

CITY OF DANVILLE COMPREHENSIVE PLAN IMPLEMENTATION GUIDE: 2012 - 2032

I. Sustainable Growth & Land Use

<p><i>Goal</i></p> <p>Embrace the principles of “sustainable growth” and adoption the Future Land Use Plan to promote a balanced mix of residential, commercial, and industrial uses which will accommodate the needs of existing businesses and residents and encourage well-planned development/ redevelopment opportunities for new businesses and residents while at the same time protecting the historic, architectural, cultural, and natural environment of Danville.</p>	<p><i>Policies / Objectives</i></p> <p>A) Seek to maintain a viable mix of residential and non-residential uses in Danville, typically defined as 65% residential / 35% non-residential.</p> <p>B) Encourage development closer to the center of Danville where existing public infrastructure is in place. Revisit fringe residential development as housing demand grows.</p> <p>C) Encourage and direct medium and large-scaled industrial development to vacant parcels in established industrial parks or appropriately situated larger parcels near, public utilities, major transportation facilities, and other pre-existing infrastructure.</p> <p>D) Encourage and support mixed use development in Danville’s older commercial areas through the redevelopment of upper floor residential and ground floor retail space and the development of appropriate infill structures.</p> <p>E) Encourage and support mixed use development where larger “gateway” parcels and traffic flows warrant additional regional retail facilities while encouraging and supporting neighborhood retail development on smaller parcels with more distinctly local traffic patterns in or near established neighborhoods.</p> <p>F) Protect and maximize the cultural environment of Danville by supporting the adaptive reuse of older and historic structures in the River District and the former industrial neighborhoods in central Danville.</p> <p>G) Discourage the development of land in the flood plains of the Dan River and its tributaries and parcels with severe slopes except where adequate measures can be put in place to minimize run-off and on-site and off-site flood related impacts.</p>
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Implementation Steps (page reference in parentheses)

	Timeframe for Completion	Responsible Department
1) Amend zoning to reflect recommendations in future land use plan. (22-55)	2-4 years	Com. Dev. - Planning
2) Ensure that staff and local developers are kept current on changing Best Management Practices (BMP) and federal regulations. (20)	Ongoing	Public Works - Engineering
3) Implement a Stormwater Management Inspection Program. (20)	1-3 years	Public Works - Engineering
4) Develop a Regional Stormwater Management Approach that emphasizes regional BMPs over small, onsite systems. (20)	3-5 years	Public Works - Engineering
5) Review stormwater and floodplains to determine areas for improvement and/or enhancements to both the private and public systems. (21)	1-2 years	Public Works - Engineering
6) Develop a Stormwater Utility to help cover the cost of maintenance and improvements to the stormwater management system. (21)	1-2 years	Public Works

II. Transportation

<p><i>Goal</i></p> <p>Ensure that the location, character, and capacity of the City’s existing and future transportation facilities (including thoroughfares, arterial highways, local streets, parking facilities, and the airport) are compatible with the Future Land Use Plan, are supportive of sustainable growth, and enhance the City’s livability and economic vitality.</p>	<p><i>Policies / Objectives</i></p> <p>A) Ensure that future transportation improvements are commensurate with the Future Land Use Plan so that traffic carrying capacities are adequate.</p> <p>B) Implement roadway and mass transit improvements that accompany the growth of business and industrial parks located at the east and west ends of the US Route 58/29 Bypass.</p> <p>C) Do not isolate (or land lock) usable pockets of land or ignore opportunities for interconnectivity to existing or future development when the current road network is expanded.</p> <p>D) Ensure that transportation improvements are compatible with the objectives developed for the River District.</p> <p>E) Develop a master planned bicycle and pedestrian system and integrate it into the existing Transportation Plan.</p> <p>F) Incorporate urban design and corridor enhancement objectives into transportation improvements and new alignments. Capital improvement plans should anticipate funding needs for specific corridor improvements.</p> <p>G) Avoid, where feasible, the disruption of ecological areas which would have a negative impact on environment. Best management practices and enhanced erosion control should be implemented with future transportation improvements.</p> <p>H) Evaluate all future residential development proposals in order to provide for appropriate levels of inter-community traffic circulation. The City should keep abreast of all newly adopted subdivision standards required by VDOT.</p> <p>I) Prohibit the development of private road systems in detached single family and duplex residential developments.</p> <p>J) Share cost of improvements between state, local, business/industry, developers and end-users of future projects. Financing tools that fairly balance these responsibilities and prioritize efficient extension of public infrastructure should be utilized.</p>
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II. Transportation (cont.)

<i>Implementation Steps</i>	Completion	Responsible Department
1) Identify arterial/connector roads to take strain off of Piney Forest Rd. (53)	6-12 mos	Comm Dev - Planning
2) Update airport to meet FAA requirements. (62)	3-5 years	Transportation
3) Actively support construction of new road, Rt. 863, from US Route 58 to Rt. 750. (61)	3-5 years	Transportation
4) Implement streetscape improvements in River District per River District Redevelopment Plan (61)	3-5 years	Comm Dev - Planning
5) Prioritize and Implement short- and medium-term recommendations from the West Piedmont Regional Bicycle Plan (62)	5-10 years	Public Works - Engineering
6) Implement phased recommendations from the Riverwalk Master Plan Revision (62)	5-10 years	Public Works - Engineering
7) Amend subdivision ordinance to prohibit private roads. (60)	6-12 mos	Comm Dev - Planning

III. Corridors & Gateways

<i>Goal</i>	<i>Policies / Objectives</i>	<i>Timeframe for Completion</i>	<i>Responsible Department</i>
Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.	<p>A) Utilize the City's building code, blight abatement ordinances, and zoning code enforcement tools to encourage the removal of visual clutter & blight from private property adjoining key transportation corridors and gateways.</p> <p>B) Develop corridor and gateway plans for each of the key roadway transportation corridors and entrance gateways and establish a timeline by which each corridor/gateway is improved in turn over a period of 5 to 15 years.</p> <p>C) Implement corridor and gateway improvements including enhanced landscaping, new signage, improved lighting, burying of overhead utilities wherever feasible, and roadway improvements where needed.</p> <p>D) Develop and implement a Gateway Overlay Zoning District that supports appropriate land uses, quality development and/or redevelopment, and visual attractiveness at the City's key gateways.</p> <p>E) Plan and implement redevelopment plans where necessary within designated Gateway Zoning Overlay Zoning Districts in order to remove blight and blighting influences and implement roadway improvements where needed.</p>		
<i>Implementation Steps</i>			
1) Develop corridor and gateway plans for each of the key transportation corridors and entrance gateways. (63)		1-3 years	Comm Dev - Planning
2) Develop a Gateway Overlay Zoning district. (63)		1-2 years	Comm Dev - Planning
3) Utilize redevelopment when appropriate at gateways to address blight and implement roadway improvements. (63)		Ongoing	Comm Dev - Planning
4) Utilize the building code, blight abatement ordinance, and zoning code enforcement at gateways to address blight. (63)		1-3 years	Comm Dev - Planning
5) Implement corridor and gateway improvements per new corridor and gateway plans. (63-66)		3-10 years	Comm Dev - Planning

IV. Housing & Neighborhoods

<i>Goal</i>	<i>Policies / Objectives</i>
Promote opportunities for a wide variety of housing types in the City by adaptive reuse, redevelopment, and new development within established neighborhoods and districts and through sustainable and well-planned new development, including mixed use development, on vacant land with an emphasis on providing safe, sanitary, and affordable homes for low- to moderate-income residents as well as residents with higher incomes.	<p>A) Implement housing and neighborhood improvement programs in designated Neighborhood Revitalization Target Areas that create affordable homeownership, develop new housing units, provide down payment assistance to qualified households, and make improvements to public infrastructure.</p> <p>B) Implement housing and neighborhood improvement programs in designated Neighborhood Revitalization Target Areas that assist low- to moderate-income homeowners and tenants/landlords with the rehabilitation of existing housing units and improvements to public infrastructure.</p> <p>C) Support and promote the creation of new housing units in The River District through the adaptive reuse of existing buildings, the development of upper-floor housing units, and the revitalization of existing housing units.</p> <p>D) Support and promote the creation of high-quality infill housing throughout the City in partnership with the Danville Redevelopment and Housing Authority through the acquisition and assembly of infill parcels for development.</p> <p>E) Adopt and implement sustainable growth development polices and ordinances that require developers to fund public facilities sufficiently adequate to serve the needs of new development except where incentives are warranted in keeping with established economic development goals and policies.</p>

IV. Housing & Neighborhoods (cont.)

<i>Implementation Steps</i>	<i>Timeframe for Completion</i>	<i>Responsible Department</i>
1) Coordinate with Pittsylvania County Community Action Agency to target neighborhoods with IPR and Weatherization needs. (68)	6-12 mos	Comm Dev - Housing & Dev
2) Create tax sale program for delinquent properties. (69)	6-12 mos	Comm Dev - Housing & Dev
3) Create homesteading program. (69)	1-2 years	Comm Dev - Housing & Dev
4) Create Habitat for Humanity Partnership (69)	6-12 mos	Comm Dev - Housing & Dev
5) Adopt "Sufficiently Adequate" Ordinance. (69)	6-12 mos	Comm Dev - Planning
6) Expand Residential real Estate Tax Abatement Program. (69)	6-12 mos	Comm Dev - Housing & Dev
7) Conduct comprehensive housing study. (70)	6-12 mos	Comm Dev - Planning
8) Adopt Rental Inspection Program for priority neighborhoods. (70)	1-2 years	Comm Dev - Housing & Dev

V. Historic and Cultural Resources

<i>Goal</i>	<i>Policies / Objectives</i>	<i>Timeframe for Completion</i>	<i>Responsible Department</i>
Promote historic and cultural resources by preventing deterioration, promoting rehabilitation and reuse, and promoting heritage tourism in the City.	A) Prevent the deterioration and demolition of historic structures		
	B) Incentivize the rehabilitation of historic structures.		
	C) Promote Danville as a heritage tourism destination.		
<i>Implementation Steps</i>			
1) Monitor ageing neighborhoods for unlawful subdivision of property and strictly enforce existing zoning designations. (73)		ongoing	Comm Dev - Housing & Dev
2) Review and update existing design guidelines to allow for flexibility. (73)		6-12 mos	Comm Dev - Housing & Dev
3) Incorporate receivership option into the Spot Blight Abatement process. (73)		6-12 mos	Comm Dev - Housing & Dev
4) Prioritize historic neighborhood preservation. (73)		1-2 years	Preservation Task Force
5) Apply for CLG status with the VA DHR. (73)		6-12 mos	Comm Dev - Planning
6) Expand Real Estate Tax Abatement Program to include additional neighborhoods. (73)		1-2 years	Comm Dev - Planning
7) Develop a guide for owners of historic properties. (73)		1-3 years	Comm Dev - Housing & Dev
8) Maintain list of contractors qualified to perform rehabilitation work on historic properties. (73)		6-12 mos	Comm Dev - Planning
9) Retain historical significant pieces and materials of buildings that must be demolished. (73)		1-2 years	Comm Dev - Housing & Dev
10) Prioritize and define the local tourism market and identify key partners in attracting more visitors. (74)		3-5 years	Tourism Department

VI. Economic Development

<i>Goal</i>	<i>Policies / Objectives</i>
Support and promote the City's existing economic base while actively recruiting other economic development opportunities in the areas of basic industry; advanced manufacturing; technology; sustainable/green energy, automotive, and aerospace research, development, and production; and tourism in order to strengthen and expand the economy.	<p>A) Actively market the City as a viable location for business expansion and relocation in light of its position as a manufacturing center, its location at the intersection of US 58 and US 29, its central location within North Carolina/Virginia, and its proximity to research markets in North Carolina.</p> <p>B) Develop the plans, infrastructure, sites, and facilities needed within the established industrial parks and the Berry Hill Regional Mega Park in order to successfully compete for the relocation and expansion of businesses.</p> <p>C) Support and incentivize the redevelopment and adaptive reuse of structures in The River District and the other older commercial and industrial areas within the City in order to provide sites and facilities attractive to cutting-edge business and industry that prefer an urban setting.</p> <p>D) Support original research and development of new products and technologies in conjunction with the Institute for Advanced Learning and Research, the Sustainable Energy Technology Center, and the Center for Applied High Performance Computing and assisting successful endeavors in their transition to full-scale production.</p> <p>E) Partner with local and regional educational institutions to provide the training, basic education, and higher education needed to sustain the skilled workforce desired by the City's existing and future commercial, retail, and industrial businesses.</p> <p>F) Provide support and incentives in cooperation with regional and state partners for the creation of new businesses and the expansion of existing businesses that enable the City to compete for jobs on a national and international level.</p>

VI. Economic Development

<i>Implementation Steps</i>	Timeframe for Completion	Responsible Department
1) Implement the Danville River District Redevelopment Plan. (77)	3-5 years	City Manager
2) Utilize the building code, a blight abatement ordinance, and zoning code enforcement, to address blight that inhibits economic growth. (77)	Ongoing	Comm Dev - Housing & Dev
3) Expand real estate tax abatement program (78)	6-12 mos	Economic Development
3) Become a Virginia Main Street Designated Community (77)	1-2 years	Comm Dev - Planning
4) Adopt "Sufficiently Adequate" Ordinance. (78)	6-12 mos	Comm Dev - Planning