



PLAN Danville

A Comprehensive Plan for a Unified Future

Adopted and Effective as of January 1st, 2025



Welcome!

Dear Fellow Citizens and Residents of Danville,

The intent for Danville's comprehensive plan is to guide 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.

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 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 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.

The Council and staff of the City of Danville gratefully acknowledge and accept the responsibility and trust you have placed in us to do our sincere best 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

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.



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.

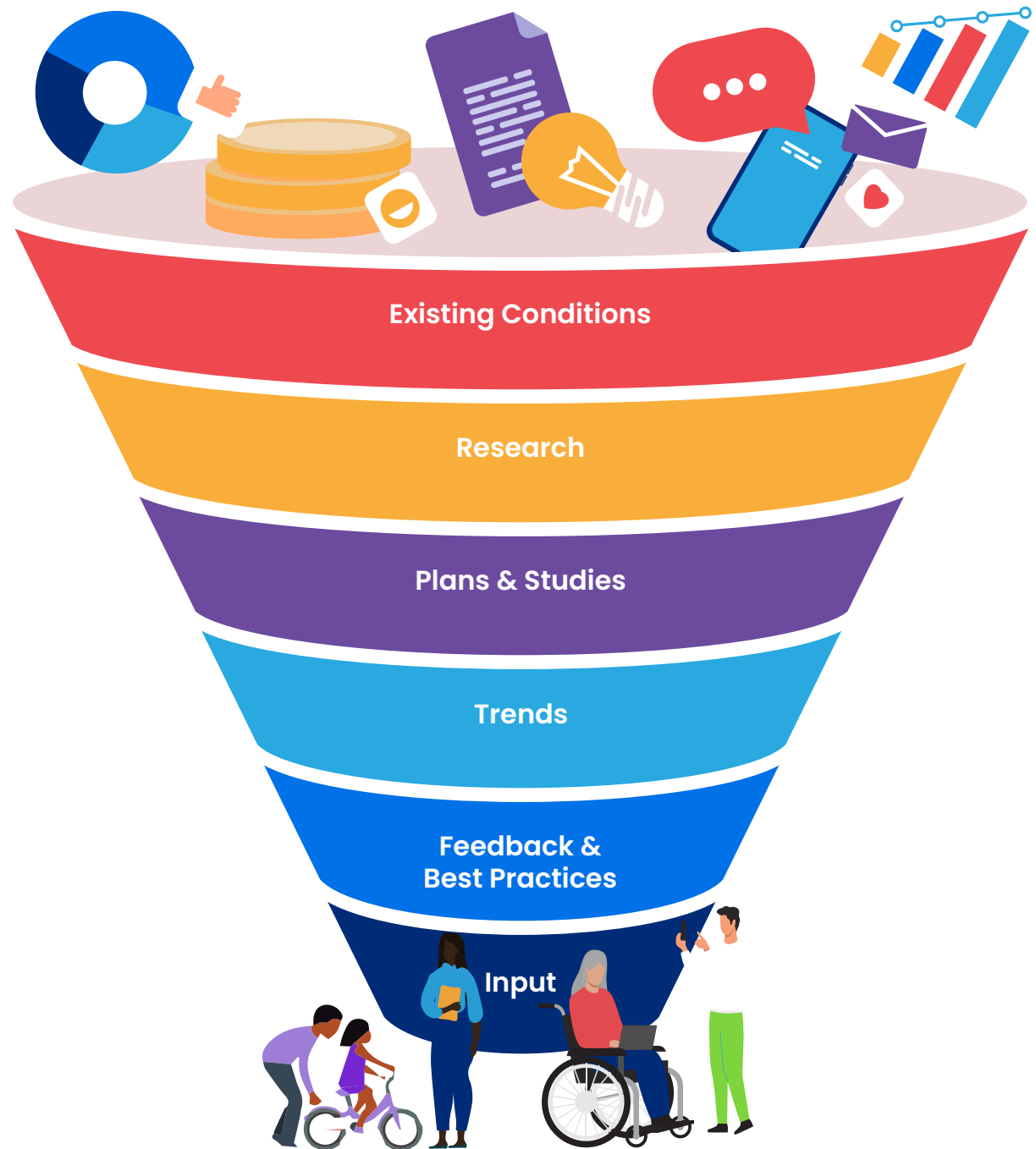


Process

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

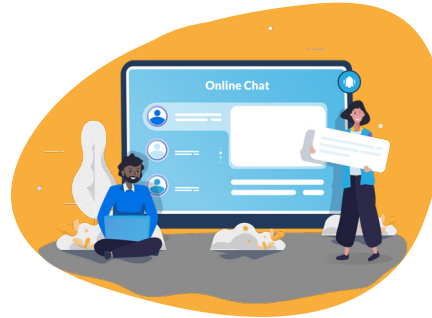
- analyzing existing conditions
(to understand what is currently happening in Danville)
- conducting research
(to understand the external factors impacting Danville)
- reviewing existing plans and studies
(to build on the prior work of city staff, experts, and residents)
- examining trends and best practices
(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.



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



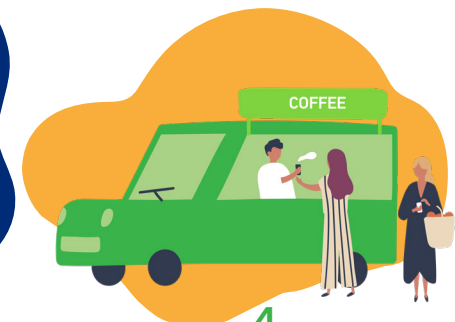
6
Billboards



600
Hours of Listening
Sessions Hosted by 6
Community Ambassadors



10
Posts in Local &
National News



4
Community-
Wide Events

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 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.



BELONG
today,

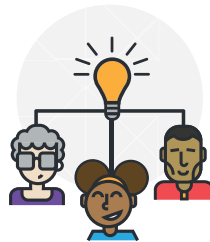
BECOME
together,

SUSTAIN
tomorrow.

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.

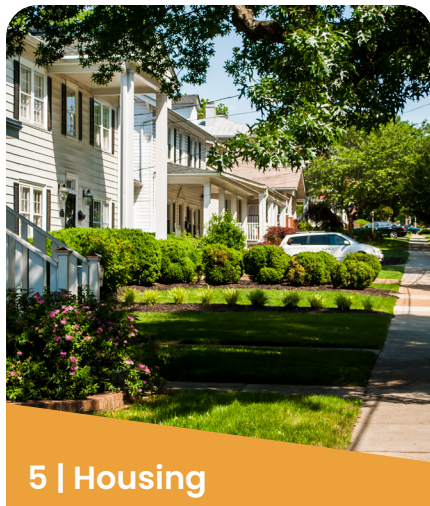


Resilience

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

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.



Big Idea 1

Community

Empower community members and city leadership to collaborate and take action.

Danville aspires to lead through collaborative governance, engaging its community to leverage diverse perspectives, expertise, and experience to collectively shape decisions and foster empowerment for inclusive and effective development. Collaborative governance and community empowerment create a more transparent, democratic, and effective system that encourages active engagement, fosters trust, and ultimately leads to more responsive and equitable policies and initiatives.

Policies

CO.1: LEADERSHIP DEVELOPMENT

Cultivate strong leadership and education programs for everyone, promoting involvement, new ideas, and lifelong learning.

CO.2: COMMUNITY EMPOWERMENT

Empower communities by fostering collaboration, participation, and ownership in decision-making processes.

CO.3: INCLUSIVE GOVERNANCE

Promote inclusive and transparent governance practices that prioritize accountability, accessibility, and equity in decision-making.

Big Idea 2

Land Use

Promote thriving neighborhoods where residents have easy access to essential services.

Danville aspires to better connect residents to amenities, promote walkability and multimodal transit, and enhance infrastructure to create a vibrant sustainable and inclusive community.



Policies

LU.1: NEIGHBORHOOD CHARACTER

Support different neighborhood types across the city, from rural to suburban to urban, integrating a variety of housing options.

LU.2: CENTERS WITH ACCESS TO SERVICES

Build up vital services in key areas to make sure all residents can easily access them.

LU.3: CONNECTED CORRIDORS

Align land use and transportation enhancements to better connect people with resources.

LU.4: SPECIAL DISTRICTS

Optimize land availability for economic development.

Big Idea 3

Transportation

Build a multimodal transportation network that supports freedom of mobility, economic vibrancy, social equity, and improved health outcomes.

By enhancing connectivity and promoting sustainable transportation alternatives, Danville aspires to create an inclusive and thriving community where economic opportunities can thrive, health outcomes are greatly enhanced, and residents can move around safely and with ease.



Policies

T.1: ENHANCED WALKABILITY

Promote pedestrian-friendly streets, sidewalks, and interconnected neighborhoods to encourage active living and community engagement.

T.2: PUBLIC TRANSIT INVESTMENT

Make strategic investments in public transportation to make it more reliable, extensive, and accessible.

T.3: BICYCLE INFRASTRUCTURE

Improve bicycle infrastructure to promote cycling as a safe, convenient, and sustainable mode of transportation.

T.4: SAFE AND ACCESSIBLE MOBILITY

Prioritize safety and comfort for all users on Danville roadways.

Big Idea 4

Infrastructure

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

Danville aspires to provide resilient, well-connected, and high-quality infrastructure to support the evolving needs of the community. Resilient infrastructure ensures long-term stability for a high-quality living experience for residents and visitors while also remaining functional and adaptable in the face of challenges, ultimately contributing to the overall well-being of the community.



Policies

IN.1: EFFICIENT & AFFORDABLE ENERGY

Adopt, implement, and promote energy efficient policies that reduce carbon emissions, conserve resources, support the Danville Environmental Stewardship Plan, and promote sustainable practices citywide.

IN.2: QUALITY WATER SYSTEMS

Enhance water infrastructure across the city to help homes and businesses use water more efficiently.

IN.3: ENHANCED TELECOMMUNICATION

Create a plan for better communications both every day and during emergencies, which will help emergency responders react quickly and keep the public safe.

IN.4: WASTE MANAGEMENT

Optimize waste diversion, minimize landfill usage, and promote recycling and composting to minimize environmental and health impacts.

IN.5: COMMUNITY HEALTH & EMERGENCY PREPAREDNESS

Invest in healthcare infrastructure to promote community health and expand access to healthcare services.

Big Idea 5

Housing

Enhance housing accessibility and affordability.

Danville aspires to enhance housing access and choice by promoting a range of housing options and services. It strives to support all residents and expand access to quality and affordable housing. This will contribute to an inclusive and thriving community.

Policies

H.1: HOUSING OPTIONS

Increase housing options throughout the city.

H.2: DISPLACEMENT PREVENTION

Prevent displacement of long standing and low-moderate income residents.

H.3: HOUSING ADVOCACY

Provide inclusionary housing support for all community members.

Big Idea 6

Economy

Bolster diverse and equitable economic growth and prosperity.

Danville is committed to promoting diverse economic growth, ensuring prosperity that benefits all residents and job holders within the community. Danville will prioritize inclusive approaches that cultivate a wider range of industries, thereby reducing dependence on a single or handful of industry sectors. Danville aims to achieve economic empowerment for individuals and families from a variety of backgrounds, leading to an economy that is steadily improved and uplifts the entire community.



Policies

E.1: ECONOMIC RESILIENCE

Promote economic diversification and resilience to strengthen the city's economy against external shocks, support sustainable and equitable growth, address wage disparities, and foster inclusive economic development.

E.2: ECONOMIC DEVELOPMENT

Implement a holistic economic development strategy to attract investments, create jobs, and boost prosperity.

E.3: SMALL BUSINESS SUPPORT

Support small businesses and entrepreneurs by providing resources, technical assistance, and financial incentives to promote their success.

E.4: TALENT RECRUITMENT

Foster a welcoming and inclusive environment that attracts and retains skilled professionals and encourages a variety of people to make the city their home.

Big Idea 7

Environment

Encourage open spaces and natural systems that can adapt to the various needs of the community.

Danville prioritizes preserving environmental systems, parks, open spaces, and recreational programs. In doing so, Danville's environment will be designed in a way that anticipates ecosystem changes and fosters the long-term health, wellbeing, and sustainability of both the community and its natural surroundings.

Policies

EN.1: ENVIRONMENTAL SYSTEMS

Protect and emphasize the benefits of healthy environmental systems and ecosystem services throughout Danville.

EN.2: PARKS & OPEN SPACES

Ensure equitable access to parks and open spaces.

EN.3: EDUCATION & HEALTH

Advocate for and support environmental education programs.

Big Idea 8

Culture

Preserve shared history and celebrate people's unique cultures.

Danville seeks to honor, preserve, and share its rich history, heritage, and cultures, fostering a sense of collective pride and identity. Danville is proud to be home to impactful leaders and place to historic events that have shaped the city as it stands today. It is vital to keep this legacy living through preservation and celebration.

Policies

C.1: HISTORIC PRESERVATION

Honor and maintain the city's shared heritage and significant past.

C.2: CULTURAL CELEBRATION

Create paths for all community members to celebrate their unique community identities.

C.3: PLACEMAKING

Create vibrant and inclusive social spaces that reflect the unique identity and character of the community.

Implementation

Take action and implement the recommendations of PLAN Danville.

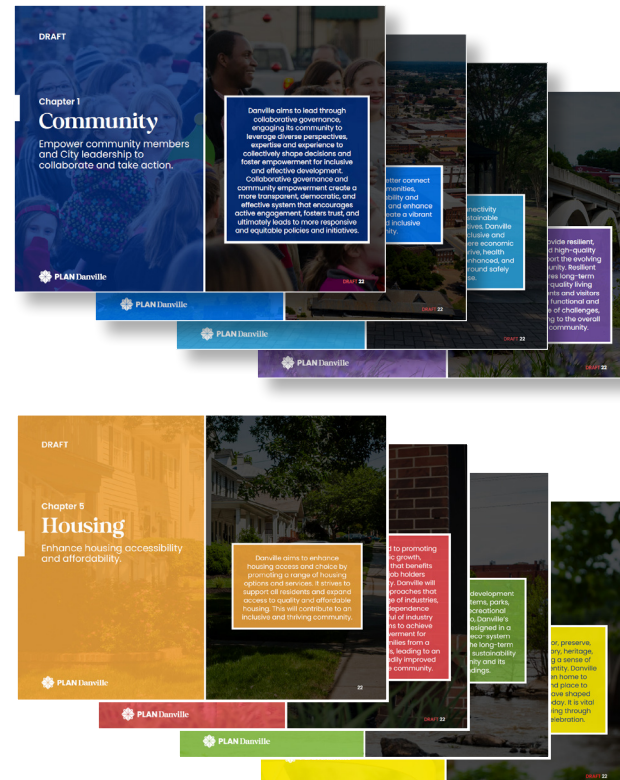
PLAN Danville is just the start. PLAN Danville is not a document that sits on a shelf. It is an active field guide for city staff and local change makers as they implement the community's vision over the next twenty years. The plan ends with a chapter that includes three key resources:

- **PLAN Danville Scorecard** | A scorecard used by all city departments to ensure capital improvements are in alignment with the plans goals and city's values.
- **Measures of Impact** | A list of measures used throughout PLAN Danville for city staff to report out regularly and measure how well the plan is being implemented in the future.
- **Action Plan** | A list of all the actions recommended in PLAN Danville with a timeline for implementation and assigned champions.



How to Use PLAN Danville

1 The plan 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



