residents in this area would like to improve the cut-through street as a planned thoroughfare and effectively close out other cut-through streets as a cul-de-sac.
- Many concerned citizens believe that the community is too reliant upon the automobile. The City needs to encourage viable transportation alternatives to the automobile. Poor pedestrian connections between existing neighborhoods and new subdivisions with existing neighborhoods. A real need for sidewalk and cross walk improvements throughout the City.
- Little or no biking is evidenced in Danville and no integrated sidewalk system currently exists in Danville. A Citywide Pedestrian and Bicycle Plan is needed to analyze the existing system and demand patterns and to outline a detailed plan for sidewalk repair, extension, construction and connection into an integrated transportation system. This system should first seek to build upon the existing strengths in the sidewalk and bike path areas in the Downtown Area and expand them into the surrounding neighborhoods and along appropriate corridors and arterials in order to create a functional network of pedestrian and bicycling opportunities for City residents.
- Attention needs to be given to the future transportation needs of the elderly in Danville. Recognizing demographic trends facing the region, the City is getting older and poorer at a pace which exceeds many other Virginia cities. It follows that demand for public transportation will increase.

Recommended Transportation Improvements:

Danville Area 2020 Transportation Plan

The Comprehensive Plan for transportation recommends significant portions of what has been included in the recently completed Danville Area Long-Range Transportation Plan—Year 2020 in developing recommended transportation improvements. The Danville Area Long-Range Transportation Plan was developed by the Danville Metropolitan Planning Organization (MPO) with support from the West Piedmont Planning District Commission. This study was conducted in cooperation with the Virginia Department of Transportation and the Federal Highway Administration.

Established in 1983, the MPO is chartered to bring local government and regional transportation planners together to analyze the regional transportation system and make recommendations regarding future transportation improvements. Representatives on the MPO Board include: (1) two members of the Danville City Council, (2) the Danville

City Manager, (3) three members of the Pittsylvania County Board of Supervisors, (4) one representative from the Federal Highway Works Administration (FHWA) and (5) a representative from the Virginia Department of Transportation (VDOT). Each year, the FHWA and VDOT grant a financial appropriation to support the MPO's activities. These funds are earmarked specifically for transportation planning activities, as opposed to engineering or construction activities. The MPO program is administered by the West Piedmont Planning District Commission.

The Long Range Transportation Plan's primary objective was to provide the City and the outlying region with a comprehensive set of transportation improvements that will meet current travel demands, as well as projected demands for the year 2020. These improvements encompass all modes of travel, including roadway, transit, rail, air, bicycle, and pedestrian. The recommended improvements were developed as part of the Danville Area Transportation Study. The study included public input garnered through surveys, interviews, and public meetings; the development of a computerized transportation model for the Danville region. The use of standard traffic engineering analysis techniques to determine existing and future roadway capacity deficiencies; and the analysis of all modes of travel and coordination with transit and intercity bus providers, airport and rail authorities, social service providers and others involved in regional transportation.

Beyond the Scope of the 2020 MPO Plan:

Additional Improvements

The Comprehensive Plan also recommends the following additional transportation improvements specifically targeted for the City but which are beyond the scope of the 2020 Plan:

- *Take advantage of momentum generated by recent successful transportation improvement projects (i.e. "The Crossing of the Dan" project) to improve the intermodal transportation network in Danville.*
- *Continue the initial planning for an outer loop bypassing west of the City (i.e. the Danville Bypass planned to connect Route 29 Business with Mt. Cross Road in the County).*
- *Establish a Citywide parking strategy aimed towards solving ongoing parking problems.*
- *Develop a transportation plan for road improvements providing access into "landlocked" parcels in the northwestern portion of the City (i.e. a local collector road paralleling Westover Drive).*
- *Complete the proposed Ridge Street extension to Goodyear Boulevard and the proposed widening of Piney Forest Road and the Franklin Turnpike.*

- *Implement the proposed improvements to the Mount Cross Road/Piedmont Drive and Piney Forest Road/Franklin Turnpike intersections.*
- *Reduce the number of signals along Riverside Drive.*
- *Relocate South Main Street as proposed in the Comprehensive Plan document.*
- *Complete the recommended intersection improvements at Franklin Turnpike and Piney Forest Road.*
- *A downtown parking study should be conducted by the City to address the lack of organized and accessible parking which is a critical issue for retailers and residents in the central City area.*

9. Implementation

Chapter 9

Implementation

Linking the Plan to the Future

The Comprehensive Plan is intended to capture a vision of the future of the City, but the key to its success is how well it is implemented by City officials. The Plan provides the basis for public and private initiatives which should be undertaken over time, but it will incumbent upon Danville's leadership to direct its implementation. The Plan will serve as a dynamic document designed to provide flexibility and adaptability to change in the coming years. As such, it should not gather dust on the bookshelf. The Plan provides general guidelines and recommendations for future growth with regard to its implementation of long range planning goals and objectives in day-to-day regulatory, management and service operations. The Plan also includes a section on capital improvement programming. The City Staff, as well as elected and appointed decision-makers, are committed to the Plan so that key decisions will be evaluated based on their long-range impact upon City residents, landowners and businesses.

The Comprehensive Plan represents only "Step 1" in the City's growth management and economic development process. However, it is foundational to the success of future land use planning activities. In pursuit of the City's policy of "smart growth", land use implementation responsibilities must be intelligently shouldered by both the public and private sector. The real impact of the Comprehensive Plan will ultimately be measured by the degree to which the Plan's implementation recommendations, no matter how carefully crafted, can have little impact on guiding Danville's future growth in the absence of compatible "linkages" to the implementation tools which must be introduced by City leadership.

From a Citywide perspective, the implementation process must be carefully orchestrated over an extended timeframe as development occurs incrementally. While the Comprehensive Plan serves as the framework around which relevant future land use decisions are based, its implementation must be directed by new growth management tools and initiatives – e.g. zoning, subdivision, and site plan regulations; erosion control standards; corridor design guidelines, capital improvements plans; etc. – that embody the technical aspects of the Plan's "vision" for the City.

One of the most valuable lessons learned during the planning process was that quality urban environments and design excellence require exhaustive work by both the private sector (in defining specific market opportunities and project designs) and the public sector (in ensuring project land use compatibility within the context of the Comprehensive Plan and what is best for the City). The Comprehensive Plan, standing alone, is insufficient to implement "smart growth". Neither can the zoning and subdivision ordinances, standing alone, fully ensure that private development actions be created sensitively. Through mutual hard work, and in a cooperative pursuit of maintaining and enhancing the Council's "Vision for Danville", developers and local officials need to become unique partners in this process of moving the City into the 21st century.

As Danville both develops its remaining prime land and seeks to conserve its sensitive environmental areas, the full effect of the Comprehensive Plan will be measured by the success or failure of any given site development project. The Plan's "vision" for future land use is going to ultimately be defined by the many discrete decisions (both public and private) which address the matters of location, density, scale, infrastructure, visual quality, and phasing of any particular land use application. Accordingly, the tools, techniques, and methods to be incorporated into future growth management efforts must focus on each individual aspect of the land development process.

Environmental Performance Standards

The City's "smart growth" goals and objectives call for environmental performance standards to be used in determining appropriate land holding capacities and densities for new development. These techniques for determining the land holding capacity of a given property for a given land use have been used throughout Virginia over the past several decades. Further, the State's enabling statutes for planning and zoning support environmental performance standards as a foundation for the development feasibility process. The approach to site planning allows for both property owners and public officials to better evaluate the intrinsic development potential of real estate. The use of environmental planning techniques will promote sound land use planning principles and facilities compliance with the environmental and natural resource goals which are fundamental to Danville's evolving Comprehensive Plan and growth management program.

The criteria for environmental performance standards is organized to identify the most relevant *land units* to be included in the calculation of land holding capacity. This process should be initiated in the early stages of the land development process by the developer during the preparation of plats and site plans for all forms of urban development. Because land containing critical environmental areas often poses significant site development constraints, the zoning ordinance should require that the critical environmental characteristics be identified, accurately mapped, and fully assessed in any land use proposal. In the review of individual plans, the City staff should analyze characteristics of sensitive land units, such as flood plains, severe slopes, and unsuitable soils, and carefully apply them in evaluating the strength of land development proposals and their compatibility the Future Land Use Map and the updated Zoning Ordinance.

Zoning Ordinance Update

Zoning is the legal means by which State law allows the City to achieve its purposes of (1) promulgating the health, safety, and general welfare of Danville's citizens and (2) implementing the Comprehensive Plan. Within the zoning ordinance, the City Council establishes zoning districts in order to classify, regulate, and restrict the location, use and geometry of buildings, structures, land, and water; to regulate and restrict the height and bulk of buildings; to regulate the area of yards and other open spaces around buildings; to

regulate the intensity and density of land uses; and to regulate historic areas and major entrance corridors within the geographical territory of Danville.

The City’s zoning ordinance was last revised (and only partially so) in 1987. For this reason, it is not unusual that many of the “smart growth” implementation measures desired by the Planning Commission and dictated by the 2001 Comprehensive Plan are not present in this “vintage”, first generation ordinance. With the finalization of the Plan, the deficiencies in the current ordinance have been evaluated within the context of their relationship to the Plan’s goals and objectives for land use. Further, the existing ordinance is not “*user friendly*” and does not provide City officials and the development community with the level of detail and clarity needed to fully and easily understand the City’s land use guidelines and growth management process. The ordinance lacks the information needed by the landowners and City leaders to intelligently design, coordinate, submit, and review basic site plans and subdivision plats for the envisioned range of urban land uses that Danville will attract in the future. Finally, the document is cumbersome in its organization, lacks integration, and is in need of updated codification for the sake of lucidity and completeness.

The Plan points to very specific refinements and enhancement which are needed in the zoning ordinance: Modern standards for flexible zoning districts; improved criteria for lot configuration; and specific techniques for improved urban design, signs, landscaping, site planning, stormwater management, floodplains, and slope regulations need to be added to the ordinance in an attempt to properly implement the Plan’s land use recommendations.

If the City is to achieve the desired orderly and efficient land use development patterns that channel development into appropriate areas and protect valuable water resources and sensitive environmental areas, then substantial changes in the zoning ordinance must be adopted. To this end, the Planning Commission and City Council have established detailed priorities for the preparation of the new ordinance and have proceeded with drafting these changes in concert with the finalization of this Plan.

In summary, it is recommended that the zoning ordinance be updated and recodified into sixteen individual articles, each of which is to be presented in a more comprehensive and orderly fashion. These include the following:

<u>Recommended Article Title</u>	<u>Article #</u>
<i>Zoning Ordinance Constitution</i>	<i>1</i>
<i>General Regulations</i>	<i>2</i>
<i>Zoning Districts</i>	<i>3</i>
<i>Zoning Amendments</i>	<i>4</i>
<i>Conditional Zoning and Proffers</i>	<i>5</i>
<i>Special Use Permits</i>	<i>6</i>
<i>Nonconforming Uses</i>	<i>7</i>
<i>Parking and Loading Requirements</i>	<i>8</i>
<i>Landscaping and Screening Regulations</i>	<i>9</i>
<i>Sign Regulations</i>	<i>10</i>
<i>Outdoor Lighting and Illumination Regulations</i>	<i>11</i>

<u>Recommended Article Title Continued...</u>	<u>Article #</u>
<i>Site Plan Requirements</i>	12
<i>Board of Zoning Appeals: Variances and Exceptions</i>	13
<i>Planning Commission: Organization and Membership</i>	14
<i>Definitions</i>	15
<i>Appendix</i>	16

Analysis of Existing Zoning Districts

In conjunction with establishing the Future Land Use Map, the individual zoning districts as defined in the existing Zoning Ordinance were evaluated to assess their compatibility with the Comprehensive Plan. This evaluation of each zoning district focused on a range of characteristics essential to the land use program identified by the Plan, including (a) permitted uses, (b) special uses, (c) land use density and lot size, (d) yard and setback regulations, (e) landscape and open space regulations, (f) building heights and lot coverage criteria, (g) environmental design standards, and (h) relationship to other sections of the zoning ordinance and the City's growth management process.

Due to the age of the existing ordinance, its zoning districts were generally "out of touch" with the approach commonly used in urban areas by today's knowledgeable urban developers. Moreover, the zoning districts, in some instances, did not enable the landowner to realize the "highest and best use" (*vis-à-vis* optimal density and site flexibility) for any given land development opportunity.

Official Zoning Map Regulations

Upon adoption of the updated zoning regulations, the City's Official Zoning Map will need to be redrawn in a fashion generally consistent with the recommendations of the Comprehensive Plan. However, within the overall pattern of land uses established by the Future Land Use Map, there is often room for variation between the Plan's recommendations and the Zoning Map. The land use categories need not be identical, and the one need not be amended every time the other is changed. Nevertheless, given the fact that the Official Zoning Map will have to be revisited with adoption of the new zoning districts, great care must be taken to ensure that the Zoning Map follows the land use allocations recommended in the Future Land Use Plan.

With respect to a comprehensive remapping of the City, the City Council will determine those areas where it is in the best interests of the City to remap areas in strict accord with the Future Land Use Map. In other areas, it may not be judicious to remap in accord with the Plan. It may be prudent that certain areas in Danville be considered for "up zoning" while other areas are designated for "down zoning" when compared to uses and densities allocated by today's zoning map. For example, there are specific parcels where a comprehensive remapping by the Council to the "highest and best use" would eliminate the possibility of the City obtaining proffered conditions for public improvements which could not otherwise be achieved without a privately initiated rezoning. In such instances, a proffered rezoning could afford the City the opportunity to receive offsite

improvements, land for public use, and other infrastructure as an offset against the potential impacts of a higher density zoning district.

Signs, Corridors, and Visual Quality in Danville

Signs are vital to the economic vitality of any business which operates in the City. During the preparation of the Plan, both the Council and Planning Commission expressed much concern relative to improving the visual quality of Danville's entrance corridors and, in particular, to the proliferation of undesirable signs throughout the City. City officials quickly reached a consensus that the vast majority highways, does not convey an image that is consistent with its vision for quality growth and development. Officials support the introduction of more creative and contemporary sign regulations into the new zoning ordinance.

The update of the Zoning Ordinance will incorporate a progressive approach towards the City's regulation of signage. The enhancements to the sign ordinance have been created in a manner consistent with the community's goals and objectives as expressed by members of the City Council and Planning Commission during strategic planning work sessions held early in the ongoing Comprehensive Plan Update process. A well-crafted and properly administered sign ordinance will encourage new signage that will improve public safety, promote commerce, enhance property values, and promote attractive community development.

The City's general objectives for the new sign regulations are as follows: (1) to regulate the size, location, height, and construction of all signs for public observance; (2) to protect the public health, safety, convenience and general welfare; (3) to facilitate the creation of a convenient, attractive, and harmonious community; (4) to protect property values; and (5) to enhance the visual quality of new land uses while fulfilling the economic development objectives of Danville. All exterior signs and permanent interior window signs which are placed for exterior observance are subject to these regulations.

Pursuant to the goals of the Comprehensive Plan for billboards, outdoor advertising signs are considered inappropriate to the character and sound development of the City. To these ends, the sign regulations are intended to promote the design and development of signs are as follows:

1. *Compatible with the physical and architectural surroundings;*
2. *Legible and appropriate to the activity to which they pertain;*
3. *Not distracting to motorists;*
4. *Not characterized by visual cluster;*
5. *Constructed and maintained in a sound and attractive condition;*
6. *Limited to the specific use or business on the premises; and*
7. *An enhancement to the appearance of the City's corridors, residential neighborhoods, and business areas.*

The updated sign regulations are organized and designed to reduce the visual clutter caused by unattractive signs which overwhelm major portions of the City's commercial

corridors. Over time, the proposed sign regulations will reduce the number and size of signs on Danville's commercial corridors. The ordinance will prohibit signs which advertise anything other than the business on the property on which the sign is located. Placing reasonable limits on the height of signs will balance the goal of private businesses to attract customers with the Council's desire to promote attractive highway corridors in a manner that is consistent with current trends in signage in communities throughout Virginia. Further, the new sign regulations are intended to encourage signs which are of a scale that is in better proportion to the size of the building being identified.

Subdivision Ordinance Update

The City's Subdivision Ordinance is primarily concerned with regulations related to the platting of lots, the layout of streets, the location of public spaces and construction of public improvements associated with the process of subdividing land. In addition, the ordinance contributes the foundation for the maintenance of clear and accurate land records. Subdivision ordinances typically respond to the need to protect the flood plains, wetlands and other sensitive environmental areas. These environmental issues and conservation matters are intricately associated with the Comprehensive Plan as well as its policies on the overall pattern of growth and the prospects of expenditures for public facilities.

Given its age and general shortcomings, the City's Subdivision Ordinance should be revised in concert with the Plan's adopted goals for growth management and land development. Modern provisions for required subdivision improvements, subdivision design standards, and plat and plan requirements need to be incorporated into the revised ordinance. In addition, the ordinance should incorporate new "performance" checklists which will help streamline the subdivision application and review process.

The new subdivision ordinance needs to incorporate greater detail on subdivision design particulars and geometric standards for both public and private streets, as well as factors relating to when and where other public improvements (such as sidewalks and curb gutter) would be required.

Policy for Subdivision Infrastructure Underwriting

Based on the recommended changes to the residential zoning districts, the longstanding City policy of promoting residential growth by underwriting infrastructure costs is counterproductive. At the present time, the City will reimburse a land developer for subdivision infrastructure improvements (roads, water, sewer, sidewalk, etc.) once developed lots are occupied and are generating real estate tax revenue. This policy allows a developer to undertake land improvements with minimal risk and no long-term capital expense. While this approach to underwriting residential development was commonly accepted during the War years, there remain few, if any, Virginia cities and towns where this type of reimbursement program is being used.

Years ago, City Council implemented this policy with the goal of stimulating residential growth in Danville and offsetting the perceived reduction in housing demand caused by the low cost of residential subdivisions which were being developed on relatively inexpensive land outside the City. This policy has not achieved its initial goals for the following reasons: (a) first and foremost, programs such as this diminish the real estate community's view of the "value" of the City as a place to develop quality projects, (b) it encourages "leapfrog" development, (c) it removes a certain level of private sector "risk" factors essential to free-market functions, (d) it promotes inefficient and premature use of the City's remaining residential land (via overly large lots with disproportionately large utility extensions), and (e) it increases the tax burden on existing residents by forcing them to pay for the utilities and public services received by others. Over the long haul, paying the way for residential developers at the cost of City taxpayers is a policy that should be abandoned. On the other hand, the City should consider a policy of requiring developer's to provide adequate public facilities for new residential development.

Housing and Neighborhoods

Danville's residential neighborhoods represent a unique blend of the best of rural and metropolitan lifestyles. Housing ranges from turn of the century Victorian, Queen Anne, Georgian Revival and Edwardian architecture to suburban Colonial style homes and rural farm settings. Several developments are built around golf courses and many others have neighborhood pools and recreation areas. Danville has been recognized by national publications like "Places Rated Almanac" as being among the top five percent in housing affordability out of the nation's approximately 380 metro areas. Danville's apartment market also consistently ranks as one of the most stable in Virginia.

There are approximately 40,000 total housing units in the Danville area. Nearly one-quarter of the houses in Danville were build prior to 1939. Older housing stock is concentrated in certain areas of the city, and houses a high percentage of low-to-moderate income and minority persons. Almost 60 percent of these 40,000 housing units are owner occupied compared to nearly 80 percent for Pittsylvania County, and 66 percent for the Commonwealth of Virginia.

Establishing a comprehensive housing policy within the Comprehensive Plan requires careful attention to the goal of providing opportunities to meet local housing needs within the context of the adopted "vision for Danville." While this Plan is not intended to fulfill the purpose of a comprehensive housing policy for Danville, it does provide the analysis essential to identify key housing issues, as well as to assess the critical demographic and economic influences which will impact housing in the future.

Much of the market analysis and strategic housing recommendations included in the Comprehensive Plan originate from the City's Consolidated Housing Plan. The Consolidated Plan is intended to be a needs-based assistance plan and focuses upon consolidating City resources to improve the quality of life in Danville. It is intended to enable the City and other agencies to develop a comprehensive, long-term strategic approach that can guide the entire community in addressing its affordable and supportive housing needs and community development opportunities. Within this framework, the

plan focuses on four distinct areas: Affordable Housing/Rehabilitation; Public Improvements; Public Service and Economic Development.

The City's Department of Community Development has developed a comprehensive base analysis of existing housing market conditions, community needs, and implementation strategies for meeting Council's goals and objectives pertaining to housing-related issues. Within the Consolidated Plan, the City has identified the following specific objectives for the 2000-2005 period:

- 1. Create affordable homeownership opportunities for low-to-moderate income citizens by overseeing single-family rehabilitation of 35 units and the construction of 10 new homes. It is anticipated that 30 eligible families will receive down payment assistance.*
- 2. Assist low-to-moderate income homeowners with necessary rehabilitation by rehabilitating 150 homes, overseeing 40 emergency repair projects and coordinating 7 paint projects.*
- 3. Assist in the improvement and/or minimum maintenance of rental housing by rehabilitating 20 rental units where low-to-moderate income citizens reside, demolish 50 units where it is not feasible to rehabilitate, and make 8750 building maintenance code inspections to ensure compliance with building code.*
- 4. Provide information to the public on Fair Housing laws, and complete a Fair Housing Impediment Study.*
- 5. Collect data to develop and administer a Special Needs and Continuum of Care Plan, and continue to work with local service providers in their efforts to address the immediate needs.*

The revitalization of the Liberty View neighborhood stands as the Danville Redevelopment and Housing Authority's most exciting and ambitious ongoing project. The DRHA received a HOPE VI Revitalization grant in the amount of \$20,647,748 for the demolition of the Liberty View public housing development and the revitalization of the surrounding neighborhood. The Liberty View community is located just south of the Downtown area, and is bounded by Goodyear Boulevard on the east, the Danville Expressway to the south and the Oak Hill cemetery to the west. It has been designated as Redevelopment Area 4 in the Downtown Planning Area in the Future Land Use Plan.

At Liberty View, 250 units of severely distressed housing will be demolished and a new mixed income development named Fairview Hills will be created. This new development will consist of 50 senior public housing cottages and 35 family public housing dwelling units intended for homeownership. Off site, another 136 infill units will be built throughout the surrounding neighborhood, 126 of which will be for home ownership. These homeownership units will be a mix of 35 public housing units, 81 affordable unit and ten market-rate units. A new Boys and Girls Club, a new daycare center, a new community center and several other community amenities will be constructed on or adjacent to the HOPE VI site. In addition, a new golf course will be

created on 60 acres of abandoned property adjacent to the HOPE VI site. A golf training center and clubhouse will be built in partnership with the First Tee Foundation and provide recreational and employment opportunities for youth.

Each of these homes will be a vehicle toward home ownership. Individuals can purchase these homes directly or low income individuals (either current public housing residents or new) could apply for a program to “lease-to-own” one of these homes. The program is geared towards family self-sufficiency. Participants will receive education and training from Danville Community College which will enable them to become employed. Once the individual becomes employed with sufficient income, they can move into one of these homes.

The City of Danville has agreed to provide the Authority with the old landfill site near Liberty View. The First Tee Foundation in conjunction with the Professional Golfer’s Association and the Tiger Woods Foundation has agreed to design and build a new, 60-acre golf training facility on the site. The new gold training facility will include a driving range and twelve holes. The purpose of this public golf training facility would be to introduce young underprivileged youths to the sport of golf. This facility would be operated and sustained by its own nonprofit board. No federal funds will be utilized for the construction or operation of this facility.

Stormwater Management

Decisions the City makes now regarding stormwater management issues will have a direct effect on future water quality, storm drain performance and system conditions. In response to the issues addressed in this section of the Plan, the City should implement the following projects:

1. ***Develop a Comprehensive Stormwater Management Plan.*** The City should commence with the development of a Comprehensive Stormwater Management Plan which shall define the City’s new comprehensive approach to managing stormwater runoff in order to maintain the environmental balance of the region. The objective of this plan would be to provide a comprehensive and unified framework for stormwater management which follows the Comprehensive Plan, complies with all regulations and includes location-specific recommendations that translate into a Capital Improvement Program that will benefit the entire City. The plan should address both water quantity and water quality issues and it should provide detailed recommendations regarding the proper implementation of Best Management Practices useful in protecting the environment from the impact of future development. The Plan should focus upon establishing economically feasible solutions, if any are indeed available, for improving drainage in the numerous older residential subdivisions in Danville that suffer from flooding during even minor storm events.

2. ***Develop a Stormwater Management Design Manual.*** The City should develop this manual as a means of aiding developers and Staff in their interpretation of proper engineering techniques and design details encouraged in the Stormwater Management Master Plan. The manual, which would ideally complement a new Construction Design Standards Manual, would eliminate any confusion over the City's future expectations with respect to modern design standards.
3. ***Prepare a Stormwater Management Ordinance.*** An updated Stormwater Management Ordinance should be introduced to augment the existing Chesapeake Bay Preservation and Sedimentation Control ordinances that govern stormwater management requirements. This recommended ordinance should be designed to help prevent improper discharges and dumping into storm drains.
4. ***Implement Stormwater Management Inspection Program.*** Stormwater management facilities require regular maintenance to ensure that the facilities operate properly. It is recommended that the City obtain a maintenance agreement from the owners of private Best Management Practice structures to ensure that the BMPs are properly maintained. The maintenance requirements for a regional BMP facility include periodic inspection, landscaping maintenance, trash and debris removal, pipe and outlet structure cleaning, sediment removal and dam maintenance. The City should inspect all private BMP structures that have a maintenance agreement at least once a year.
5. ***Foster a Regional Approach to Stormwater Management.*** Implement a regional stormwater approach, emphasizing regional BMPs over small, onsite facilities in an attempt to protect both runoff quantities and water quality. BMPs are recommended as a way to reduce non-point source pollution while providing effective stormwater management. As dictated by the recommended ordinance, a BMP for a specific new development site should be designed to control runoff, maximize pollutant removal and integrate with the natural and built landscape to the highest degree possible. Included in this design scheme should be a consideration for maintenance requirements, costs, and responsibilities. Through proper planning and sound design, stormwater management facilities can serve multiple uses, provide community and aesthetic amenities, create safe environments, and reduce overall development costs.

Implementation of Capital Improvements

The Comprehensive Plan recognizes that certain components necessary for its successful implementation are dependent on public sector actions which would be undertaken by the City. The capital-intensive projects or programs could involve public/private partnerships and address any number of possible long-range opportunities for Danville.

While, historically, Danville has established a capital improvements program as a part of its normal annual budgeting process, it has not used the CIP process to establish project priorities, funding mechanisms, and critical paths for projects with long-range horizons which have been identified by the Comprehensive Plan. It is the City's intent that the Comprehensive Plan be consulted annually by the City Council and the City Manager in the development of the Capital Improvements Program. In this regard, the following capital improvement projects and programs are supported by the recommendations developed within the Comprehensive Plan:

1. Entrance Corridors Improvements and “Gateway” Projects

Undertake planning, construction documents, and physical improvements to the City's entrance gateways and arterial corridors, with a focus on the routes identified in the “Corridors and Gateways” chapter. The public sector-funded corridor improvements would include entrance gateway signage and monuments, streetscape landscaping within the public rights of way, limited pedestrian improvements, limited specialty street lighting improvements, limited intersectional improvements (to be coordinate with VDOT and MPO planning process), and selected pavement crossing and upgrades.

2. Downtown Waterfront Renaissance Project

The new Comprehensive Plan recognizes the need for the City to capture the extraordinary benefits (physical, social, and economic) of the downtown's relationship to its Dan River frontage. Making greater use of the unique aspects of the Dan's proximity to the downtown could go a long way towards achieving a renewed business, cultural, and tourism interest in the central business area. The Plan recommends that the City begin immediately to take a pro-active position in planning and implementing a commercial waterfront project in the general location depicted as Redevelopment Area 2 in the Downtown Planning Area, which lies along the south side of the Dan River adjacent to Memorial Drive.

This project should be compact in size, capable of being phased over time, involve both private and public uses, seek support from State, Federal and institutional grant sources, and most importantly, not overstep the economic feasibility of the commercial, cultural, and civic activities which will draw from the region. At present, so much of Danville's civic attractions are remotely located (in an urban sense) and do not convey a direct relationship to the downtown. While remote shopping centers will continue to thrive, *the heart of a city is its downtown*. A well-conceived waterfront project with key pedestrian and parking linkages to the business district could be regional “eye opener.” There are many models in the East to draw from: notably high visibility projects which were stimulated by political leadership of cities such as Chattanooga and Baltimore.

3. Waterfront Management Plan

Prepare a Waterfront Management Plan for the City's portions of the Dan River, prepare environmental protection and BMP plan, seek grant opportunities for project funding, coordinate with property owners to obtain conservation and maintenance easements, and identify properties for future joint development.

4. Sidewalk and Bicycle Path Improvements

Adopt project priorities for the sidewalk and bicycle path improvements recommended by the Plan, establish a 5-year CIP and seek other opportunities for project funding, coordinate with private property owners to obtain construction easements, and identify properties for future joint development opportunities.

5. Underground Utility Projects

Implement the construction of underground electric and telephone utilities in priority areas of the City.

6. Regional Stormwater Management Plan

Prepare and implement a regional stormwater management program and stormwater management ordinance for the City, focusing on the geographical areas of Danville which are subject to intensive development and are most prone to flooding. Assess opportunities and develop a capital improvements plan for the location of regional stormwater management facilities in the City's urban watersheds.

7. City Design and Construction

Prepare a Design and Construction Guidelines Manual for the City, to provide in a unified manual the City's documentation for criteria related to public and private utilities and infrastructure requirements. The Guidelines Manual would incorporate engineering design and construction standards for streets, sidewalks, water mains, sewer, storm drainage, stormwater management, underground utilities, site grading, and urban design as well as testing requirements for public improvements, standards for easement requirements, and other elements supportive of contemporary subdivision and site development projects.

Other Capital Improvements Plans and Program Activities

In addition to the CIP recommendation summarized above, there are other programs, projects and advanced planning efforts which have been recognized by the Comprehensive Plan. These include:

- *Update zoning, subdivision and site plan controls as needed to achieve compatibility with the recommendations contained in the Implementation Chapter of the Comprehensive Plan.*
- *Develop a comprehensive parking strategy for the central business district and historic tobacco warehouse area.*
- *Prepare a Transportation Improvements Plan and an Official Map for the reservation of future rights of way and public use areas identified by the Comprehensive Plan and other transportation studies adopted by the City, employing the City's new GIS data.*
- *Proactively enforce property maintenance and zoning regulations to protect the viability and value of deteriorating neighborhoods and other properties within the City.*
- *Develop inter-jurisdictional growth management efforts with Pittsylvania County, emphasizing the creation of a voluntary procedure for joining design review for zoning amendments, site plans and subdivisions within a mile radius from the City's corporate boundary.*
- *Utilize existing regional and State agencies and boards to optimally market the image of "Danville Can".*