



PLAN Danville

A Comprehensive Plan for a Unified Future

Drafted October 2024

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Letter of Commitment

Dear Fellow Citizens and Residents of Danville,

This comprehensive plan for our City is intended to guide its development over the course of the next 20 years. Its thoroughness, thoughtfulness, ambition, and optimism are a testament to the efforts, large and small, of thousands of you over the course of the past 18 months of the plan's development, and in important ways even longer.

Thanks to you, we have a plan built on intentions of which all of us can and should be proud. These begin with the equitable consideration of the needs and aspirations of all of our residents, throughout all parts of our City, in all aspects of civic life. We recognize that our City has not always pursued policies that have served these ends, and that in co-authoring this plan you are also submitting a blueprint for change.

We sincerely believe the plan set forth in these pages is the best plan our City could have. We believe it is ideally suited to the strengths and resources we all bring to the task of creating and sustaining an even better place to call home—for each of us individually as well as for our families, neighbors, businesses, communities and shared institutions.

We gratefully acknowledge and accept the responsibility and trust you have placed in us to do our sincere best, as your elected officials, to see that this plan is faithfully carried out to the fullest extent possible. As the first in a succession of officials charged with implementing it, we pledge to set an excellent example for those who follow.

At every step, we will encourage you to participate fully in making PLAN Danville a reality. We invite you to help set the agenda. We ask you to weigh in on every item raised for discussion and debate. The momentum we have built, and the spirit of collaboration we have all worked so hard to establish, must remain ongoing.

Sincerely,
The City of Danville

Acknowledgments

A special thanks to all the community members, elected officials, and others who contributed their time, energy, and enthusiasm. Their voices ensured this plan reflects who Danville was, is, and desires to be.

Ambassadors

- Ressie Luck-Brimmer
- Felice McWilliams
- James Reynolds
- Shay Richardson
- Amyia Totten
- Sonya Wolen

Stakeholders

In addition to the countless business, organizations, schools, universities, and others who joined us in conversation about PLAN Danville, we want to extend our thanks to the Danville Regional Foundation and Industrial Development Authority for their support in spreading the word and creating this plan.

Steering Committee

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- Progressive AE
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- Applied Storytelling
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- Kegerreis Digital Marketing
marketing and web design
- Mass Economics
economic analysis
- &Access
retail analysis
- Next Practice Partners
parks and recreation

Welcome to PLAN Danville!

HOUSING



CULTURE



ECONOMY



COMMUNITY



ENVIRONMENT



TRANSPORTATION



Purpose

PLAN Danville is a city-led planning effort aimed at creating a new comprehensive plan to guide future growth in Danville. This comprehensive planning effort involved significant community outreach to pinpoint community members top priorities and outline capital improvement objectives over the next 20 years. PLAN Danville is a road map for the city's future, a long-range policy document that offers guidance on various topics such as:

- where people will live;
- how they get around;
- how they connect to the outdoors;
- how to support businesses and entrepreneurs;
- and celebrating Danville's unique culture.

The main goal of PLAN Danville is to provide a visionary outlook for the future of Danville that will enhance the quality of life for all community members through the implementation of practical and adaptable policies that meet the needs of both current and future generations.



Why Now

Comprehensive plans are required by the Commonwealth of Virginia and are meant to be a “living document.” The document should be reviewed and revised at least every five years to respond to the changing conditions, laws, funding sources, and tools available.

The City of Danville recognized this latest cycle would need an intense and renewed focus. Since the City’s last comprehensive plan in 2015, the nation and the city felt the effects of several unprecedented events:

- a global pandemic;
- national economic uncertainty;
- renewed civic recognition of systemic inequality;
- several floods along the Dan River;
- a local economic boom;
- construction of Caesars Casino;
- a wealth of federal grants for infrastructure improvements;
- and more.

The City of Danville and its many invested community members, from neighborhood leaders to non-profit organizers, teachers, first responders, business owners, and more, have been nimble in their response to these changes. PLAN Danville provided an opportunity to pause, reflect, and create a collective course of action as Danville moves toward the future.

By taking collective action today, we are planting the seeds for future generations to thrive.



Users

Comprehensive plans impact everyone. PLAN Danville will have different purposes depending on who is using the plan.

City Staff, Commissions, & Elected Officials

- Provide a framework and common set of values and goals for all future city plans
- Guide policy decisions
- Inform changes to city regulations, such as zoning
- Inform the City's resource and budgeting decisions
- Evaluate and measure progress achieving city-wide goals
- Position the City for federal, state, and other funding opportunities

Community Members

- Create strategies to enhance housing, parks, open spaces, and other public resources
- Enhance awareness of City programs and services
- Outline how to plan the future of Danville's neighborhoods

Non-Profits & Business Owners

- Identify locations to expand, start, or relocate a business
- Create strategies to attract new businesses or services to neighborhoods

Developers & Builders

- Identify ideal locations for new development, redevelopment, or adaptive reuse of buildings
- Clarify the City's development priorities
- Outline applicable design guidelines

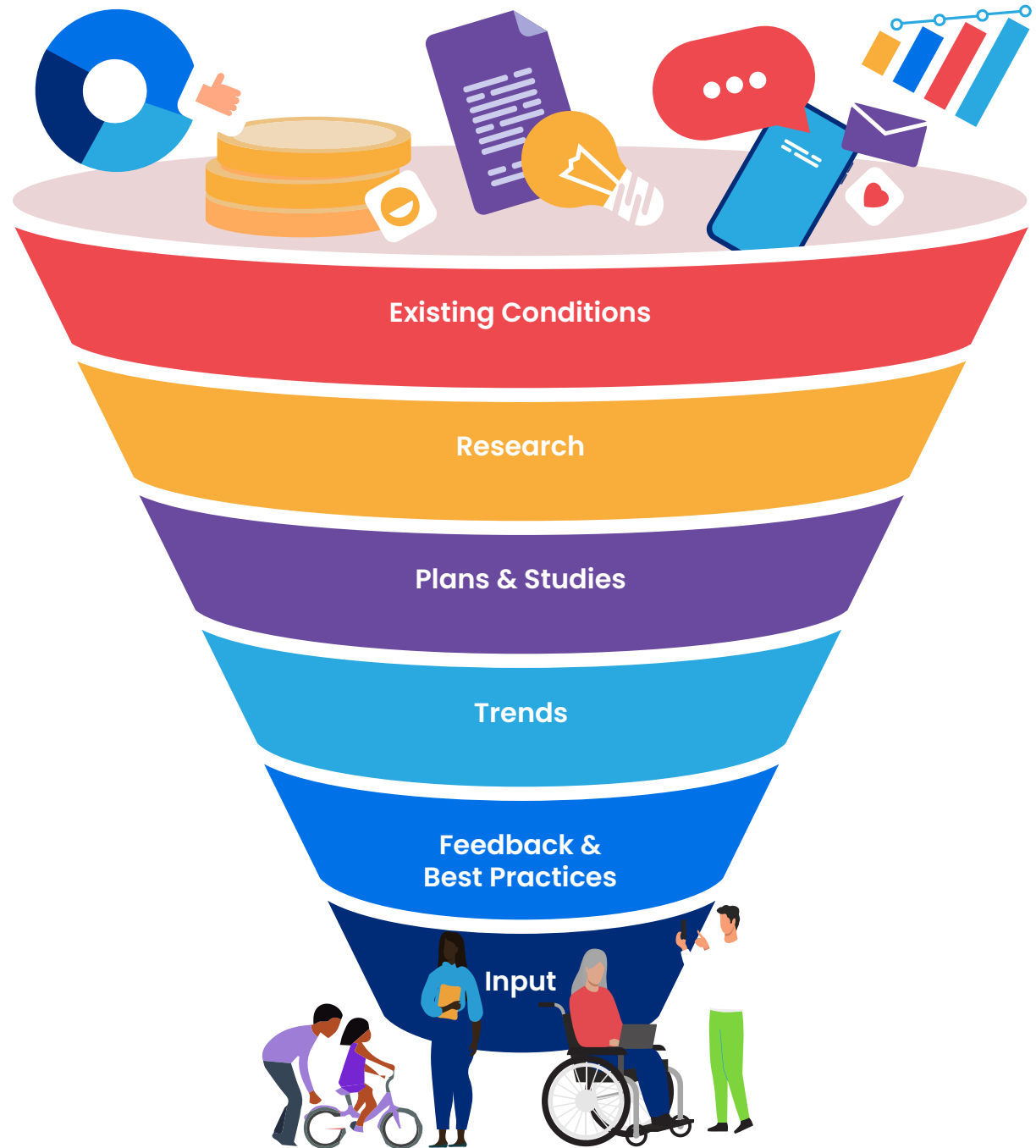


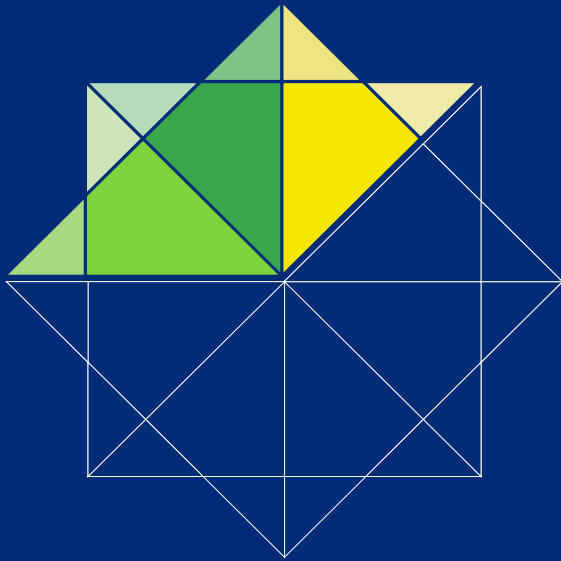
Process

Each part of this plan was carefully crafted by...

- analyzing existing conditions
(to understand what is currently happening in Danville)
- conducting research
(to understand the external factors impacting Danville)
- reviewing existing plans and studies
(to build on the prior work of city staff, experts, and residents)
- examining trends and best practices
(to understand how things are changing and the impacts of those changes)
- gathering community feedback
(to document the experiences of the community and assess their wants and needs)
- and taking into account stakeholder input
(to understand the internal city structure).

These elements formed the basis for the vision, goals, and policies presented in this plan.





Danville Yesterday

Danville has a strong legacy to uphold and acknowledges the hard work of the city's change makers of the past, who have laid the foundation for what is seen today.

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Honoring Our Surroundings

Honoring Our Original Land Stewards

Honoring Our History

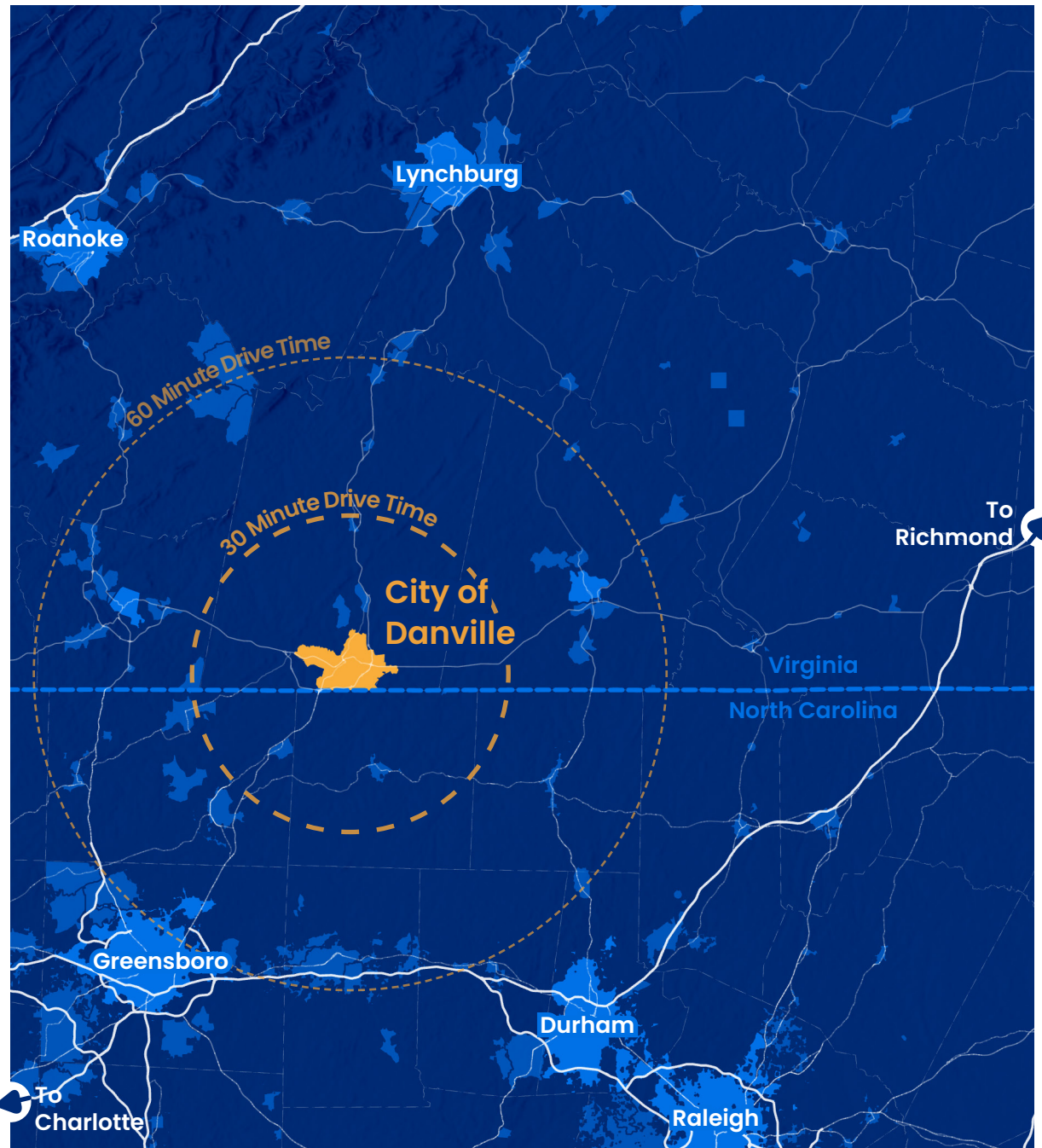
Honoring Our Prior Work



Honoring Our Surroundings

Encompassing 42.8 square miles along the Dan River, this southern Virginia City is nestled directly on the state border of Virginia and North Carolina. Its location along the water was not only advantageous for the early communities that settled here but also shaped much of the physical character of this city, from its winding roads nestled amongst the hills to the prominent mill buildings that were off the river's waters.

Located at the confluence of several major cities, Danville boasts a rare combination of small-town charm, big-city offerings, and scenic rural settings. It is within a day's drive of two-thirds of the nation's population, making it a great place to live, work, and play. It is also a commuter city for people in Greensboro, Raleigh, Durham, Lynchburg, and Roanoke, all just an hour to an hour and a half away. A bit further out on Interstates 40 and 85, Danville lies between Charlotte, North Carolina (two hours away) and Richmond, Virginia (3 hours away).



Honoring Our Original Land Stewards

Danville recognizes the vital history and contributions of the Saponi Nation, the original people of the land and waters of Danville, Virginia. Historical acknowledgment is the first step to repair the harms perpetuated against specific groups of people and prevent them from happening again.

Located in southern Virginia, the land was inhabited by the Occaneechi Band of the Saponi Nation prior to European settlers coming to the region in the 1700s. The Occaneechi People (also known as The Ye'sah) played a central role in developing the local landscape, agriculture, economy, and culture. This area is near the "Great Trading Path", used by both native and non-native peoples during the early years of contact. As their population grew smaller due to warfare and disease, remaining tribe members migrated to join other tribes. While there is no longer a formally recognized tribal nation on this land, Danville will honor the Occaneechi People past and present, treating this land with the respect, love, and care that their Ancestors did.

Learn More

Learn more about the Occaneechi Band of the Saponi Nation [here](#).



Honoring Our History

It is important to understand Danville's past to build a better future.



Origins

- 1600s | Land of the Occaneechi Band of the Saponi Nation
- 1670 | The first known written account of Danville comes from the diary of John Lederer.
- 1676 | The Occaneechi People were attacked by militiamen during Bacon's Rebellion, murdering many of them.



Founding

- 1753 | William Wynne, considered one of the first English people to settle near Danville, establishes a plantation on the southern banks of the Dan River.
- 1792 - 1793 | Founded as Wynne's Falls, later to be renamed as Danville, the region was a hub for tobacco farming.
- Early 1800s | Virginia produces 70% of the nation's tobacco. Danville comes to prominence with the "Danville system" of tobacco sales.
- 1833 | Danville was officially recognized, the first council is elected and the first city charter was written.
- 1860s | The economy rebounded with growth in tobacco production, resulting in a population boom and areas around Danville grow as workers moved off of farms to be closer to the City.



Civil War

- 1861-1865 | Danville was a Confederate hub during the Civil War, and briefly served as the last capitol of the Confederacy for 10 days before the war ended.





Reconstruction

- 1880s | Holbrook-Ross becomes Danville's first neighborhood for African-American professionals, attracting some of Danville's most prominent early physicians, lawyers, ministers, merchants, educators and more.
- 1880s | The textile boom during Reconstruction led to the creation of Mill Villages in the South, becoming the new economic force for Danville.
- 1883 | Danville's local government, at the time led by majority Black council, pushed for additional political power for the Black community. There was backlash before the election and angry white mobs confronted Black Danvillians. The continued violence and tension led to voter suppression and the reestablishment of white political rule, ushering in increased segregation.
- 1886 | The first street lights were turned on.



Turn of the Century

- 1890 | Danville becomes home to the largest mills operating in the American South.
- 1910-1919 | Additional housing and mill buildings were constructed. More land was acquired, including land occupied by black tenants forced to vacate.
- March 9, 1918 | NAACP is formed in Danville
- 1928 | Main Street Bridge opened on January 11th and set a world record for construction
- 1931 | The Cotton Mill Strike occurred.
- 1929-1939 | The textile market slumped during the nationwide depression. Losses caused management to cut worker pay leading to a strike in 1930.
- 1940s | Following a slump in the 1920s and 30s, the mills thrive during WWII due to additional demand for textiles and become the biggest textile firm in the region, employing over 14,000 workers.
- 1940 | Providence Hospital, the first Black hospital in the city that operated from the 1920's closes in 1940 the same week that Winslow Hospital opens as one of the only local hospitals to serve the African-American community.
- 1948 | Peters Park, home to the Danville All-Stars, opens. This community hub was home to one of the first African American baseball teams and would often fill with thousands of fans.
- 1950 | The first city manager, T. Edward Temple, was appointed.



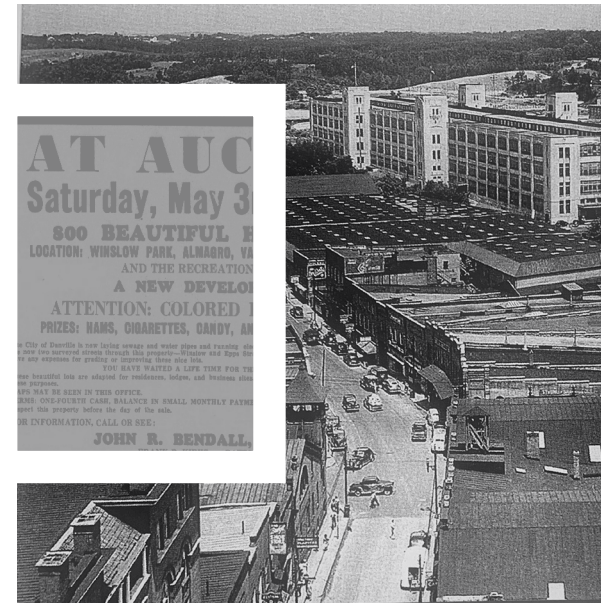
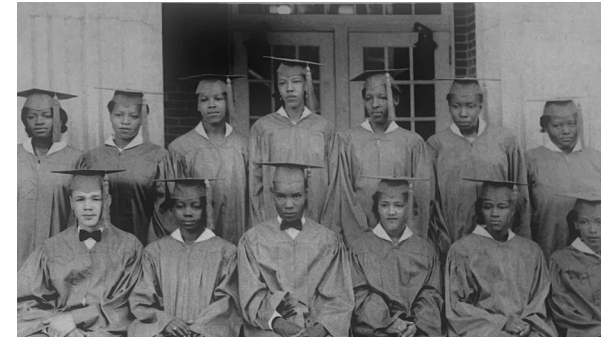
Civil Rights Movement

- 1960s | Imported textiles began taking away market share from American textile mills.
- 1960 | The local library, also a Confederate Memorial, was segregated. Inspired by sit-ins at nearby Greensboro, 16 students conducted a sit-in at the segregated branch. City council voted to close the branch to stop integration, but a federal court ruling resulted in the reopening of the public library. In retaliation, the City had removed all chairs from the premises.
- 1963 | Bloody Monday civil rights protests were held to fight inequality and segregation. 56 years later in 2020, Danville's police chief publicly apologizes for the police department's brutality toward civil rights demonstrators in 1963 and acknowledges actions needed for a better path forward.



Recent History

- 1990 | Textile industry collapse was driven by a surge of international imports and free trade.
- 2004-2006 | Dan River Mills, Inc., filed bankruptcy in 2004. The mill officially ceased operations in 2006, massively impacting the local economy.
- 2020 | Caesars Casino begins construction on the Dan River Site, providing funding for several major city projects and improvements while providing a boom to the local economy.

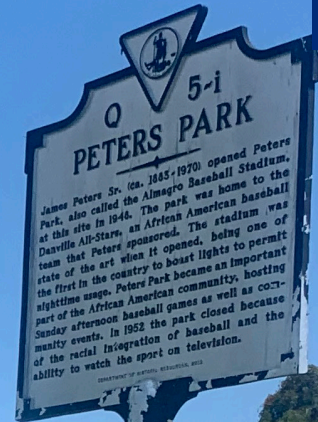


“

History is glorious and inglorious everywhere. Places make choices about what from their past will become central to their future.

- Theodore R. Johnson, The Washington Post

”



Honoring Our Prior Work

This plan is the culmination of the work done by the City of Danville and other regional leaders over the past 20 years. By understanding the past, we can better prepare for the future. Almost 40 local and regional plans and studies have been developed since the prior comprehensive plan for the City of Danville. PLAN Danville recognizes the hard work that went into these bodies of work and the time community members spent contributing to them. Each of these plans was analyzed and incorporated, when fitting, into PLAN Danville.

There are annotations on the following page for plans by regional organizations, including the West Piedmont Planning District Commission (WPPDC), Danville Metropolitan Planning Organization (MPO), and Federal Reserve Bank (FRB).

The plans are also tagged by the chapters that they influenced.

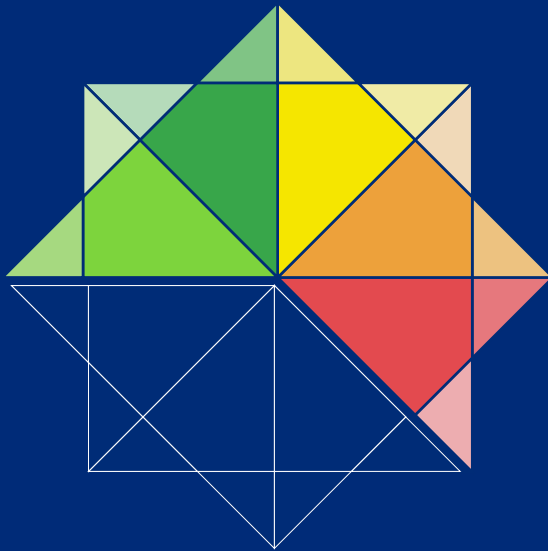
- Community
- Land Use
- Transportation
- Infrastructure
- Housing
- Economy
- Environment
- Culture



There were also several plans under development at the time of PLAN Danville. PLAN Danville worked in alignment with these teams to ensure the master plan is also reflective of the work underway. These plans include:

- Danville Arts and Culture Plan
- Regional Tourism Plan
- George Mason University Environmental Stewardship Plan & Climate Adaptation Assessment
- 2023-2024 Heart the Parks Plans
- Flood Risk Assessment
- Economic Risk Assessment
- Housing Development Plan

-  2001 City of Danville Comp Plan
-  2010 Pittsylvania County Comprehensive Plan
-  2012 Monument Berryman Master Plan
-  2013 River District Design Guidelines
-  2014 City of Danville Comp Plan
-  2014 Housing Study
-  2016 Housing Study
-  2016 River District Green Space Plan
-  2017 Dan River Health Equity Summary
-  2017 River District Bicycle and Pedestrian Plan
-  2018 WPPDC Regional Bike Plan
-  2018 Quality of Life Plan
-  2019 Housing Study of Impediments
-  2020 FRB Wealth Equity Report
-  2020 Danville MPO Long Range Transportation Plan
-  2020 WPPDC 2045 Rural Long-Range Transportation Plan
-  2020 Investing in Danville Report
-  2020 River District Parking Study
-  2021 Dan River Health Equity Summary
-  2021 Piney Forest Road Corridor Study
-  2021 Regional Economic Development and Tourism Assessment
-  2021 WPPDC Hazard Mitigation Plan
-  2022 WPPDC Economic Development Strategy
-  2022 FRB Study: Workforce Development
-  2022 FRB Study: Access to Credit
-  2022 FRB Study: Rural Spotlight: Strengthening Economic Opportunity North of Raleigh-Durham
-  2022 FRB Study: How Many Businesses in the Fifth District are Minority-Owned?
-  2022 FRB Study: The Black Homeownership Gap in the Fifth District: How Does Your County Compare?
-  2022 FRB Study: What Do Recent Studies Say About Crime and Policing? Part 1
-  2022 FRB Study: What Do Recent Studies Say About Crime and Policing? Part 2
-  2022 FRB Study: School Quality as a Tool for Attracting People to Rural Areas
-  2022 FRB Study: Rural Spotlight: Advancing Early Childhood Education in Danville-Pittsylvania
-  2022 FRB Study: How Adequate and Equitable is K-12 Education Funding in the Fifth District?
-  2022 FRB Study: Breaking Down the Decline in Public School Enrollment
-  2022 FRB Study: My Top Takeaways From District Dialogues
-  2022 Virginia Comprehensive Historic Preservation Plan
-  2022 Neighborhood Park Network Plan
-  2022-2023 Heart the Park Plans
-  2023 Housing Study
-  2023 Danville Riverwalk Plan
-  2023 Danville Health Collaborative Health for All Action Plan
-  2023 Schoolfield Neighborhood Plan
-  2023 Historic Preservation Plan
-  2023 Danville Utilities Strategic Funding Plan
-  2023 Averett University Campus Improvements Plan
-  2023 Transit Development Plan



Danville Today

Danville is experiencing change and is prepared to respond, using the Master Plan as a chance to prepare for the future using community input.



Contents

Where We Are

Where We Are going

Honoring Our Community



Introduction
Danville Today

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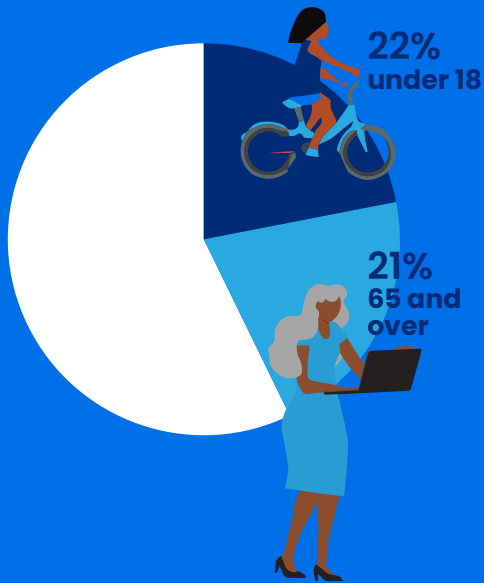
Where We Are

Danville is a community of deep roots and broad needs. In 2020, Danville saw the following trends.

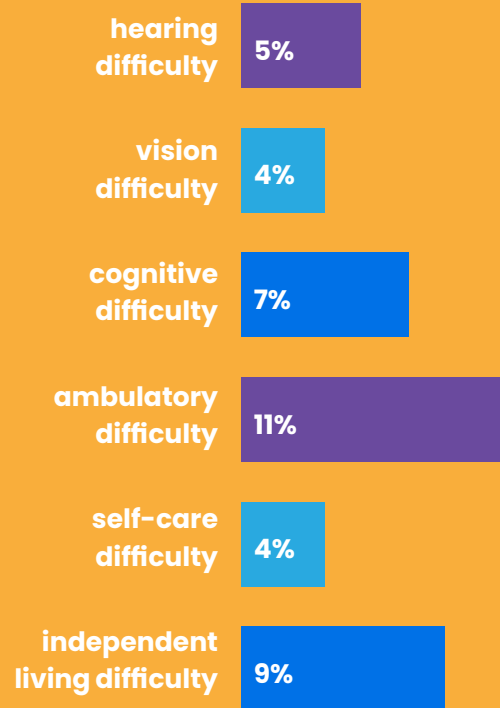
Source: 2020, U.S. Decennial Census

Danville had 42,590 residents spread across 18,755 households.

This had dropped 1% since 2010.



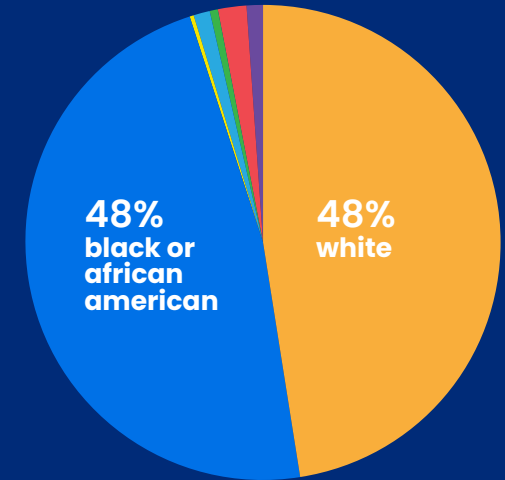
1 in 5 residents had some form of disability.



1 in 4 residents had low literacy, making reading a barrier.



Danville was diverse.



0.2% American Indian

1% Two or More Races

1% Asian

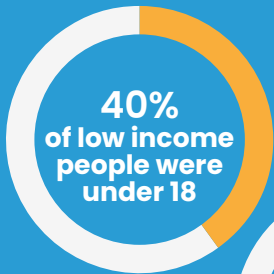
1.5% Other

0.1% Pacific Islander

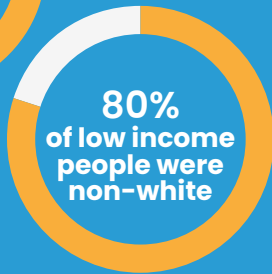
5% non-native english speakers

4% hispanic or latino

Danville had a poverty rate of 25%.



40%
of low income
people were
under 18



80%
of low income
people were
non-white



1 in 5
homeowners
were cost
burdened

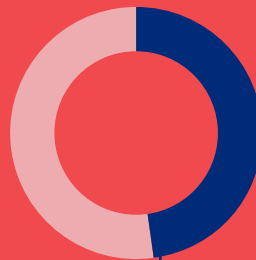


2 in 5
renters
were cost
burdened

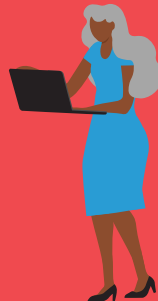


Danville had an unemployment rate of 6%.

48% of people were not in the labor force because they are either...



retired



not
looking



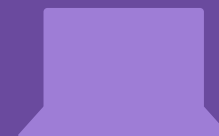
too
young



14% of households did not have a car.



25% of homes had no internet at home.



Where We Are Going

Danville is in a season of change.



Changing Economy

Since the closure of Dan River Mills in 2006, Danville's economy has shifted drastically with an emphasis on the River District, the arrival of Caesar's Casino, and potential for new industry at the Southern Virginia Megasite at Berry Hill.



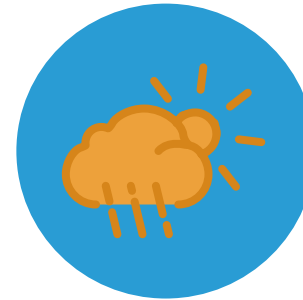
Health Risks

Milder winters and springs are increasing ticks and related diseases like Lyme. Earlier springs are also increasing pollen levels, affecting the severity of seasonal allergies and those with sensitive respiratory conditions.



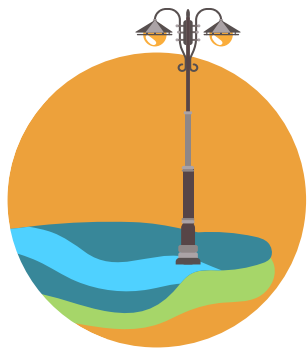
Exposed Crops

False springs and fluctuations in frost periods are making a larger amount of crops fail. Crops like corn and wheat are especially vulnerable in this region, impacting the agricultural sector of the economy.



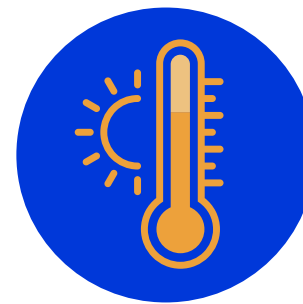
Shifting Seasons

Earlier spring, delay of fall, shorter winter. Within the next 50 years, the frost-free period will average 4-6 weeks longer.



Flooding and Severe Storms

The amount of precipitation caused by heavy storms had already increased 27% in 2024 when compared to historical patterns. Storms and intense rainfall are expected to increase in the future. Annual rainfall in Danville will likely increase by an average of 2 inches by 2050-2079 compared to the 1990-2019 average.



Increased Heat

Today, Danville has a full 8 days over 95 degrees Fahrenheit. By 2070, Danville is expected to have 40-66 days above that temperature.

PLAN Danville incorporates changing economic, social, weather and climate conditions directly into its planning process. **It looks to synchronize the policy recommendations from the Economic Resilience Assessment, Environmental Stewardship Plan, and Flood Preparedness & Resilience Plan** to create physical responses to the needs outlined in these major data and science-based documents.



Flood Preparedness & Resilience Plan

Funded by a grant from the Commonwealth of Virginia, this plan looks at the changing water and storm conditions facing Danville over 50 years, to 2070. This plan dives deep into adaptation measures and identifies actions for flood mitigation, upstream water management, and disaster response management.



Environmental Stewardship Plan

Done in partnership with George Mason University, the Environmental Stewardship Plan prepared an emissions inventory that found Danville emitted over 650K metric tons in its baseline year. This report includes steps to help Danville mitigate its long-term impact on the environment through decarbonization.



Economic Resilience Assessment

As part of the PLAN Danville process, the City worked with economic consultants to create a risk and resilience assessment, identifying ways to strengthen the economy from potential economic downturns or other unexpected events of a post Covid-19 world.

Honoring Our Community

This plan is a direct result of the dedicated and enthusiastic input of thousands of Danville's community members. Over the course of a year, Danville residents participated in numerous events, stopped by the PLAN Danville storefront, and more to share their experiences, hopes and ideas for the future.



13,000+
Online Impressions



1,200+
Survey Participants



73
Pop-Up Events



1
Project Storefront



5
Roundtables



6
Billboards



600
Hours of Listening
Sessions Hosted by 6
Community Ambassadors



10
Posts in Local &
National News



4
Community-
Wide Events

The Path to a Future Grounded in Values and Centered on Trust

The residents of Danville, and many others with a stake in the City's future, are excited by PLAN Danville's potential. They are ready to see their City grow in a way that upholds their shared values and priorities.

In itself, technical planning couldn't and didn't make this happen. Success required welcoming Danville residents into a process that was unfamiliar to most.

This process was designed to be highly inclusive from the outset, ensuring a plan that represents all residents and focusing in particular on those who have been marginalized in the past.

Building Trust

To truly connect with residents and involve them, the planning team first had to build trust. Based on previous experiences, many residents held deep reservations about participating. To establish trust, the team focused on three critical objectives: to engage, inform and empower.

Engaging focused on getting to know people in all areas of the city by listening carefully, respecting local residents' knowledge and experiences, and building goodwill with civic and community leaders. This included reaching out to groups that had been disenfranchised in the past.

Informing involved building real relationships with neighborhood residents and other community members by communicating openly and honestly, and by maintaining a regular back-and-forth between stakeholders and members of the project team.

Empowering meant finding ways to help local groups and community members make things happen—providing early reassurance of the City's good intentions and ability to follow through on short-term priorities.



A Five Phase Engagement Process

To foster a culture of engagement that would further these objectives, PLAN Danville's community engagement team implemented a five-phase process designed to involve the community in a variety of ways:

The first of these phases, "Share" provided a chance for community members to meet one another and start conversations about who they are and where they live. This phase, which went from January to May of 2023, culminated in a lively community event, "The Big Share," which drew over 300 attendees. Other phases included Dream (Phase 2), which engaged community members in envisioning new solutions to existing issues, Explore (Phase 3), which turned to identifying specific goals and outcomes, and Draft (Phase 4), which solicited community members' input into the writing of the comprehensive plan itself. The final phase, Go (Phase 5), took place in summer 2024.

Fostering Authentic Communications

Through PLAN Danville community members were encouraged to voice their views, no matter how strongly opinionated. Many channels were available for them to do so.

In addition to the **4 cornerstone events** scheduled for each phase, PLAN Danville's team of community ambassadors hosted **73 pop-ups** with diverse individuals and community organizations to ensure the broadest and most inclusive levels of participation.

Community members could speak directly with **community ambassadors** in the comfort of their own communities or at the PLAN Danville storefront at 206 Union Street, in in the city's historically Black downtown business district.

Several **roundtables with topic experts and local leadership** were hosted on topics such as housing, jobs, parks, infrastructure, and more at community centers such as the library.

Discussions with staff were also hosted to better understand current initiatives and staff capacity.

Print and online surveys at each stage were used to gather consistent feedback on topics.

A **dedicated web site** kept community members up to date on the latest developments, and provided in-depth information about the project.

Residents could **leave messages** on the PLAN Danville web site, and they could comment on the social media channels established at the project's outset.

Leveraging the Web

A locally-based media company implemented a comprehensive communications strategy that included billboards, social media, emails and a purpose-built web site with continuously updated content. With real-time metrics and analytics, PLAN Danville was able to make adjustments that boosted saturation and visibility wherever needed, ensuring that residents from every part of the city would take part.

Driven in part by multiple social media postings each day, PLAN Danville's web site and social media accounts garnered constructive engagement and feedback from some 13,000 unique visitors. PLAN Danville set the tone for honest, equal-to-equal communication by consciously moving away from planning jargon to focus more on informal "kitchen table talk."

Forging a Shared Community Vision

As desired outcomes began to take shape, hundreds of individuals contributed ideas and insights into what a shared vision for Danville could be.

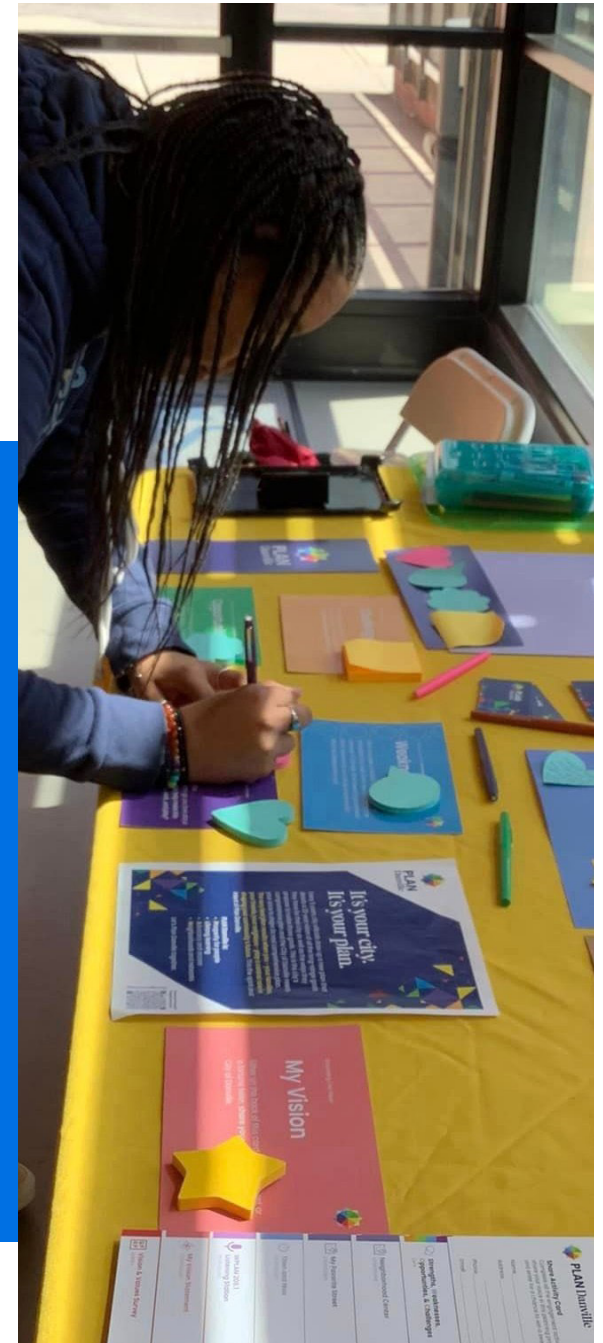
They did so through community events and workshops as well as through community ambassadors' consistent, ongoing outreach to Danville's neighborhoods. The PLAN Danville community engagement team parsed these hundreds of responses to identify the most frequently cited priorities and then submitted a focused set of options to a community vote.

A Focus on Accessibility

PLAN Danville was a process crafted to be accessed by all. Not only did the team physically go to community members in pop-ups, events, and neighborhood meetings, but it also shaped the graphics of the plan.

The project brand and this plan were crafted to include larger font sizes and color combinations that aid those with color-blindness and slight visual impairments.

Videos and other alternative forms of content were created to further accessibility for those with full visual impairments or literacy barriers.



Honoring Our Community

A Five Phase Process



PHASE 2

Dream

Block Party | The Big Share

Exercise | SWOC

Exercise | Community Needs Surveys

Neighborhood Action Plan Kick-Off

PHASE 3

Explore

Block Party | The Sequel

Exercise | Meet Your Neighbors

Chats | Topic Roundtables

PHASE 1

Share

Open Storefront and Launch Web Engagement

Chats | Community Conversations



DRAFT



PHASE 4
Draft

Block Party | The PLAN Preview
Chats | Staff and Stakeholder
Work Sessions



PHASE 5
Go

The Big Eight



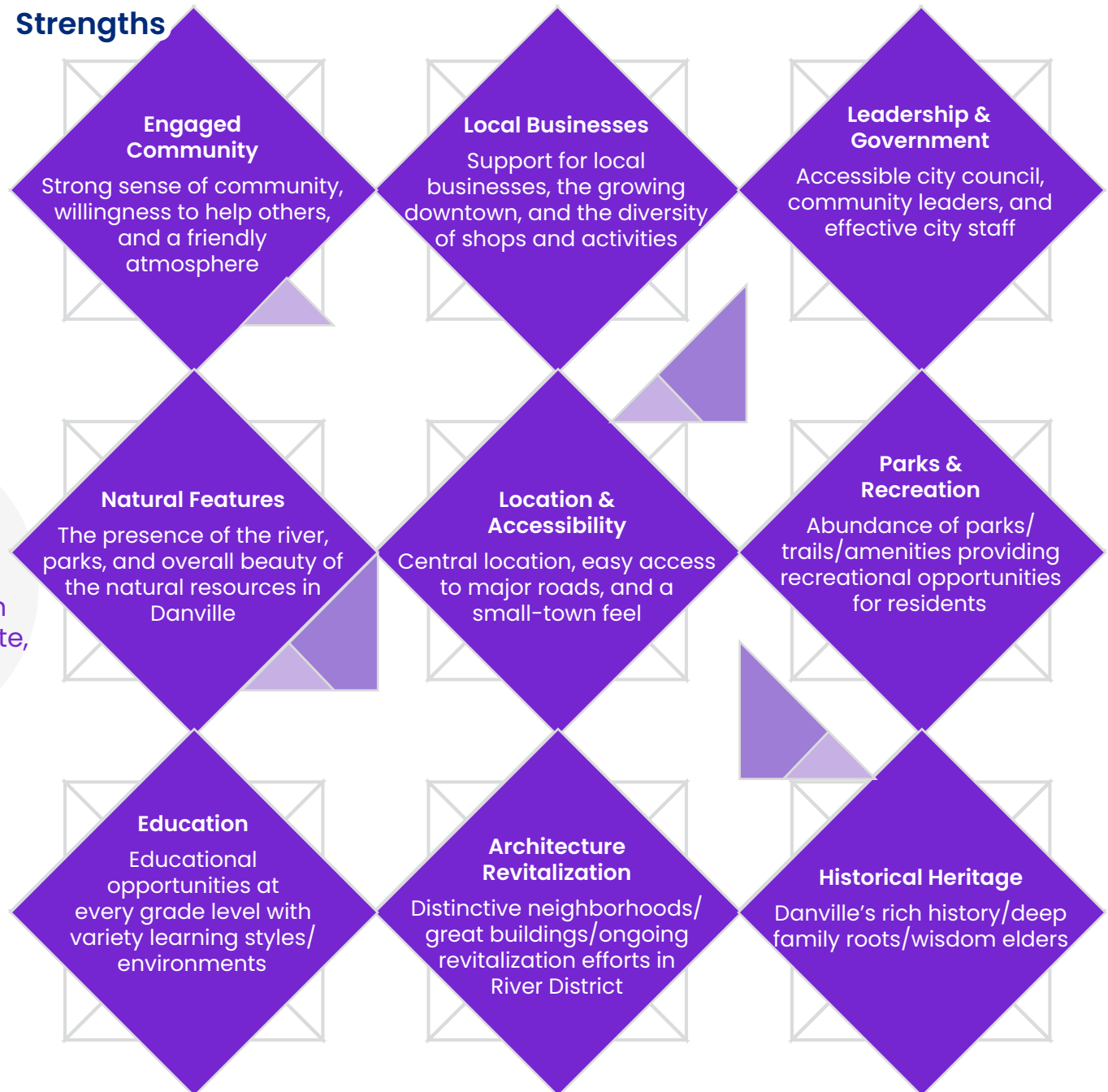
Leaning on Community Members as Experts

No one knows Danville like the people who live, work, and play in the city every day. Community members identified strengths, weaknesses, opportunities, and challenges for Danville. Combined with data and best practices, these form the base of recommendations seen in PLAN Danville.

Danville has a greater share of **minority and women owned businesses** than the national, state, and regional averages.



Strengths



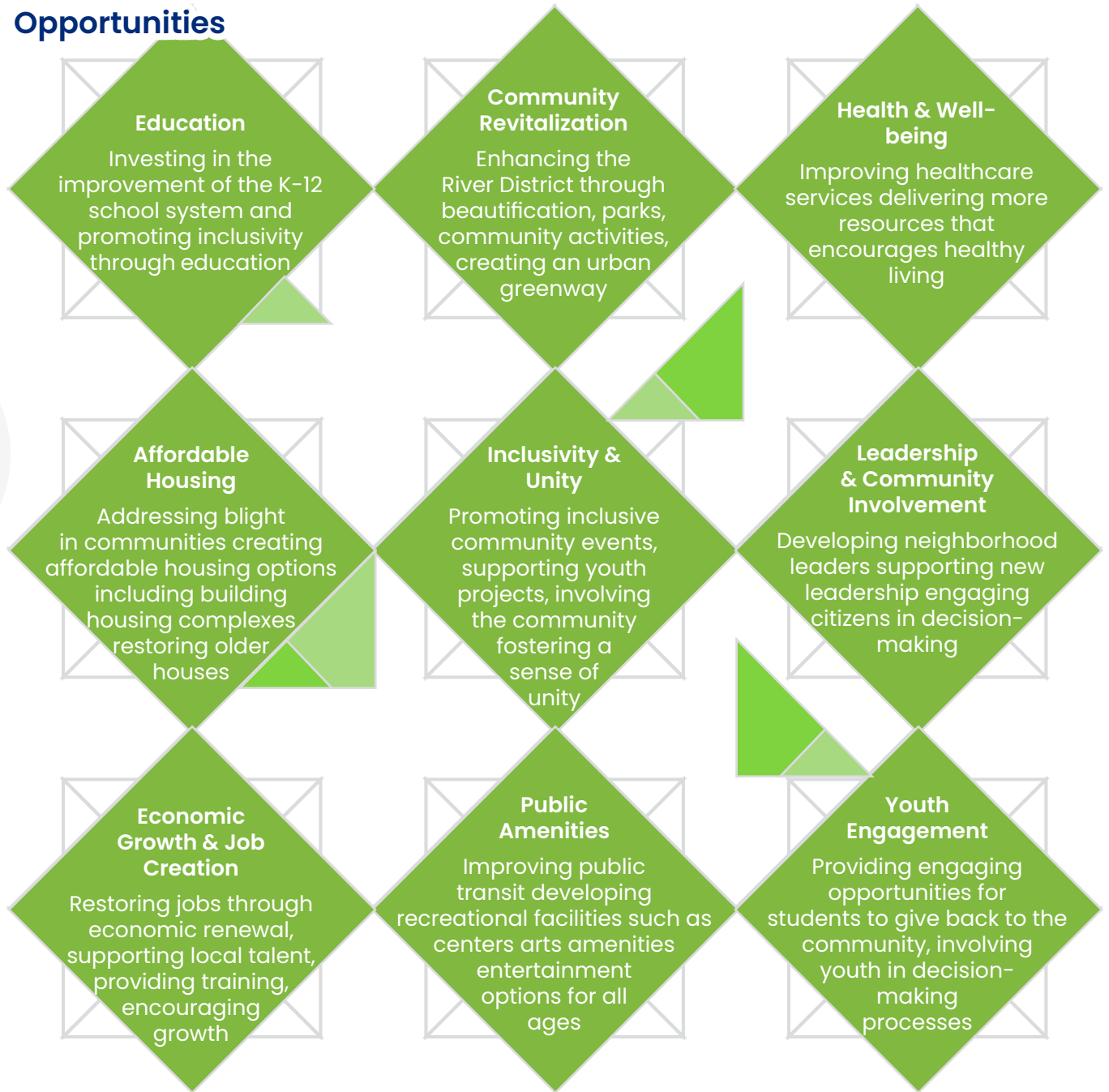
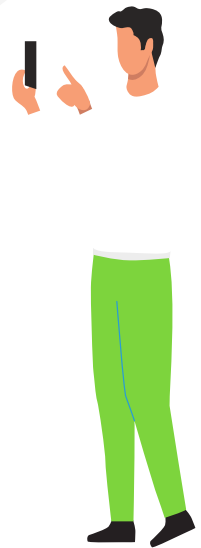
Weaknesses

Danville has a **below average health equity rank** according to the Health Collaborative Study from 2021 at **-37**.



Opportunities

Between 2021 and 2023, Danville's testing scores have **been on the rise** across the board.



Challenges

Education

Access to quality preschool and daycare, shortage of teachers

Crime & Safety

Concerns about crime rates and gun violence, lack of security in schools & broader community

Poverty & Resources

Limited resources to support low-income individuals

Housing

Lack of affordable housing for all walks of life, protection for rental tenants, neglect in particular neighborhoods

Transportation

Barriers to transportation; traffic flow problems; need for improved infrastructure with limited funds and staff

Historical Preservation

Preserving & honoring history converting negative attitudes toward change promoting fresh perspective

Workforce

Limited employment opportunities for low-paying/entry jobs, need for an educated workforce

Community Unity

Addressing root issues, fostering unity pride care each other Danville

Youth Engagement

Providing entertainment opportunities youth keeping them community bridging gap between adults young people

Danville had a **poverty rate of 25% in 2022**, more than **double** that of the state.



Taking The Long View

The City of Danville is as well-equipped as any to achieve the goals of PLAN Danville, which will make it not only a more desirable but also an even more deeply cherished place to live and thrive for decades to come.

Time and again, older community members expressed a desire to create a plan that would benefit themselves, to be sure, but even more so their children and grandchildren (many of whom also took place in the planning process). They took the long view. Some acknowledged that they themselves might no longer be around when the plan comes to fruition. But their children and grandchildren would, they said, and they would see the love and regard their elders felt for them made manifest.

Through five personas representing the diverse needs and generations of Danville, community members shared their wants and needs. These served as the base of the goals and recommendations of PLAN Danville.



Jordan

What We Heard



According to the community, Generation Alpha seeks spacious homes near amenities in peaceful, middle-class neighborhoods. They aim for equal wage jobs in cities with advanced educational programs. They enjoy diverse learning activities, bilingual childcare, and walkable communities with improved transportation infrastructure. They need affordable housing, closer shops, recreational facilities, better traffic management, and child-focused entertainment. Concerns include school integration, early bus rides, and quality education access. In the future, they foresee a demand for better city connectivity, career progression, more family-friendly spaces, and varied recreational activities.

Meet Your Neighbors | Persona 1

1. **Spacious Homes**
2. **Equal Wage Jobs**
3. **Diverse Learning Activities**
4. **Affordable Housing**
5. **City Connectivity**



Taye

What We Heard

The community expressed that Gen Z needs affordable urban housing like dorms and shared rentals, alongside professional growth programs and entrepreneurial resources. They enjoy pedestrian-friendly transport, outdoor recreation, and lively social environments. They request better public transportation, including cycling infrastructure, and need resources like financial aid, high-speed internet, and safer children's transport. Their challenges include the high cost of cars, inefficient bus systems, adjusting to independent living, and societal stigma around bus use. Over the next two decades, they foresee more professional development, improved financial literacy, life skills training, and startup support.

Meet Your Neighbors | Persona 2

1. Affordable Housing
2. Professional Growth Programs
3. Public Transportation
4. Independent Living
5. Financial Literacy

Robert

What We Heard



Millennials desire affordable housing, particularly downtown, and are open to sharing expenses for lower rent. They aspire to be self-employed and value fair compensation. They seek a vibrant city life with fitness trails, diverse dining options, and extended operating hours for establishments. They prefer various transportation modes, including ride-sharing, and stress the need for reliable internet and well-maintained roads. Their challenges include securing affordable housing and adequate-paying jobs, and they express a desire for personal growth and community progress. Looking ahead, they want increased opportunities for arts and culture, higher income levels for homeownership, and more diverse city activities.

Meet Your Neighbors | Persona 3

- 1. Affordable Housing**
- 2. Self-Employment**
- 3. Vibrant City Life**
- 4. Transportation & Internet Access**
- 5. Community Progress**



Xavi

What We Heard

The community expressed a desire for Gen X to be able to live in the city with affordable housing, convenient amenities, and accessible transport, valuing work-life balance, job security, flexibility, and potential for remote work. They enjoy city events, diverse local shops, quality education, childcare centers, and community pools, while foreseeing a future need for multi-generational housing, financial support, senior care, business expansion, and better pay rates. Current concerns encompass housing market issues, scarcity of well-paying jobs, business competition, education system improvements, care for aging parents, and employment for their children.

Meet Your Neighbors | Persona 4

1. Housing Diversity
2. Small Business Support
3. Multi-generational Entertainment
4. Life-long learning



Barbara

What We Heard

The community expressed a desire for Boomers to have affordable housing, stable work, and senior-centric recreational activities. They require wheelchair-friendly public transport, tech assistance, computer literacy programs, internet access, and awareness of insurance and support services. Their main challenges are healthcare access and financial stability, particularly concerning Medicare and communicating their needs. They anticipate a future with more community engagement, expanded outreach, potential in-home care or living arrangements with family, and increased confidence in technology use.

Meet Your Neighbors | Persona 5

1. **Affordable Housing**
2. **Stable Work**
3. **Senior-centric
Recreational Activities**
4. **Healthcare Access**
5. **Technology Use**

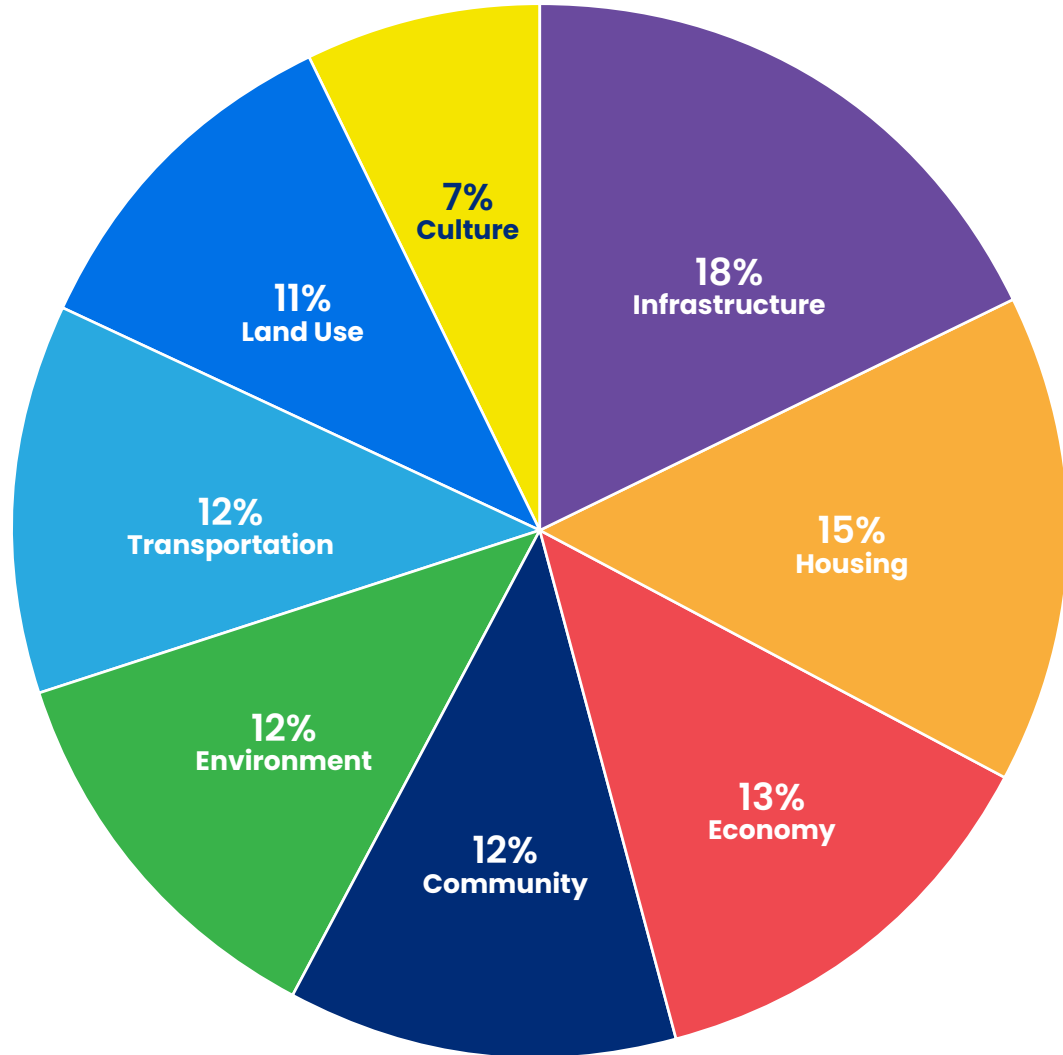
Testing Recommendations

At the PLAN Premiere event, community members had the chance to see the first draft of recommendations for PLAN Danville through an engaging card game. They were able to share if they liked, loved, had to have, or questioned the recommendations. Ones ranked “gotta have it” were moved up in priority level, while “questioned” policies were revised and had additional context added to help address community concerns.

Each policy was placed on a card. Of over 800 cards selected, cards with policies for Infrastructure, Housing, and Economy had the most interest from community members and those chapters were moved forward in the plan.

PLAN Premiere Cards Used by Topics

Source: 2024, PLAN Premiere



When looking at how policies were ranked, people were generally comfortable with the overall policies. Culture, Transportation, and Housing had the most positive reactions, while Land Use, Community, and Infrastructure had the most questions. Those chapters were revised to become what they are today.

Questions

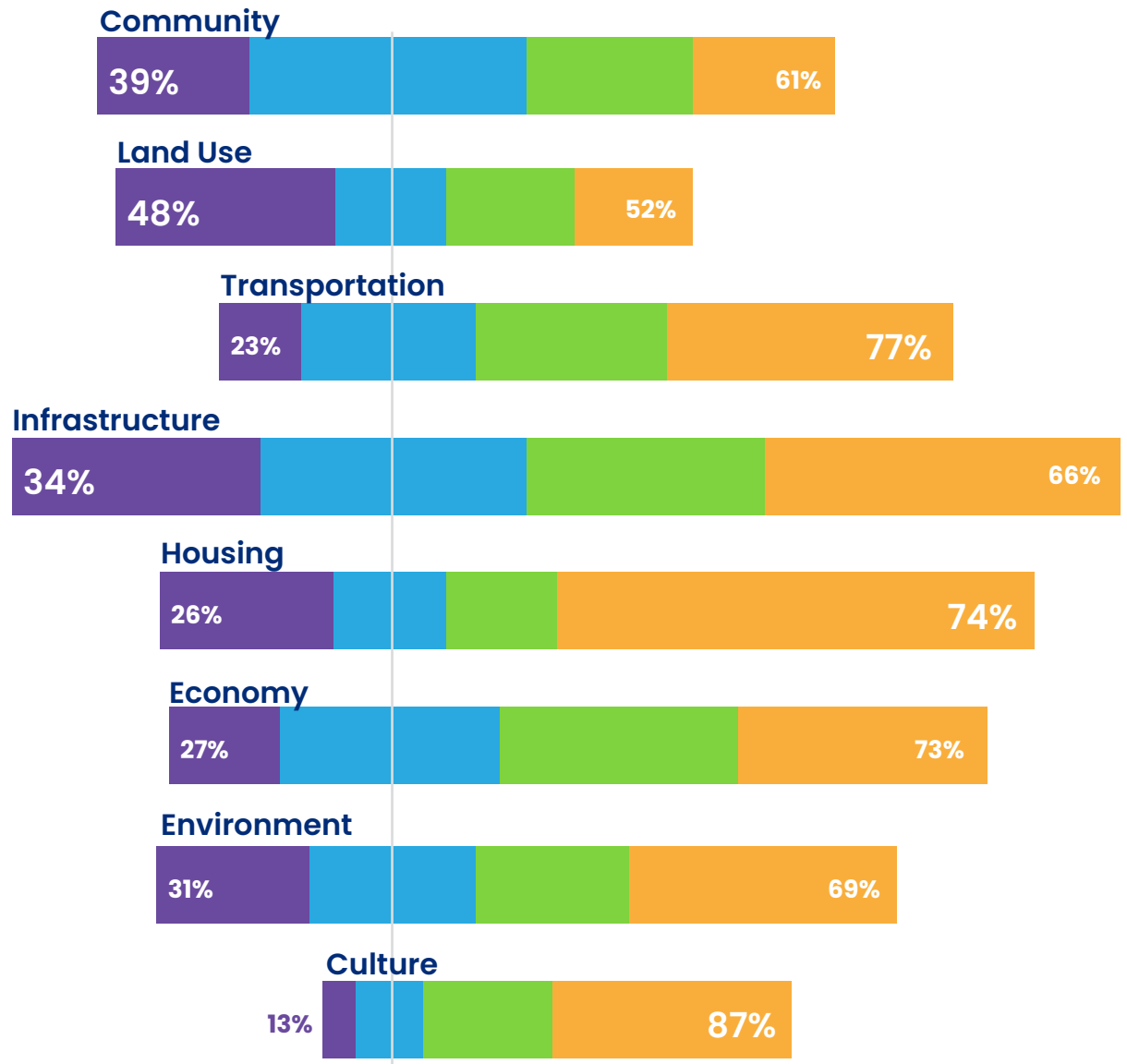
Like It

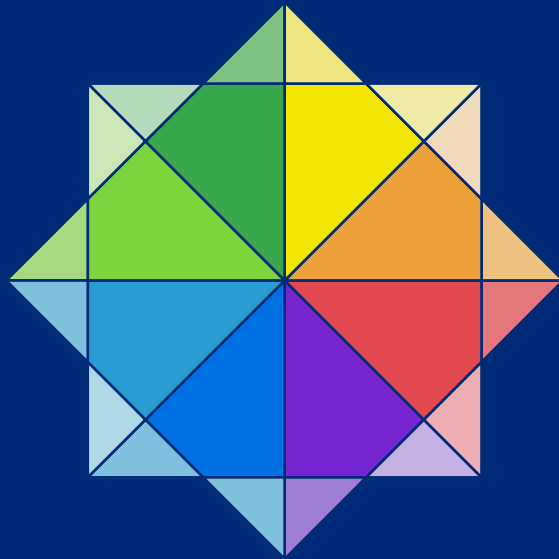
Love It

Gotta Have It

PLAN Premiere Cards by Topics and Feeling

Source: 2024, PLAN Premiere





Danville Tomorrow

Danville has created a plan for the future guided by eight essential big ideas that were consistently mentioned by community members, staff, and elected officials.



Contents

A Plan for All

A Vision for the Future

Balances and Tradeoffs

Big Ideas

How to Use this Plan



A Plan for All

A comprehensive plan balances the needs of ALL by establishing several guiding elements, evident throughout PLAN Danville, to determine the best course of action. This comprehensive plan was created in collaboration with the community to be:

- Visionary
- Aspirational
- Future Forward/Progressive
- Practical
- Feasible

Plan Danville outlines the collective vision (visionary), big ideas (aspirational), top policies (future forward), strategic recommendations (practical), and critical actions/best practices (feasible) necessary to achieve the desired outcomes.

“Practical implies that something may be effected by available means or under current conditions. Feasible applies to what is likely to work or be useful in attaining the end desired.”

- Merriam Webster



A Vision for the Future

We, as a community, will embrace our diversity in a spirit of mutual support, recognition and respect. The warm, inviting community we foster will extend to every one of us who calls Danville home. And the fruits of our vision, manifest in our streets and schools, parks and businesses, homes and neighborhoods, will uplift, empower, and strengthen the bonds between us all.

The city-wide vision is a wide reaching vision built by the community, for the community, that touches on all aspects of city management outlined in PLAN Danville. The city-wide vision also embraces three core values that are used to guide the recommendations of this document.



Equity

An equitable Danville will be inclusive for its diverse residents, workers and neighbors.



Health

A healthy Danville will enhance quality of life for community members through connected networks of services and high caliber places that encourage healthy choices and improved physical and mental health.



Resilience

A resilient Danville will better withstand, overcome, and adapt in the face of physical, social, environmental, and economic threats and challenges.

BELONG
today,

BECOME
together,

SUSTAIN
tomorrow.

Balances and Tradeoffs

PLAN Danville carefully considers the tradeoffs needed to get things done. In order for this plan to be achievable, actions need to be prioritized based on its ability to achieve the community's shared vision, staff capacity, and community needs.

Our Resources

Budget, Times, Tools,
Capacity, Control



Our Wants

Vision and
Values



Our Needs

Diverse Housing, Complete
Streets, Efficient Utilities



Big Ideas

Eight Big Ideas were mentioned throughout the PLAN Danville process. These Big Ideas are the foundation of PLAN Danville, expressing Danville's goals for the future.



1 | Community

Champion collaborative governance and community empowerment.



2 | Land Use

Prioritize equitable access to resources and facilities citywide.



3 | Transportation

Build a multi-modal network that supports freedom of mobility.



4 | Infrastructure

Build high-quality, well-connected, and resilient infrastructure.



5 | Housing

Enhance housing accessibility, affordability, and choice.



6 | Economy

Bolster diverse and equitable economic growth and prosperity.



7 | Environment

Promote accessible and adaptable open spaces and natural systems.

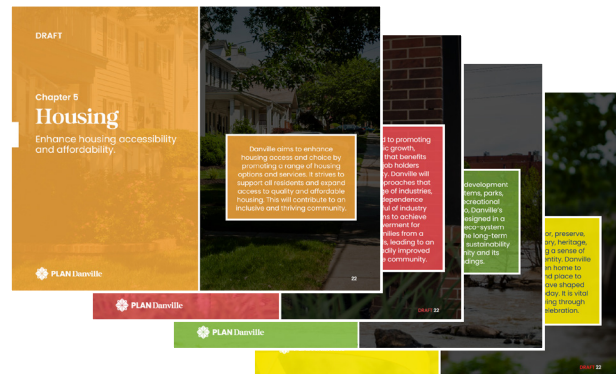
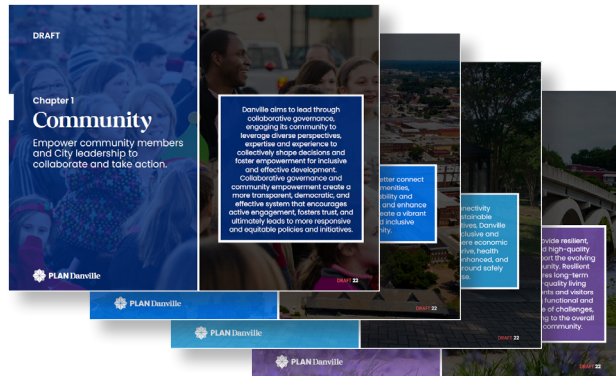


8 | Culture

Preserve shared history and celebrate people's unique cultures.

How to Use This Plan

1 This document is a guide for the future of Danville. It is sorted into the eight Big Ideas.



2 Each Big Idea has its own chapter. In these chapters, you will find the following components.

- Policies
- Why it Matters
- Desired Outcomes
- Trends, Data & Engagement
- Tools & Best Practices
- Recommendations & Actions
- Case Studies



Danville Farmers' Market
**HANDMADE
GIFTS**

**We built this plan. Now's the
time to put it into action.**

- PLAN Danville Premiere Participant

