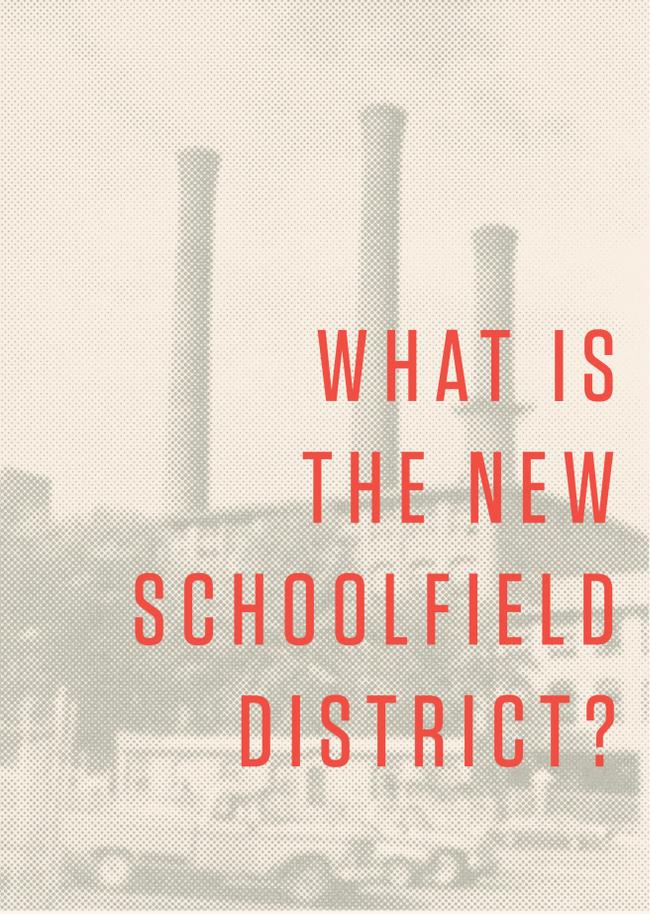




# The new SCHOOLFIELD District

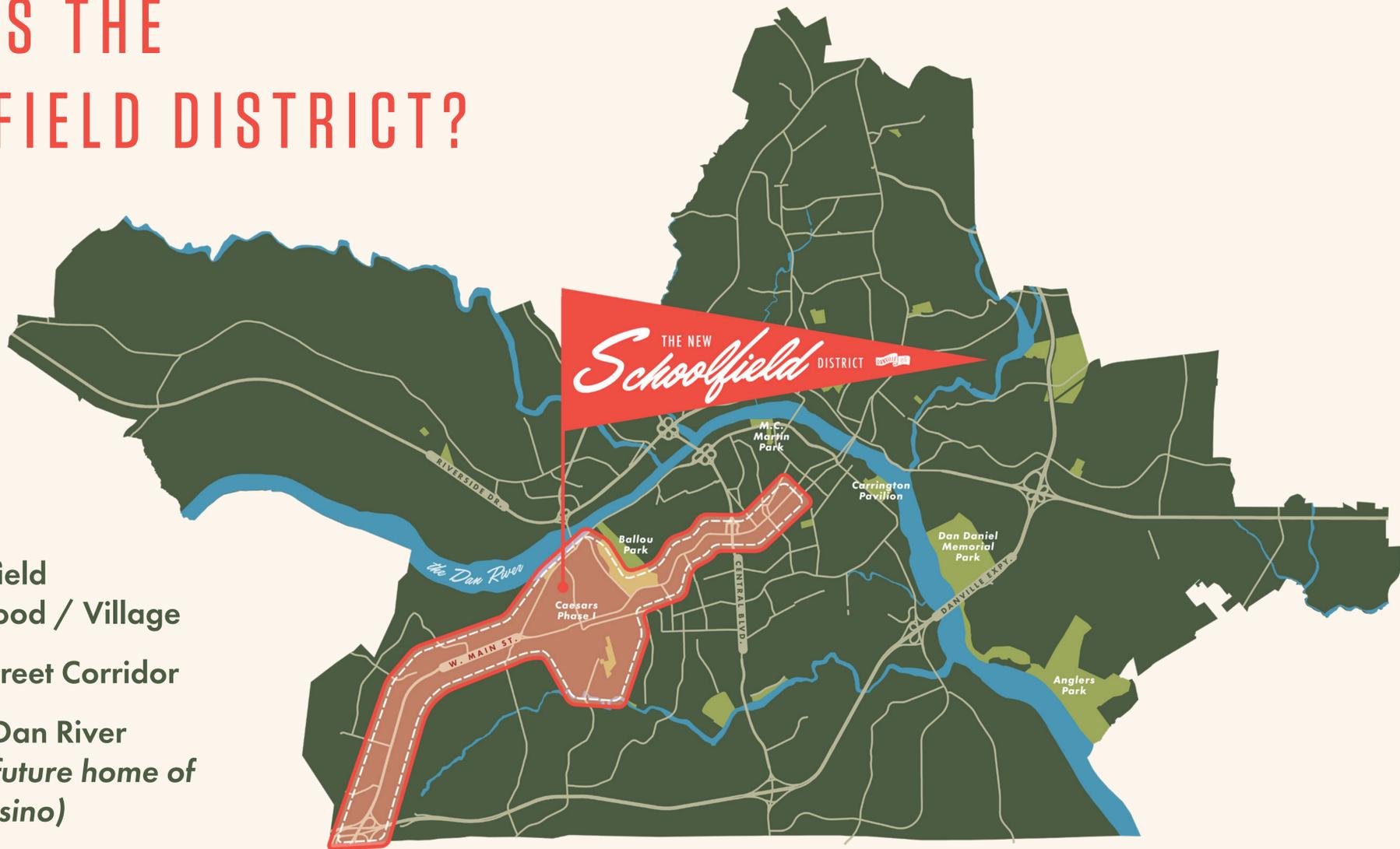


WHAT IS  
THE NEW  
SCHOOLFIELD  
DISTRICT?

The Schoolfield District Plan presents an **opportunity to leverage the catalytic development** at the Dan River Mills site, including a destination casino and resort, **to improve the health and wellbeing of the community, increase resiliency, spur new investment and economic development, preserve heritage and history, and stitch together the threads of Schoolfield and Danville** into a rich and vibrant tapestry.



# WHERE IS THE SCHOOLFIELD DISTRICT?



## it includes:

- 1 The Schoolfield Neighborhood / Village
- 2 The Main Street Corridor
- 3 Part of the Dan River Mills sites (future home of Caesars Casino)

# WHO'S INVOLVED?



## Consultant Team

### WRT

Prime Consultant

Planning  
Urban Design  
Landscape Architecture  
Architecture

**Jon Morrison Assoc.**  
structural engineering

**Dewberry**  
transportation engineering  
& engagement

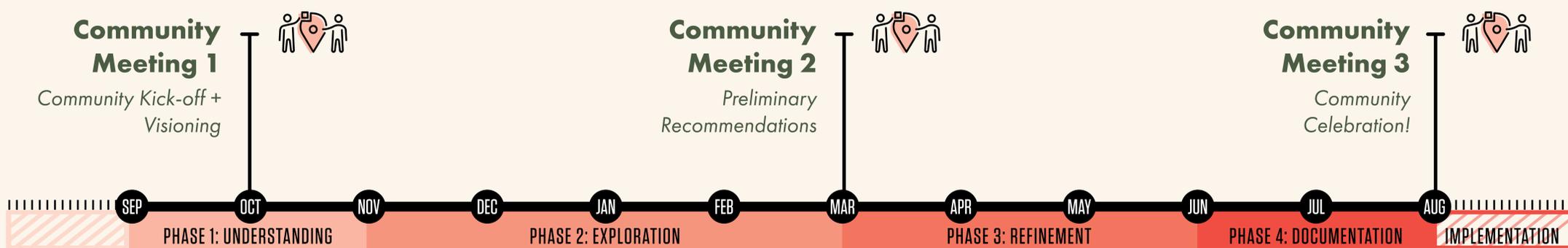
**Sherwood Engineers**  
systems & civil engineering

**Davey**  
ecology & design

**Cohere**  
branding, marketing &  
web design

**Ninigret Partners**  
economic & market  
analysis

# WHERE WE'RE HEADING



# WELCOME

*We're excited to work with you!*

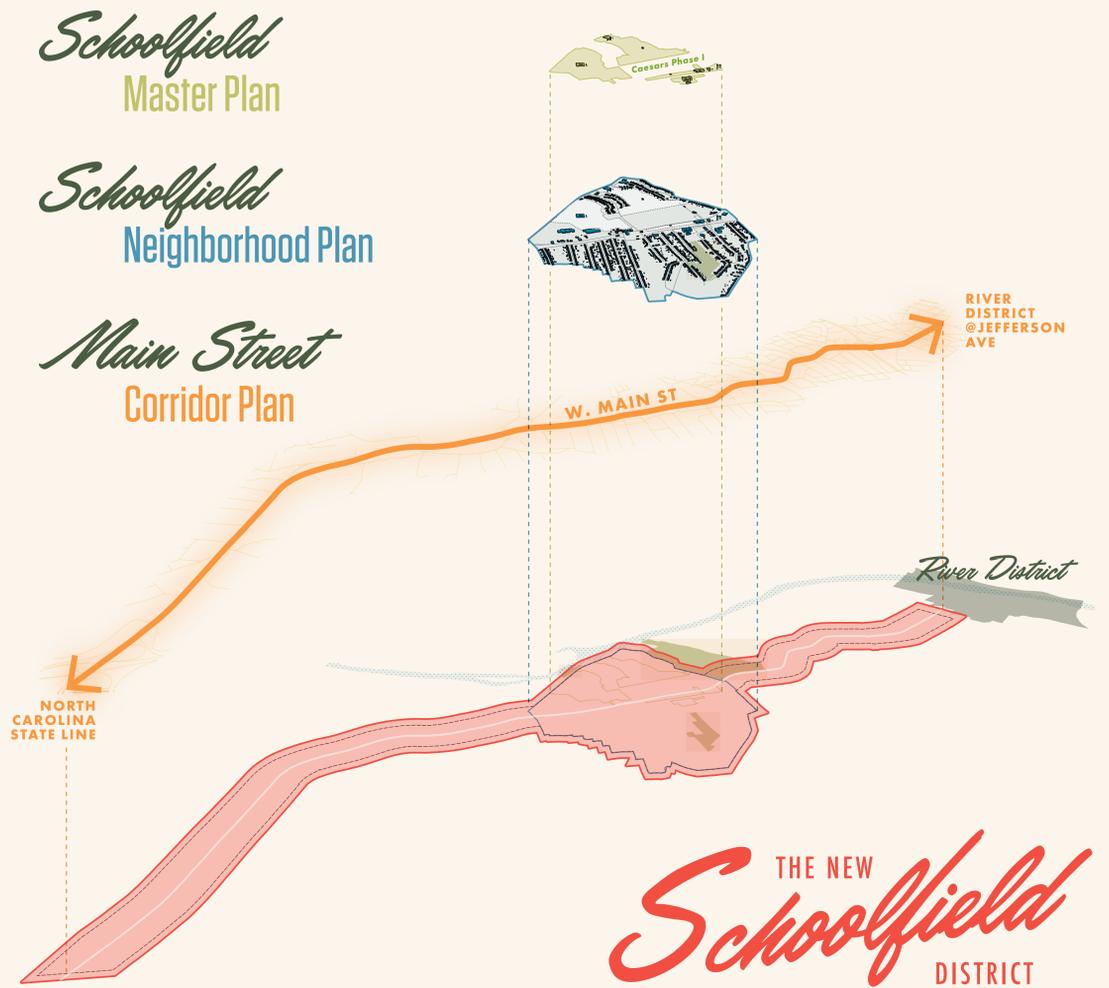


## LET'S GET STARTED – WHAT IS A DISTRICT PLAN?

### THE NEW Schoolfield DISTRICT

The Plan Elements will include three areas:

- 1 Schoolfield Master Plan**  
the historic site of the Dan River Mills and associated outparcels. This element will focus on leveraging existing historic assets adjacent to the proposed casino development.
- 2 Schoolfield Neighborhood Plan**  
the surrounding Mill Village area. This element will look to leverage development for improvements that will better the health and wellbeing of residents, repair and revitalize existing residential and commercial assets, and provide better access to amenities.
- 3 Main Street Corridor Plan**  
the Main Street Corridor and adjacent parcels from the North Carolina Line to the River District. This element will propose strategies to strengthen the linkage between the River District and the Schoolfield District and establish "gateways" to welcome visitors and residents into the City.



## EMERGING KEY THEMES & GOALS

Reimagining the New Schoolfield District as a dynamic village that balances economic opportunity, social responsibility, and environmental needs.



### Character + Identity

Preserve and celebrate the history and legacy of Schoolfield and create welcoming gateways into the community.



### Housing + Economic Development

Combat displacement and identify equitable and inclusive revitalization and development opportunities that meet the needs of existing and future residents.



### Ecology + Open Space

Enhance existing open and natural spaces and find opportunities to create new spaces for recreation, habitat, and respite.



### Mobility + Connectivity

Emphasize Main Street as the city's spine and create seamless multi-modal connections to the River District.



### Community

Create a community-supported vision for the future that centers equity and inclusion in the process, recommendations, and implementation.



### Infrastructure

Ensure that infrastructure (water, sewer, stormwater, power, etc.) serve community needs and are sustainable.

# OUR HISTORY

## What was Schoolfield's past?

# SCHOOLFIELD

### A STORIED PAST

UNDERSTANDING OUR PAST SO WE CAN CREATE A NEW FUTURE

Danville served as primary tobacco center in the south



**early 1800s**  
Virginia produces 70% of the nation's tobacco. Danville comes to prominence with the "Danville system" of tobacco sales.

#### 1880s

Textile boom in the reconstruction era led to the creation of mill villages throughout the south. In 1882, Riverside Cotton Mills was established in Schoolfield to improve the economic & social success for poor white families.



DANVILLE VA



**1910 - 1919: Expansion**  
Additional housing and mill buildings constructed (YMCA, Welfare building, Hylton Hall). More land is acquired, including land occupied by black tenants forced to vacate.



a mill village home

**1935**  
Danville Textile School established providing workforce training. Population of the Schoolfield Village reaches 5,000.

**1943**  
River Dan Benevolent Fund, Inc., a non-profit for the welfare of workers, is established

**1951**  
Schoolfield annexed by the City of Danville

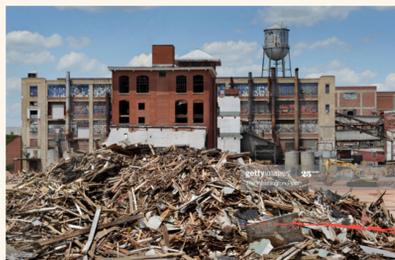


protesters fight for civil rights

**1963**  
Bloody Monday civil rights protests held to fight inequality and segregation

**1980s**  
Mill village homes transition out of company ownership into the hands of landlords

**2004-2006: Decline**  
Dan River Mills, Inc. files bankruptcy in 2004. The mill officially ceases operations in 2006.



demolition of mill buildings

#### Next Chapter

Changing demographics, the catalytic development of a casino, and renewed energy fuel the need to create a community-driven plan for Schoolfield.

1700

LAND OF THE OCCANEECHI BAND OF THE SAPONI NATION.

1800

#### 1792 - 1793

Founded as Wynne's Falls (named Danville in 1793), it became a hub for tobacco farming.



Danville 1880s

#### 1860s: Post Civil War

Economy rebounded with growth in tobacco resulting in a population boom. Danville becomes a majority-Black community as workers moved off of farms and into the City, founding neighborhoods like Liberty Hill, Almagro, and Holbrook-Ross.

1900

#### 1900s: Mill Development

Mill and mill village established. Welfare programs, general store, and other amenities are created for workers.

#### 1883: Race Riot

Danville's local government, at the time headed by a Black mayor under the rule of the Readjusters (a progressive, biracial political coalition), pushed for additional political power for the Black community. There was a backlash before the election and angry white mobs confronted Black Danvillians. The continued violence and tension led to voter suppression and the reestablishment of white political rule, ushering in increased segregation.

1920

#### 1929 - 39: the Crash & Great Depression

The textile market slumped during the nationwide depression. Losses caused management to cut worker pay leading to a strike in 1930.

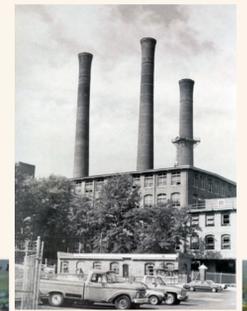


Striking workers outside of the Mill (1930)

1940

#### 1940s

Following a slump in the 1920s and 30s, the mills thrive during WWII with additional demand for textiles becoming the biggest textile firm in the region employing over 14,000 workers.



Aerial View

1960

#### 1960s

Imported textiles begin taking away market share from American textile mills.

#### 1969

The Dan River Mill is integrated.



Dan River Mills

1980

#### 1990s

Textile industry collapse is driven by a surge of international imports and free trade.



2000

#### 2010s

Many of the unoccupied buildings are salvaged for materials. A group of former Schoolfield High School alumni purchase the former Dan River Welfare Building and create a museum to honor the site's history.

rendering of Caesars casino on the Dan River site

2020

#### 2020

Schoolfield Historic District designated on the National Register of Historic Places (Storied Capital & Hill Studio)

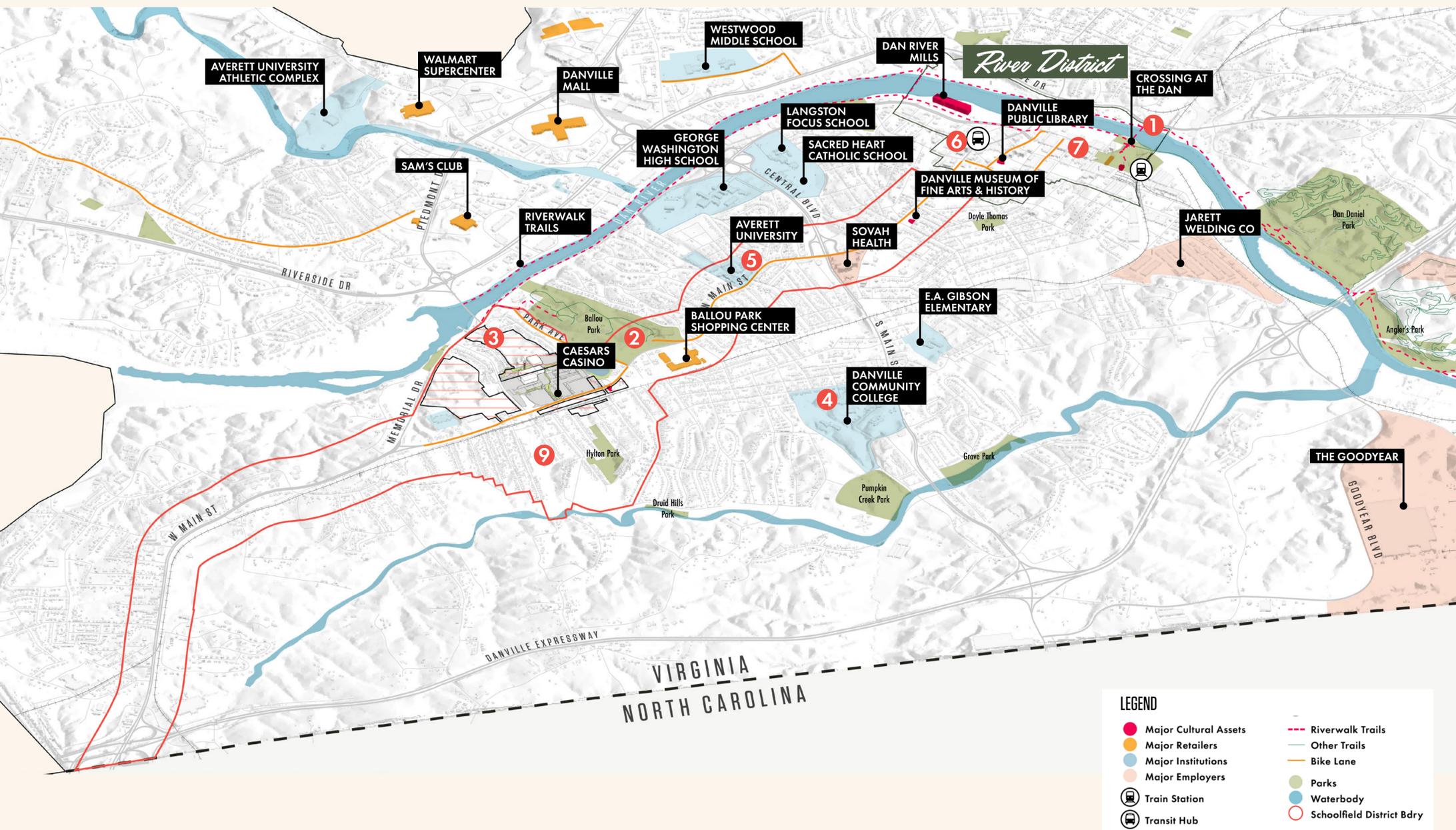


# OUR COMMUNITY

*What is Schoolfield now?*

SCHOOLFIELD

## COMMUNITY, CHARACTER, IDENTITY



### OPEN SPACE & RECREATION



1 Riverwalk Trails



3 Schoolfield Site Woods



2 Ballou Park

### SERVICES & AMENITIES



4 DCC



5 Averett University



6 Danville Transit

### HISTORIC ASSETS



7 Old Belt No. 1



8 Schoolfield Welfare Building



9 Schoolfield Village

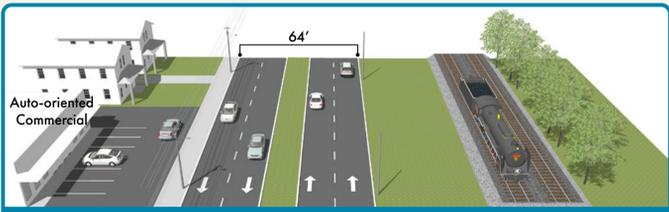
# OUR COMMUNITY

*What is Schoolfield now?*

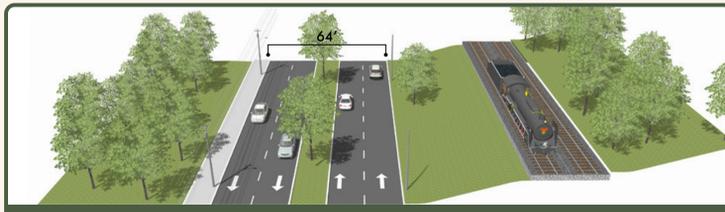
**SCHOOLFIELD**

## MOBILITY & CONNECTIVITY

### MAIN STREET CORRIDOR TYPOLOGIES



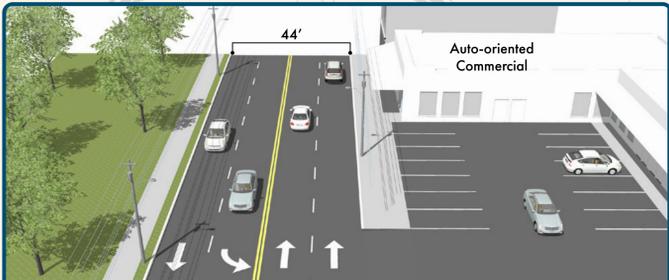
**1** Two-way, two-lane road, one side sidewalk with grass median and at grade rail



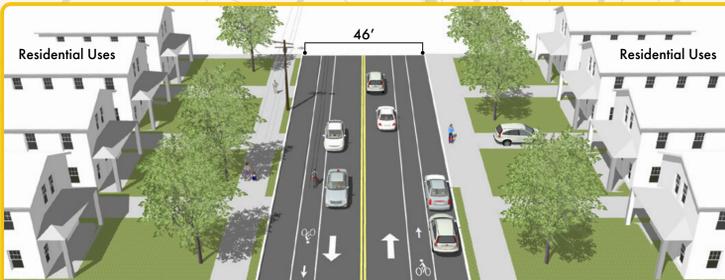
**2** Two-way, two-lane road, one side sidewalk with grass + tree median and elevated rail



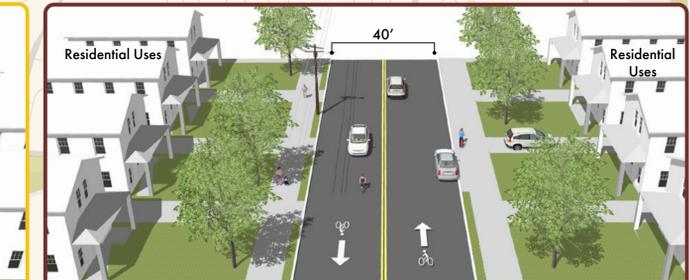
**3** Two-way, one-lane road, two-side sidewalk with parking lot and at grade rail



**4** Two-way, two-lane road, two-side sidewalk with planting strips



**5** Two-way, one-lane road with two-side on street parking and bike lane, two-side sidewalk with planting strips



**6** Two-way, one-lane road with bike sharrow, two-side sidewalk with planting strips

## CHALLENGES + OPPORTUNITIES

**Connection to Riverwalk Trails**



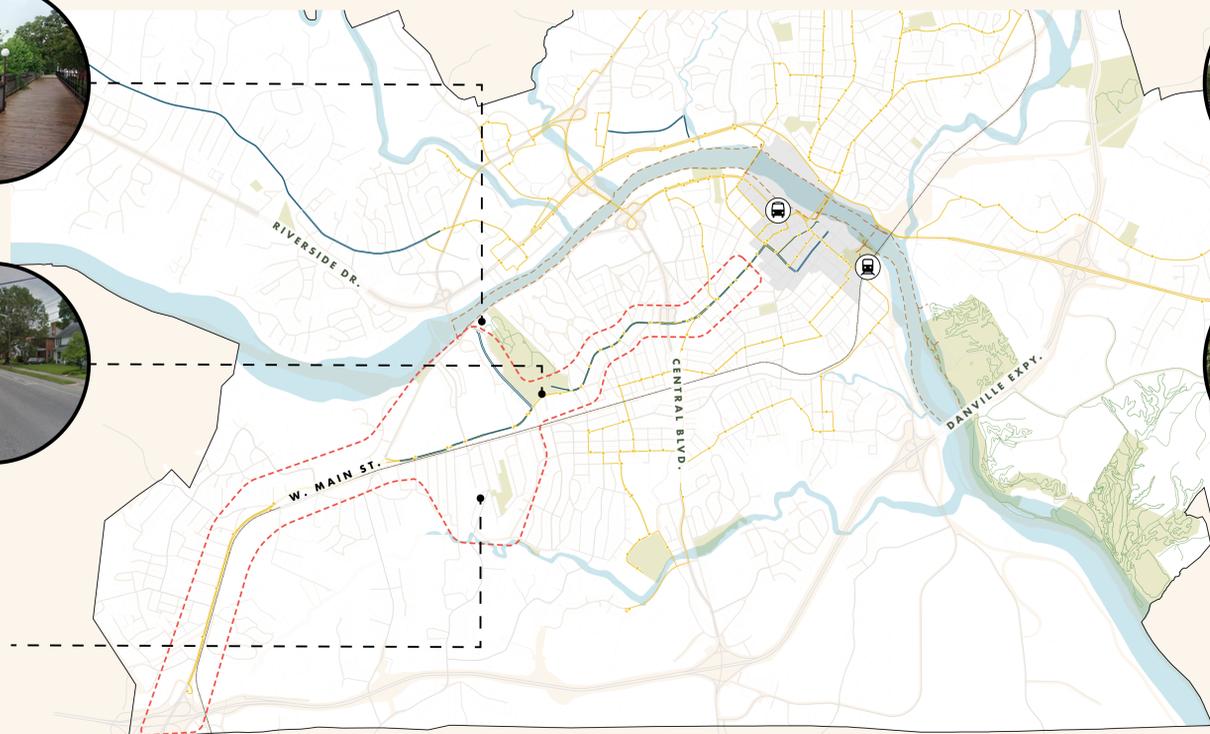
**Disconnected Bike Lanes**

Bike Score ↓

**25**

Danville is somewhat bikable, but there is minimal bike infrastructure.

**Limited Bus Service in Schoolfield neighborhood**



**Unsafe Intersections**

Poorly marked pedestrian intersections and crossings (rail & road).



**Poor Sidewalks / Streetscape**

Walk Score ↓

**27**

Sidewalks are inconsistent and narrow with limited streetscape amenities (benches, lighting, etc.)

**LEGEND**

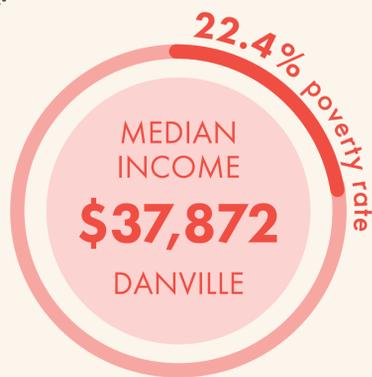
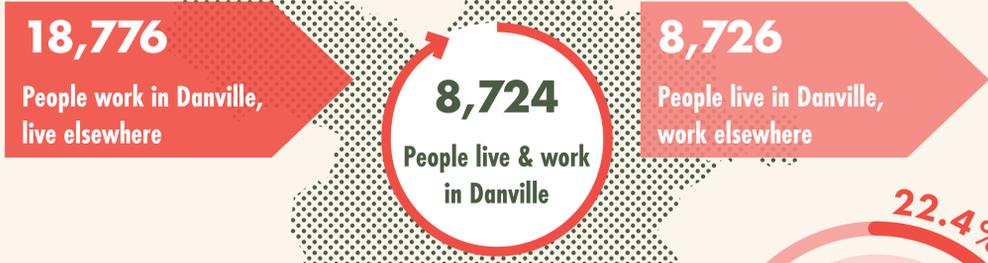
- Bus Routes
- Bus Stops
- Train Station
- Transit Hub
- - - Riverwalk Trails
- Other Trails
- Bike Lane

# OUR COMMUNITY

*What is Schoolfield now?*

SCHOOLFIELD

## ECONOMIC DEVELOPMENT & HOUSING



### MAJOR EMPLOYERS: / Danville City & Pittsylvania County

#### MANUFACTURING

The Goodyear Tire & Rubber Co.  
Morgan Olson  
Buitoni Food Co.  
EBI  
Unilin North America LLC  
Essel Propack America LLC  
Intertape Polymer Corp.  
Lighthouse foods  
O-I  
Columbia Forest Products, Inc.  
DanChem Technologies, Inc.

#### OTHER

SOVAH Health  
Averett University  
Roman Eagle Memorial Home  
Medical Facilities of America  
CIT Commercial  
American National Bank  
Regional One, Inc. - Transport  
PRA Group, Inc.

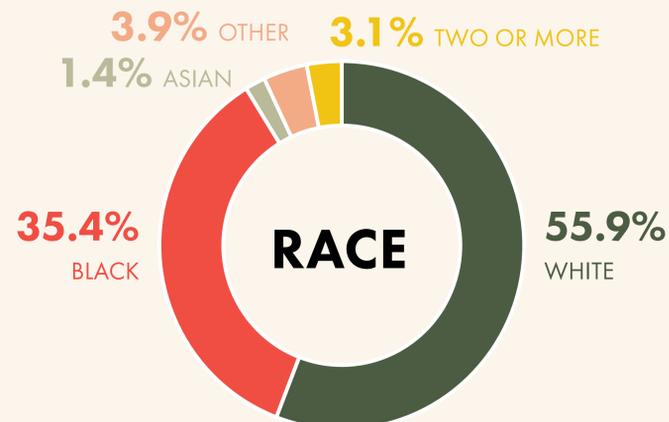
#### PUBLIC

City of Danville  
Pittsylvania County  
Danville Public Schools  
Pittsylvania County Public Schools  
Danville Community College  
Danville Pittsylvania Community Services

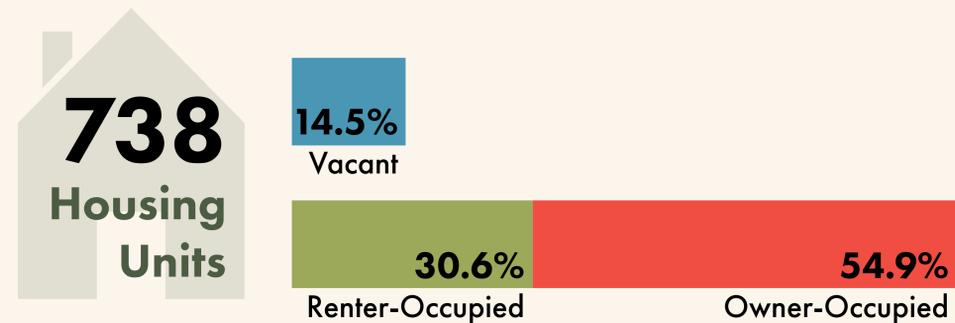
## WHO LIVES HERE?

**1,405**  
Residents  
(in Schoolfield Village)

**44.2**  
Median Age



## HOUSING SNAPSHOT



## WORKFORCE DEVELOPMENT

In collaboration with the National Coalition of Advanced Technology Centers, the Danville region has made significant investments to workforce training in: Precision Metalworking, Industrial Maintenance and Mechatronics, Metrology, Welding, Robotics, and Automation

The workforce development program ensures companies have access to a pipeline of talent that meets immediate hiring needs and provides skilled workforce for the future. The initiative has four parts:

- + **Middle School Career Choice Program** to inspire students from an early age to enter manufacturing and STEM careers
- + **High School Dual Enrollment Programs** focusing on advanced manufacturing and information technology
- + **Danville Community College** offering advanced industry certifications and diplomas
- + **"Capstone" Program** offering training in a flow cell environment at the Institute for Advanced Learning and Research.

**\$89,948**  
Median Home Value

