



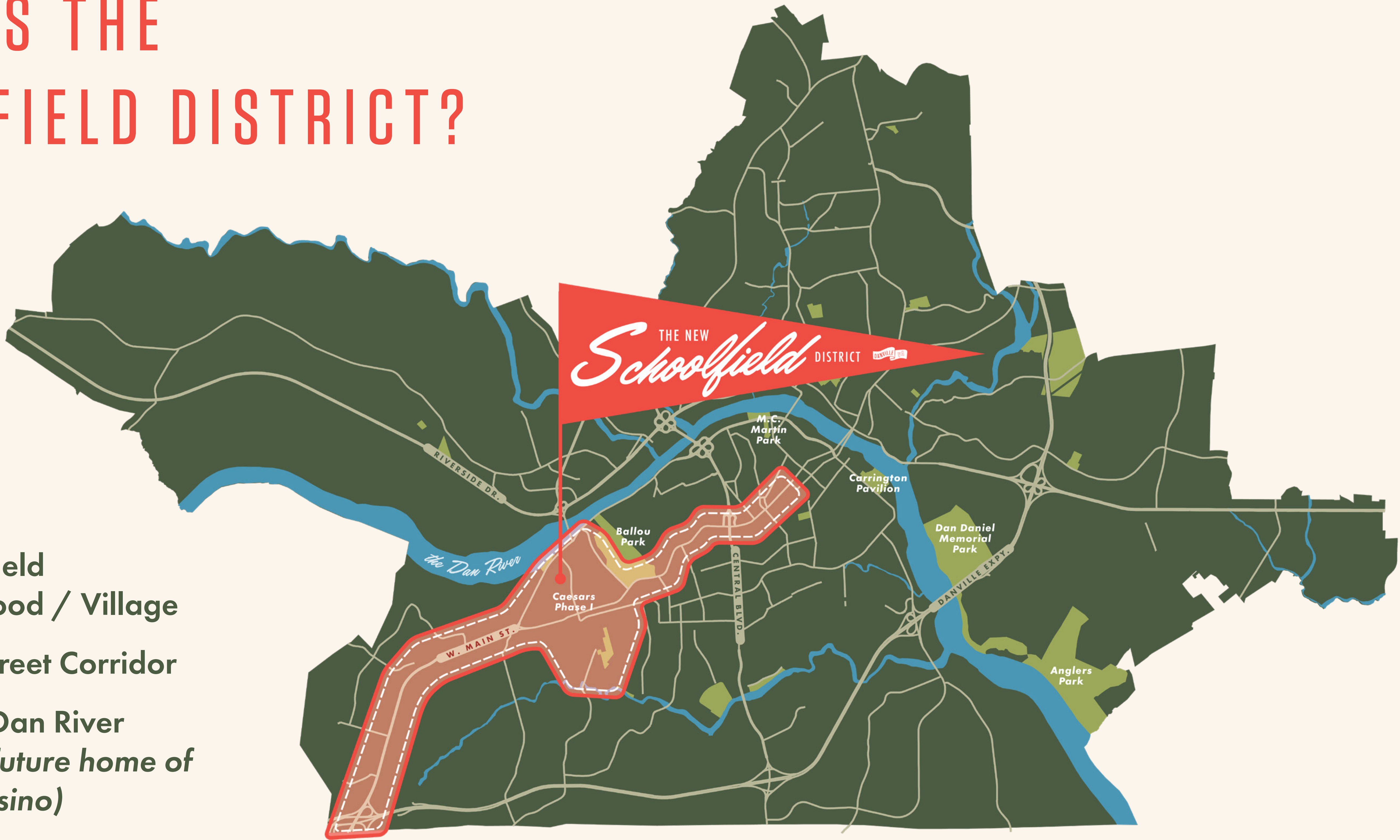
The new SCHOOLFIELD *District*

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

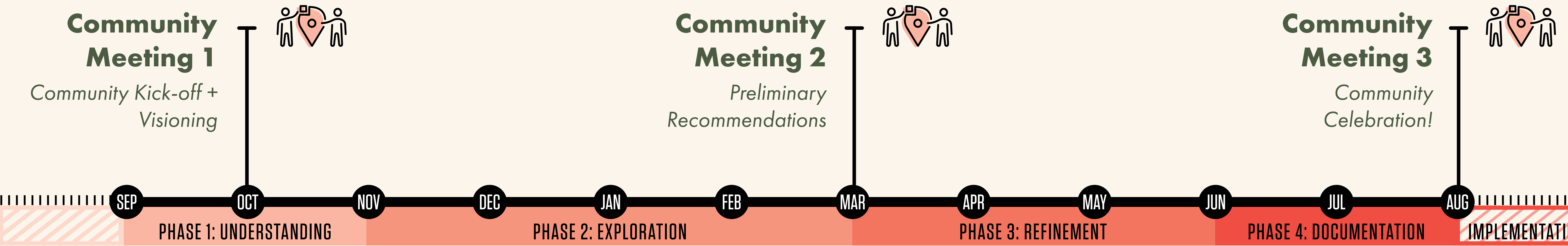
Sherwood Engineers
systems & civil engineering

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!

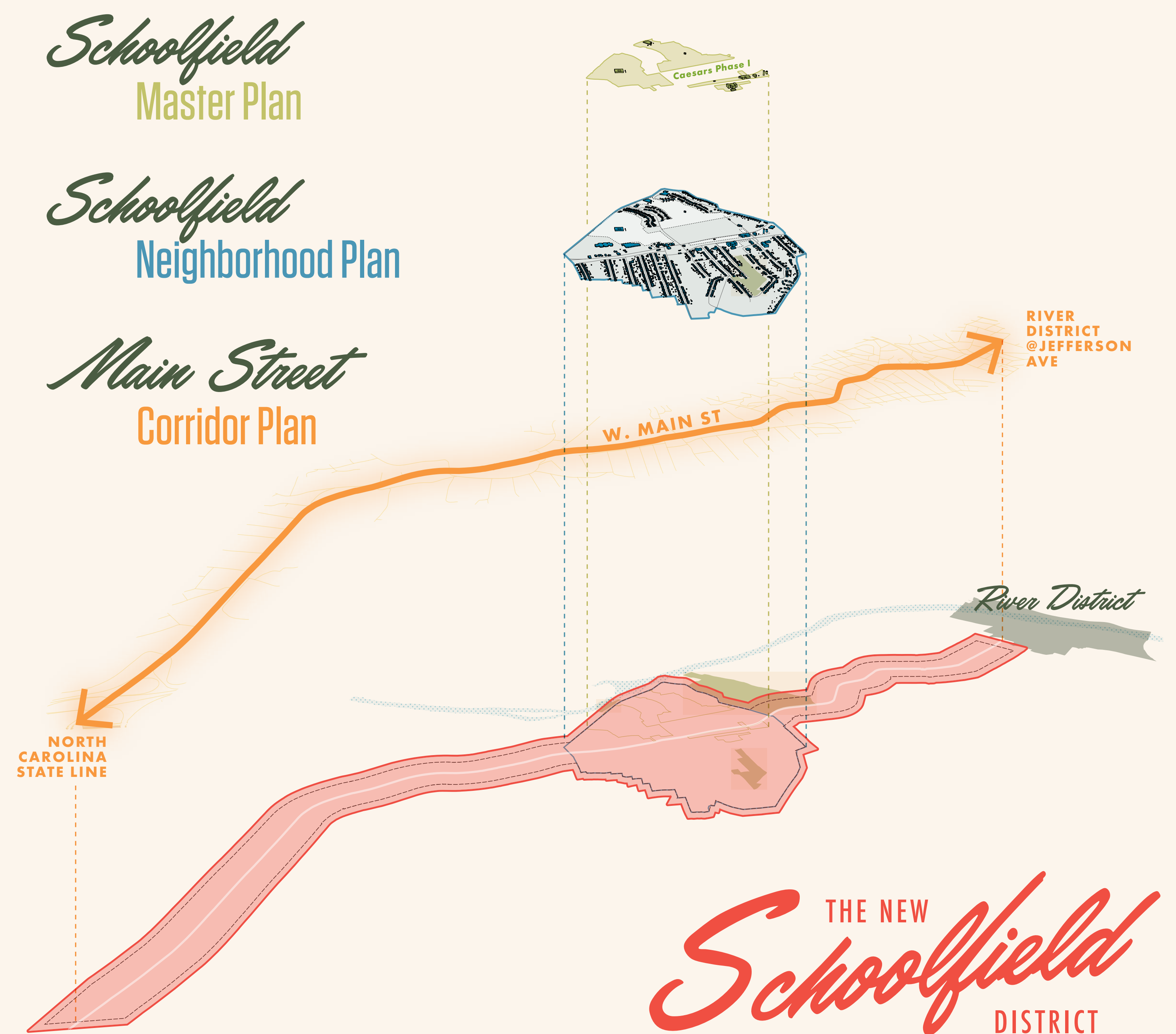


LET'S GET STARTED – WHAT IS A DISTRICT PLAN?

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

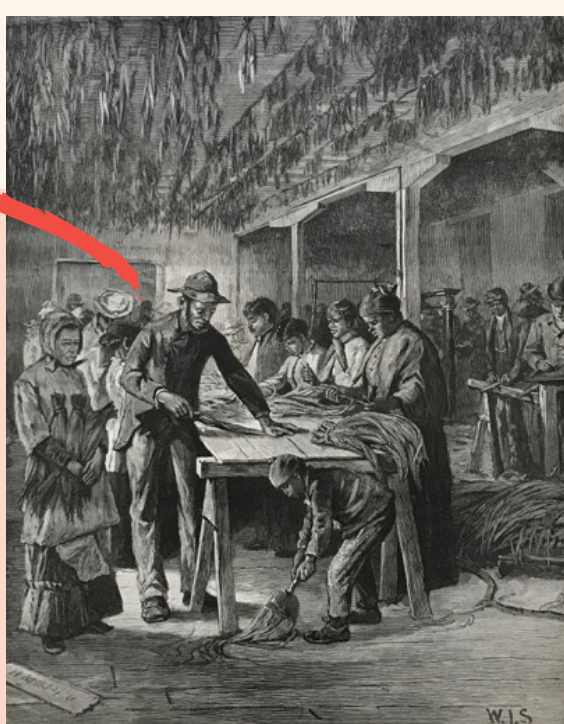
What was Schoolfield's past?

SCHOOLFIELD

A STORIED PAST

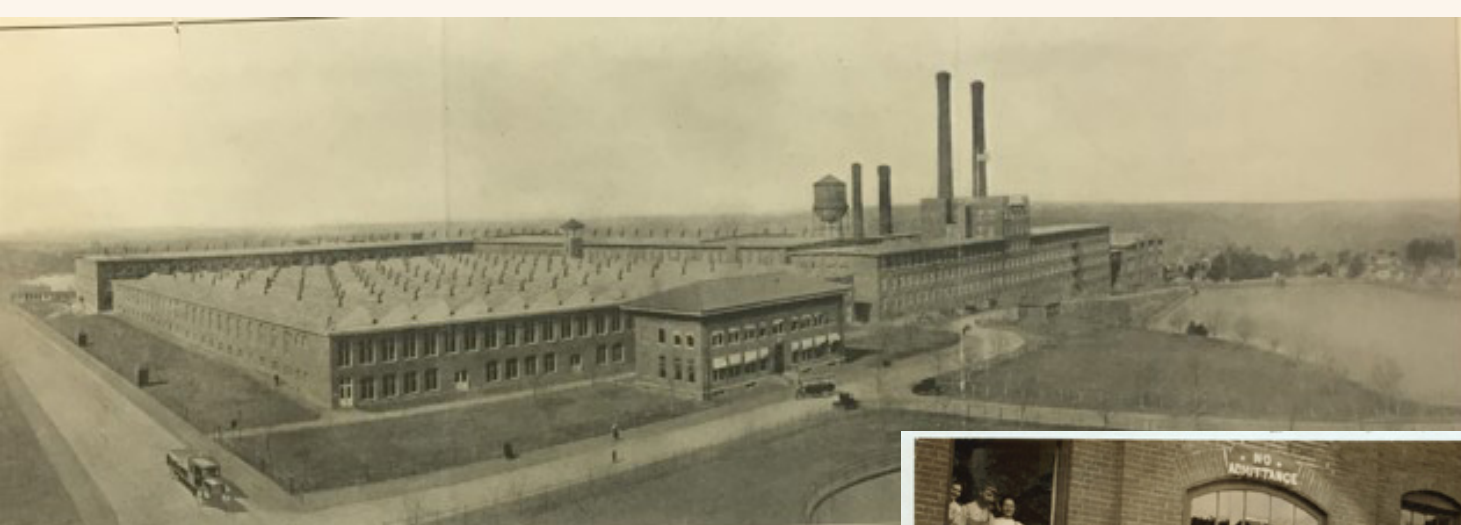
UNDERSTANDING OUR PAST SO WE CAN CREATE A NEW FUTURE

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.

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.

LAND OF THE OCCANEECHI BAND OF THE SAPONI NATION.

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.

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.

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)

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.

1960s

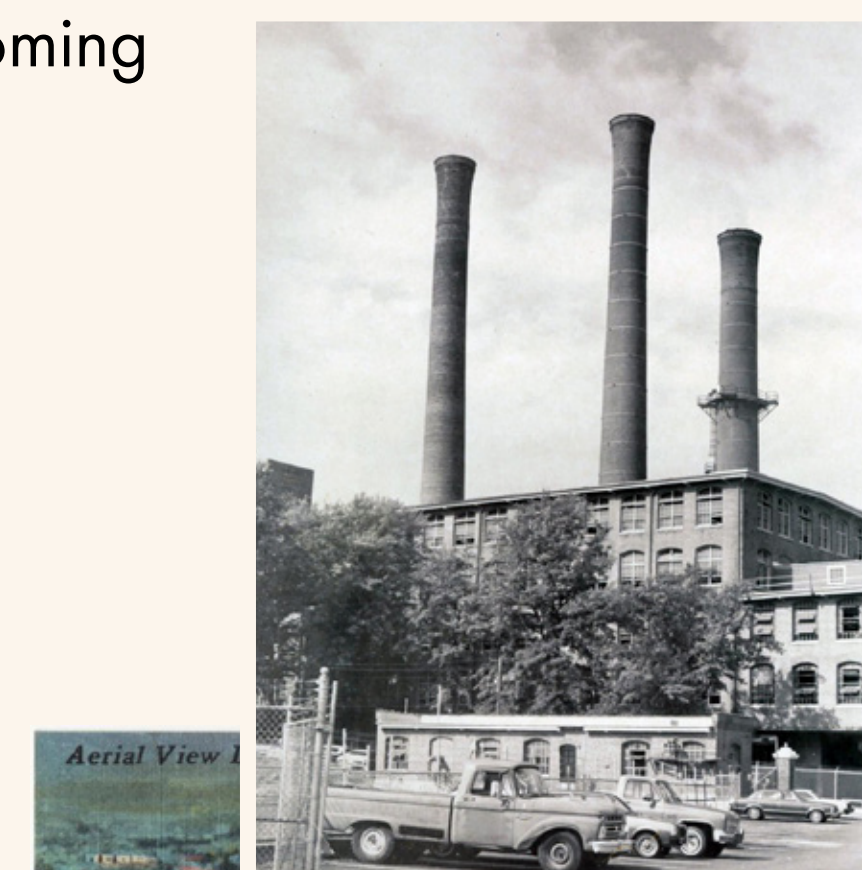
Imported textiles begin taking away market share from American textile mills.

1969

The Dan River Mill is integrated.

1990s

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



Dan River Mills

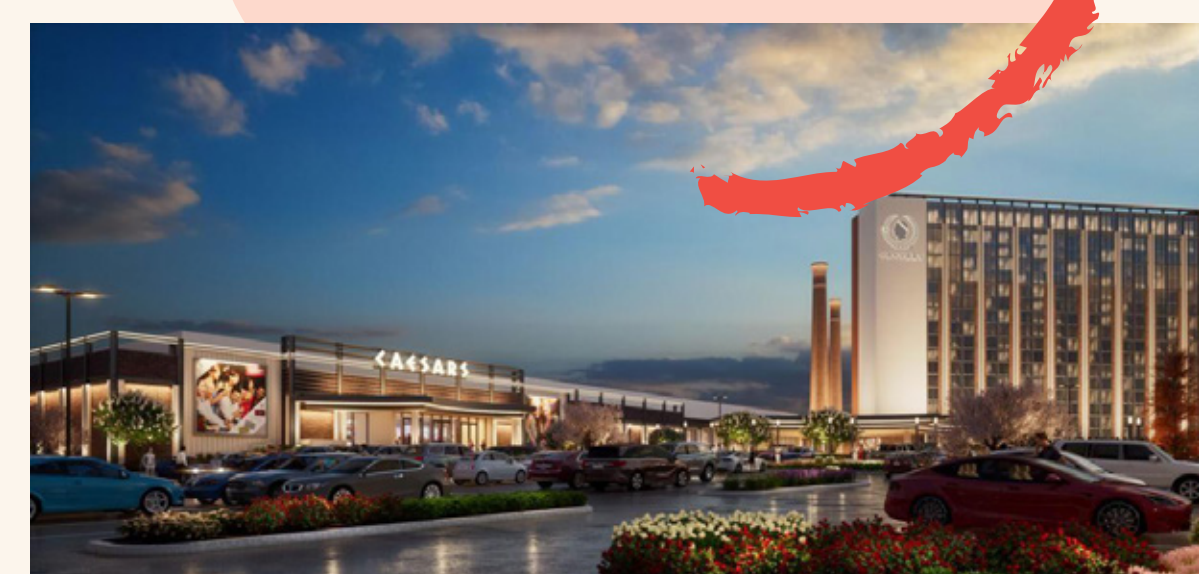
2010s

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

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

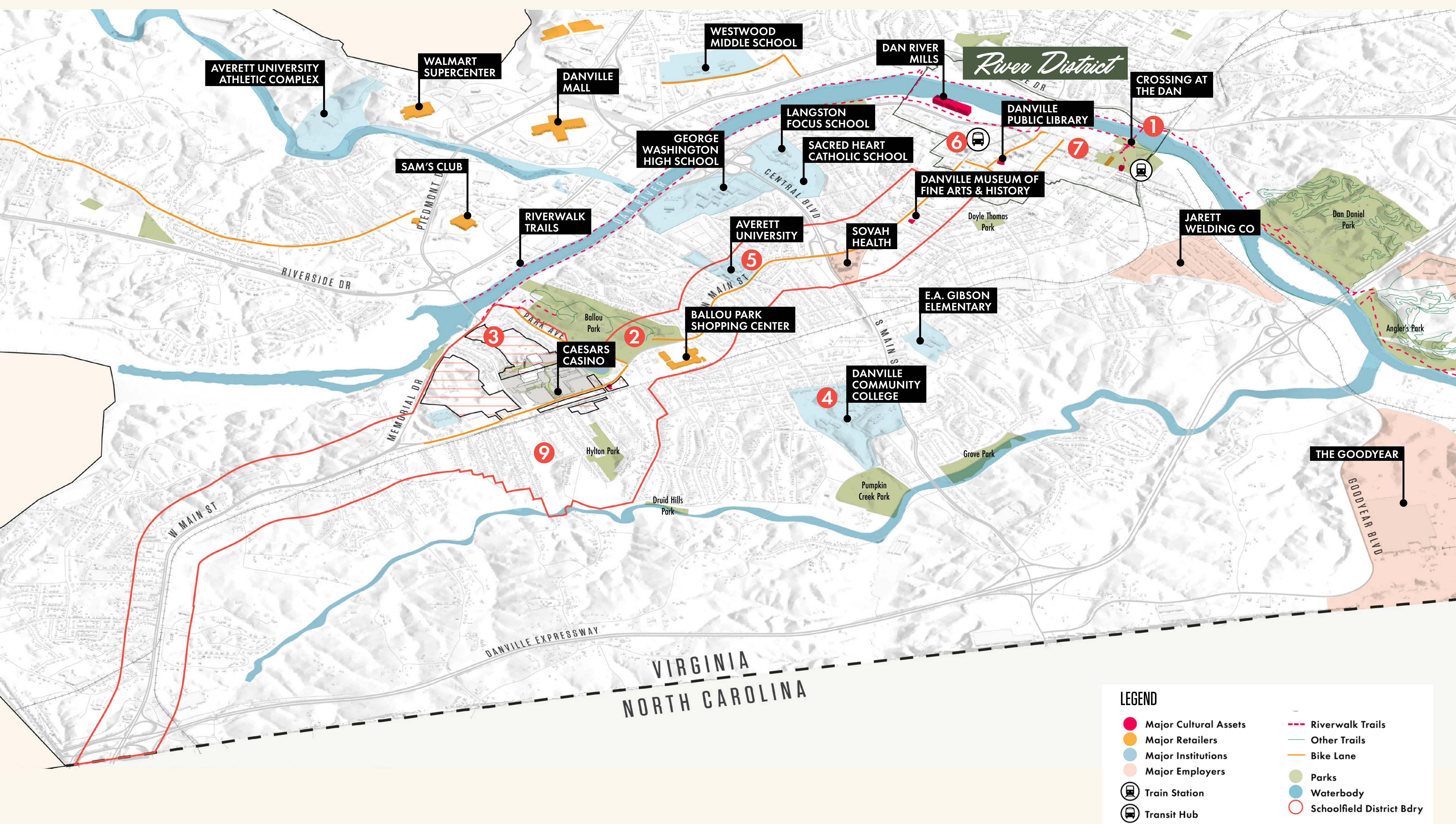


OUR COMMUNITY

What is Schoolfield now?

SCHOOLFIELD

COMMUNITY, CHARACTER, IDENTITY



OPEN SPACE & RECREATION



1 Riverwalk Trails



2 Ballou Park



3 Schoolfield Site Woods

SERVICES & AMENITIES



4 DCC



5 Averett University



6 Danville Transit

HISTORIC ASSETS



7 Old Belt No. 1



8 Schoolfield Welfare Building



9 Schoolfield Village

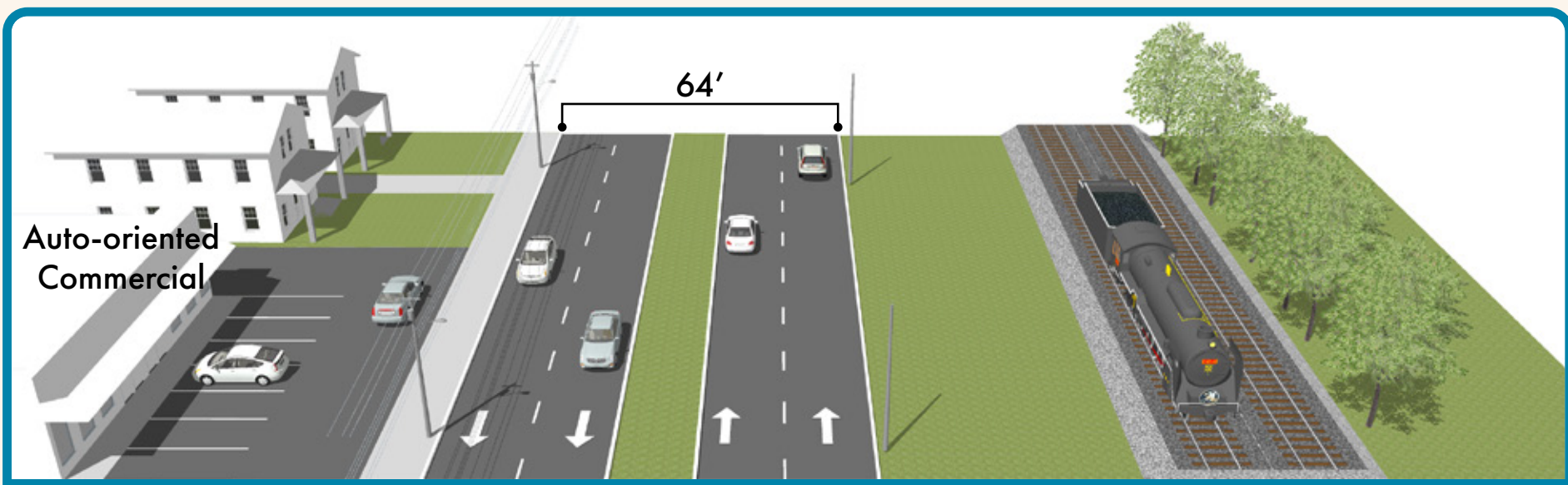
OUR COMMUNITY

What is Schoolfield now?

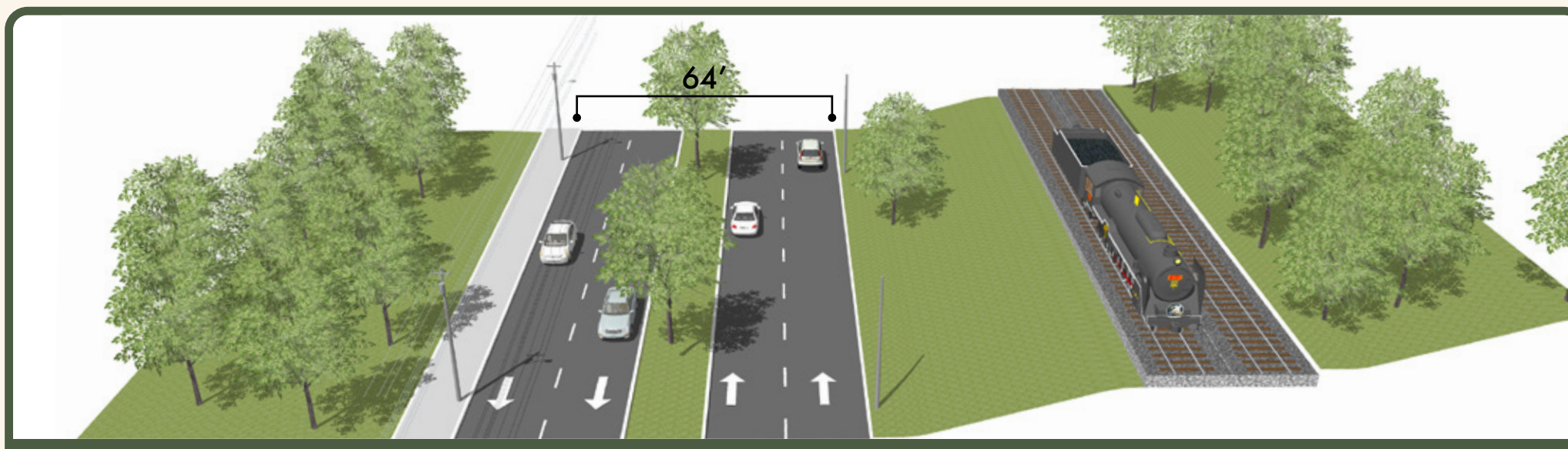
SCHOOLFIELD

MOBILITY & CONNECTIVITY

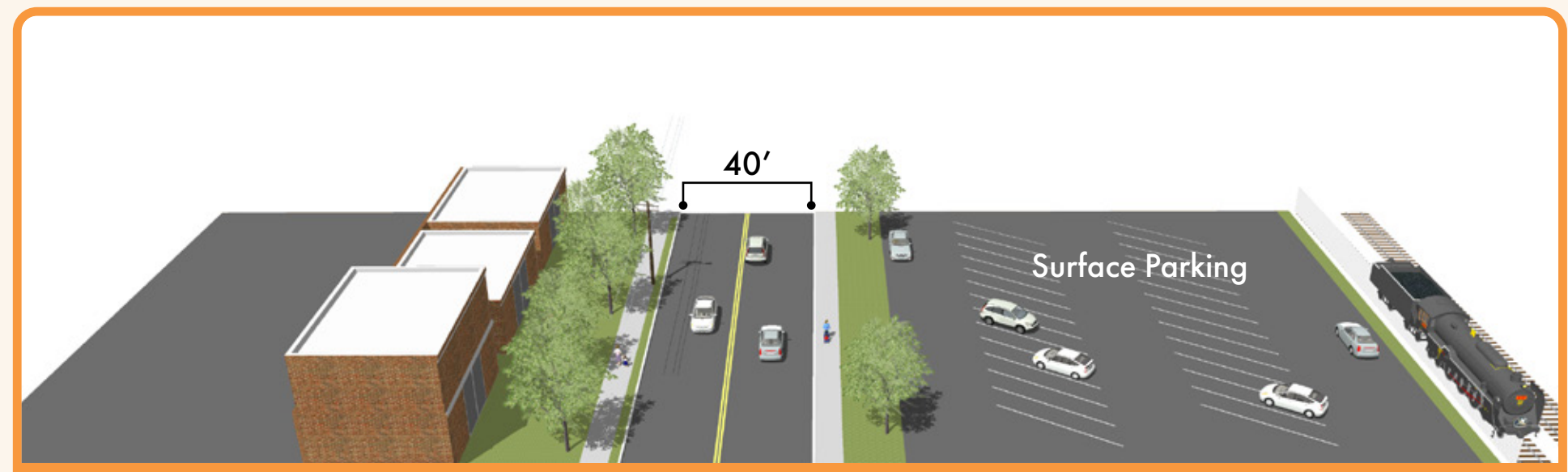
MAIN STREET CORRIDOR TYPOLOGIES



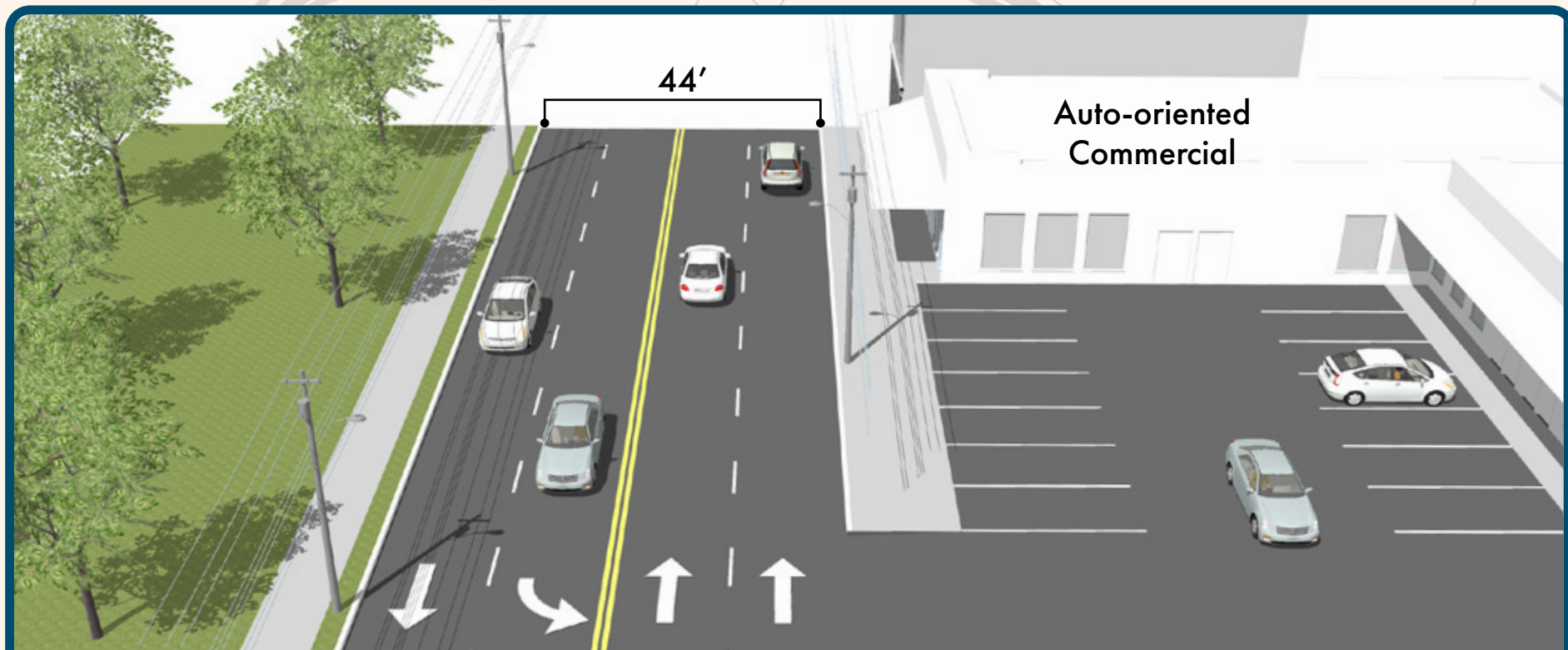
1 Two-way, two-lane road, one side sidewalk with grass median and at grade rail



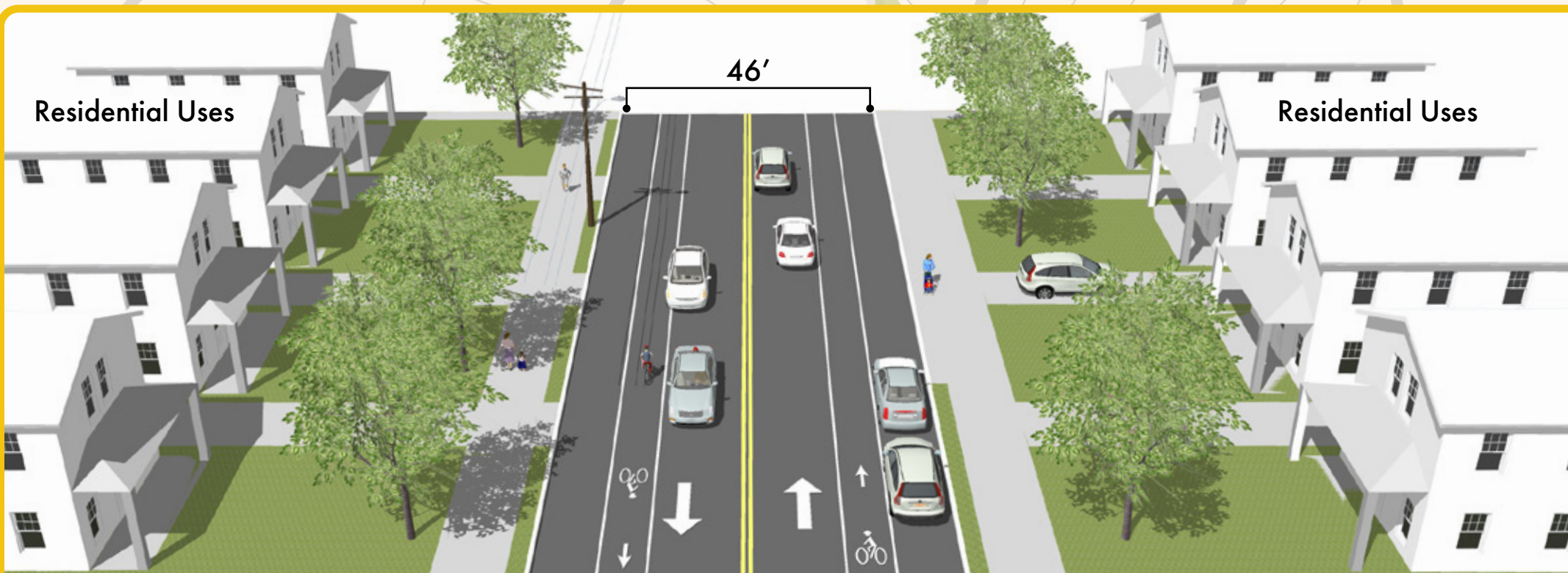
2 Two-way, two-lane road, one side sidewalk with grass + tree median and elevated rail



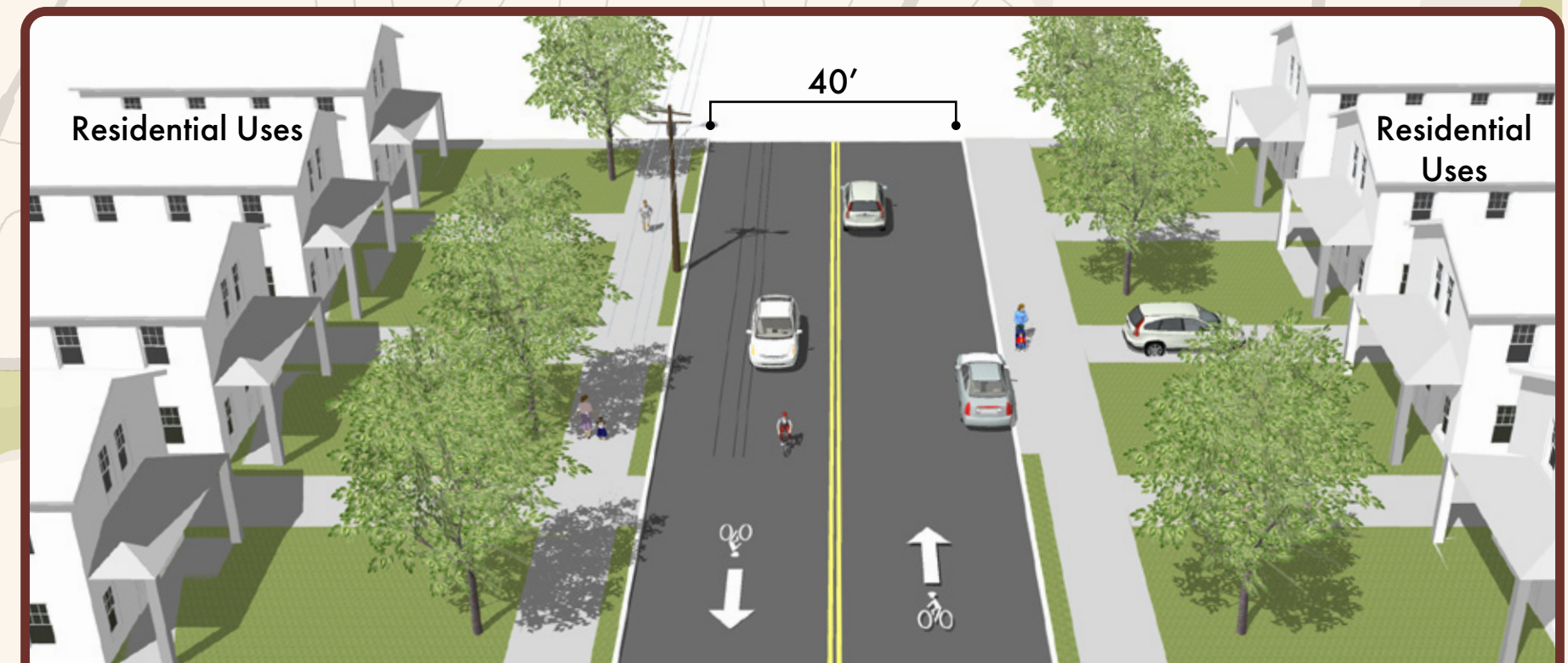
3 Two-way, one-lane road, two-side sidewalk with parking lot and at grade rail



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

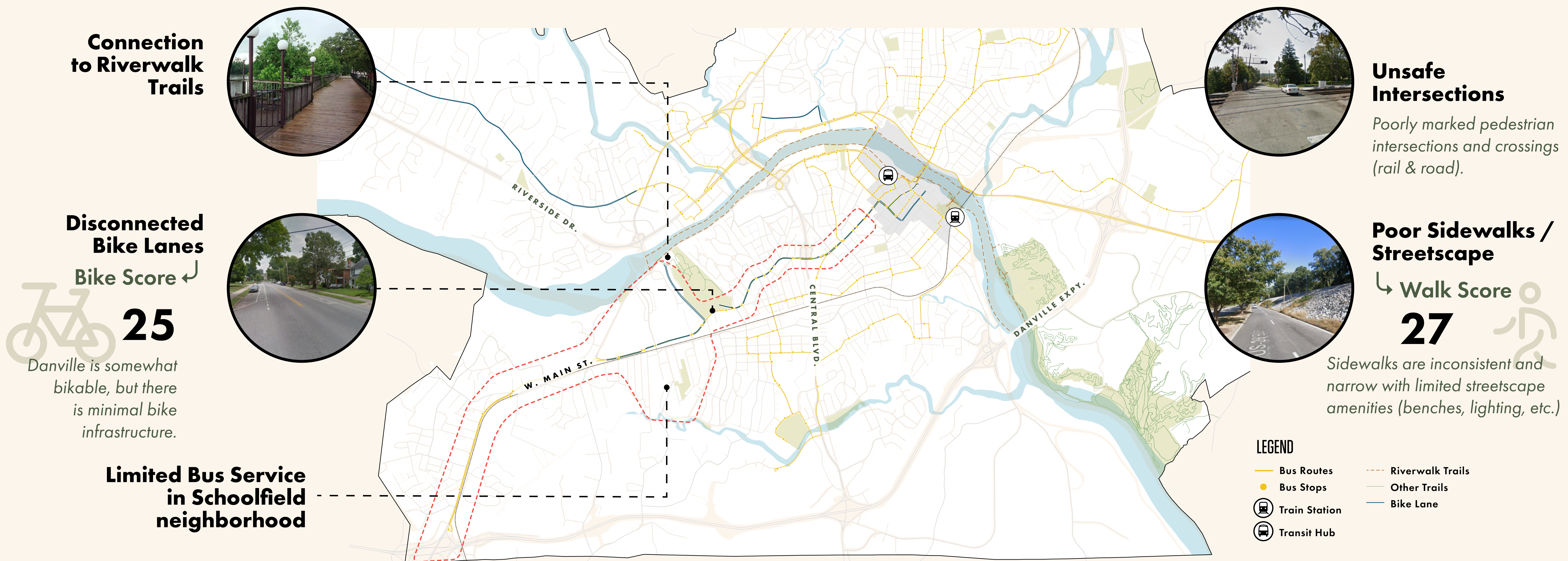


5 Two-way, one-lane road with two-side on street parking and bike lane, two-side sidewalk with planting strips



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

CHALLENGES + OPPORTUNITIES



OUR COMMUNITY

What is Schoolfield now?

SCHOOLFIELD

ECONOMIC DEVELOPMENT & HOUSING

18,776

People work in Danville,
live elsewhere

8,724

People live & work
in Danville

8,726

People live in Danville,
work elsewhere

MEDIAN
INCOME
\$37,872
DANVILLE

22.4% poverty rate

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.

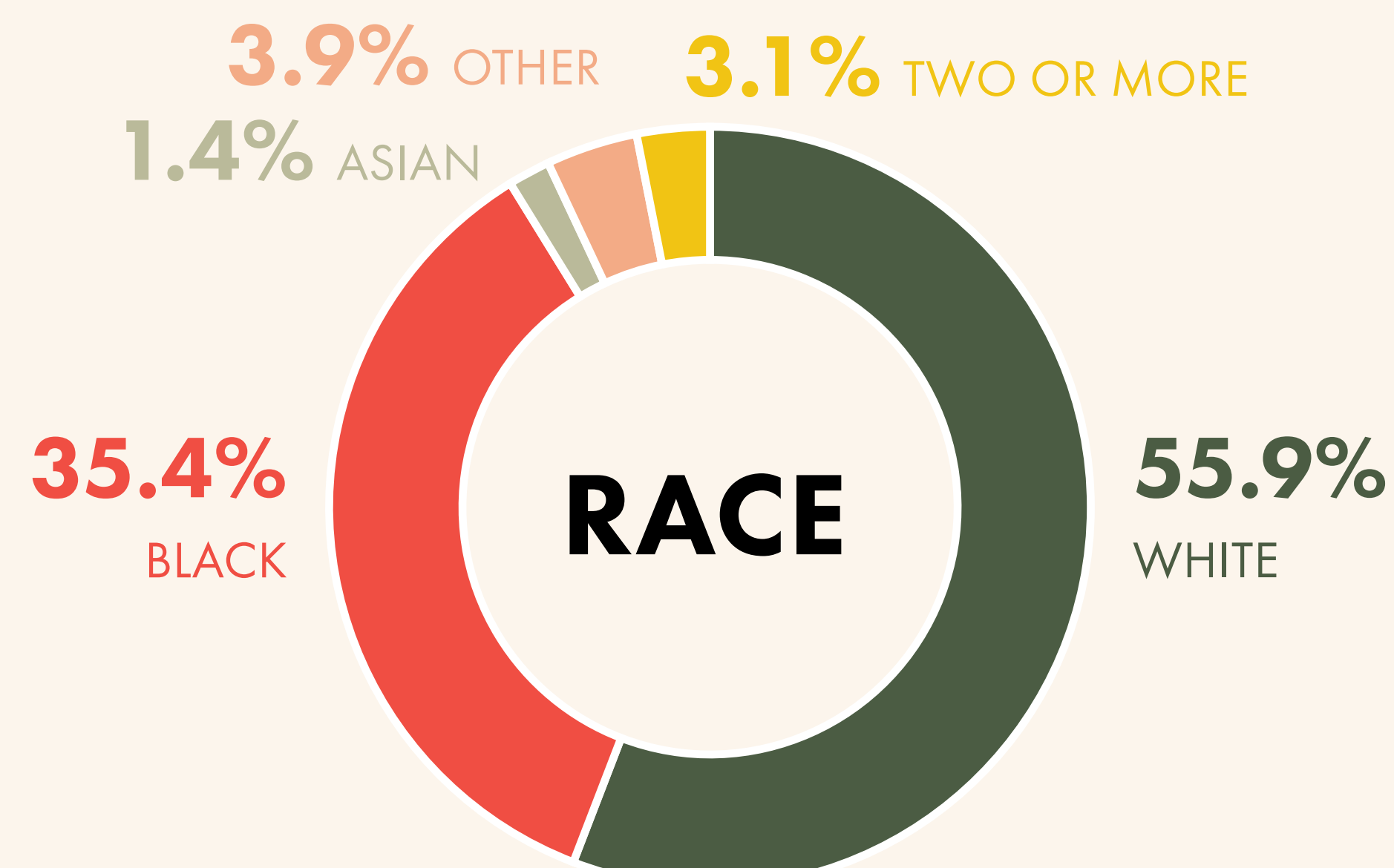
PUBLIC

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

738
Housing
Units

14.5%
Vacant

30.6%
Renter-Occupied

54.9%
Owner-Occupied

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

