

## Chapter 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.

# Land Use 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.1.1 Preserve Rural Landscapes

Prevent over-development of greenfield and rural areas to preserve their environmental integrity and promote sustainability through cluster development.

### LU.1.2 Maintain Community Character

Implement place type recommendations of this chapter through zoning amendments to better integrate context-sensitive design and embrace community character.

## LU.2: CENTERS WITH ACCESS TO SERVICES

BUILD UP VITAL SERVICES IN KEY AREAS TO MAKE SURE ALL RESIDENTS CAN EASILY ACCESS THEM.

### LU.2.1 Encourage Growth in Existing Developed Areas

Maximize the impact of infrastructure investments and minimize the environmental impacts of urban sprawl by promoting growth and development in already developed areas of the city.

## LU.3: CONNECTED CORRIDORS

ALIGN LAND USE AND TRANSPORTATION ENHANCEMENTS TO BETTER CONNECT PEOPLE WITH RESOURCES.

### LU.3.1 Concentrate Corridor Development

Encourage the development of community resources along key transportation corridors to provide residents with expanded access to essential amenities.

### LU.3.2 Organize Parking and Access

Limit the impacts of parking and access management on the character and flow of corridors.





## LU.4: **SPECIAL DISTRICTS**

OPTIMIZE LAND AVAILABILITY FOR  
ECONOMIC DEVELOPMENT.

### LU.4.1 **Rethink Underutilized Land**

Use tools such as land swaps, “right sizing,” and infill development to better activate underutilized commercial and industrial land, which will better support the local economy.

### LU.4.2 **Update Land Use and Zoning**

Implement place type recommendations of this chapter through zoning amendments to better encourage density and character in these areas.



An aerial photograph of a city, likely Knoxville, Tennessee, showing a mix of urban development and natural green space. A river flows through the left side of the image, with several bridges crossing it. The city is characterized by numerous brick buildings, some with red roofs, and a large parking lot filled with cars. In the background, a dense forest of green trees covers the hills. A large blue banner with white text is overlaid on the bottom half of the image, flanked by large white quotation marks.

I love it here. My property is in the city but feels like the country because of the wildlife and green space.

– 2023 Community Pulse Check Survey



Goal 2. Land Use  
Introduction



# Aligning with Public Feedback

The use of land across Danville has impacts on nearly all other aspects of the plan. Whether it is ensuring that housing is in areas that make accessing basic services like education, shopping, and work possible, or providing for new economic development opportunities in locations that will not negatively impact existing neighborhoods, the use of land acts as an undercurrent throughout the rest of this plan.

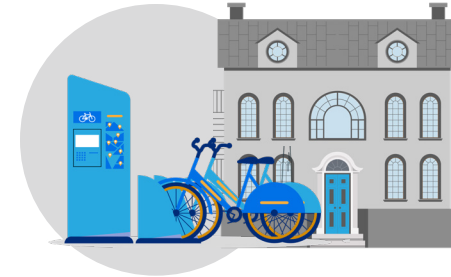
Land use was a concern that cut across all seven community themes. Among the most common issues identified by residents is a lack of access to essential services and resources, along with transportation challenges. Additionally, engagement identified a strong preference for preserving and revitalizing Danville's existing neighborhoods over the demolition of existing buildings and new construction.



## LU.1 Neighborhood Character

Danville residents expressed strong desires to remain in their neighborhoods and have opportunities to be engaged as the leaders of neighborhood revitalization and change, rather than outside developers.

Updating the city's zoning and land use policies provides greater flexibility and reduce barriers to development. Preserving rural landscapes helps to ensure demand for development within neighborhoods that can be addressed by small-scale developers, rather than relying solely on large tracts of single-unit homes on the city's edges. Finally, establishing new development guidelines and standards ensure the character and feel of current neighborhoods will be enhanced, rather than lost with new development.



## LU.2 Centers with Access To Services

A lack of access to essential services, as well as challenges in getting across town, were commonly cited by residents as some of the weaknesses or challenges Danville faces. A focus on new growth and development within and in proximity to existing neighborhoods will help to address this issue, while ensuring that new development does not displace existing residents and businesses. Additionally, establishing resource hubs to serve as neighborhood focal points where residents can easily access public services and transportation, and also have the opportunity to come together with their neighbors, will enhance access to services and resources.

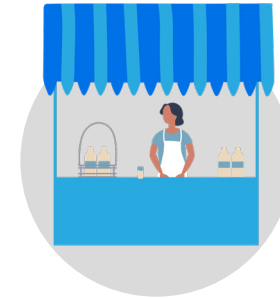


### LU.3 Connected Corridors

Transportation is a major challenge in Danville. Focusing transportation investments along the city's primary roadways will ensure an increase in community members within walking distance of cross-city connectors. Public transportation requires a critical mass of people to support regular routes and frequent stops. Land use supports corridors by allowing for more density and mixed-use along fixed-route lines.

Community members also emphasized safety. Additional changes to city policies that reduce the number of driveways to businesses will reduce the number of potential conflicts between cars and pedestrians.

They also mentioned the unique identities of Danville's neighborhoods. Gateways at key areas are important to creating strong corridors.



### LU.4 Special Districts

Residents want to see opportunities for economic growth and prosperity, but they do not want that to impact the feel of their neighborhoods. By using commercial areas in smart ways, businesses can be better supported and have limited impacts on existing neighborhoods.



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## ABOUT LAND USE

### Defining Land Use

Land use is a tool that will help Danville cultivate complete communities, enhancing the infrastructure and resources in our neighborhoods so individuals and families can access the essential services, amenities, and opportunities they require for a high quality of life. The city aims to provide high-quality, efficient, and effective services to all community members through an organized framework of land use place types.

### The Value Of Future Land Use

Land use organizes Danville into several “place types.” These place types encourage a mixture of uses that are meant to work in harmony with each other, resulting in more vibrant, connected, and well-resourced neighborhoods where the community lives, works, and plays. Future land use place types focus not just on what land is currently used for, but also what it could be in the future to realize this plan’s vision.



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## ABOUT LAND USE

### Defining Land Use Place Types

Future place types, described below, combine land use, building and site design, and amenities to provide clear direction for future development. Four different components make up the framework for PLAN Danville's future land use:

#### Neighborhoods

The heart of Danville, primarily residential areas

#### Centers

Destinations for day-to-day needs, mixed-use walkable centers, regional destinations

#### Corridors

Gateways to the community, often only parts of city that visitors see on the way to their destination

#### Special Districts

Traditional commercial and industrial areas, large green spaces and campuses

These place types vary based on their location and history of development. A neighborhood near downtown looks and feels very different from a neighborhood bordering the county, and these places will have different approaches when it comes to future development. Whether urban, suburban, or rural, neighborhoods across Danville should have access to centers to meet the daily needs of residents.



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## FUTURE LAND USE PLACE TYPES

### Neighborhoods

	Intent	Location	Current Zoning	Form & Character	Mobility & Access	Primary Land Uses	Secondary Land Uses
Rural	Preserve agricultural and natural areas, some integration of housing	<ul style="list-style-type: none"> <li>Edge of city</li> <li>Hilly areas</li> <li>Proximity to the Sandy River</li> </ul>	<ul style="list-style-type: none"> <li>SR-R</li> <li>T-R</li> </ul>	<ul style="list-style-type: none"> <li>Single-unit detached housing</li> <li>Open spaces</li> <li>Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>Well-connected road network</li> <li>Curb and gutter</li> </ul>	<ul style="list-style-type: none"> <li>Single-unit detached housing</li> <li>Acreage living, small holder farming, or family farming</li> </ul>	<ul style="list-style-type: none"> <li>Attached housing</li> <li>Parks</li> <li>Recreation</li> </ul>
Suburban	Ensure new neighborhood development encourages connectivity and traditional neighborhood design	<ul style="list-style-type: none"> <li>Subdivisions</li> <li>Hilly areas</li> </ul>	<ul style="list-style-type: none"> <li>S-R</li> <li>T-R</li> <li>NT-R</li> </ul>	See Conservation, Cluster and Traditional Neighborhood Design	<ul style="list-style-type: none"> <li>Well-connected road network</li> <li>Curb and gutter</li> <li>Safe crossings</li> <li>Trails</li> <li>Sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>Single-unit detached housing</li> </ul>	<ul style="list-style-type: none"> <li>Attached housing</li> <li>Religious institutions</li> <li>Schools</li> <li>Parks</li> <li>Recreation</li> </ul>
Urban	Create more dense housing around resource and mixed-use centers	<ul style="list-style-type: none"> <li>Historic neighborhoods</li> <li>Neighborhoods around primary corridors</li> <li>Resource centers</li> </ul>	<ul style="list-style-type: none"> <li>OT-R</li> <li>A-R</li> <li>M-R</li> <li>NT-R</li> </ul>	<ul style="list-style-type: none"> <li>Active first floor; mid-rise buildings</li> <li>Small apartment buildings</li> <li>Duplexes</li> <li>Triplexes</li> <li>Quads</li> </ul>	<ul style="list-style-type: none"> <li>Connectivity to transit corridors</li> <li>Walkability</li> <li>Sidewalks</li> <li>Safe crossings</li> </ul>	<ul style="list-style-type: none"> <li>Single-unit attached housing</li> <li>Multi-unit attached housing</li> </ul>	<ul style="list-style-type: none"> <li>Detached housing</li> <li>Mixed-use</li> <li>Retail</li> <li>Services</li> <li>Community centers</li> </ul>



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## FUTURE LAND USE PLACE TYPES

### Mixed-Use Centers

	Intent	Location	Current Zoning	Form & Character	Mobility & Access	Primary Land Uses	Secondary Land Uses
<b>Downtown Mixed-Use</b>	Historic walkable center	Downtown	CB-C	<ul style="list-style-type: none"> <li>Active first floor; mid-rise buildings</li> <li>Require design standards</li> </ul>	<ul style="list-style-type: none"> <li>Very walkable and well connected</li> <li>On-street parking</li> </ul>	Active first floor uses with residential and office above	Services, institutions
<b>Activity Center Mixed-Use</b>	Aspiring walkable center, regional destination	Greater mall area and Schoolfield resort area	<ul style="list-style-type: none"> <li>PS-C</li> <li>HR-C</li> <li>C-E</li> </ul>	<ul style="list-style-type: none"> <li>Mall with outlots</li> <li>Require design standards</li> </ul>	<ul style="list-style-type: none"> <li>Reduce surface parking</li> <li>Improve walkability</li> </ul>	Retail, services, entertainment	Begin to integrate housing
<b>Warehouse Mixed-Use</b>	Historic walkable center	Adjacent to the Dan River and Downtown	<ul style="list-style-type: none"> <li>CB-C</li> <li>TW-C</li> </ul>	<ul style="list-style-type: none"> <li>Active first floor; mid-rise buildings</li> <li>Require design standards</li> </ul>	<ul style="list-style-type: none"> <li>Very walkable and well connected</li> <li>On-street parking</li> </ul>	Integrate complementary residential and retail uses with maker spaces	Institutions
<b>Industrial Mixed-Use</b>	Aspiring warehouse district	Between the Dan River and Riverside Drive	<ul style="list-style-type: none"> <li>I-M</li> <li>HR-C</li> <li>PS-C</li> </ul>	<ul style="list-style-type: none"> <li>Industrial aesthetic</li> <li>Adaptive reuse</li> </ul>	<ul style="list-style-type: none"> <li>Improve walkability</li> <li>Deemphasize parking lots</li> </ul>	Transition from industrial to include commercial and mixed-use	Upper floor or attached residential (4 or more units)
<b>Neighborhood Mixed-Use</b>	Smaller, neighborhood-scale "main street crossroads"	Intersections of major neighborhood streets	<ul style="list-style-type: none"> <li>N-C</li> <li>HR-C</li> </ul>	<ul style="list-style-type: none"> <li>Single-story or low-rise buildings fronting the street</li> <li>Recommend design standards</li> </ul>	<ul style="list-style-type: none"> <li>Improve walkability</li> <li>On-street parking</li> </ul>	Transitioning neighborhood commercial to mixed-use	Begin to integrate housing



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## FUTURE LAND USE PLACE TYPES

### Mixed-Use Corridors

	Intent	Location	Current Zoning	Form & Character	Mobility & Access	Primary Land Uses	Secondary Land Uses
Mixed-Use Corridor	Enhance gateways and integrate more uses	Along main corridors	<ul style="list-style-type: none"> <li>• HR-C</li> <li>• PS-C</li> </ul>	Transition auto-oriented areas to more walkable mixed-use	<ul style="list-style-type: none"> <li>• Transition to more walkable; improve access management</li> </ul>	Transitioning commercial to mixed-use	Attached residential
Residential Mixed-Use Corridor	Enhance gateways into Danville and prevent suburban corridor commercial	Along highways	<ul style="list-style-type: none"> <li>• S-R</li> <li>• A-R</li> <li>• HR-C</li> </ul>	<ul style="list-style-type: none"> <li>• Green buffer from highway</li> <li>• Screen parking</li> </ul>	<ul style="list-style-type: none"> <li>• Strong access management to limit driveways</li> <li>• Safe pedestrian crossings at nodes</li> </ul>	Residential, including more attached	Local commercial pockets



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## FUTURE LAND USE PLACE TYPES

### Commercial Centers and Corridors

	Intent	Location	Current Zoning	Form & Character	Mobility & Access	Primary Land Uses	Secondary Land Uses
Neighborhood Commercial	Provide local daily needs	Neighborhood nodes along Residential Mixed-Use Corridors	N-C	Low-rise, less likely to transition to multi-story mixed use	<ul style="list-style-type: none"> <li>• Walkable and connected</li> <li>• Limited parking</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Sales</li> <li>• Services</li> </ul>	<ul style="list-style-type: none"> <li>• Local parks</li> <li>• Plazas</li> </ul>
Convenience Commercial	Improve site design to enhance corridor gateways	Along high-volume corridors	<ul style="list-style-type: none"> <li>• HR-C</li> <li>• PS-C</li> </ul>	<ul style="list-style-type: none"> <li>• Shopping centers</li> <li>• Big box</li> </ul>	<ul style="list-style-type: none"> <li>• Auto-oriented</li> <li>• Improve access management</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Office</li> <li>• Personal services</li> </ul>	<ul style="list-style-type: none"> <li>• Drive thrus</li> <li>• Gas stations</li> </ul>
Consumer Commercial	Reduce these uses from other commercial and mixed-use place types	Near industrial	HR-C	<ul style="list-style-type: none"> <li>• Single-story</li> <li>• Workshops</li> <li>• Auto-related service bays</li> </ul>	Limit and screen outdoor storage of vehicles and equipment	<ul style="list-style-type: none"> <li>• More industrial-adjacent heavy commercial uses</li> <li>• Contractors</li> <li>• Light auto repair</li> <li>• Car wash</li> </ul>	Outdoor storage



#### Goal 2. Land Use

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## FUTURE LAND USE PLACE TYPES

### Special Districts

	Intent	Location	Current Zoning	Form & Character	Mobility & Access	Primary Land Uses	Secondary Land Uses
Light Industrial	Flexibility for lighter industrial, R&D, industrial parks	Virginia Certified Sites	<ul style="list-style-type: none"> <li>LED-I</li> <li>CP-1</li> </ul>	Office/ industrial park with higher quality site design than heavy industrial	<ul style="list-style-type: none"> <li>Main access from major corridors</li> <li>Proximity to transit corridors or stops</li> </ul>	<ul style="list-style-type: none"> <li>Light manufacturing and assembly</li> <li>Research and development</li> <li>Warehouse</li> </ul>	<ul style="list-style-type: none"> <li>Small scale commercial</li> <li>Natural areas</li> </ul>
Heavy Industrial	Limit heavier industrial uses to these areas	Periphery of city with good highway access	I-M	<ul style="list-style-type: none"> <li>Large scale manufacturing and development</li> <li>Industrial parks</li> </ul>	<ul style="list-style-type: none"> <li>Access to expressway and regional connectors</li> <li>Connected to existing road network</li> <li>Limit truck traffic to highways</li> </ul>	<ul style="list-style-type: none"> <li>Heavy manufacturing and assembly</li> <li>Processing; distribution</li> <li>Warehouse</li> </ul>	<ul style="list-style-type: none"> <li>Research and development</li> <li>Training</li> </ul>
Institutional / Office	Well-planned office, medical, and educational campuses	Along major corridors	TO-C	<ul style="list-style-type: none"> <li>Low- to mid-rise institutional or office buildings</li> <li>Campuses with integrated greenspace, often individually master planned</li> </ul>	Internal street network with limited access points to major corridors	<ul style="list-style-type: none"> <li>Medical</li> <li>Higher education</li> <li>Offices</li> </ul>	<ul style="list-style-type: none"> <li>Recreation</li> <li>On-campus housing</li> </ul>
Open Space	Preserve large parks, natural areas	City parks, neighborhood green spaces	<ul style="list-style-type: none"> <li>TO-C</li> <li>LED-I</li> </ul>	<ul style="list-style-type: none"> <li>Parks</li> <li>Open spaces</li> <li>Active recreation</li> <li>Conservation areas</li> <li>Trails</li> </ul>	<ul style="list-style-type: none"> <li>Multi-use, pedestrian, bike or mountain bike trails</li> <li>Connection to transit lines when possible</li> </ul>	<ul style="list-style-type: none"> <li>Parks and open spaces;</li> <li>Greenways</li> </ul>	<ul style="list-style-type: none"> <li>Athletic fields</li> <li>Cemeteries</li> </ul>



### Goal 2. Land Use

Aligning with Public Feedback





### Defining Character

While previous comprehensive plans have focused on ways to classify use, density, and land use arrangements, this plan integrates character as a key consideration. Character impacts how residents and visitors feel about a place and influences their decisions on where to live and visit. First impressions about a place go well beyond just land use to include design. Some elements of character addressed in the future land use place types include the following:

#### Massing & Scale

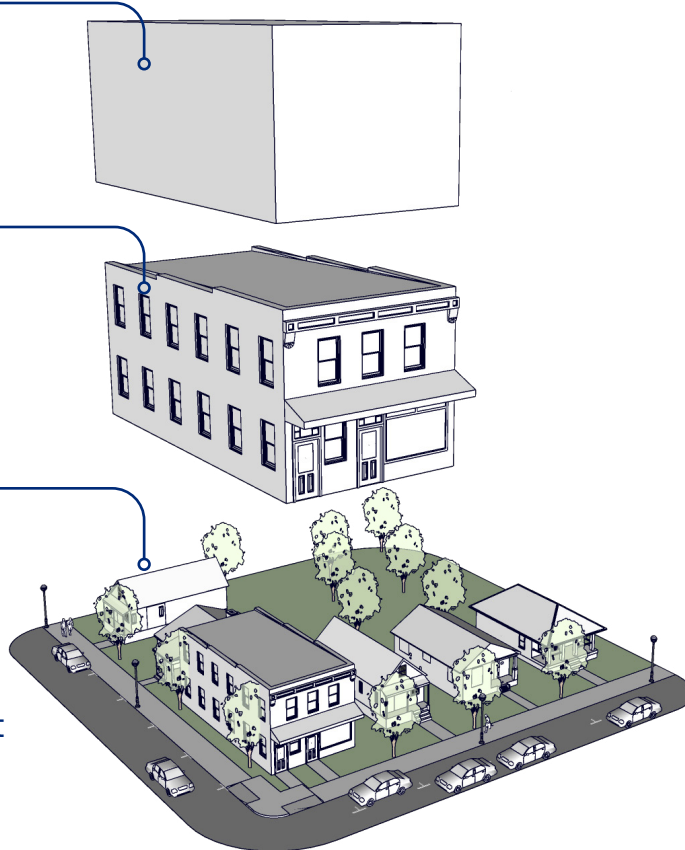
Massing is the size and three-dimensional form of a building. Scale is size relative to something else.

#### Form

The form of a building includes its architectural style, design, and shape which make it notable, match the neighborhood, or generally pleasing to the eye.

#### Relationship to the Street

Buildings should relate to the street through openings, lightings, setbacks from the road, stepbacks for upper levels to make the building feel like it is a walkable scale, all of which impact the human experience and how people interact with buildings.

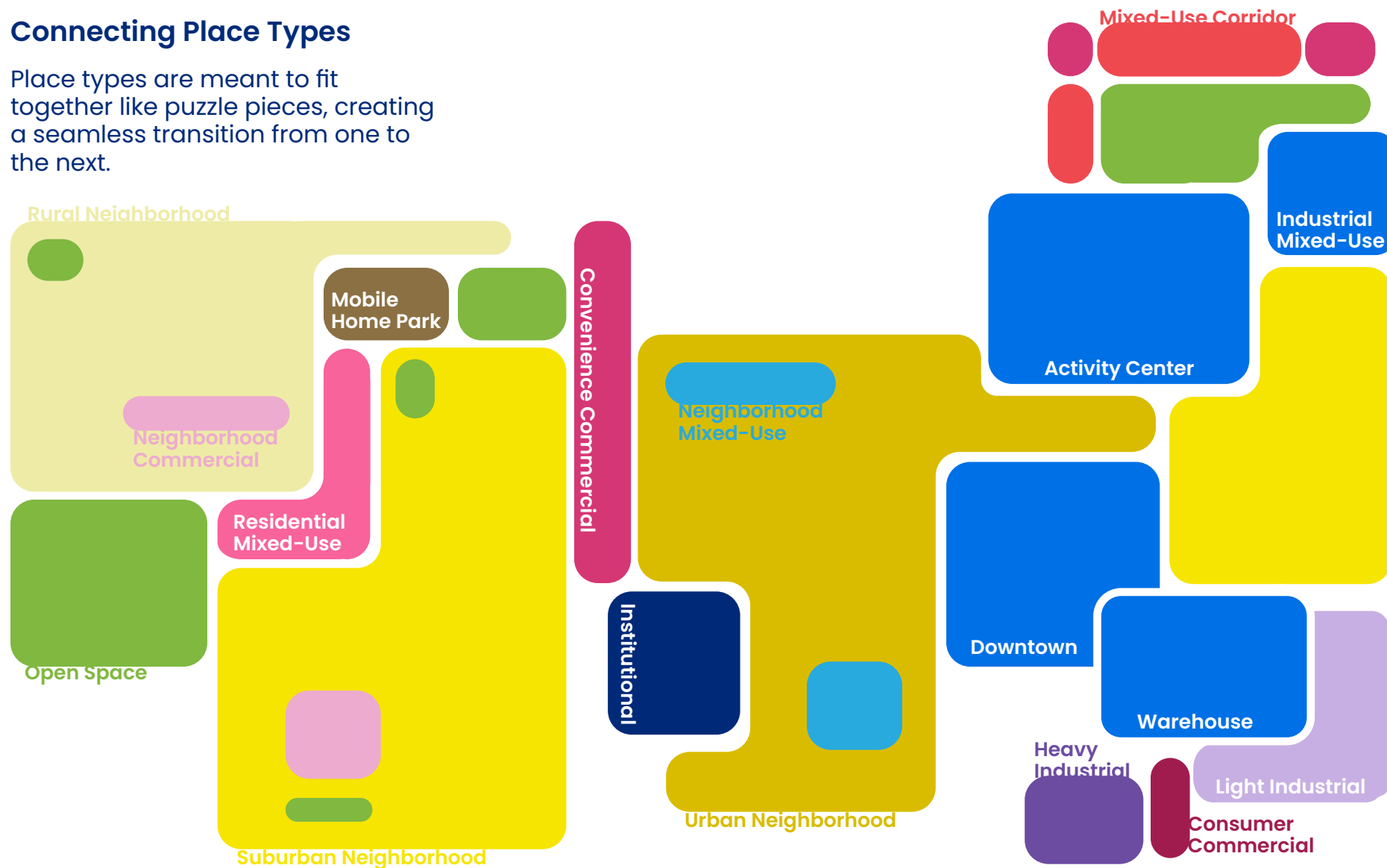




## ABOUT LAND USE

### Connecting Place Types

Place types are meant to fit together like puzzle pieces, creating a seamless transition from one to the next.



### Goal 2. Land Use

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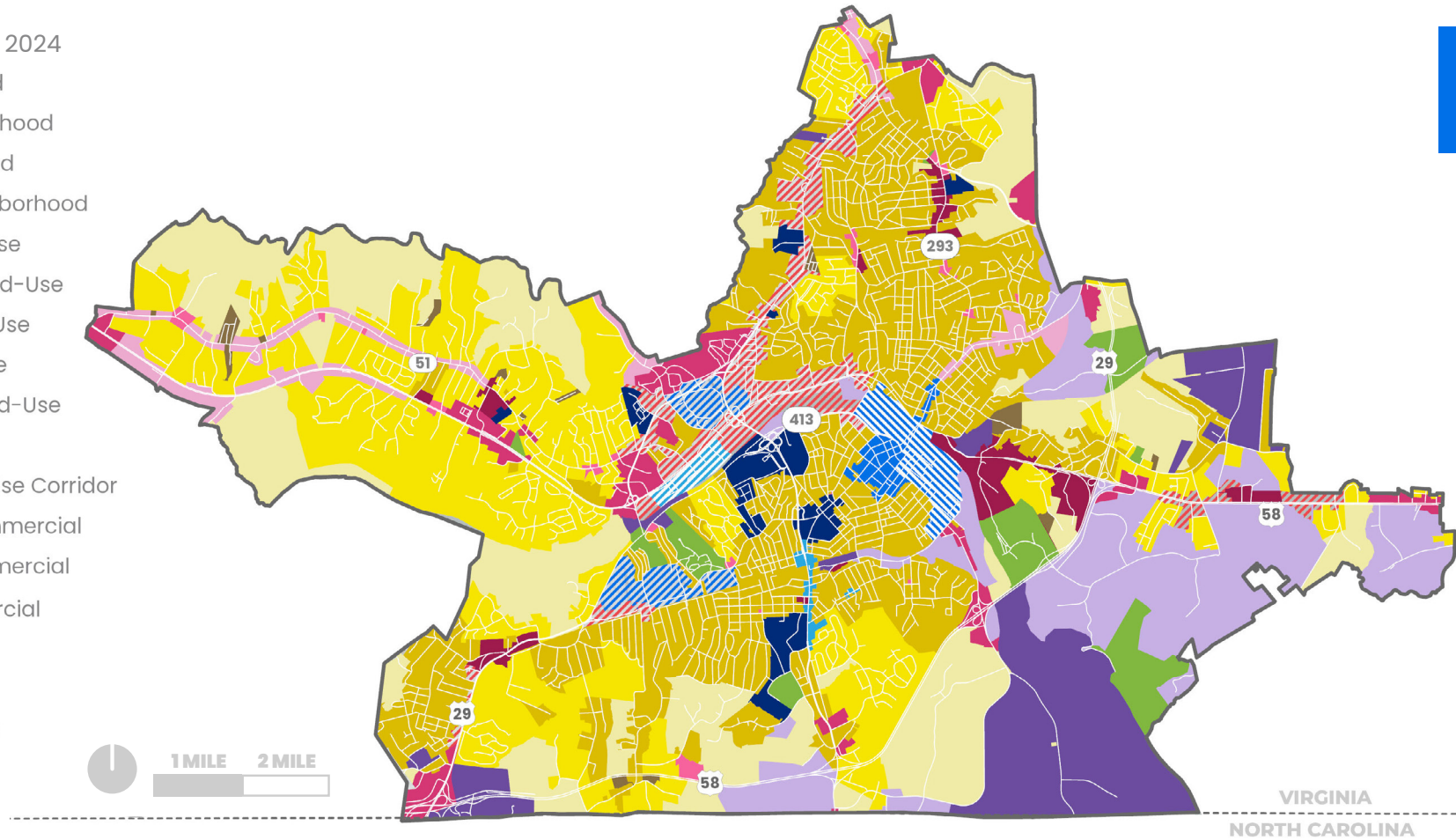


## ABOUT LAND USE

### Future Land Use

Source: PLAN Danville 2024

- Rural Neighborhood
- Suburban Neighborhood
- Urban Neighborhood
- Mobile Home Neighborhood
- Downtown Mixed-Use
- Activity Center Mixed-Use
- Warehouse Mixed-Use
- Industrial Mixed-Use
- Neighborhood Mixed-Use
- Mixed-Use Corridor
- Residential Mixed-Use Corridor
- Neighborhood Commercial
- Convenience Commercial
- Consumer Commercial
- Light Industrial
- Heavy Industrial
- Institutional / Office
- Open Space



### Goal 2. Land Use

Aligning with Public Feedback



City staff and the Planning Commission use future land use to guide amendments to the zoning ordinance. Zoning ordinances set the rules and regulations for property development, such as building height, form, and setback. While future land use describes how an area should look and feel in the future, zoning ordinances determine what an owner can and cannot legally do with their property today.

The future land use plan categories correspond to zoning districts, but there is some generalization. Future land use is future-forward, meaning some of the designations will match existing conditions while others will not. In the future, some zoning districts will be eliminated, combined, and replaced with new districts to better align with the future land use.

Future Land Use should be a “road map” for the location of place types in the city over the long term as land ownership and community needs change. The Future Land Use Place Types table on the following pages show how districts can be aligned to best match the intent of the plan.

[illegible]



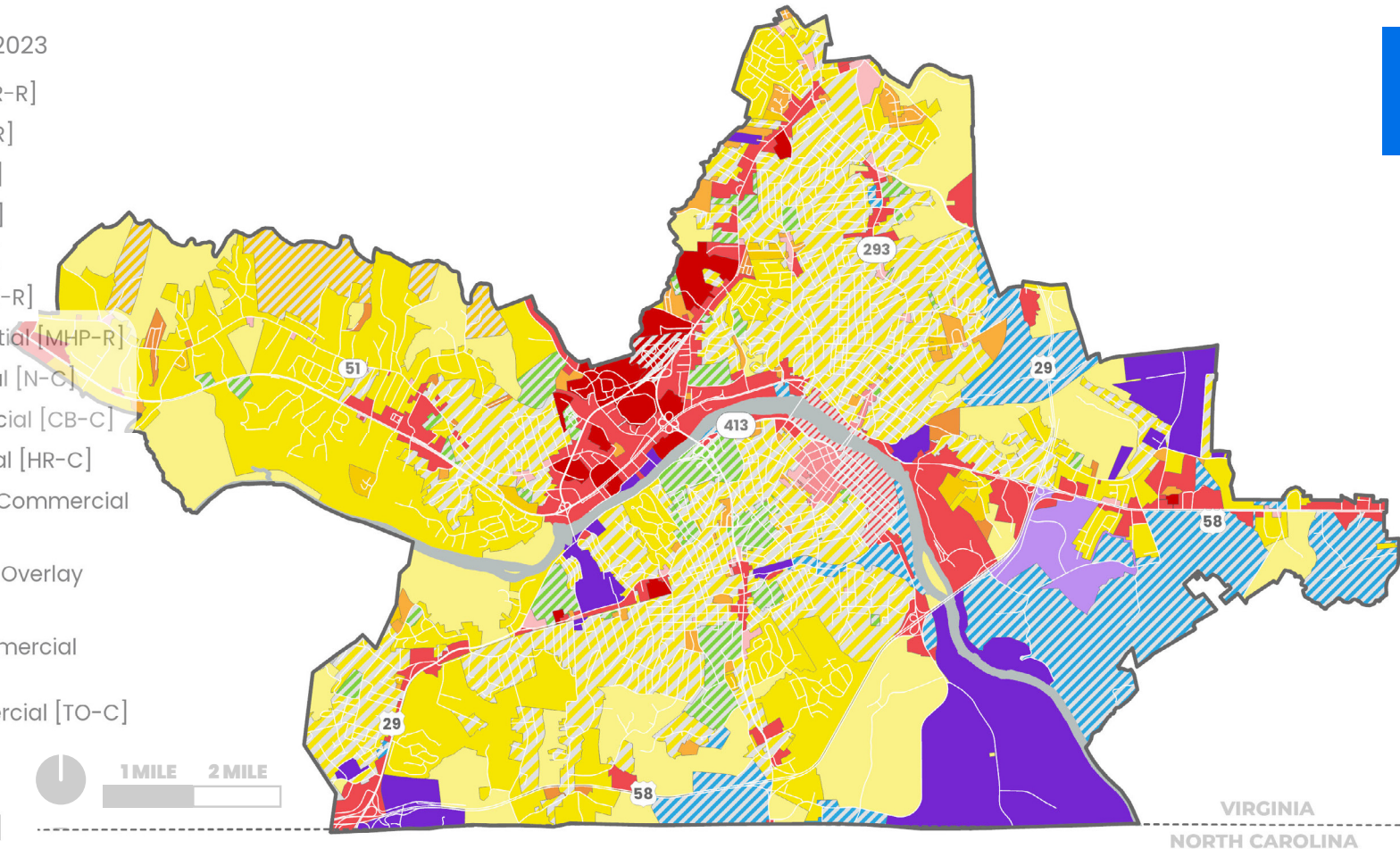


## ABOUT LAND USE

### Existing Zoning

**Source:** City of Danville GIS 2023

-  Sandy River Residential [SR-R]
-  Old Town Residential [OT-R]
-  Threshold Residential [T-R]
-  Suburban Residential [S-R]
-  Attached Residential [A-R]
-  Multi-family Residential [M-R]
-  Mobile Home Park Residential [MHP-R]
-  Neighborhood Commercial [N-C]
-  Central Business Commercial [CB-C]
-  Highway Retail Commercial [HR-C]
-  Planned Shopping Center Commercial [PSC-C]
-  Planning Shopping Center Overlay [PSC-O]
-  Tobacco Warehouse Commercial [TW-C]
-  Transitional Office Commercial [TO-C]
-  Transitional Office [T-O]
-  Light Economic Development District [LED]
-  Light Economic Development Industrial [LED-I]
-  Cyber Park One [CP-1]
-  Industrial Manufacturing [I-M]



VIRGINIA  
NORTH CAROLINA



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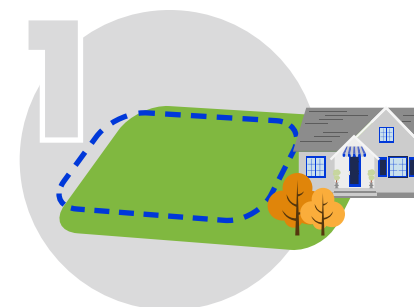
### Selecting Impact Areas

There is a great deal of change that can happen in 20 years as land use shifts, properties turn over ownership, and neighborhoods grow or decline. PLAN Danville provides a framework to ensure these changes align with the goals and overarching vision established by community members.

The following sections illustrate the place types as generalized prototypes. Within each section, key Impact Areas are highlighted to depict specific locations where the prototypes can apply. These Impact Areas were identified based on community input and three factors:

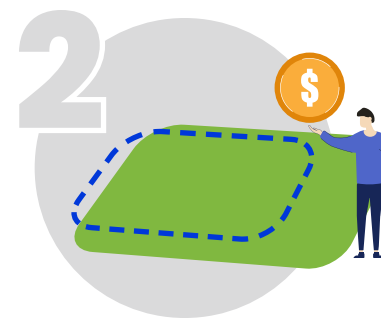
#### 1 | Total Developable Area

Much of Danville is restricted for development by steep terrain and the floodplain. While scattered infill development remains a key strategy, larger areas were identified where concentrated redevelopment could help catalyze reinvestment.



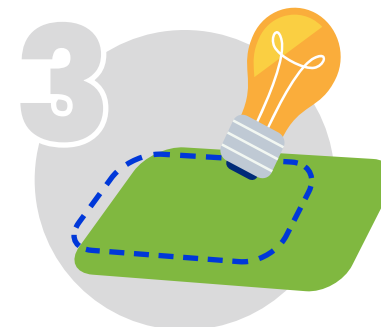
#### 2 | Available Land

Of the total developable land in the city, only some of it is undeveloped or vacant, and even less is publicly owned meaning the City would have greater potential to directly impact change on the site.



#### 3 | Potential Impact

Those areas that produce the most positive impact by reaching the desired outcomes of PLAN Danville are prioritized.





“

Our neighborhoods should  
be designed by us, for us.

– 2023 The Big Share, The Sequel Participant



**Goal 2. Land Use**  
Aligning with Public Feedback

Learn more about  
how community  
members can lead  
neighborhood plans in  
Chapter I. Community





## POLICY

### LU.1

# Neighborhood Character

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

Neighborhoods in Danville are primarily residential, with mostly single-unit homes. These areas make up the bulk of the city and reflect Danville's history through decades of residential construction. The character of each neighborhood type is largely driven by the era of construction, topography, and natural features.

Historically, neighborhoods were comprised of a variety of intermingled housing types – from detached houses to attached dwelling units – that all contributed to the neighborhood's character. The goal is to bring this back by integrating more attached housing types into neighborhoods where they have been excluded, as long as they complement the neighborhood's look and feel.



#### Goal 2. Land Use

Policy LU.1 Neighborhoods







## RECOMMENDATIONS & ACTIONS

### RECOMMENDATION

#### **LU.1.1 Preserve Rural Landscapes**

Prevent over-development of greenfield and rural areas to preserve their environmental integrity and promote sustainability through cluster development.

### ACTIONS

1. Continue to preserve larger tracts of green spaces at the periphery of the city, in areas with steep slopes, and along the Dan River through land use and zoning.

### RECOMMENDATION

#### **LU.1.2 Maintain Community Character**

Implement place type recommendations of this chapter through zoning amendments to better integrate context-sensitive design and embrace community character.

### ACTIONS

1. Adopt an updated Subdivision Ordinance (Zoning Code 35.5) which reinforces community character, transportation goals, resiliency goals, and is mindful of stormwater challenges.



## Elements of New Neighborhoods

Most of Danville's neighborhoods are already well established. These set the stage for any future development of new neighborhoods, blocks, or large-scale construction projects. The following elements should be implemented into the development of new subdivisions:

### Street Design

The design of streets can impact how far residents have to walk to local parks, neighbors or other destinations. New residential development should emphasize street connectivity, traffic calming, and street trees to contribute to traditional neighborhood character and walkability. Streets often include the following:

- Grid pattern
- Narrower widths
- Rear alleys for vehicle parking and service access
- Terminations at focal points

### Neighborhood Elements

Consider how public places can shape how residents enjoy their neighborhood. Include elements that will encourage gathering, interaction and activity, such as

- Community open spaces, including active parks, passive pathways or open space, playgrounds, pocket parks, civic squares, etc.
- Sidewalks with convenient access
- Historic preservation and cultural amenities

### Housing and Density

Minimize the environmental impacts associated with extensive roadways. Employ a variety of land use activities in a single project.

- Narrower lot widths and sizes
- Variety of housing types, depending on the context, including townhomes, detached homes, residential over neighborhood commercial uses, live-work units, etc.
- Cluster development to preserve open space

### Site and Home Design

While the public realm (streets and public property) create a framework for development, they are only a small part of the overall character that is created when a neighborhood is fully developed. Strive to provide a human scale development, so individual home sites typically include the following:

- Smaller front yards
- Prominent front porches that can extend close to sidewalks
- Rear yard garages and/or access



## Types of Neighborhood Design

There are several types of new neighborhood design that are used in the future land use framework for Danville to meet the lifestyles and needs of both more rural neighborhoods and more urban neighborhoods in the city. Three specific ones are seen in Danville's Future Land Use Place Types:

- Cottage Court
- Conservation Residential
- Traditional Neighborhood

### Cottage Court Design

Cottage Courts are groupings of [1] small, single-dwelling units clustered around a common area and developed with a coherent plan for the entire site. By grouping like uses such as [2] shared green spaces and [3] parking in key areas, the homes are more walkable and more are able to be developed per acre than other forms of development.

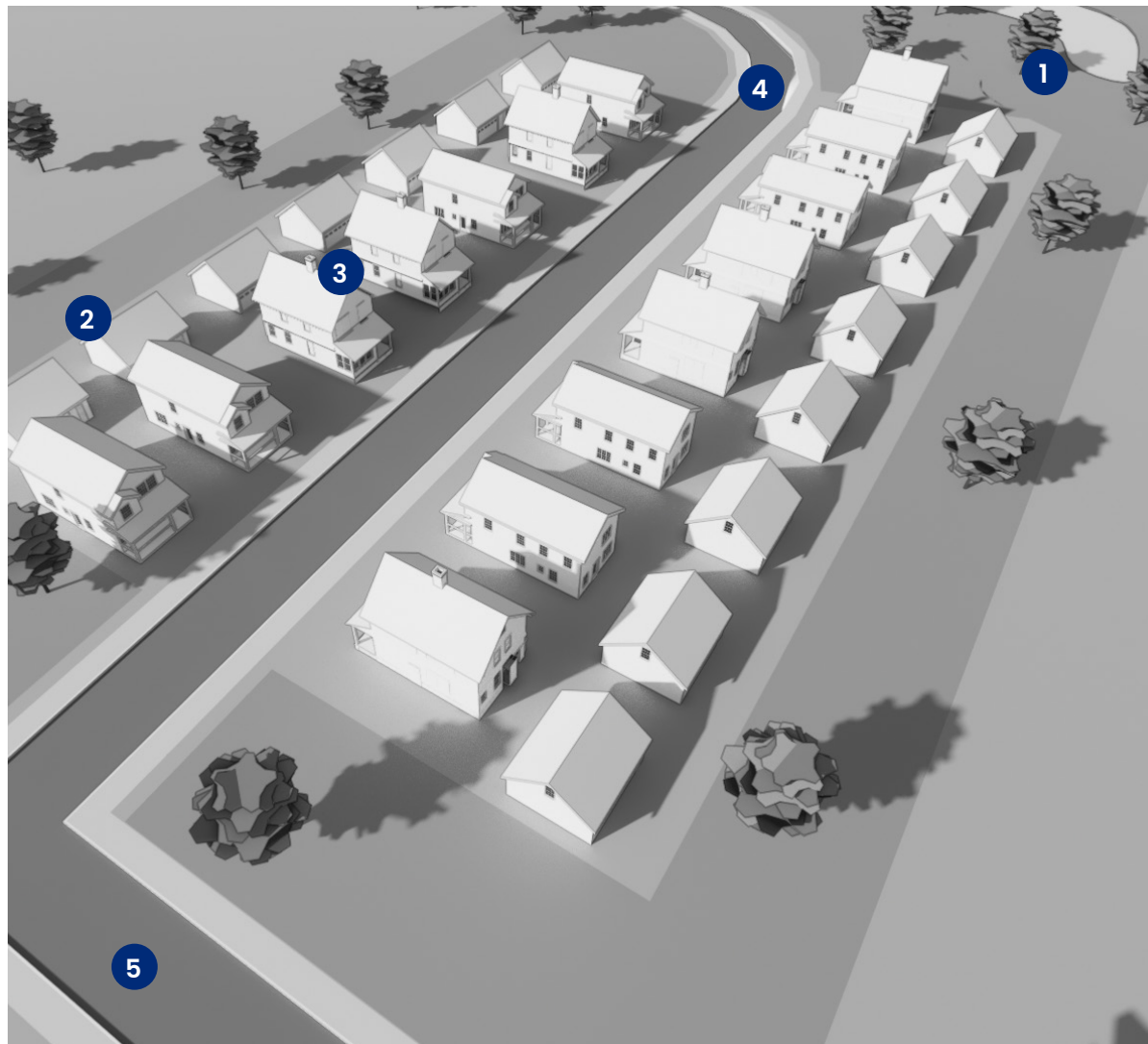




## Conservation Residential Design

Conservation residential, also known as cluster-style housing, allows for the development of smaller lots, clustered in nodes with more land preserved as open space. Density reallocated to specific development areas helps minimize infrastructure costs and safeguards natural conditions (i.e., reduced impervious surface, run-off and distributed land area) for the remaining areas in the neighborhood. Curvilinear streets and varying block lengths help to preserve pristine areas of the site for permanent open space. This form of residential should be considered in areas with abundant natural features and help buffer rural areas from more urban areas.

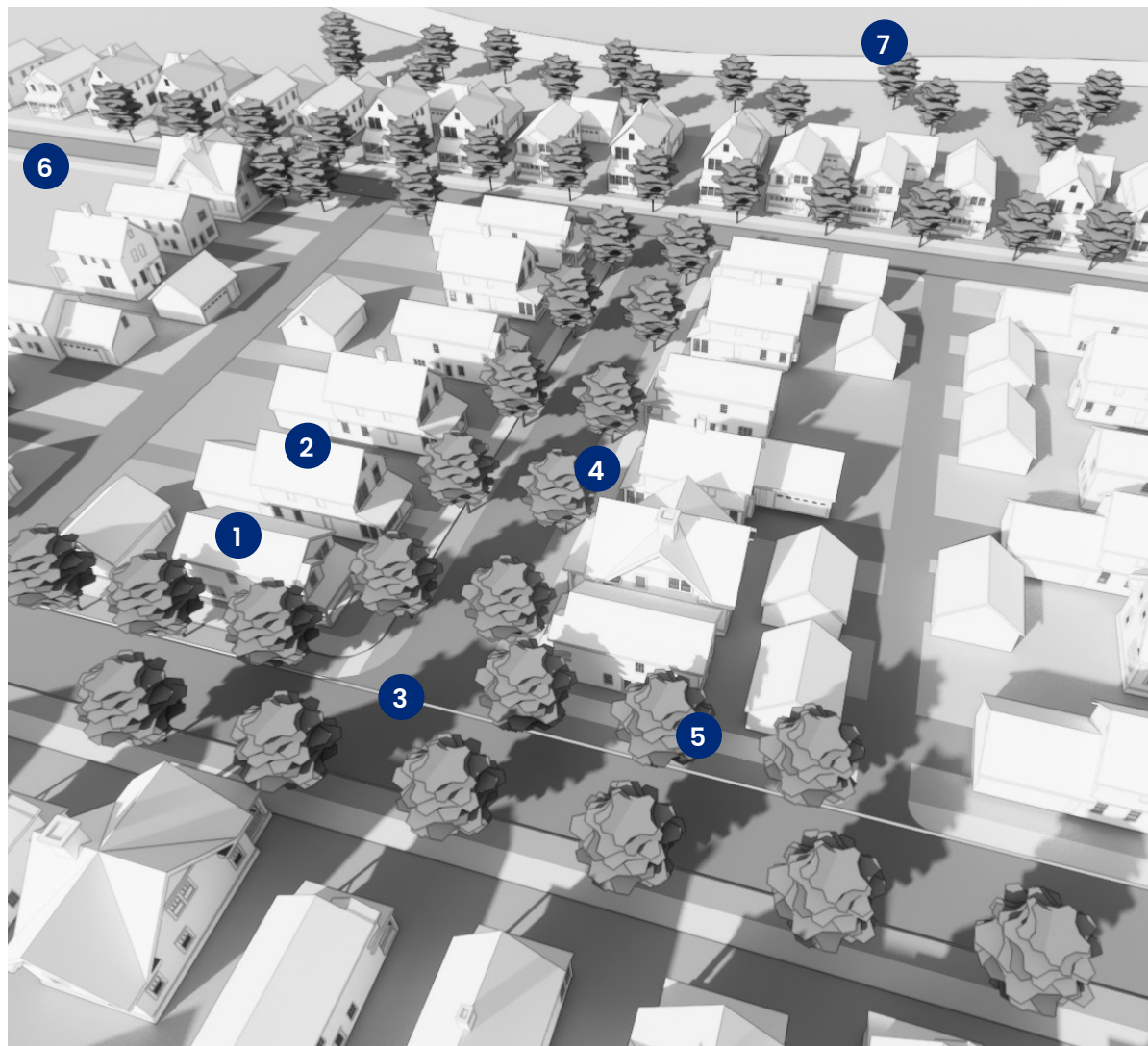
- 1 Preserved Open Space
- 2 Parking Towards Rear or Attached Garages
- 3 Clustered Housing
- 4 Curvilinear Streets
- 5 Connection to Existing Infrastructure



## Traditional Neighborhood Design

Also called neo-traditional development, traditional neighborhood development (TND) refers to a development pattern designed to emulate the characteristics of many of Danville's original neighborhoods. This design is used as a zoning district in several areas of Danville, mostly subdivisions that are five or more acres in size with the intent of:

- 1 Encouraging an expanded supply of affordable detached housing
- 2 Creating residential architecture with attractive character and variety
- 3 Promoting human-scaled and harmonious neighborhoods
- 4 Increasing neighborhood interaction, community spirit, security, and safety
- 5 Creating pedestrian-friendly circulation systems
- 6 Providing suitable landscaped open space and active recreation areas
- 7 Conserving areas of significant vegetation and sensitive ecological characteristics





### Rural Neighborhood

Rural neighborhoods typically represent a home on a large lot setback far from the street or adjacent development. Homes are typically buffered from surrounding development because of the large lot size. Many homes create their own open space due to the typical large lot size. However, rural homes sites may also “borrow” open space from natural or rural areas as well as adjacent undeveloped property. Many people choose to live in these places because of their connection to agriculture, proximity to natural areas or scenic views, or the enjoyment of living in a natural setting.

- 1 Large Lots of Open Land
- 2 Personal “Open Spaces”
- 3 Agriculture and Related Uses
- 4 Slow Streets with Limited Traffic or Infrastructure such as Street Lights
- 5 Parking Set Back from the Road







### Suburban Neighborhood

Suburban neighborhoods are typically formed as subdivisions and consist entirely of single-unit detached homes. Buildings are typically buffered from surrounding development by transitional uses, topography, or natural space. Blocks are typically large and include one or more cul-de-sacs. Curvilinear streets are suburban in character and promote automobile travel. In many of the built-out subdivisions, change is expected to be minimal. However, future subdivisions should prioritize a stronger mixture of housing, shared green space, grid-like streets when possible, and connect to the existing city streets and utilities.

- 1 Integrate Compatible Housing Types like Duplexes, Triplexes, and Accessory Dwelling Units
- 2 Parking in Rear
- 3 Shared Green Space
- 4 Street Lighting
- 5 Street Trees for Shade
- 6 Grid Like Streets Connected to Existing Infrastructure





### Urban Neighborhood

Urban neighborhoods are more traditional neighborhoods established around Downtown Danville and other major corridors in the city as it developed over time. They are typically on a more connected grid-like pattern that connects to major corridors, have smaller lots, and a mixture of housing types. Vacant lots provide opportunities for infill. Given their proximity to existing higher traffic corridors and commercial or mixed-use centers, these neighborhoods are more likely to be “complete” neighborhoods with car-optional access to essential resources and services.

- 1 Smaller Lots
- 2 Mixture of Housing Types like Duplexes, Triplexes, and Townhomes
- 3 Parking in Rear
- 4 Street Lighting, Signage, and Placemaking
- 5 Street Trees for Shade
- 6 Grid Like Streets Connected to Major Corridors







## IMPACT AREAS

### Almagro Neighborhood



#### Economy

Light neighborhood retail and community service outposts



#### Infrastructure

- 1 New sidewalk network
- 2 Street directional changes to increase room for stormwater infrastructure



#### Culture

- 1 Redevelopment of Winslow Loving Care as a community heritage center
- 2 Creation of a cultural incubator around the cultural center of Almagro



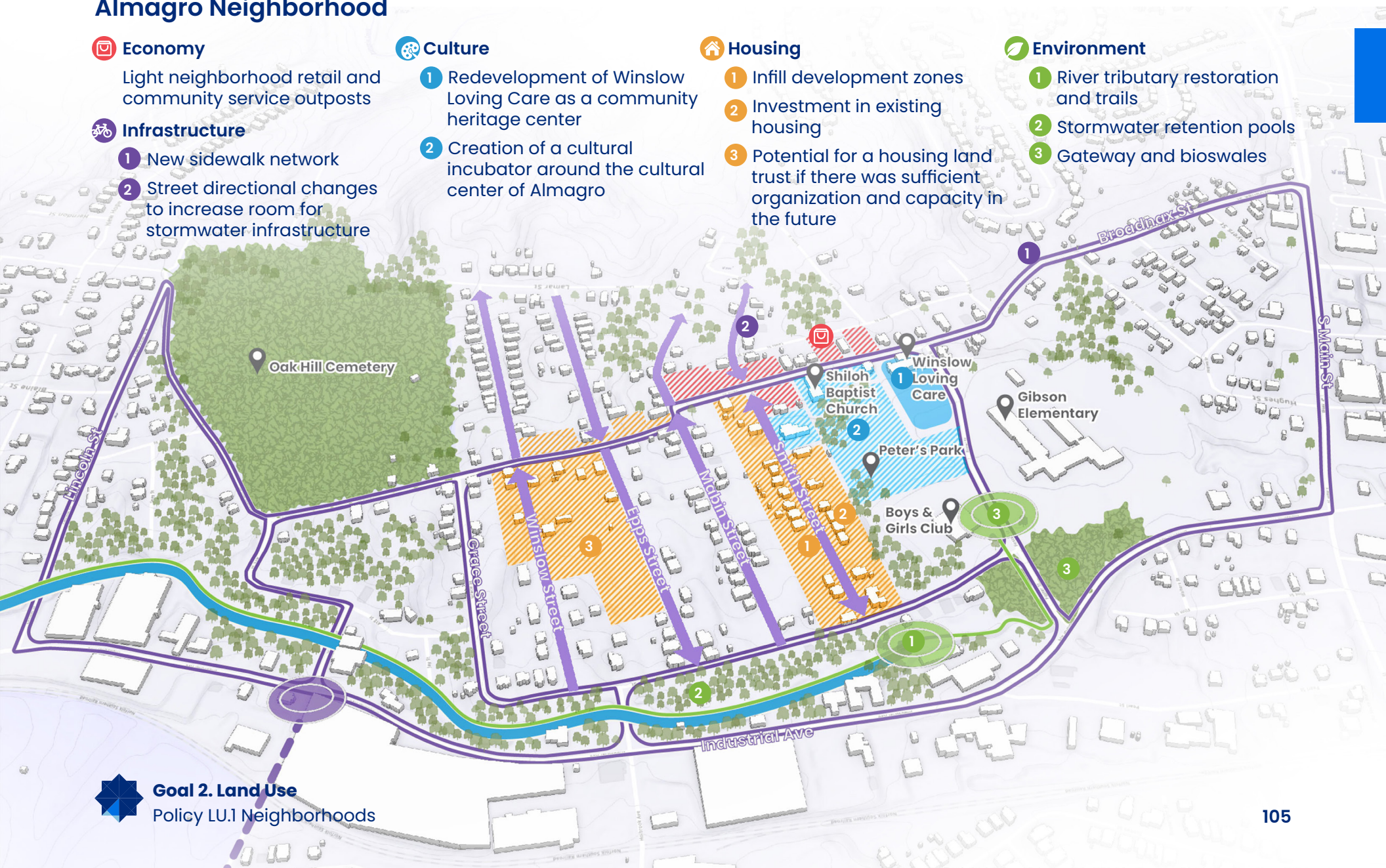
#### Housing

- 1 Infill development zones
- 2 Investment in existing housing
- 3 Potential for a housing land trust if there was sufficient organization and capacity in the future



#### Environment

- 1 River tributary restoration and trails
- 2 Stormwater retention pools
- 3 Gateway and bioswales



#### Goal 2. Land Use

Policy LU.1 Neighborhoods



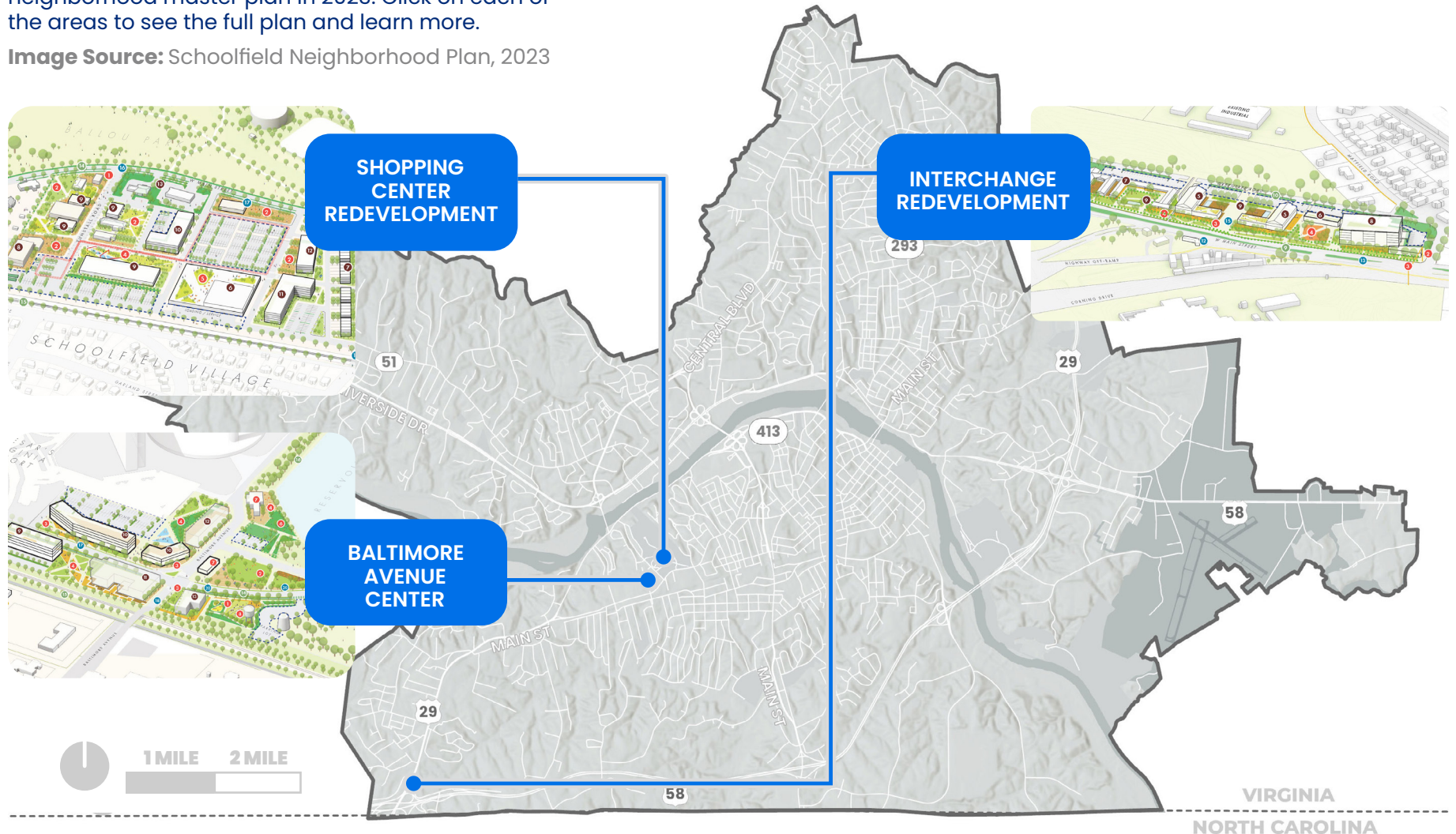


## IMPACT AREAS

### Schoolfield Neighborhood

The Schoolfield Neighborhood underwent a neighborhood master plan in 2023. Click on each of the areas to see the full plan and learn more.

**Image Source:** Schoolfield Neighborhood Plan, 2023





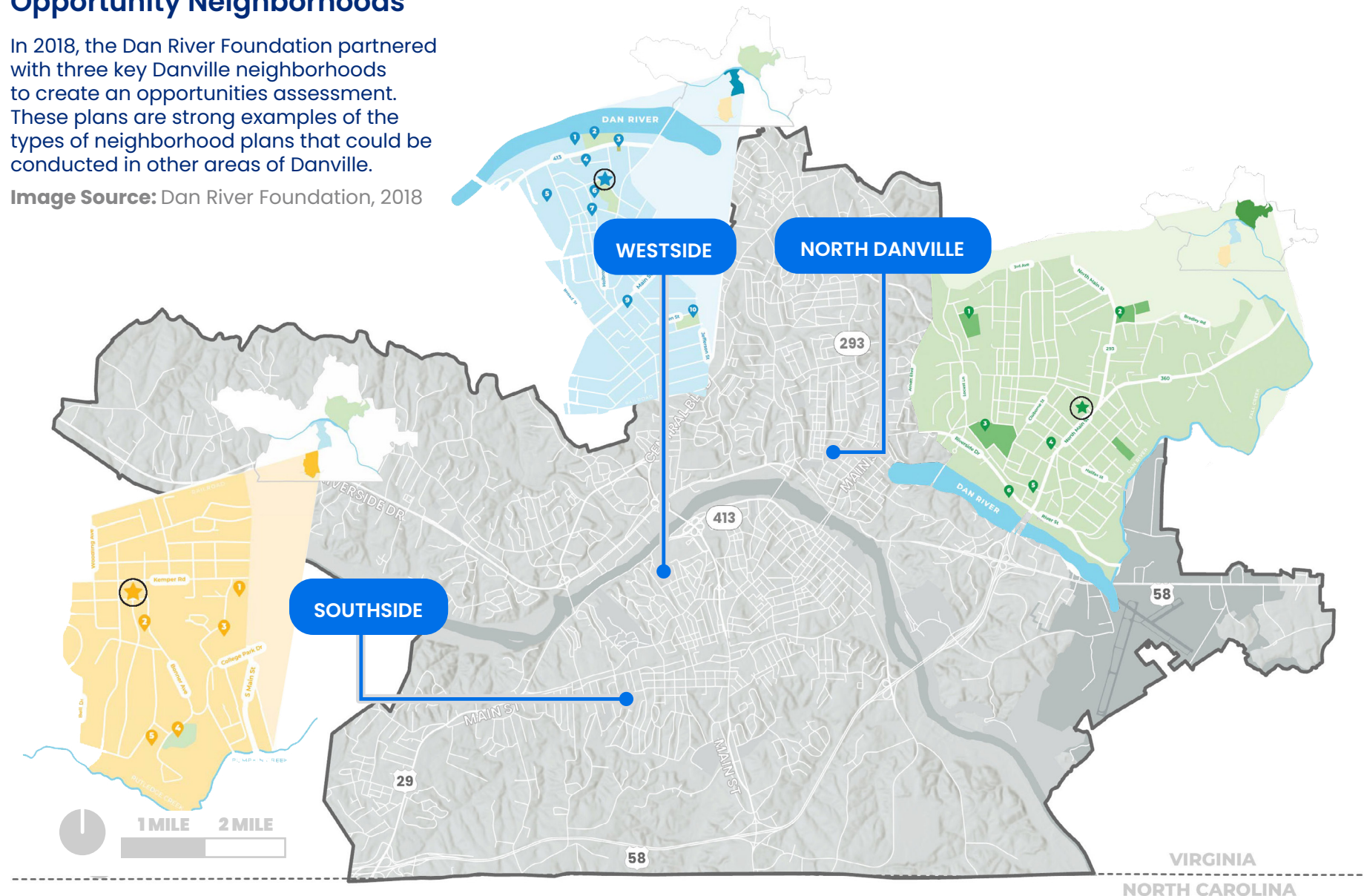


## IMPACT AREAS

### Opportunity Neighborhoods

In 2018, the Dan River Foundation partnered with three key Danville neighborhoods to create an opportunities assessment. These plans are strong examples of the types of neighborhood plans that could be conducted in other areas of Danville.

**Image Source:** Dan River Foundation, 2018



### Goal 2. Land Use

Policy LU.1 Neighborhoods



POLICY

LU.2

# Centers with Access To Services

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

Centers are spaces that cluster activity and resources in a concentrated location for community members to access. They become the heart of neighborhoods and the heart of the city.



**Goal 2. Land Use**  
Policy LU.2 Centers





## RECOMMENDATIONS & ACTIONS

### RECOMMENDATION

#### LU.2.1 Encourage Growth in Existing Developed Areas

Maximize the impact of infrastructure investments and minimize the environmental impacts of urban sprawl by promoting growth and development in already developed areas of the city.

### ACTIONS

1. Prioritize affordable housing initiatives in close proximity to mixed-use and commercial centers.
2. Encourage infill housing development and adaptive reuse when possible to reduce sprawl, minimize environmental impact, and encourage historic preservation.
3. Prioritize development in and around existing community centers including:
  - a. Riverside
  - b. North Main
  - c. Downtown
  - d. Schoolfield
4. Turn existing mixed-use centers of activity and community resources such as schools and civic buildings into “resource hubs” for times of emergencies.
5. Improve the quality of mixed-use centers to promote an authentic, vibrant sense of place.
6. Amend zoning to permit higher density and a more diverse range of uses in activity hubs.

## Why does infill and adaptive reuse matter?



**74%**

Embodied carbon, or carbon generated when producing building materials, is an emission source that has long been overlooked. Yet it will be responsible for a staggering 74% of CO2 emissions of new buildings constructed over the next 10 years.

**Source:** U.S. Green Building Council



**600 Million**

The United States Environmental Protection Agency (EPA) estimated that 600 million tons of Construction & Demolition waste were generated in 2018, which is more than twice the amount of Municipal Solid Waste.

**Source:** U.S.EPA



**40%**

40% of consumed raw materials are consumed within the building industry.

**Source:** 2022 U.S.EPA



**Goal 2. Land Use**  
Policy LU.2 Centers





## FUTURE LAND USE PLACE TYPES

### Downtown Mixed-Use

Downtown Danville is the historic mixed-use core of the city that can serve as a model for how other mixed-use areas in the city can evolve, depending on their scale. This area is meant to preserve the walkable and historic form that contributes to Danville's charming character. It consists of a mix of uses including retail, restaurants, and offices with residential units above.

- 1 Uninterrupted Street Edge
- 2 Mixture of Uses with Activated First Floors and Residential on Top
- 3 Activated Alleys
- 4 Street Trees and Landscaping to Make a Comfortable Pedestrian Experience
- 5 Connection to Transit, Bike Routes, and Other Mobility Options
- 6 Safe Pedestrian Crossings
- 7 Parking in Back







## FUTURE LAND USE PLACE TYPES



### Activity Center Mixed-Use

Activity Centers serve broader economic, entertainment, and community activities compared to Neighborhood Centers.

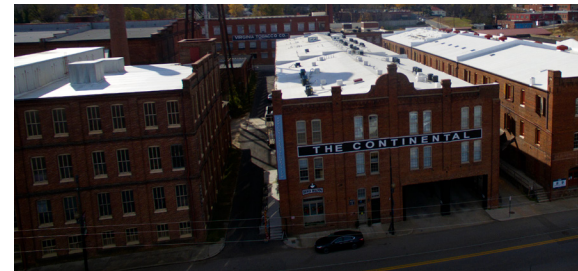
A large-scale Activity Center may be surrounded by neighborhoods that encourage active living with an interconnected network of walkable streets. The mall area is an example of an area that could transition to be an Activity Center over time.



### Warehouse Mixed-Use

The Warehouse District, located right on the riverfront, is one of the most historic areas in the City and characterizes the mill-town heritage of Danville. Composed of repurposed industrial warehouses, shops, and dwellings, this area combines institutional icons of the city with first floor shops, upper floor residential, and traditional building materials such as brick and masonry.

The Warehouse district is a prime example of how a former industrial area transitioned over time to be a vibrant mixture of uses near Downtown and along the river. This place type is the industrial and commercial uses between areas like Riverside Drive larger Industrial Mixed-Use centers.



### Industrial Mixed-Use

Industrial Mixed-Use Centers are for areas that are still actively used for industrial purposes but could be designed to be more walkable and vibrant, similar to the existing Warehouse District near Danville's River District. These areas begin to blend light industrial uses and commercial uses with larger industrial activity to activate the space.



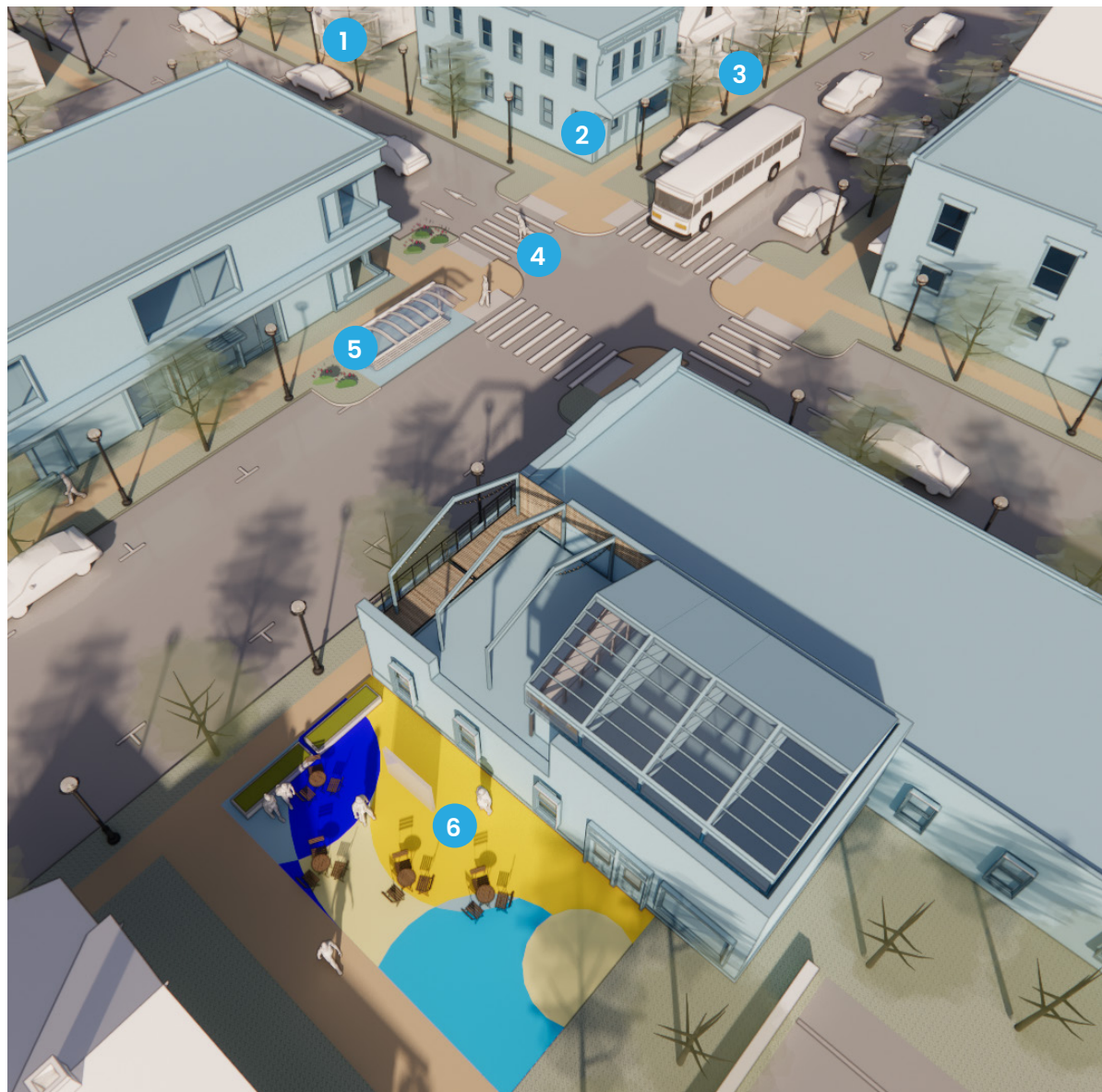


### Neighborhood Mixed-Use

Neighborhood mixed-use centers are planned for local neighborhood business nodes that can transition to include a mixture of housing types integrated with retail and services in a walkable center for residents to visit daily.

The design and scale of the development encourages active living through a comprehensive and interconnected network of walkable streets. Neighborhood mixed-use centers should be located near schools or parks and tend to have reasonable access to major commuter corridors. Ideally these neighborhoods have multiple transportation choices – car, transit, walking, and bicycling.

- 1 Proximity to Residents
- 2 Activated First Floors
- 3 Compatibility with Nearby Residences
- 4 Safe and Convenient Bicycle and Pedestrian Access
- 5 Bus Access when Located at Major Intersections
- 6 Activated Vacant Land

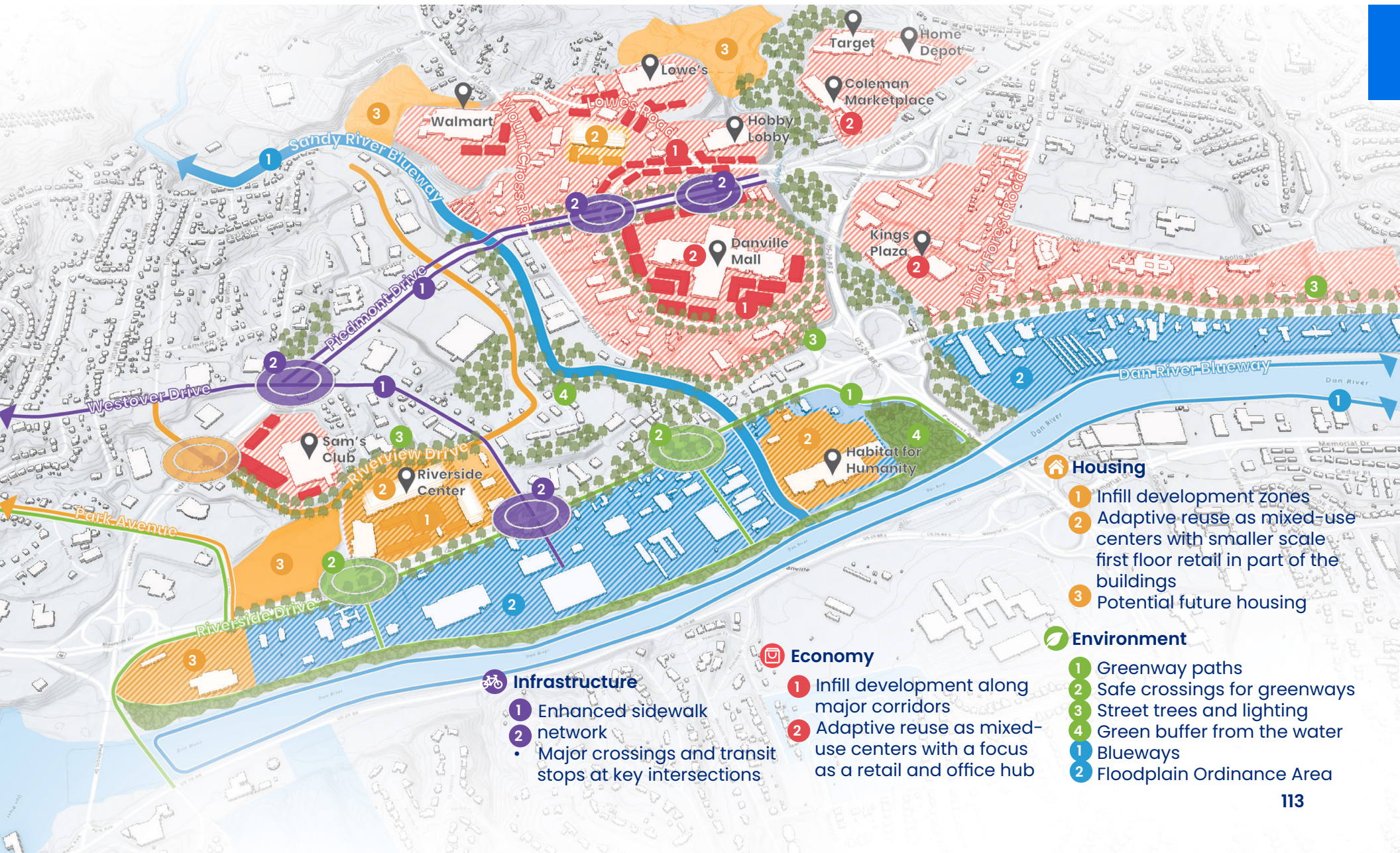






## IMPACT AREAS

### Riverside Center



#### Housing

- 1 Infill development zones
- 2 Adaptive reuse as mixed-use centers with smaller scale first floor retail in part of the buildings
- 3 Potential future housing

#### Environment

- 1 Greenway paths
- 2 Safe crossings for greenways
- 3 Street trees and lighting
- 4 Green buffer from the water
- 1 Blueways
- 2 Floodplain Ordinance Area

#### Economy

- 1 Infill development along major corridors
- 2 Adaptive reuse as mixed-use centers with a focus as a retail and office hub

#### Infrastructure

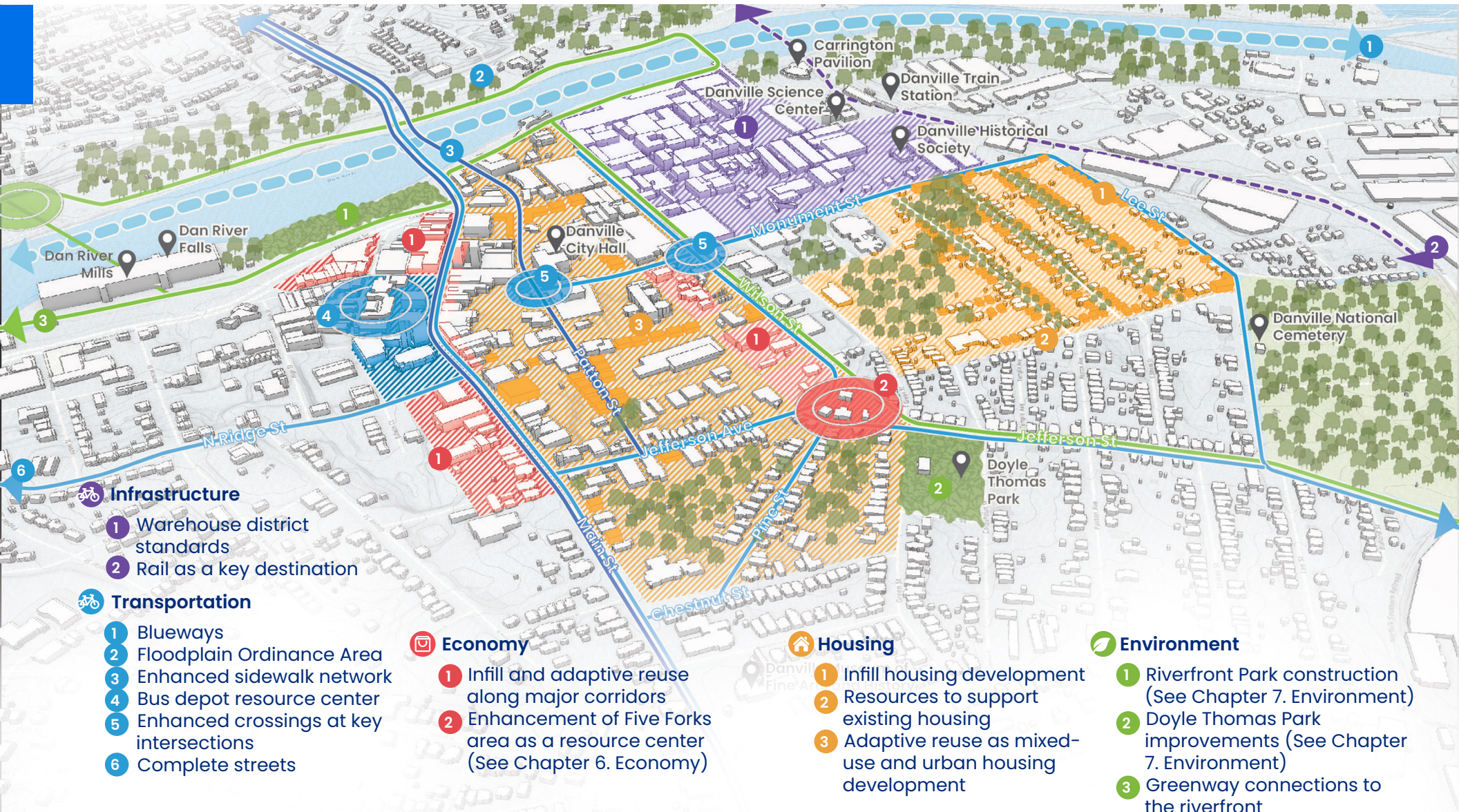
- 1 Enhanced sidewalk network
- 2 Major crossings and transit stops at key intersections





## IMPACT AREAS

### Downtown, Five Forks, and Monument Berryman Centers







## IMPACT AREAS

### North Main

#### Economy

- 1 Infill and adaptive reuse along major corridors
- 2 Enhancement of the North Main area as a Neighborhood Commercial place type center

#### Housing

- 1 Infill housing development

#### Transportation

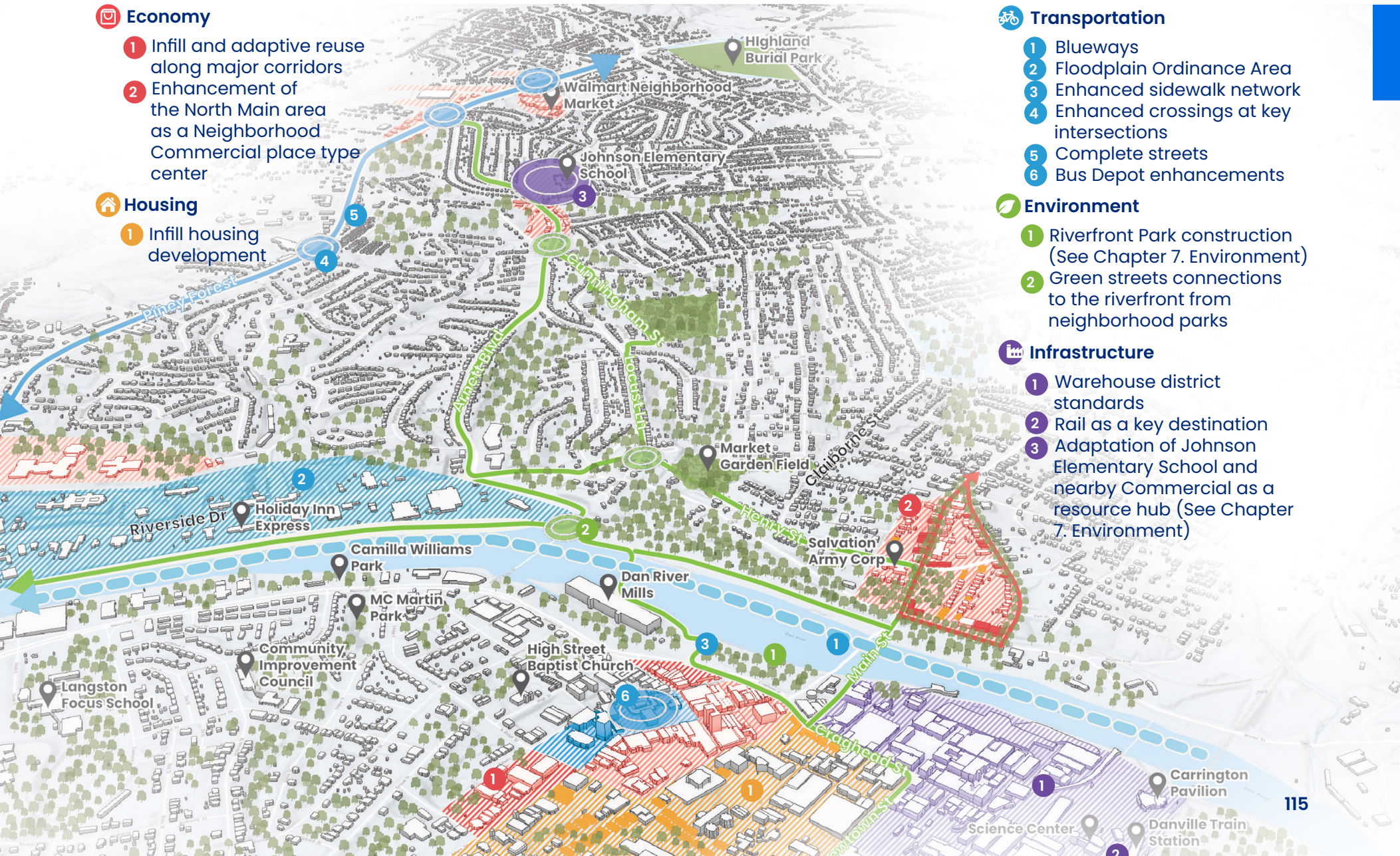
- 1 Blueways
- 2 Floodplain Ordinance Area
- 3 Enhanced sidewalk network
- 4 Enhanced crossings at key intersections
- 5 Complete streets
- 6 Bus Depot enhancements

#### Environment

- 1 Riverfront Park construction (See Chapter 7. Environment)
- 2 Green streets connections to the riverfront from neighborhood parks

#### Infrastructure

- 1 Warehouse district standards
- 2 Rail as a key destination
- 3 Adaptation of Johnson Elementary School and nearby Commercial as a resource hub (See Chapter 7. Environment)





## POLICY

### LU.3

# Connected Corridors

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

Corridors are specific streets that are commonly traveled and connect people North/South or East/West through the city. These primary streets connect centers and neighborhoods to each other, ensuring community members can access resources and creating more car optional opportunities for their travels.



**Goal 2. Land Use**  
Policy LU.3 Corridors







## RECOMMENDATIONS & ACTIONS

### RECOMMENDATION

#### **LU.3.1 Concentrate Corridor Development**

Encourage the development of community resources along key transportation corridors to provide residents with expanded access to essential amenities.

### RECOMMENDATION

#### **LU.3.2 Organize Parking and Access**

Limit the impacts of parking and access management on the character and flow of corridors.

### ACTIONS

1. Promote safe vehicular access by reducing the number of driveways, promoting shared access and cross-access between sites along corridors.
2. Improve corridor appearance by minimizing the visual impact of parking lots from the street.





### Mixed-Use Corridor

The Mixed-Use Corridor place type aims to shift away from auto-oriented commercial-only development and refocus on prioritizing pedestrian access and activating corridors into more vibrant mixed-use developments.

Existing commercial corridors should transition to promote more attractive, walkable corridors by screening parking, prioritizing crosswalks and mid-block crossings, and providing district lighting and signage to improve character. Mixed-use corridors provide the opportunity to integrate attached residential construction and evolve formerly car-centric corridors walkable amenities. This place type serves to help suburban corridors transition into active, urban centers.

- 1 **Traffic Calming and Crossings**
- 2 **Mixed Use Development and Attached Housing**
- 3 **Lighting and Signage**







### Residential Mixed-Use Corridor

Similar to the Mixed-Use Corridor, Residential Mixed-Use Corridors accommodate a mixture of uses but with more of an emphasis on residential uses. Many of these corridors are rural with pockets of local commercial that tend to be commercial strip-style development.

Both attached and detached residential building types and local commercial nodes can provide a transition to adjacent neighborhoods. As more housing develops in neighborhoods, the formerly suburban corridor can grow into a mixed-use corridor that serves the local community.

- 1 Setback from major corridors with traffic calming near entrances
- 2 Outdoor and First Floor Activation
- 3 Landscaping and Screening from Housing
- 4 Mixture of Housing Types
- 5 Parking in Rear

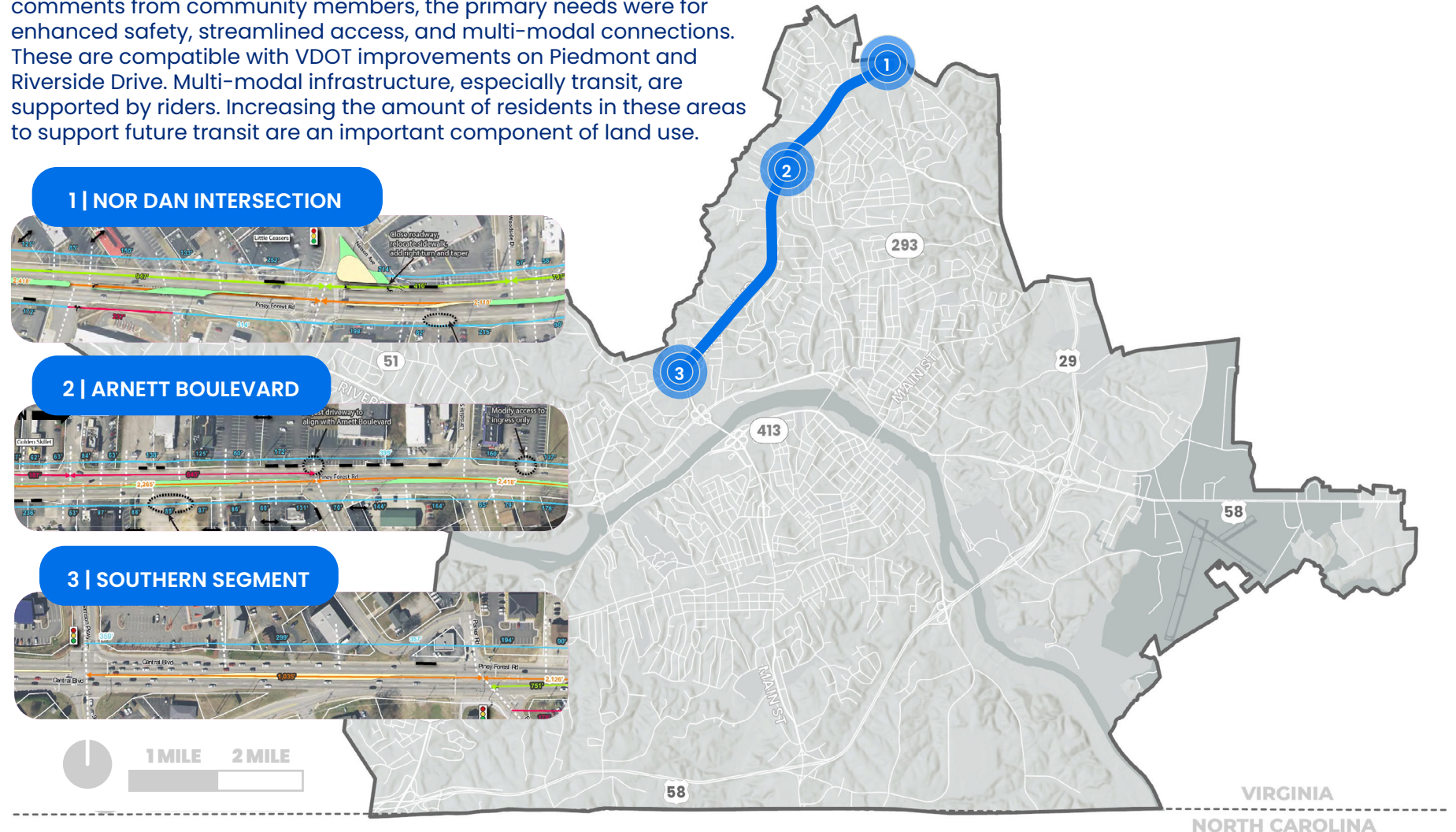




## IMPACT AREAS

### Piney Forest

The 2021 Piney Forest Corridor Study found that across over 1,000 comments from community members, the primary needs were for enhanced safety, streamlined access, and multi-modal connections. These are compatible with VDOT improvements on Piedmont and Riverside Drive. Multi-modal infrastructure, especially transit, are supported by riders. Increasing the amount of residents in these areas to support future transit are an important component of land use.



**Goal 2. Land Use**  
Policy LU.3 Corridors

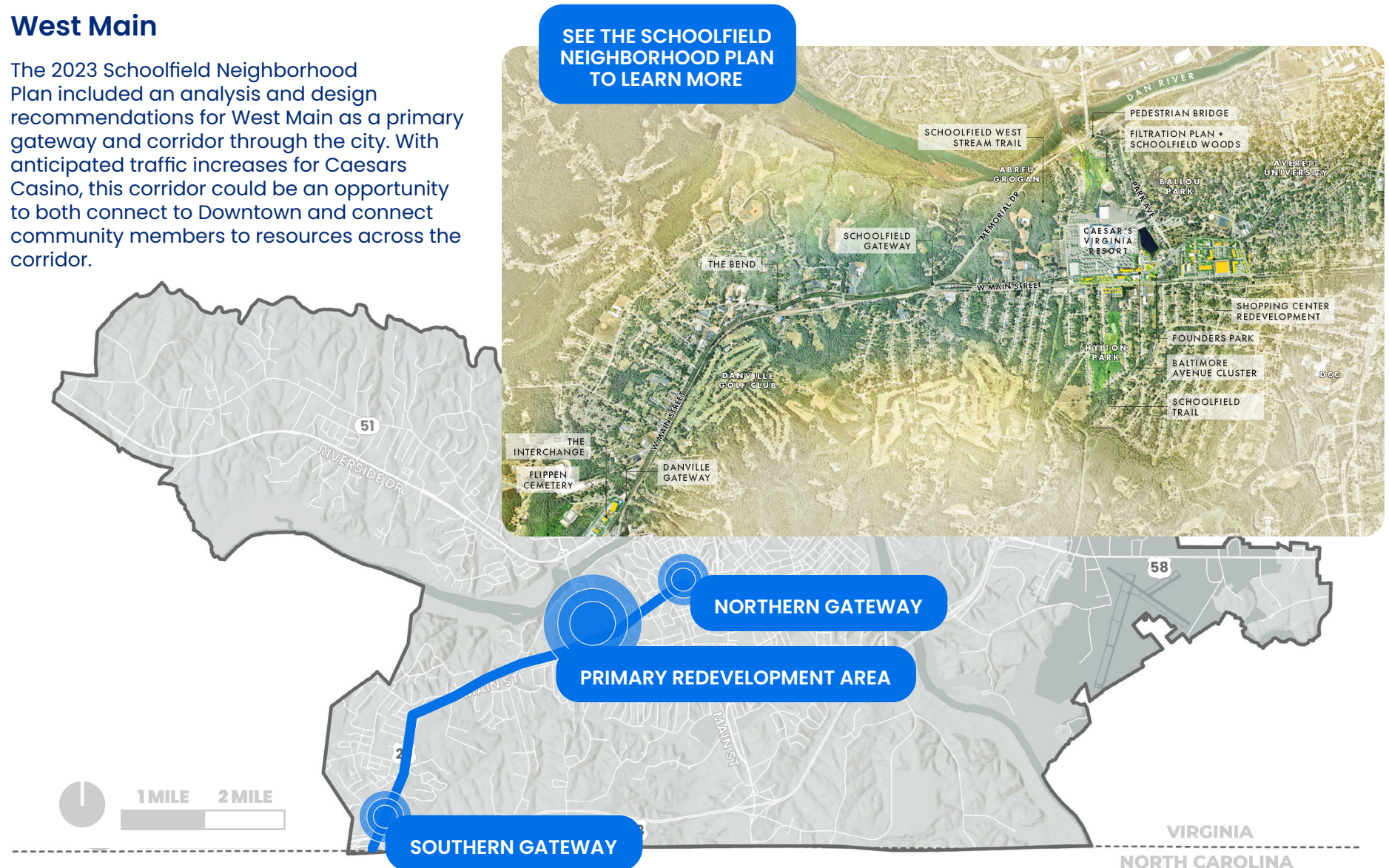




## IMPACT AREAS

### West Main

The 2023 Schoolfield Neighborhood Plan included an analysis and design recommendations for West Main as a primary gateway and corridor through the city. With anticipated traffic increases for Caesars Casino, this corridor could be an opportunity to both connect to Downtown and connect community members to resources across the corridor.





POLICY

LU.4

# Special Districts

Optimize land availability  
for economic development.



**Goal 2. Land Use**  
Policy LU.4 Special Districts







## RECOMMENDATIONS & ACTIONS

### RECOMMENDATION

#### **LU.4.1 Rethink Underutilized Land**

Use tools such as land swaps, “right sizing” and infill development to better activate underutilized commercial and industrial land, which will better support the local economy.

### ACTIONS

1. Conduct a cross-department inventory and evaluate the current array of incentives, strategies, and processes for land assembly, (large) site development, and the uses and sales of public land holdings to be sure they meet the latest community needs and staff capacity.
2. Vet potential tools and policies that will promote development which meets the character, connectivity, and overall goals of PLAN Danville. This could include the following:
  - Strategic property acquisitions or holding of public land
  - Proactive rezoning
  - Local “Industrial Priority Zones” to expedite rezoning, permitting, and other processes
  - Waive development fees for small scale infill development in mixed-use land use areas
  - Creation of a real estate investment trust (REIT) with philanthropic backing
  - Community Benefit Agreement models
  - Requests for Proposals and Developer Qualifications





## RECOMMENDATIONS & ACTIONS

### RECOMMENDATION

#### **LU.4.2** **Update Land Use and Zoning**

Implement place type recommendations of this chapter through zoning amendments to better encourage density and character in these areas.

### ACTIONS

1. Assess the feasibility of moving businesses in the floodplain to other commercial districts in the city, as a part of the resiliency strategy.
2. Assess the feasibility of moving businesses only using a fraction of the designed job density or businesses on parcels with extremely low floor area ratios to smaller sites, opening up these parcels for more intensive development and users.
3. Consider opportunities to create an auto park to relocate car dealerships in an industrial area of the city to promote vibrancy.





“

I am all for redevelopment, but I'm concerned about the possibility of overdevelopment.

– 2024 Plan Danville Premiere Attendee

”







Small scale, neighborhood commercial centers provide access to goods and services to surrounding neighborhoods. Their proximity to neighborhoods requires that operations be low-intensity, unobtrusive, and at a scale and design compatible with nearby residential development.

The design transitions effectively between residential and non-residential uses and includes safe and convenient pedestrian and bicycle access for nearby residents. Sites also effectively minimize the impact of cut-through traffic on nearby neighborhood streets by orienting vehicle access, circulation, etc. away from the neighborhood.

- 1 Proximity to Residents
- 2 Activated First Floors
- 3 Compatibility with Nearby Residences
- 4 Safe and Convenient Bicycle and Pedestrian Access
- 5 Bus Access when Located at Major Intersections
- 6 Parking off Major Roads







### Convenience Commercial

Convenience commercial areas serve the daily needs of surrounding residential neighborhoods. They typically locate near high-volume streets and key intersections and are designed to be accessible primarily by automobile.

This area is intended for commercial uses which are more auto-dependent such as convenience stores, interchange shopping, big box retailers, and retail services. Permitted uses include retail, some light research and development, and multi-unit residential. Gateways, especially from interchanges, should prioritize quality site and building design.

- 1 Enhanced Interchanges and Crossings
- 2 Limited Parking in Front
- 3 Shading and Stormwater Retention in Larger Surface Lots
- 4 Screening for Auto and Drive-Through Uses





### Consumer Commercial

Consumer commercial areas serve a specialty customer rather than day-to-day personal shopping. The goal is to concentrate these uses at key locations throughout Danville rather than permitting them in all commercial areas. Consumer commercial uses include auto services, tire sales, equipment sales, contractor yards, home improvement contractors and sales that typically require outdoor storage and serve as a transition between convenience commercial and light industrial areas.

- 1 Auto-Oriented and Outdoor Sales
- 2 Screened Parking and Storage
- 3 New Buildings Oriented to the Street
- 4 Combined Driveway Access to Limit Breaks in the Sidewalk
- 5 Alley Access for Deliveries
- 6 Screening from Homes
- 7 Enhanced Crossings on Major Roads







### Light Industrial

Light industrial centers provide opportunities to concentrate employment. These areas are found in close proximity to major transportation corridors and are generally buffered from surrounding development by transitional uses or landscaped areas that shield the view of structures, loading docks, or outdoor storage from adjacent properties. Clusters of uses that support or serve one another are often encouraged to locate in the same light industrial center.

- 1 Large Green Buffers from Residential
- 2 Nearby Commercial such as Co-Working and Business-to-Business Services
- 3 Smaller Warehouses and Distribution Centers
- 4 Access to Major Arterials and Rail
- 5 On-Site Stormwater Retention
- 6 Landscaping on Major Roads





### Heavy Industrial

Heavy industrial areas are employment areas intended primarily for heavier industrial uses such as warehousing, manufacturing, and assembly. They are placed in larger contiguous areas well suited for larger-scale industrial uses which won't impact residential uses. While they can access major arterial roads for easy access, they should also be shielded from the road with landscaping screening.

- 1 Large Green Buffers from Other Uses
- 2 Nearby Light Industrial and Compatible Uses
- 3 Larger Warehouses and Plants
- 4 Access to Major Arterials and Rail
- 5 On-Site Stormwater Retention
- 6 Landscaping on Major Roads







### Institutional / Office

Institutional and office place types include uses such as higher education campuses, office complexes, medical offices, and hospital campuses. These uses tend to include buildings that are larger in scale and aim to be off primary corridors, have walkable connections, or a distinct sense of place to attract employees and students. If any institutional buildings cease their original public use, they should transition to a compatible use such as residential.

- 1 Buildings Oriented to the Street with Parking in Back
- 2 Higher Density Buildings with Stepbacks to Remain Inviting from the Street
- 3 Transit Access and Carpool Centers
- 4 Shading, Landscaping, Wayfinding and Signage on Major Corridors
- 5 Parking Decks and Structures with Activated First Floors





### Open Space

Open spaces include land expressly dedicated for active/passive recreation and/or conservation. In Danville, the majority of this land is owned and maintained by the municipality. These areas are planned for long-term open space with little likelihood for development. Learn more about open spaces in *Chapter 7. Environment*.

- 1 Large Amounts of Natural, Undisturbed Land and Waterways
- 2 Limited Development such as Playgrounds or Community Gardens
- 3 Active Recreation such as Trails
- 4 Connections to Existing Infrastructure
- 5 Proximity to Residents



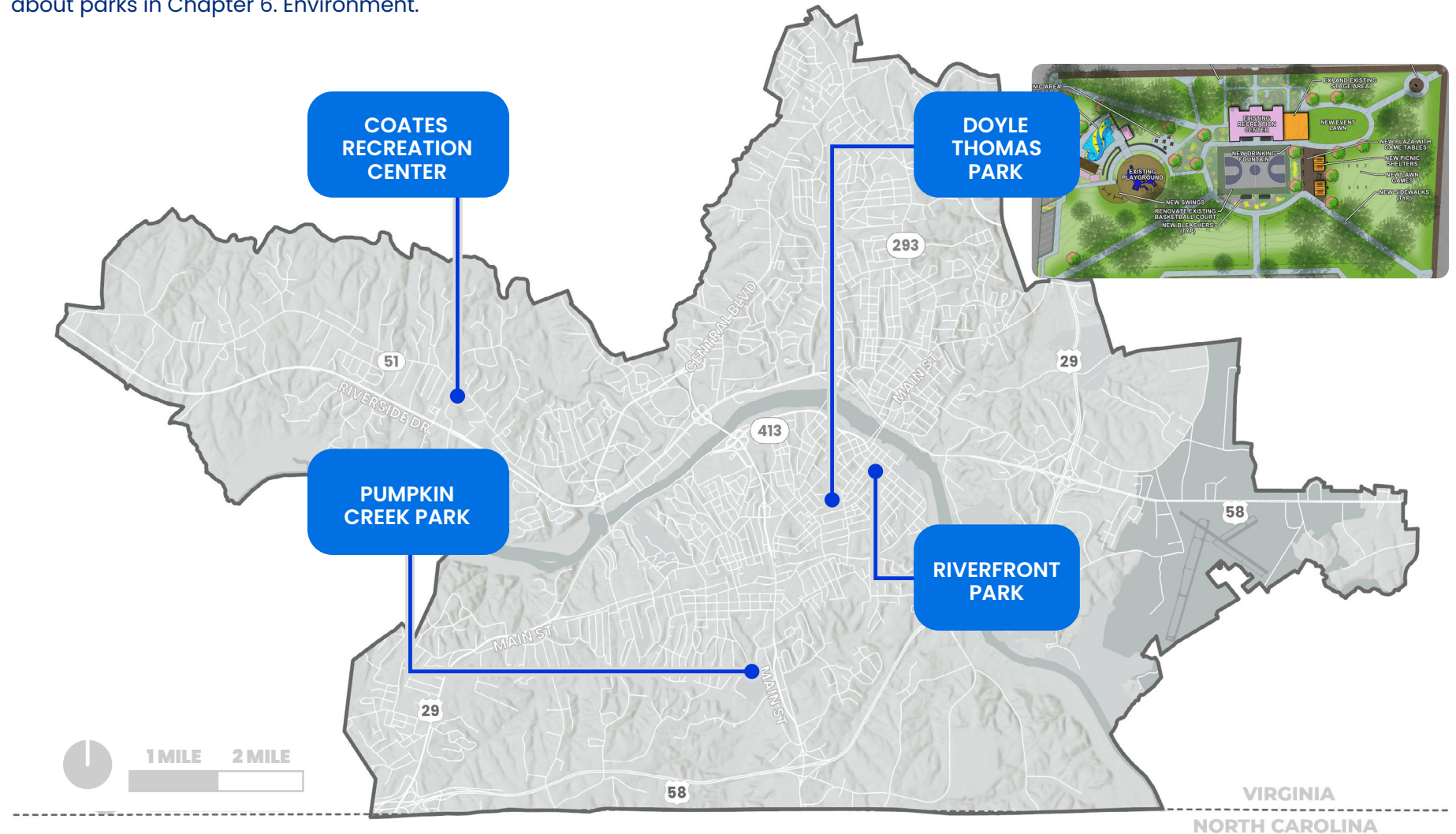




## IMPACT AREAS

### City Parks

Danville Parks and Recreation has created several parks plans with neighborhoods. These four have large scale recommendations and improvements plans. See more about parks in Chapter 6. Environment.



### Goal 2. Land Use

Policy LU.4 Special Districts