

Chapter 9

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.

How to Implement PLAN Danville

This plan is meant to be put into action. This chapter outlines who, when, how and where people will take action as well as how they can evaluate themselves throughout the process.



Who

Identify who can be brought into the process to help push projects across the finish line. See Change Makers.



When

Determine if any actions can happen sooner as staff capacity, funding, or community need becomes available. See the Action Plan to find when the City is prioritizing each action.



Where

Determine if actions are being prioritized in the right places and at the right time by looking at the Tools.



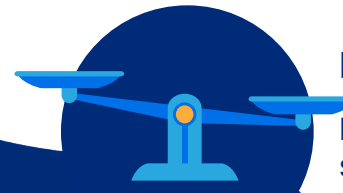
What

Check if any new actions or projects need to be added to the list. These should meet the vision and values of PLAN Danville. See the Danville Scorecard.



How

Organize what actions need to happen, when, and who is responsible for completing them. See Action Plan.



Post

Evaluate if the project was successful in achieving the desired goals of PLAN Danville. See Measures of Impact.



Implementation

How to Implement PLAN Danville

Change Makers

Successful plan implementation will be directly related to a committed set of change makers. While elected and appointed officials will have a strong leadership role, many others – city department directors, staff, and leaders from the community’s many institutions and organizations – will also be instrumental in supporting the plan.

However, commitment reaches beyond just these individuals and includes the array of stakeholders involved in PLAN Danville. Residents, business owners, developers and community champions interested in how Danville develops must unite toward the plan’s common vision.

Role of City Staff

City staff wear many hats to keep Danville running. Staff play a critical role in the daily implementation and prioritization of actions outlined in PLAN Danville, but the plan cannot be implemented by staff alone. Instead, staff will help guide the teams of implementors. Champions for projects and initiatives will sometimes be staff but can extend beyond staff to dedicated partners, non-profits, and community champions. Staff also play critical roles as the connectors between various departments, community members, and decision-making leadership, so coordinated internal communication is vital.

It is also important to acknowledge that staff changes over time. Preparing for future staff turnover means an emphasis on documentation and processes to ensure a smooth pass-off and continued progress when implementing PLAN Danville. Records and institutional memory should be documented to ensure future staff have the resources they need.

Role of PLAN Danville Task Force

This plan suggests the creation of a PLAN Danville Task Force. This will be a key component of leadership development for emerging leaders across departments. This Task Force will consist of representatives from various city departments who will conduct key checkpoints and ensure the implementation of PLAN Danville.

- Bimonthly meetings to discuss status updates on cross-cutting department actions outlined in PLAN Danville.
- Annual meetings to provide a status update on the Action Plan and Measures of Impact.

Year A

Year B

Quarter 1

- Task Force Meeting
- Update Action Plan
- Decide on Priority Projects for the next two Fiscal Years

Quarter 3

- Task Force Meeting

Quarter 1

- Task Force Meeting
- Assign members to champion data gathering for the Measures of Impact

Quarter 3

- Task Force Meeting
- Create Report on the State of PLAN Danville using the Measures of Impact

Quarter 2

- Task Force Meeting
- Prepare Budget and CIP using updated Action Plan and the PLAN Danville Scorecard

Quarter 4

- Task Force Meeting
- Approve Budget and CIP

Quarter 2

- Task Force Meeting
- Prepare Budget and CIP
- Gather data from the Measures of Impact

Quarter 4

- Task Force Meeting
- Post Report on the State of PLAN Danville

Through the Year

Compare new projects, developments and actions using the PLAN Danville Scorecard to see if they align with the plan.

Role of Planning Commission

The Planning Commission is charged with overseeing the implementation of PLAN Danville and is empowered to make ongoing land use decisions (See Chapter 2. Land Use). Therefore, many tasks in the Action Plan are the responsibility of the Planning Commission and its staff. As an example, the Planning Commission is charged with preparing studies, ordinances, and certain programmatic initiatives before they are submitted to the City Council. In other instances, the Planning Commission plays a strong role as a “Plan Facilitator”, overseeing the process and monitoring its progress and results. Together, city staff and the Planning Commission ensure PLAN Danville impacts the daily decisions and actions of its many stakeholders to achieve the city’s vision.

Role of City Council

City Council must be solidly engaged in the process of implementing PLAN Danville. City Council will use the plan as a guide for decision-making and strategic goal development. They will prioritize the actions as outlined in PLAN Danville using the Scorecard and Prioritization Index to ensure actions brought to them by city staff, the Planning Commission, and stakeholders align with community values, move towards the city vision, and prioritize those who need action the most. They must also consider and weigh the funding commitments necessary to realize these actions, whether involving capital improvements, facility design, municipal services, targeted studies, or changes to development regulations.





“We should focus on collaborating
and finding funding that crosses
multiple goals, multiple departments.”

– 2024 Roundtable Participant



Role of Community Members

The development of PLAN Danville was guided by the active participation of community members and they will play an equally important role in its implementation. From residents to non-profits, employers, visitors, and developers, community members play a key role in the continued implementation of the plan by

- Continuing to get involved early in the decision making process,
- Sharing input by taking surveys or participating in community events,
- Joining a special interest commission and,
- Joining a Neighborhood Action Committee.

Role of Partnerships

Collaboration between the public, private, and non-profit sectors including Danville Public Schools, West Piedmont Planning District Commission, neighborhood associations, higher education institutions, neighboring municipalities, major employers, and business will lead to success implementing PLAN Danville. Partnerships may range from sharing information to funding to services. The spirit of cooperation through alliances and partnerships will be sustained to benefit everyone in the region. City government cannot and should not do it all. Only through public/private collaboration can the plan's vision be realized.



“

**It's been nice being part of this process.
We need to stay part of the conversation.
What if things change in five years? We
need to keep with the times.**

- 2024 The Plan Danville Premiere Participant

”



Implementation
Change-Makers

Tools

Zoning

Zoning and related ordinances are the city's primary tools to implement PLAN Danville. See Chapter 2. Land Use to find the recommended actions to improve the City of Danville Zoning Ordinance and prioritized impact areas.

Guiding

The PLAN Danville Scorecard, Measures of Impact, and Action Plan are all guides provided in this chapter that are used throughout the implementation process to keep change-makers in alignment and on task.

Planning

Strategic Governance Plans

PLAN Danville outlines actions to be taken over the next 20 years in order to achieve the vision. A Strategic Governance Plan uses PLAN Danville as a guide and creates a more short-term action agenda over the next 5 years and dedicates funding items to begin the implementation process.

Capital Improvements Plans

The Capital Improvement Plan (CIP) serves as the city's multi-year planning instrument used to match actions outlined in the plan with immediate department needs, capacity, and financing sources. The CIP contains recommended capital projects, timing, estimated costs and funding for public infrastructure (streets, bikeways, sidewalks, sanitary sewers, waterlines, storm sewers and drainage) and community facilities (public buildings, fire, police and parks).

The CIP process precedes the budget process and is used by City Council when developing the annual budget. PLAN Danville encourages the Planning Commission take a strategic role in helping shape the CIP to implement this plan. By recommending approval of the CIP, the Planning Commission acknowledges these projects represent a reasonable interpretation of the upcoming needs of the community and that projects contained in the first year of the plan are suitable for inclusion in the upcoming budget, if funding is available.

By using the Scorecard, Measures of Impact, and Action Plan, Planning Commission and City Council can ensure the CIP dedicates funding towards projects that accomplish the community's vision for the future of Danville.

Neighborhood Action Plans

PLAN Danville provides a citywide vision for future change and development in the community. In some instances, a more detailed approach will be needed to ensure appropriate attention and care is given to areas that have specific cultural, historic, social, economic, or physical factors which impact the challenges and opportunities faced by community members. Neighborhood Action Plans will provide the opportunity to dive into these details and tailor recommendations which best suit the needs of neighborhood community members, business owners, or visitors.

See the Neighborhood Action Plan Toolkit in the Appendix to learn more.

Funding

While some actions can be financed through local funds and others through outside sources, it is more often that they will require a combination. The city monitors new federal and state funding programs that may be available to assist in implementation. In addition, foundations and other organizations may provide support.

Development Authorities

Development and main street authorities are often able to partner with the city to pursue funding, and are eligible for targeted funding sources that might not be available to the city. These could include the following:

- Danville Industrial Development Authority
- Danville Redevelopment and Housing Authority
- Virginia Main Street
- Virginia Brownfields Restoration and Economic Redevelopment Assistance Fund (VBAF)

Grants

There are two major scales of grants to keep in mind when implementing actions.

- **Foundation Grants** | Best for local activism support and engagement, such as recent efforts by the Danville Regional Foundation (DRF) supporting the Neighborhood Action Plans
- **Regional and Federal Grants** | Best for project-specific financing and big ticket infrastructure items, jointly pursued between departments or regions. This includes funding Danville already regularly pursues, such as Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) programs.

State Funding

- **Transportation** | VDOT Transportation Alternatives Program
- **Economy** | VEDP Discretionary Incentives

Area-Specific Funding

Area-specific funding sources can be used along specific corridors or in districts to fund projects within those designated areas. These should be considered when looking at the implementation of Neighborhood Action Plans.

- Business Improvement Districts
- Tax Increment Financing
- Impact Fees
- Special Assessment Districts

Federal Funding

- Low Income Housing Tax Credits (LIHTC)
- Historic Tax Credits
- New Markets Tax Credits (NMTC)

PLAN Danville Scorecard

Who & When

Developers can fill this out when submitting designs for approval.

Department heads can outline this when submitting materials for approval in the annual Capital Improvements Plan.

Review boards or committees can use this when considering policy updates.

Why

This scorecard is intended to be used as a starting point for translating this plan's guiding principles, goals, and strategies into the decision-making process.

This scorecard can be used to evaluate any new policy, development project, code, capital improvement plan, or City action. As these come under review, this list can help guide the conversation around balancing priorities and trade-offs. The higher the score, the more aligned the reviewed material is with PLAN Danville.

How

Fill out the following pages. The checklist is organized by the three values of PLAN Danville.

- Equity
- Health
- Resilience

If data is needed to answer certain questions, refer to the tagged chapter for more information.

Note that not all points in the checklist are applicable to the material one is reviewing. To do this, keep in mind the points earned and points possible when calculating the score.

■ Points Earned

Any time a project does accomplish one of the goals.

■ Points Possible

Total goals minus any that aren't applicable. The maximum points possible are 8 in each category.

To calculate the score, follow these four steps.

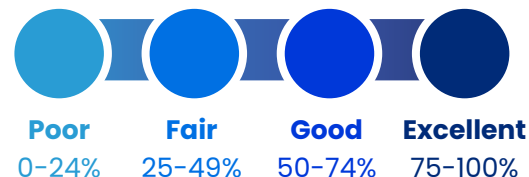
Step 1 | Write the section score
[Points Earned / Points Possible]

Equity Health Resilience
____/____ ____/____ ____/____

Step 2 | Write the total score
____/____

Step 3 | Turn the total score into a percentage
____%

Step 4 | Determine how well your project aligns with PLAN Danville based on the percentage.



Does Accomplish	Does Not Accomplish	Not Applicable	Equity Score ____/____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community Engage the community and stakeholders and seek input from diverse perspectives. (half point each) <ul style="list-style-type: none"> Promote leadership development at the neighborhood level through the planning process. Actively recruit local leaders from underrepresented community members. Provide ongoing outreach and communication in an accessible format. Seek community input through all phases of planning and design. Continue to engage the public after the plan or project is completed. Prioritizes or engages community members under 18 and/or over 65.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Housing Support long-term and/or permanent affordable housing. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Housing Prioritizes or engages cost burdened households. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Land Use Expand or enhance access to high quality services, facilities, and amenities. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Culture Support community or public ownership of cultural assets. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Transportation Prioritizes or engages households without vehicles. (1 point)

Does Accomplish	Does Not Accomplish	Not Applicable	Health Score ____/____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Transportation Promote traffic calming and pedestrian safety. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Infrastructure Enhance public safety through facilitated emergency response and the reduction of crime and injuries. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Housing Assist in the ongoing maintenance and repair of existing residences. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economy Facilitate access to healthy, locally grown foods for all Danville residents. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economy Prioritizes or engages neighborhoods in food deserts. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environment Meet environmental standards on clean air, water, and soil without increasing pollution or encourage an active and healthy lifestyle. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environment Prioritizes or engages neighborhoods with a low health equity score as identified by the Danville Health Collaboartive. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environment Prioritizes or engages neighborhoods with limited access to quality green spaces. (1 point)

Does Accomplish	Does Not Accomplish	Not Applicable	Resilience Score ____/____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Community Protect vulnerable populations from shocks or stresses. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Land Use Incorporate resilient design practices such as on-site stormwater management to limit runoff and impacts on city storm sewer systems or energy-efficient systems to reduce carbon emissions. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Infrastructure Prioritizes or engages households without internet access. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Resilience Identify and evaluate potential economic, environmental, social, or infrastructure-based shocks or stresses. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Resilience Prevent or mitigate risks resulting from potential shocks or stresses. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environment Include environmentally responsible and resource-efficient materials and processes throughout the project's life cycle. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economy Positively impact the local economy and workers through new or expanded job opportunities and industries. (1 point)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Economy Positively impact the regional economy and workers through new or expanded job opportunities and industries. (1 point)

Additional Comments

[illegible]

Instructions

Who

The PLAN Danville Taskforce will complete this chart to be shared with department heads, City Council, Planning Commission, and posted on the City of Danville website.

When

Every two fiscal years

Why

See how well the City of Danville has done in achieving the goals of PLAN Danville using measurable outcomes. Areas with lower scores could help City officials determine where they might want to prioritize future efforts.

How

Scores are ranked across each of the eight big ideas:

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

Each category will be given a score between high, medium or low based on how aligned it is with the description.

The maximum score a big idea can get is five. The City of Danville should aim to raise or maintain scores over time.

High

- 5 - fully aligned
- 4 - partially aligned

Medium

- 3 - fully aligned
- 2 - partially aligned

Low

- 1 - have just started to make progress on these goals
- 0 - have not made progress on any of these goals

Use the baseline and metrics to help determine the score. Indicate if it has increased or decreased from the years prior.



COMMUNITY SCORE _ / 5

<p>Potential Future Metrics</p> <ul style="list-style-type: none"> ❑ Number of community members engaged online ❑ Number of community members engaged in person ❑ Number of office hours held ❑ Number of leaders trained ❑ Number of students involved 	<p>High</p> <p>All public projects include engagement processes or build on the findings of recent engagement projects.</p> <p>There are clear succession plans and documentation processes in place to prepare new leaders.</p> <p>Danville is proactively recruiting and training youth to be leaders.</p>	<p>Medium</p> <p>Most public projects include engagement processes or build on the findings of recent engagement projects.</p> <p>Clear succession plans and documentation processes are in development to prepare new leaders.</p> <p>Danville is proactively recruiting and training</p>	<p>Low</p> <p>Some public projects include engagement processes or build on the findings of recent engagement projects.</p> <p>Clear succession plans and documentation processes are in development for some positions to prepare new leaders.</p>
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TRANSPORTATION SCORE _ / 5

<p>Baseline from PLAN Danville</p> <p>30% Roads with Sidewalks</p> <p>-29% Change in Fixed Route Ridership from 2019 to 2024</p> <p>+18% Change in Reserve a Ride Ridership from 2019 to 2024</p> <p>+49% Change in Amtrak Ridership from 2019 to 2024</p> <p>50 : 294 Ratio of bus stops with shelters or benches to total stops</p> <p>Potential Future Metrics</p> <ul style="list-style-type: none"> ❑ Jobs within walking distance of a transit stop ❑ Residents within walking distance of a transit stop ❑ Miles of protected bike paths 	<p>High</p> <p>Planning and design processes focus on connecting development and existing residents to transportation options including fixed route and Reserve a Ride.</p> <p>Danville is connected to a broader regional transit system.</p> <p>Most of the Danville fleet is converted to electric.</p> <p>Most sidewalk networks are fully connected, including safe crossings.</p>	<p>Medium</p> <p>Some planning and design processes focus on connecting development and existing residents to transportation options including fixed route and Reserve a Ride, mostly in high traffic areas.</p> <p>Danville is discussing with regional partners about creating a regional transit system.</p> <p>Some of the Danville fleet is converted to electric.</p> <p>Some sidewalk networks are fully connected, including safe crossings.</p>	<p>Low</p> <p>Little to no planning and design processes focus on connecting development and existing residents to transportation options including fixed route and Reserve-a-Ride, mostly in high traffic areas.</p> <p>Little to none of the Danville fleet is converted to electric.</p> <p>Sidewalk networks are broken, incomplete, or in need of repairs.</p>
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HOUSING SCORE _ / 5

Baseline from PLAN Danville

\$39K

Median Household Income

286:11

Annual Average Ratio New Residential Construction Permits Granted to Residential Rehabilitation and Addition Permits Granted

52:48

Ratio of Homeowners to Renters

47%

Cost Burdened Renters

27%

Cost Burdened Homeowners

55%

Eviction Filing Rate

High

Residential prices are set at prices that are reasonable for the neighborhoods and fit the needs of Danville.

There is more of a priority placed on infill development and retrofitting of existing housing stock over new home construction.

New development is primarily happening in areas along major corridors.

Medium

Residential prices are inconsistent with the needs of Danville.

There is more new construction happening with some infill.

Some development is happening along major corridor but others are happening in more suburban neighborhoods.

Low

Residential prices are set at prices that do not fit the needs of Danville.

There is more new home construction happening.

New construction is mostly along the periphery of the city.

ENVIRONMENT SCORE _ / 5

Potential Future Metrics

- ❑ Vacant land activated
- ❑ Health outcomes (health equity score, obesity rate, heart disease rate, and poor mental health rate)
- ❑ Majority minority residents with access to parks
- ❑ Low income residents with access to parks
- ❑ Number of residents in the floodplain

High

All residents are within a 15-minute walk or bus ride of a high quality park or recreation center.

Danville is increasing it's health equity score as measured by the Health Collaborative.

The number of regular parks and recreation facilities users has increased.

Danville has implemented several projects to create more resilient, bio diverse, or conserved spaces.

Medium

Most residents are within a 15-minute walk or bus ride of a high quality park or recreation center.

Danville's health equity score, as measured by the Health Collaborative, remains the same.

The number of regular parks and recreation facilities users has increased.

Danville has plans for several projects to create more resilient, bio-diverse, or conserved spaces.

Low

Most residents are within a 15-minute walk or bus ride of a park or recreation center.

Danville's health equity score, as measured by the Health Collaborative, is worsening.

The number of regular parks and recreation facilities users has increased.

Danville has few green spaces that are resilient, bio-diverse, or conserved.

LAND USE SCORE _ / 5

<p>Potential Future Metrics</p> <ul style="list-style-type: none"> Ratio of zoning ordinances updated to zoning ordinance updates in need of adoption Number of non-conforming lots Number of variances granted 	<p>High</p> <p>Zoning ordinance updates outlined in PLAN Danville are adopted and in affect.</p> <p>New construction fits the character of the area.</p> <p>Few to no zoning variances are granted.</p>	<p>Medium</p> <p>Some zoning ordinance updates outlined in PLAN Danville are adopted and in affect.</p> <p>New construction fits the character of the area.</p> <p>Few zoning variances are granted.</p>	<p>Low</p> <p>Few or no zoning ordinance updates outlined in PLAN Danville are adopted and in affect.</p> <p>New construction fits the character of the area.</p> <p>Multiple zoning variances are granted.</p>
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ECONOMY SCORE _ / 5

<p>Baseline from PLAN Danville</p> <p>25% Population Below the Poverty Level</p> <p>300 Acres of Developable Vacant Commercial Land</p> <p>11:6 Ratio of Minority-Owned Businesses to Working Age Population</p> <p>16:4 Ratio of Women-Owned Businesses to Working Age Population</p> <p>Potential Future Metrics</p> <ul style="list-style-type: none"> Annual visitors generated by events Wage gap by gender and race Square feet of vacant retail Loan Gaps 	<p>High</p> <p>High number of jobs created.</p> <p>Businesses are new to the city or represent an expansion of current services.</p> <p>There are substantial financial and technical services for small, women-owned, and minority owned businesses.</p>	<p>Medium</p> <p>Low number of jobs created, but some are planned</p> <p>Businesses are not new to the city or do not represent an expansion of current services.</p> <p>There are some financial and technical services for small, women-owned, and minority owned businesses.</p>	<p>Low</p> <p>Little to no jobs created.</p> <p>Types of jobs created are across diverse industries.</p> <p>There either financial or technical services for small, women-owned, and minority owned businesses, but not both.</p>
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INFRASTRUCTURE SCORE _ / 5

<p>Baseline from PLAN Danville</p> <p>650 K Metric Tons Annual Carbon Emissions</p> <p>21% Percent of Renewable Energy in Danville's Energy Mix</p> <p>5 Number of Public Wifi Locations</p> <p>27% Residents without Internet Subscriptions</p> <p>Potential Future Metrics</p> <ul style="list-style-type: none"> □ Amount of water diverted due to green infrastructure projects □ Amount of waste diverted from the landfill 	<p>High</p> <p>All Danville residents have access to reliable and affordable water, energy, telecommunications, and waste services.</p> <p>Danville has reduced carbon emissions.</p> <p>Danville has expanded resident access to publicly available Wifi.</p> <p>Waste and water are diverted from the system and landfill.</p>	<p>Medium</p> <p>Most Danville residents have access to reliable and affordable water, energy, telecommunications, and waste services.</p> <p>Danville is taking steps to reduce carbon emissions.</p> <p>Danville's has plans to expand resident access to publicly available Wifi.</p> <p>Some waste and water are diverted from the system and landfill.</p>	<p>Low</p> <p>A substantial amount of Danville residents lack reliable and affordable access to either water, energy, telecommunications, or waste services.</p> <p>Danville plans to but has not taken steps to reduce carbon emissions.</p> <p>Danville's publicly available Wifi spots are largely in one area.</p> <p>Little waste and water are diverted from the system and landfill.</p>
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CULTURE SCORE _ / 5

<p>Baseline from PLAN Danville</p> <p>6 Historic Districts</p> <p>5 Neighborhoods that are Eligible for Historic District Designation</p> <p>149 Number of Historic Sites Digitally Cataloged</p> <p>Potential Future Metrics</p> <ul style="list-style-type: none"> □ Number of public art installations □ Number of public plazas □ Number of educational history based signs 	<p>High</p> <p>Danville has partnered with residents to ensure wayfinding, signage, and public art matches the character and history of their neighborhood.</p> <p>Danville has ensured historically significant sites, especially those related to community members of color or women, are recognized both digitally and physically.</p> <p>Danville protects the character and quality of buildings of historic districts.</p>	<p>Medium</p> <p>Danville has partnered with residents to ensure wayfinding, signage, and public art matches the character and history of some neighborhood.</p> <p>Danville has ensured historically significant sites, especially those related to community members of color or women, are recognized digitally.</p> <p>Danville protects the character and quality of buildings of historic districts.</p>	<p>Low</p> <p>Danville has some public art of placemaking initiatives in plan or development at public spaces.</p> <p>Danville protects the character and quality of buildings of historic districts.</p>
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Danville Farmers' Market
**HANDMADE
GIFTS**

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

- 2024 The Plan Danville Premiere Participant

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Action Plan

These ambitious goals will require the collaboration of many individuals and groups across Danville and the region. This action plan outlines the time frame, responsible parties, and potential partners that will help make these goals a reality.

Recommendations & Actions

Most recommendations have actions, but not all of them. Actions are provided to give more detail when more than one entity will be needed to implement a recommendation.

Timeline

Each action is assigned a time frame based on how it was prioritized. Higher priority actions or more achievable actions are slated to happen earlier than others.

- Near (0–5 years)
- Mid (5–10 years)
- Long (10+ years)
- Ongoing

Champions & Partners

Champions are the city departments that will coordinate on or lead efforts, whereas partners of outside organizations, regional entities, or even additional city departments that will coordinate to get actions completed.

City Champions*

- Building Inspections (CD)
- City Council
- City Manager's Office (CMO)
- Community Development (CD)
- Economic Development (ED)
- Economic Development and Tourism (DOEDT)
- Finance (Fin.)
- Fire (DFD)
- Historic District Team (HDT)
- Human Resources (HR)
- Information Technology (IT)
- Parks and Recreation (P&R)*
- Police (DPD)
- Public Works (PW)
- Redevelopment Authority (RDA)
- Social Services (DSS)
- Transportation Services (TS)
- Utilities

Partners

- Averett University (AU)
- Dan River Foundation (DRF)
- Danville Community College (DCC)
- Danville Housing & Redevelopment Authority (DRHA)
- Danville Neighborhood
- Danville Public Schools (DPS)
- Development Corporation (DNDC)
- Institute for Advanced Learning and Research (IALR)
- State
- Virginia Department of Transportation (VDOT)
- West Piedmont Planning and Community Development (WPPCD)

*Note the library falls under Parks and Recreation



POLICY CO.1 LEADERSHIP DEVELOPMENT

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

Recommendations	Actions	Timeline	Champions	Partners
CO.1.1 Community Leadership Empower and support a shared leadership model with local activists and community councils that effectively and equitably builds people's capacity to organize and improve the city and their neighborhoods.	1. Coordinate with the Investing in Danville project to evaluate how capital funding or alternative funding sources could be used to finance neighborhood-led action plans.	Ongoing	CMO, City Council	City ED, DPD, RDA Community DRF, DPCCC, DPS, DCC, AU
	2. Host twice annual meetings between city departments and relevant stakeholders, non-profits, and community development organizations to discuss which key action items the city can plan a role in implementing versus which actions these partners can spearhead.	Ongoing		
	3. Continue to enhance neighborhood stewardship of parks to increase positive identification with neighborhood parks.	Ongoing		
CO.1.2 Youth Leadership Expand youth leadership and engagement to have an active role in the shaping of Danville's future.	1. Recruit youth ambassadors for city commissions to encourage civic participation and include future generations in the planning and implementation of decisions which will impact them throughout their lives.	Near	P&R	City CMO, DTS, DVP, DFD, DPD, DSS Community DPS, DRF
	2. Grow and retain young talent by creating an annual youth leadership summit with Danville high school, college, and university students to support mentorship opportunities, advertise available programs and support, and engage youth to receive feedback about current city initiatives.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
CO.1.3 City Leadership Ensure clear communication between city departments, Planning Commission, City Council, and community members about actions and expectations.	1. Continue hosting regular inter-departmental coordination meetings.	Ongoing	CMO, HR	City All Community DRF
	2. Set collaborative priorities annually through a joint Planning Commission and City Council meeting about implementing PLAN Danville.	Ongoing		
	3. Consider a shared public portal on projects and initiatives which can be used by both staff and the public, similar to Engage PGH.	Mid		



POLICY CO.2 COMMUNITY EMPOWERMENT

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

Recommendations	Actions	Timeline	Champions	Partners
CO.2.1 Neighborhood Action Planning Support neighborhood planning processes.	1. Promote the Neighborhood Action Planning Guide in the appendix, which includes clear steps for city-coordinated implementation items such as zoning recommendations and capital improvements.	Mid	CD	City DTS, P&R Community DRF, DRHA, DNDC
	2. Seek funding for Neighborhood Action Plans in priority neighborhoods to support the work of existing organizations in this space, such as the Dan River Foundation (DRF).	Ongoing		
	3. Host quarterly meetings with the DRF Community Councils to support the implementation of community actions.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
CO.2.2 Stewardship Continue to support volunteerism and stewardship as a means of co-creating and maintaining city spaces.		Ongoing	PW, P&R, City Clerk, City Council, HR	City CMO, Fin. Community DRF



POLICY CO.3 INCLUSIVE GOVERNANCE

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

Recommendations	Actions	Timeline	Champions	Partners
CO.3.1 Eliminate Barriers Continue to eliminate barriers that prevent children, youth, young adults, seniors, and traditionally marginalized communities from participating in civic opportunities.	1. Provide multiple avenues for feedback on major future city investments and development including in person sessions, public hearings, and online polls or surveys.	Ongoing	CD, CMO	City DTS, Transit, DSS, HR, Fin. DOEDT Community DRF
	2. Identify and document effective programs that are currently being offered by the city or county.	Near		
	3. Include demographic questions and track location-specific engagement to better understand which community members and groups are not represented in the engagement process and fill those gaps using alternative engagement techniques.	Ongoing		
	4. Ensure that all communication channels are accessible to residents with disabilities, make efforts to address the digital divide and ensure equitable access.	Near		



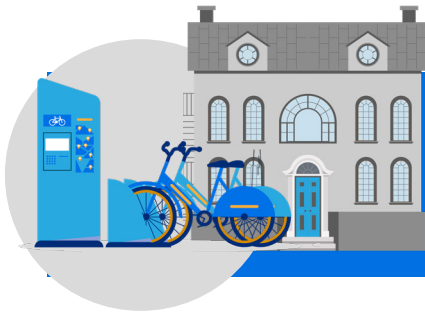
Recommendations	Actions	Timeline	Champions	Partners
CO.3.2 Go to the People Prioritize engagement methods that meet community members where they are, making it easier for them to participate in the process.	1. Continue to host semi-annual pop-ups to promote city services and resources in collaboration with local organizations, non-profits and faith-based organizations to meet community members where they are.	Ongoing	CD, CMO	City CMO, DPD, DFD, DTS, CMO, DSS, CD, P&R, DOEDT, All Community DRF
CO.3.3 Expand Capacity Expand staff capacity through strategic hiring and partnerships.	1. Pursue funding to hire a grant writer and a grant coordinator to assist with pursuing funding and implement grant programming to make the goals and actions of PLAN Danville happen.	Near	Fin., City Council	City P&R, Fin. Community DRF
	2. Identify community liaisons from established organizations to both filter requests and concerns from residents as well as promote city initiatives and programs.	Mid		
CO.3.4 Responsible Prioritization Prioritize communities with the greatest need using the PLAN Danville Scorecard (see Chapter 9. Implementation).		Ongoing	CMO	City All Community DRF



POLICY LU.1 NEIGHBORHOOD CHARACTER

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

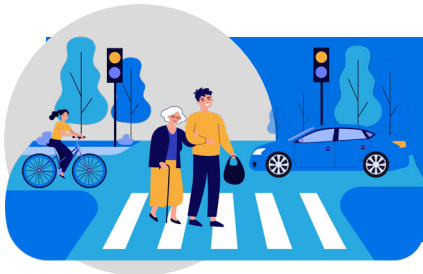
Recommendations	Actions	Timeline	Champions	Partners
LU.1.1 Preserve Rural Landscapes <p>Prevent over-development of greenfield and rural areas to preserve their environmental integrity and promote sustainability through cluster development.</p>	<p>1. Continue to preserve larger tracts of green spaces at the periphery of the city, in areas with steep slopes, and along the Dan River through land use and zoning.</p>	Ongoing	CD	City CD, ED, PW, Utilities, P&R
LU.1.2 Maintain Community Character <p>Implement place type recommendations of this chapter through zoning amendments to better encourage density and character in these areas.</p>	<p>1. Adopt an updated Subdivision Ordinance (Zoning Code 35.5) which reinforces community character, transportation goals, resiliency goals, and is mindful of stormwater challenges.</p>	Near	CD	City P&R



POLICY LU.2 CENTERS WITH ACCESS TO SERVICES

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

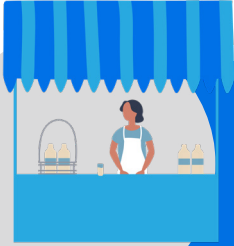
Recommendations	Actions	Timeline	Champions	Partners
LU.2.1 Encourage Growth in Existing Developed Areas Maximize the impact of infrastructure investments and minimize the environmental impacts of urban sprawl by promoting growth and development in already developed areas of the city.	1. Prioritize affordable housing initiatives in close proximity to mixed-use and commercial centers.	Mid	ED, CD	City PW, CD, DTS, Historic District Team Community Airport Authority
	2. Encourage infill housing development and adaptive reuse when possible to reduce sprawl, minimize environmental impact, and encourage historic preservation.	Mid		
	3. Prioritize development in and around existing community centers including: <ul style="list-style-type: none"> a. Riverside b. North Main c. Downtown d. Schoolfield 	Long		
	4. Turn existing mixed-use centers of activity and community resources such as schools and civic buildings into “resource hubs” for times of emergencies.	Long		
	5. Improve the quality of mixed-use centers to promote an authentic, vibrant sense of place.	Ongoing		
	6. Amend zoning to permit higher density and a more diverse range of uses in activity hubs.	Mid		



POLICY LU.3 CONNECTED CORRIDORS

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

Recommendations	Actions	Timeline	Champions	Partners
LU.3.1 Concentrate Corridor Development <p>Encourage the development of community resources along key transportation corridors to provide residents with expanded access to essential amenities.</p>		Long	ED	City CD, ED, PW, Utilities, DTS
LU.3.2 Organize Parking and Access <p>Limit the impacts of parking and access management on the character and flow of corridors.</p>	1. Promote safe vehicular access by reducing the number of driveways, promoting shared access and cross-access between sites along corridors.	Ongoing	CD	City PW, Utilities, DTS, DPD
	2. Improve corridor appearance by minimizing the visual impact of parking lots from the street.	Ongoing		



POLICY LU.4 SPECIAL DISTRICTS

Optimize land availability for economic development.

Recommendations	Actions	Timeline	Champions	Partners
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.	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.	Near	ED	City PW, CD, DTS, Historic District Team
	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:	Ongoing		
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.	1. Assess the feasibility of moving businesses in the floodplain to other commercial districts in the city, as a part of the resiliency strategy.	Mid	ED	City CD
	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.	Mid		
	3. Consider opportunities to create an auto park to relocate car dealerships in an industrial area of the city to promote vibrancy.	Long		

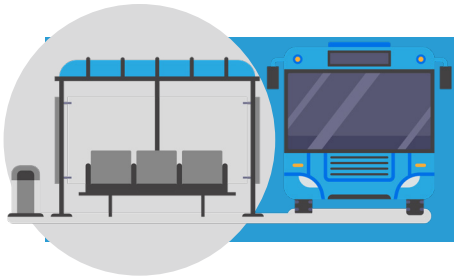


POLICY T.1 ENHANCED WALKABILITY

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

Recommendations	Actions	Timeline	Champions	Partners
T.1.1 Walkable Nodes Establish activity centers within the existing transportation network that integrate pedestrian infrastructure, transit options, and smart land use and organized parking.	1. Prioritize existing activity centers for future compact development.	Ongoing	PW, P&R	City ED, PW, DTS, P&R, CD
	2. Remove mandatory parking minimums in the downtown and other identified activity centers.	Near		
	3. Investigate parking tactics such as demand-based pricing, Parking Benefit Districts, and curbside management.	Mid		
	4. Allow higher density and diverse uses in select activity centers through zoning modifications.	Near		
	5. Require shared commercial driveways (access management) to increase pedestrian and vehicular safety.	Mid		
	6. Collocate transportation hubs with healthcare facilities and other critical resources in neighborhoods of most need using the Vulnerability Index.	Long		

Recommendations	Actions	Timeline	Champions	Partners
T.1.2 Comprehensive Sidewalk Network Build out a safe and comprehensive sidewalk network guided by prioritization measures	1. Invest in sidewalks and pedestrian infrastructure where it will have the most impact on residents' wellness, economic opportunities, and connectivity by developing a prioritization matrix for sidewalk construction (see Tools section).	Ongoing	PW	City CD, DTS, DPD
	2. Review feasibility of funding options for sidewalk infrastructure.	Ongoing		
	3. Mandate sidewalk inclusion in new developments and prohibit private road construction.	Near		
	4. Through resident safety audits, assess existing sidewalks to identify areas for improving pedestrian crossings, street lighting, greenery, and ADA accessibility compliance.	Long		
	5. Develop a strategic investment plan using a sidewalk prioritization matrix and assessment findings.	Mid		

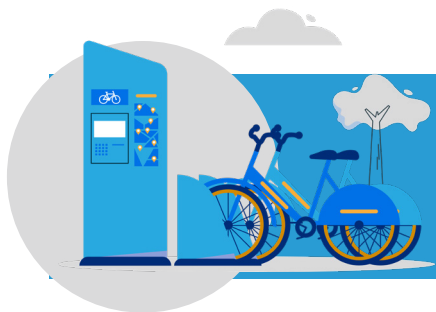


POLICY T.2 PUBLIC TRANSIT INVESTMENT

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

Recommendations	Actions	Timeline	Champions	Partners
T.2.1 Density-Driven Transit Design Strategically invest in transit network as activity centers densify to build towards reliable, frequent service, and equitable coverage.	1. As activity centers grow and demand increases, intensify fixed-route service with a focus on frequency.	Long	PW, DTS	City P&R, DTS, ED, IT Community Neighborhood Groups
	2. Continue to periodically evaluate routes to identify needs for route adjustments and new routes.	Ongoing		
	3. Adopt an overall strategy to continue building driver recruitment and retention.	Near		
	4. Engage the community on where additional shelters and benches are needed, micromobility stations can be created, and existing shelters can be improved.	Mid		
	5. Pursue grant funding for piloting electric Reserve A Ride vehicles.	Near		
	6. Explore residential pickup hubs/ parks & ride routes.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
T.2.2 Regional Transit Continue to work towards regional public transit to expand service range and staff capacity.	1. Conduct a feasibility study for Greensboro–Danville bus service beginning in 2026.	Near	DTS	City Fin., ED, IT Community Regional Partners
	2. Gather employment and traffic pattern data to prove the need for service.	Near		
	3. Identify potential funding sources.	Near		
	4. Estimate long-term operational and maintenance costs.	Mid		
	5. Evaluate the feasibility of providing commuter bus service to areas outside of Danville including Pittsylvania County, Martinsville/Henry County, North Carolina, East Boston/Halifax County, Lynchburg, and potentially other locations.	Mid		
	6. Explore opportunities to partner with neighboring transit providers to service between Danville, Pittsylvania County, and perhaps adjacent areas of North Carolina, as the Mega Park develops and the population expands outward.	Long		



POLICY T.3 BICYCLE INFRASTRUCTURE

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

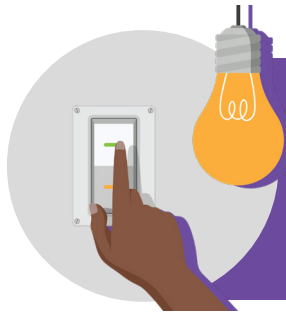
Recommendations	Actions	Timeline	Champions	Partners
T.3.1 Strengthen Existing Bicycle Network Grow Danville's bike network through All Ages and Abilities infrastructure starting with the Riverfront.	1. Develop an All Ages and Abilities network plan that builds connections to the riverfront spine and among activity hubs.	Mid	DFD, PW, P&R	City P&R, Utilities, DTS, DPD Community Community Partners
	2. Prioritize network investments based on connectivity and need, similar to the sidewalk prioritization.	Ongoing		
	3. Encourage use of racks on buses to accommodate challenging terrain.	Near		
	4. Pilot an e-bike share on the Riverwalk to test their ability to assist older adults, people with disabilities, and new bicyclists.	Mid		



POLICY T.4 SAFE AND ACCESSIBLE MOBILITY

Prioritize safety and comfort for all users on Danville roadways.

Recommendations	Actions	Timeline	Champions	Partners
T.4.1 Design Guidelines Use design recommendations for different types of roadway, based on surrounding land use and federal functional classification, to guide investment in safe and sustainable roads.	1. Adopt context-based roadway typologies that increase safety for all road users.	Near	PW, CD	City CD, DFD, DTS, PW Community VDOT
	2. Develop corresponding design guidelines.	Mid		
T.4.2 Commitment To Complete Streets Deepen commitment to Complete Streets, with an emphasis on speed reduction measures, to increase the safety of all road users, especially in high-injury and sensitive areas.	1. Implement the Danville Complete Streets Policy, focusing on speed management.	Ongoing	PW	City Utilities, DPD, DFD, ED, DTS, P&R Community MPO
	2. Implement the Danville Metropolitan Planning Organization (MPO) Long Range Transportation Plan with a Complete Streets lens.	Ongoing		
	3. Identify high-crash and sensitive areas for speed reduction measures.	Near		
	4. Test measures with quick-build approaches.	Mid		
	5. Engage emergency services in traffic calming planning.	Long		



POLICY 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.

Recommendations	Actions	Timeline	Champions	Partners
IN.1.1 Resilient Power Systems Develop resilient power systems designed for both current and future needs to decrease Danville's greenhouse gas emissions.	1. Implement the Danville adaptation recommendations as outlined in the 2024 Environmental Stewardship Plan.	Ongoing	Utilities	City PW, ED Community Utility Commission, DRHA, DNDC
	2. Work to transition power supplies to be more reliant on carbon-free electricity.	Ongoing		
	3. Continue to collect data and model greenhouse gas emissions to track changes over time.	Ongoing		
	4. Convert public service vehicles to an all-electric fleet by 2035.	Near		
	5. Streamline permitting and funding assistance application processes for rooftop solar installations.	Mid		
	6. Identify and work with local electricians and clean energy experts to help create educational programs with George Mason University.	Mid		
	7. Ensure all streetlights and lighting in publicly owned parking lots and parks are converted to LED.	Near		
	8. Transition to an energy efficient building standard for all publicly owned assets including police and fire stations, public schools' libraries and recreation centers.	Mid		

Recommendations	Actions	Timeline	Champions	Partners
IN.1.2 Energy Efficient Homes Encourage home weatherization and energy efficient upgrades for renters and homeowners across the city.	1. Continue to assess energy distribution networks to ensure circuits can handle existing and future demand as part of development review.	Ongoing	Utilities, CD	City DSS Community DRHA, DNDC
	2. Encourage homeowners to adopt energy-efficient measures and weatherization techniques, aiming to reduce citywide energy consumption and increase resilience to extreme weather events.	Near		
	3. Pursue funding for incentive programs to encourage residential energy efficiency.	Near		
	4. Coordinate with Pittsylvania County Community Action Agency to target neighborhoods with weatherization needs.	Mid		
	5. Launch a public awareness campaign highlighting the benefits of home weatherization and energy efficiency.	Near		
	6. Create an educational program on the dangers of space heaters, and their impacts on energy bills.	Near		
	7. Create an educational program on incentives and rebates available for home energy equipment upgrades.	Near		
	8. Encourage residents to transition from natural gas to electric appliances.	Ongoing		
	9. Implement stricter transparency requirements for landlords, making it mandatory to report the model and date of installation of windows, HVAC, and appliances.	Long		

Recommendations	Actions	Timeline	Champions	Partners
IN.1.3 Commercial Energy Optimization Provide programming for businesses to reduce operational energy demands.	1. Work with public universities to provide energy audits and plans for businesses to reduce operational energy demand.	Mid	Utilities	City Building, ED Community DRHA, DNDC
	2. Encourage homeowners to adopt energy-efficient measures and weatherization techniques, aiming to reduce citywide energy consumption and increase resilience to extreme weather events.	Ongoing		
	3. Continue to promote and expand incentives for businesses to reduce energy usage during peak usage hours by expanding the demand response program.	Ongoing		



POLICY IN.2 QUALITY WATER SYSTEMS

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

Recommendations	Actions	Timeline	Champions	Partners
IN.2.1 Water Efficiency & Conservation Develop a water efficient community by decreasing the amount of water used per home, business, and industry.	1. Improve access to residential rainwater harvesting and rain garden education and resources.	Near	PW, PU	City CD Community DRHA, DNDC
	2. Develop standards and best practices about greywater reuse.	Near		
	3. Create an educational campaign promoting water conservation, include how-to guides for monitoring and auditing home efficiency.	Near		
	4. Implement the 10-Year Utilities Master Plan as funding is available to continue to ensure all pipelines are leak free and lead free.	Mid		
	5. Consider joining the Community Rating System under FEMA to reduce upfront insurance premiums.	Mid		
	6. Explore financial incentives or tax breaks for commercial property owners who implement green infrastructure such as green roofs, bioswales, or permeable surfaces in new development projects to mitigate stormwater runoff and improve water quality.	Long		
	7. Support federal and state regulations mandating water-efficient fixtures and appliances in new commercial properties, such as low-flow toilets, faucets, and water-saving appliances.	Mid		

Recommendations	Actions	Timeline	Champions	Partners
	8. Provide assistance programs for residents to implement best management practices, green infrastructure, and native vegetation to support local ecology and increased stormwater management on residential properties.	Ongoing		
	9. Provide assistance programs for businesses to implement water-saving upgrades.	Ongoing		
	10. Develop a river management plan that includes restoration efforts to improve the river's health and resilience to flooding. This can involve naturalizing riverbanks, removing invasive species, and implementing erosion control measures.	Long		
	11. Launch educational campaigns to raise awareness about the importance of water conservation, stormwater management, and the benefits of green infrastructure.	Near		
	12. Provide resources and workshops for residents and businesses on water-efficient practices and available incentives.	Ongoing		
	13. Encourage mixed-use developments with green spaces and permeable surfaces to reduce impervious cover and promote natural infiltration of stormwater.	Ongoing		
	14. Establish monitoring programs to track water usage, stormwater runoff, and compliance with water efficiency regulations.	Near		

Recommendations	Actions	Timeline	Champions	Partners
IN.2.1 Water Efficiency & Conservation Develop a water efficient community by decreasing the amount of water used per home, business, and industry.	15. Foster partnerships with local businesses, community organizations, and government agencies to coordinate efforts and leverage resources for water efficiency projects.	Ongoing	PW, PU	City CD Community DRHA, DNDC
	16. Encourage collaboration on research, funding opportunities, and implementation strategies.	Ongoing		
IN.2.2 Adaptable Stormwater Systems Educate residents and promote practices to fortify Danville's homes and businesses against flooding.	1. Establish a rebate program for members of the community or local businesses who are interested in installing weather stations on their property for the purpose of enhancing data collection for rainfall, temperature, and wind speed.	Mid	PW	City CD Community DRHA, DNDC
	2. Appoint a professional grant writer to proactively pursue and apply for federal funding opportunities related to infrastructure development.	Near		
	3. Promote the adoption of environmentally friendly infrastructure on private properties.	Ongoing		
	4. Implement a private property drainage easement to facilitate maintenance efforts.	Mid		
	5. Incorporate flood-resistant features into the design of public parks, including rain gardens and permeable pavements, as part of an annual park improvement initiative.	Ongoing		
	6. Enhance public knowledge on the risks of flooding to personal properties through educational programs focused on flood insurance.	Near		

Recommendations	Actions	Timeline	Champions	Partners
IN.2.3 Modernized Water Distribution Enhance existing physical infrastructure for better water management and operations.	1. Promote the advancement of water treatment plants and distribution systems, with a focus on meeting or surpassing water quality standards.	Ongoing	Utilities	City PW Community Utility Commission, DRHA, DNDC
	2. Collaborate with the Army Corps of Engineers to examine the environmental effects and safety measures of current dams and make informed decisions regarding their potential renovation or removal.	Long		



POLICY IN.3 ENHANCED TELECOMMUNICATIONS

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

Recommendations	Actions	Timeline	Champions	Partners
IN.3.1 Equitable Emergency Communications Utilize multiple communication platforms to relay emergency information to residents across the city.	1. Work with public universities to Implement and promote a robust citywide emergency communications strategy.	Ongoing	DFD, CMO, DFD	City IT, PW, DPD Community DRHA, DNDC
	2. Ensure coordination is in place among all existing communication outlets.	Ongoing		
	3. Create redundancies by ensuring all media outlets are receiving the same information at the same time.	Ongoing		
	4. Involve residents with different disabilities in the emergency communications planning process to understand their needs.	Ongoing		
	5. Ensure all emergency communication provides clear instructions in multiple formats offered at regular intervals.	Ongoing		
	6. Provide rebates for battery powered or hand-crank NOAA weather radios.	Long		
IN.3.2 Expanded Internet Coverage Expand internet coverage to ensure residents have access to fast and reliable Internet services.	1. Conduct internet service audit and work with providers to expand coverage in underserved areas.	Mid	IT, Utilities	City PW, ED, IT Community River Street, DRHA, DNDC
	2. Continue to promote available federal programs that provide low-cost or free internet services to qualifying households.	Ongoing		
	3. Continue to provide public wi-fi at all public parks by maintaining the Hot Parks program .	Ongoing		
	4. Create free and accessible co-working spaces with backup power supply and strong connections for video conferencing.	Long		



Recommendations	Actions	Timeline	Champions	Partners
IN.3.2 Expanded Internet Coverage Expand internet coverage to ensure residents have access to fast and reliable Internet services.	5. Ensure proper cybersecurity measures are in place for public Wi-Fi zones.	Ongoing	IT, Utilities	City PW, ED, IT Community River Street, DRHA, DNDC
	6. Audit cloud security at all public facilities.	Mid		
	7. Allow free access to library computers and charge a reasonable service fee for consumables such as printed materials.	Ongoing		
	8. Ensure telecommunications distribution lines are upgraded in all neighborhoods	Ongoing		
	9. Ensure cell towers provide adequate and reliable coverage for all neighborhoods	Ongoing		
IN.3.3 Digital Literacy Improvements Encourage and support increased digital literacy for all residents.	1. Expand digital literacy programming that empowers residents to use the internet effectively by creating microlearning modules with digestible lessons that can be completed in short increments.	Near	P&R	City IT, PW, DSS Community DHRA
	2. Create partnerships with employers to provide lunch & learn sessions to improve job skills and career prospects.	Mid		
IN.3.4 Enhance Communications Management Improve communication outlets between community members and city staff.	1. Expand awareness of the Fix It Danville app through social media campaign and a prominent position on DanvilleVA.gov.	Near	IT, PW, CMO	City Utilities, IT Community DRHA, DNDC
	2. Implement a chat bot on the City's website to assist with navigation.	Mid		



POLICY IN.4 WASTE MANAGEMENT

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

Recommendations	Actions	Timeline	Champions	Partners
IN.4.1 Enhance Recycling Participation Rates Improve recycling collection rates by increasing participation in curbside recycling programs.	1. Place recycling, trash, and compost receptacles near every bus stop and downtown.	Ongoing	PW	
	2. Ensure all public waste and recycling bins are serviced appropriately, understand the frequency at which each station needs to be serviced.	Ongoing		
	3. Pursue additional funds to support robust residential curbside recycling and compost programming.	Near		
	4. Update the comprehensive solid waste management program to include a robust curbside residential and city recycling policy.	Mid		
IN.4.2 Improve Waste Education Provide programming for recycling, compost, and food waste reduction practices.	1. Partner with educational institutions to reduce waste.	Long	PW, Utilities	City CMO
	2. Partner with local businesses for collection and reuse of materials.	Long		
	3. Develop food waste reduction strategies within Danville's River District.	Long		



POLICY IN.5 COMMUNITY HEALTH & EMERGENCY PREPAREDNESS

Invest in healthcare infrastructure to promote community health

Recommendations	Actions	Timeline	Champions	Partners
IN.5.1 Public Safety Continue to work with public safety providers to maintain community trust and provide high quality and prompt delivery of services.	1. Involve Fire, Police, and Emergency Preparedness staff in the development review process.	Ongoing	DFD, DPD	City PW, CD Community DLSC, SOVA
	2. Continue to proactively build trust between first responders and the community through programming, with a focus on youth programming.	Ongoing		
	3. Expand emergency personnel support through the actions in the Flood Preparedness and Resilience Plan.	Mid		
	4. Improve publicly owned buildings to provide better services in efficient, shared-use, accessible facilities to better serve residents, per the Future Land Use Plan.	Long		
	5. Conduct and implement a Fire Department Long Range Master Plan to meet their current and future building and staffing needs.	Near		



POLICY H.1 HOUSING OPTIONS

Increase housing options throughout the city.

Recommendations	Actions	Timeline	Champions	Partners
H.1.1 Increased Housing Production Increase housing stock and diversity to meet current and future demand.	1. Continue to explore and promote redevelopment and infill development opportunities.	Ongoing	CD	City DTS, ED, DOEDT, PW, Utilities, DFD Community Developers, DFD, House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
	2. Establish a housing trust fund through the City of Danville to provide dedicated funding and public support for housing through funds leveraged by general funds, taxes, and federal funds.	Long		
	3. Expand land banking to acquire property for future affordable housing development. Increase transparency of the land banking and community land trust process.	Long		
	4. Increase funding for the construction of new quality affordable housing.	Mid		
H.1.2 Promote Alternative Forms of Homeownership Expand the definition and options for homeownership beyond single-unit detached across income-levels.	1. Strengthen public-private partnerships to increase affordable housing supply and preserve existing stock.	Ongoing	CD	City SS Community House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
	2. Expand ownership programs to support all ownership types.	Near		
	3. Establish a new community land trust to expand land ownership to qualified community groups.	Mid		
	4. Increase knowledge of and availability of cooperatives.	Long		

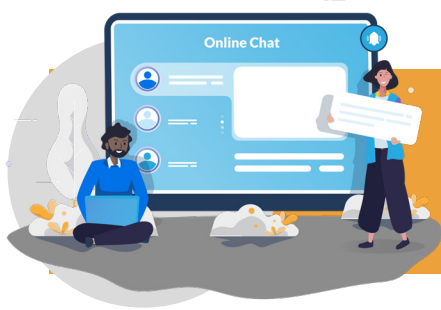


POLICY H.2 DISPLACEMENT PREVENTION

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

Recommendations	Actions	Timeline	Champions	Partners
H.2.1 Stabilized Ownership Strengthen policies and practices to prevent owner displacement.	1. Perform a feasibility study on property tax to explore the possibility of offering discounted tax rates for low-income homesteaders, while considering the option of increasing tax rates for vacant and undeveloped land.	Near	SS	City CD
	2. Enhance accessibility to housing programs that aid older adults, individuals with disabilities, and lower-income residents in addressing major repairs.	Ongoing		
H.2.2 Boost Renter Protections and Support Enhance policies and procedures that protect renters and ensure their access to high-quality, affordable housing.	1. Advocate for expanded inspection and temporary suspension of permit scopes for rental inspection districts (RID).	Near	Fin., CD	City City Council Community Real Estate, City Attorney's Office, House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
	2. Display information about rental housing assistance programs on the City's website in a user-friendly format.	Near		
	3. Enhance education and available resources for renters by expanding partnerships with agencies and community groups.	Mid		
	4. Establish stronger eviction prevention policies and practices.	Mid		
	5. Collaborate with community-based organizations to proactively distribute information on renters' rights.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
H.2.3 Establish Regulations That Support Residents Update city regulations and codes to address housing needs, preserve existing affordable housing, maintain community character, and promote neighborhood revitalization.	1. Remove regulatory barriers to affordable housing.	Near	Fin., State, CD	City DFD, DPD Community Real Estate, House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
	2. Develop equity criteria in the administration of housing assistance to ensure programs serve the most in need.	Near		
	3. Promote an education-first approach in Code Enforcement.	Ongoing		
	4. Continue to preserve the existing stock of manufactured housing communities and infrastructure that connects homes to resources.	Ongoing		



POLICY H.3 HOUSING ADVOCACY

Provide inclusionary housing support for ALL community members.

Recommendations	Actions	Timeline	Champions	Partners
H.3.1 Expand Housing Access Broaden the ways individuals can access information about housing programs, obtain housing accommodations, and secure land for future housing development.	1. Enhance the availability of housing repair programs and funding to reduce displacement and support aging in place for the elderly, individuals with disabilities, and homeowners with limited income.	Mid	CD	City DTS, PW, Utilities, Fin. Community DRHA, Housing Commission, House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
	2. Enhance education on issues related to landlord responsibilities and homeownership.	Mid		
	3. Develop educational materials for property owners, landlords, and renters, focusing on tenant rights and assistance programs available to residents of Danville.	Near		
	4. Collaborate with housing partners to develop and conduct training sessions on community land trusts and alternative ownership programs.	Long		
	5. Create an affordable housing dashboard that offers information to the public regarding the number of households served through public programs, administered vouchers, waitlists, and funds distributed in the community.	Near		
	6. Form a Housing Commission as a public forum for housing discussions and regularly report progress on housing goals to the public.	Mid		
	7. Regularly communicate the progress on Plan Danville's goals in public forums, such as the City Council, Planning Commission, and other relevant boards and commissions.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
H.3.2 Improve Communication and Education Expand education around housing and increase the frequency of housing discussion at the city level and among housing stakeholders.	1. Clearly communicate the city's response to housing needs and public spending on housing.	Ongoing	DFD, CMO	City DFD, DPD Community House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU
H.3.3 Strengthen Programming and Support Fill gaps in existing programs and supports to unhoused, families, disabled, and older adults. Develop strong partnerships to build a network of community support surrounding housing and related issues.	1. Enhance programs and services for individuals and families experiencing homelessness, aiming to support their transition into stable and high-quality permanent housing. 2. Establish a partnership with the Virginia Legal Aid Society to broaden deed recording and title transfer policies concerning heirs property. 3. Collaborate with financial institutions to offer financial literacy and homebuying workshops. 4. Establish equity criteria in the management of housing assistance programs to ensure that those in greatest need receive support.	Near Mid Mid Near	Fin.: Grants, CD	City All Community House of Hope, Habitat for Humanity, DNDC, DRHA, DPS, CCC, AU



POLICY 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.

Recommendations	Actions	Timeline	Champions	Partners
E.1.1 Promote Sustainable Businesses Promote environmentally-friendly and socially-responsible food and agricultural businesses to stimulate sustainable agriculture, increase food security, protect natural resources, promote rural development, and create economic opportunities for farmers and rural communities.	1. Identify strengths, gaps, and opportunities in agriculture/food industries to improve resilience and localize the food supply chain, including regional coordination through a cluster organization.	Near	ED	City CD Community Cooperative Extension
	2. Address food insecurity and access challenges through programs like pop-up food retail, mobile produce markets, and urban agriculture in food deserts.	Near		
	3. Explore implementing the "Healthy Corner Store Initiative" to improve fresh food access in convenience stores and promote mobile market options.	Near		
	4. Assess the potential for a service or platform to connect food entrepreneurs with available real estate, potentially utilizing philanthropic funding for businesses in food deserts.	Mid		
	5. Evaluate the impact of "food branding" for Danville and the region, drawing inspiration from successful models like "Taste NY" and "Food City" to support local food brands and initiatives.	Mid		

Recommendations	Actions	Timeline	Champions	Partners
E.1.2 Support the Business-to-Business Industry Expand industries that are focused on providing goods and services to other businesses through infrastructure development, access to finance, networking opportunities, and skills development programs.	1. Research and catalogue big purchasers to connect with smaller suppliers to establish a collaborative business-to-business (B2B) program.	Near	ED	City Fin, ED
	2. Create a B2B Working Group that includes representatives from B2B firms, anchor institutions, and business support organizations, with a focus on promoting inclusive growth and meeting local contracting requirements.	Mid		
	3. Implement a customized capital strategy for Minority and Women-Owned Business Enterprises (MWBE) in the B2B sector, addressing the challenges they face in accessing working capital. Conduct surveys of businesses and engaging with regional lenders.	Mid		
	4. Support the development of flexible and shared spaces for B2B firms throughout the city, by facilitating needs assessment for real estate and assisting in land assembly efforts, particularly in downtown and industrial areas.	Long		

Recommendations	Actions	Timeline	Champions	Partners
E.1.3 Support Accessible Healthcare Incentivize the growth and innovation of healthcare businesses like maternal health, clinics, and other medical facilities to enhance both physical and financial access to healthcare services within the community.	1. Consider assessing the viability of new or expanded facilities as an economic opportunity for needed medical services in the area, including:.	Mid	DFD, DTS	City SS Community Healthcare Operators
	2. Support the growth of existing health care facilities to support women’s health and maternal care.	Near		
	3. Improve access to healthcare through improved bus connections, tele-health, and mobile clinics.	Ongoing		
E.1.4 Encourage the Growth of Green Industries Foster the growth and innovation of businesses that specialize in sustainable infrastructure solutions such as renewable energy, eco-friendly construction, green transportation, and water management.	1. Prioritize local businesses specializing in green stormwater infrastructure (GSI) in public RFPs for capital projects.	Ongoing	ED	City PW
	2. Assess and track investments in GSI cluster, including savings from reduced flooding, job creation, wages, and support for local GSI businesses.	Ongoing		
	3. Invest in workforce readiness programs that align with industry diversification, fostering collaboration between educational institutions, workforce development organizations, and local businesses, including enhanced training and formal apprenticeships for GSI and emerging industries.	Near		
	4. Keep city staff apprised of current state and federal stormwater management regulations, as well as Best Management Practices for reducing stormwater runoff	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
E.1.4 Encourage the Growth of Green Industries Foster the growth and innovation of businesses that specialize in sustainable infrastructure solutions such as renewable energy, eco-friendly construction, green transportation, and water management.	5. Implement a Stormwater Management Inspection Program to ensure the proper maintenance and operation of private BMP structures	Mid	ED	City PW
	6. Develop a Regional Stormwater Management Plan that emphasizes regional BMPs over small, onsite systems	Long		
	7. Consider establishing a Stormwater Utility to help cover the cost of maintenance and improvements to the public stormwater management systems	Long		
E.1.5 Strengthen Tourism Build and strengthen the tourism sector, building off Danville's existing assets and resort development.	1. Implement the Schoolfield District Plan to build a vibrant mixed-use node to complement the Caesars Virginia resort campus.	Ongoing	DOEDT	
	2. Support eco-tourism opportunities through the recommendations of Chapter 7. Environment.	Ongoing		
	3. Support arts and culture tourism opportunities through the recommendations of Chapter 8. Culture	Ongoing		
	4. Continue to partner with the Virginia Tourism Corporation to track and ensure an adequate supply of lodging and visitor uses.	Ongoing		

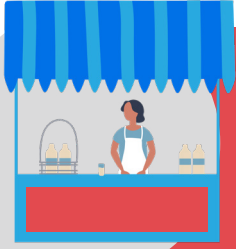


POLICY E.2 ECONOMIC DEVELOPMENT

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

Recommendations	Actions	Timeline	Champions	Partners
E.2.1 Strengthen the Redevelopment Process Enhance the efficiency and effectiveness of the redevelopment process for industrial and commercial business hubs within the city to attract new businesses, stimulate economic growth, create job opportunities, and enhance the overall vibrancy.	1. Create a detailed inventory of vacant and underutilized land for potential industrial parcel assemblies and strategic relocations.	Near	DTS, CD, ED	City PW, Utilities
	2. Encourage the redevelopment and reinvestment of existing business districts as economic hubs.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
E.2.2 Invest in Commercial Districts Enrich the distinctive character of Danville's commercial districts through strategic investments in physical assets to attract visitors, encourage business growth, stimulate economic activity, and foster a sense of pride and belonging among residents.	1. Define retail districts and corridors with soft boundaries and connections to nearby natural assets; consider aligning with "Focus Corridors" and other planning commercial real estate efforts.		DFD, ED	City PW, Historic District Team
	2. Discourage scattered site retail development outside of defined retail districts and corridors.			
	3. Institute a place management organization for each retail district/corridor, including Main Street, business improvement districts, and private landlords.			
	4. Utilize wayfinding and placemaking to amplify the commercial district success and attract tourists, residents, and employees.			
	5. Align festivals and event sites nearby with accessible connections to retail districts/corridors.			
	6. Identify anchoring catalytic projects in key reinvestment areas that promote patronage.			



POLICY E.3 SMALL BUSINESS SUPPORT

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

Recommendations	Actions	Timeline	Champions	Partners
E.3.1 Advance Equity and Inclusion Take proactive steps to promote equity and inclusion in small business development to facilitate economic empowerment, reduce disparities, encourage diversity, and establish a more equitable and resilient small business ecosystem that benefits the entire community.	1. Perform baseline analysis on the state of equity and inclusion.		Fin., ED	City FIN, DTS, All, CMO
	2. Building on the baseline analysis, assess, evaluate, and improve city policies with an equity lens.			
	3. Engage capital providers to increase access to capital for area businesses.			
	4. Develop and support the Business Support Organization (BSO) ecosystem to improve coordination, efficiency, and efficacy and eliminate gaps.			

Recommendations	Actions	Timeline	Champions	Partners
E.3.2 Support and Grow Small and Independent Retail Bolster the vitality and sustainability of small and independent retail businesses within the community to preserve neighborhood character, stimulate economic activity, create jobs, and foster a sense of community pride and connection.	1. Explore partnerships with the banking community to leverage Community Reinvestment Act and other small business programs to address access to capital needs.	Near	DFD, ED, CD	Community Long WWD, BDC, The Launch, The Chamber
	2. Explore opportunities to minimize infrastructure costs and operational burdens for storefront tenants (e.g., shared HVAC, designated pickup/dropoff zones, etc.).	Ongoing		
	3. Develop incentives to support landlords in tenancing with small businesses seeking to occupy and improve vacant older properties (older than 10 years old) to offset rent gap, especially targeted for single-use retail buildings and flexible enough to allow for subdividing larger spaces into smaller ones.	Mid		
	4. Identify opportunities for and fund incubator spaces, sidewalk and market vending infrastructure, and other shared space opportunities (such as food halls) that provide alternatives to traditional storefronts.	Long		
	5. Increase the provision of and access to goods and services.	Long		



POLICY 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.

Recommendations	Actions	Timeline	Champions	Partners
E.4.1 Support Related Workforce Readiness and Preparation Efforts Build a more skilled, adaptable, and resilient workforce and bridge the gap between job seekers and available opportunities, promote economic mobility, and address workforce shortages in key sectors.	1. Expand access in secondary education and trades programs for industries which align with Danville's community values.	Ongoing	ED	City DTS, CMO Community AU, DCC, DPS, IALR, Career Work
	2. Improve business-workforce training program connectedness with more frequent feedback loops (currently only meeting quarterly) on current and future industry demands.	Ongoing		

Recommendations	Actions	Timeline	Champions	Partners
E.4.2 Strengthen Infrastructure to Support Workers Address disparities in access to essential services and opportunities to better support the needs of workers within the community.	1. Support businesses with in-house programs around benefits for employees which can help to reduce benefit/income burden; providing things like in-house childcare, additional days off, and flexible. working hours can help to increase quality of life for workers	Ongoing	DTS	City ED Community ED, Fin., DTS
	2. Explore the potential for partnerships with local health institutions to create a “healthy worker” program which can help to reduce the risk of medical treatment as well as increase employee satisfaction in the workplace.	Near		
	4. Seek to locate businesses along existing fixed transit routes so workers can have access to transit.	Ongoing		
	5. Seek grant funding to support the Reserve A Ride service which provides services to employees who’s jobs aren’t along fixed route lines or who’s hours do not align with current hours of transit operation.	Ongoing		
	6. For larger operations, seek to have workforce housing as part of the development package proposed to enhance connectivity between residents and their place of employment.	Ongoing		
	7. Continue to support continuing education for City employees.	Ongoing		



POLICY EN.1 ENVIRONMENTAL SYSTEMS

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

Recommendations	Actions	Timeline	Champions	Partners
EN.1.1 River Reconnection Reconnect residents to the Dan River and celebrate the legacy of this natural asset as a central element of Danville's story.	1. Continue to implement the connectivity and trails recommendations outlined in the 2019 City of Danville Riverwalk Plan.	Ongoing	P&R	City PW, FIN., SS, ED Community Dan River Basin Association, VDT, WPP
	2. Partner with the Dan River Basin Association to pursue, obtain, and manage grant funding for conservation efforts, green flood mitigation measures, and other naturalized interventions for flooding and ecological restoration of the Dan River.	Ongoing		
	3. Continue to coordinate with the Virginia Department of Transportation and West Piedmont Planning District Commission on the regional Dan River trail system to ensure compatible investments.	Ongoing		
	4. Continue to implement the Danville River District Green Space Plan.	Ongoing		
	5. Connect a City of Danville blueway with existing regional blueways in the Dan River Basin, ensuring the use of the Dan River and applicable tributaries for ecological enhancement and recreational use.	Mid		
	6. Create direct access to the waterfront by implementing the Riverfront Park Plan.	Long		

Recommendations	Actions	Timeline	Champions	Partners
EN.1.2 Tree Canopy Expansion Expand Danville's tree canopy to offset urban heat island impacts.	1. Add street trees along key corridors to add comfort, value, and beautification throughout the city.	Ongoing	PW, P&R	City Utilities Community VDOT
	2. Support the financing and development of carbon sequestration forests off major routes to mitigate airborne and noise pollution while enhancing local eco-habitats.	Near		
	3. Analyze Danville Interchange Gardens (DIG) sites for opportunities to densify tree canopy near major interchanges and offset PM2.5 emissions caused by heavy road traffic.	Near		
	4. Partner with The Health Collaborative to continue tracking health and air quality impacts in Danville.	Ongoing		
	5. Track tree plantings on the City of Danville Open Data Portal to measure which corridors are in most need of plantings and monitor long-term tree maintenance.	Ongoing		
	6. Refine the City of Danville plant palette to promote native tree species with large canopies which will increase shade, decrease ground heat, and promote resilient planting types that match the local climate.	Mid		
	7. Pursue funding to develop a tree planting program to enhance urban green spaces and help mitigate heat island effects.	Mid		
	8. Under the Landscape and Screen Regulations ordinance (Article 9.C.), include the requirement to include variation of native or adapted species on public property.	Mid		
	9. Spearhead yearly tree-planting campaigns with a mix of species in collaboration with local organizations and schools.	Long		

Recommendations	Actions	Timeline	Champions	Partners
EN.1.3 Vacant Land Activation Promote vacant land activation for green space enhancement when applicable.	1. Create a guide for community members, developers, and approval authorities to determine the best use of vacant land activation based on the surrounding context.	Long	ED, P&R, Fin., DOEDT	City CD, PW, Utilities Community City Attorney
	2. Partner with the City of Danville Land Bank to allow community members to temporarily activate vacant land.	Long		
	3. Prioritize activating land near existing businesses, residences, or incoming development to promote more infill development in neighborhoods.	Ongoing		
EN.1.4 River Reconnection Reconnect residents to the Dan River and celebrate the legacy of this natural asset as a central element of Danville's story.	1. Implement smart land use practices.	Ongoing	PW, CD	City Fin., Utilities, ED Community Neighborhood Groups
	2. Pursue funding to integrate green infrastructure such as street trees, naturalized bioswales, and more as part of major streetscapes improvements, especially on high traffic corridors and regional roads such as Piney Forest Road and West Main Street.	Mid		
	3. Design flood-adaptable green spaces.	Long		



POLICY EN.2 PARKS AND OPEN SPACES

Ensure equitable access to parks and open spaces.

Recommendations	Actions	Timeline	Champions	Partners
EN.2.1 Green Space Access Fill the gaps in community access to parks, open space, and recreation offerings considering distance to facilities, staff capacity, and programming for a variety of age groups.	1. Fill gaps in access to parks and open space by utilizing vacant land and public-private partnerships with entities such as Danville Public Schools to leverage existing resources for community use.	Mid	P&R	City DPS, PW, SS Community Neighborhood Groups
	2. Continue the neighborhood parks outreach and design program to ensure any new or improved parks spaces reflect the community's voice.	Ongoing		
	3. Conduct a capacity assessment to understand parks and recreation staff needs and ability to take on additional or altered recreational programming.	Near		
	4. Conduct a programming assessment to identify any potential gaps in recreational offerings by age, ability, culture or location.	Near		
	5. Maintain a balance of naturalized open space and programmed park land.	Long		
	6. Maintain and exceed, when possible, ADA standards at programmed park lands as part of future park design and build processes.	Ongoing		
	7. Connect community members to the River District and more local neighborhood parks by developing a "green web" of neighborhood green spaces and multi-mobility connections.	Long		

Recommendations	Actions	Timeline	Champions	Partners
EN.2.2 Climate Resiliency Advocate for climate-resilient green spaces.	1. Promote the design and management of parks and green spaces that can withstand climate-related stresses by doing the following.	Long	P&R, PW	City Utilities, DTS Community Consultants



POLICY EN.3 EDUCATION AND HEALTH

Advocate for and support environmental education programs.

Recommendations	Actions	Timeline	Champions	Partners
EN.3.1 Educational Opportunities Use parks and open spaces as learning opportunities.	1. Partner with the Danville Health Collaborative to continue to track and report social determinants of health overlaid with access to parks and recreation to see where programming and infrastructure may help alleviate gaps in community health and alter future investments accordingly. Social determinants of health tracked to date include	Ongoing	P&R: Library	City DFD, DSS Community DPS, Historical Society
	2. Incorporate environmental education and stewardship in parks and greenspaces through signage and community partnerships.	Near		
	3. Partner with the Danville Historical Society to determine future opportunities for historical markers and programming as a part of parks and recreational offerings.	Mid		
	4. Partner with the Danville Emergency Preparedness Department to create promotional materials around safety in parks and open spaces, such as Low Head Dam safety.	Mid		

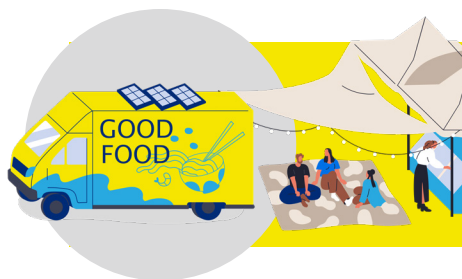
Recommendations	Actions	Timeline	Champions	Partners
EN.3.2 Mental Health Work with local healthcare organizations, trauma support groups, and county resources to connect residents to mental health services.	1. Host community listening sessions with mental health professionals at recreation centers.	Mid	P&R	City DSS, DTS Community SOVAH, Local Businesses: The Brick Gyms
	2. Offer a mental health support page on the city website to connect residents to existing programs offered by the Danville Health Collaborative and related partners.	Near		
	3. Continue to offer recreational programming that supports positive and inclusive access to mental health services (e.g. yoga, art therapy, meditation, etc).	Ongoing		
	4. Offer community support through Health and Human Services to enhance community health education enabling residents to better comprehend health care systems and reduce hesitancy in utilizing them.	Ongoing		



POLICY C.1 HISTORIC PRESERVATION

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

Recommendations	Actions	Timeline	Champions	Partners
C.1.1 Continued Preservation Continue historic structure and neighborhood preservation.	1. Maintain the architectural integrity and character of existing historic districts.	Ongoing	CD	City DTS, ED, P&R Library Community Historical Society
	2. Develop a guide for owners of historic properties including funding resources, lists of qualified contractors, and best practices.	Near		
	3. Continue to incentivize the rehabilitation of historic structures.	Ongoing		
	4. Promote Danville as a heritage tourism destination, a national designation created in partnership with Federal organizations.	Mid		
	5. Explore pursuing historic designation in eligible neighborhoods after receiving adequate interest from neighborhood stakeholders.	Long		



POLICY C.2 CULTURAL CELEBRATION

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

Recommendations	Actions	Timeline	Champions	Partners
C.2.1 Justice Celebrate the rich history of the city while acknowledging past injustices.	1. Host historic tours of Danville's core neighborhoods such as Holbrook-Ross, Almagro, and Old West End following elections so key decision makers, elected city officials, and city staff have a similar baseline of where Danville was versus where it could go.	Ongoing	P&R	City PW, PD
	2. Prioritize the funding and installation of arts and cultural projects that focus on stories and ideas which have often been overlooked.	Mid		
C.2.2 Representation and Inclusion Create paths for all community members to celebrate their unique community identities using the arts and programming.	1. Ensure the diverse array of neighborhoods and community residents are represented in the curation and development of Danville's public art, events, and programs by establishing a Public Art Commission to support staff and generate community support for public arts in Danville.	Near	DFD, P&R	City DTS, CMO, CD
	2. Solicit local artists to assist neighborhoods in developing local brand identities, signage typologies, and art installations as part of the implementation of the Cultural Arts Plan.	Long		
	3. Create a publicly accessible database of local artists for use in future city events and initiatives, as well as to promote their services to the broader community.	Near		
	4. Consider percent-for-art ordinances, where a percentage of capital improvement projects is retained for the commissioning of public artworks.	Long		
	5. Prioritize requests for funding using the PLAN Danville Scorecard (see Chapter 9. Implementation).	Ongoing		





POLICY C.3 PLACEMAKING

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

Recommendations	Actions	Timeline	Champions	Partners
C.3.1 Cultural Hubs and Gateways Build off Downtown as an arts and cultural hub, as acknowledged in the 2024 Danville Arts and Culture Plan, with cultural corridors extending to Danville's various neighborhoods.	1. Identify character areas which could benefit from design guideline standards instead of traditional historic guidelines.	Mid	DFD, ED	City DTS, DSS, PW, DPD
	2. Formalize the identified potential cultural hubs and corridors.	Ongoing		
	3. Support paths to community ownership of neighborhoods culture hubs.	Long		
	4. Determine in future neighborhood plans what neighborhoods "gateways" are and how to enhance them.	Ongoing		
	5. Use placemaking techniques at Danville's key gateways to establish a sense of place and welcome people to the city.	Long		



PLAN Danville

Drafted 2024