



City of Danville Office of Economic Development
www.discoverdanville.com

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More Living Room in the River District

Danville, Va. – The developers of the Pemberton Lofts will begin phase two of construction this month and will soon start on another residential River District project on Craghead Street.

The Pemberton lofts, located at 541 and 549 Bridge St., have revitalized the former Pemberton & Penn Tobacco Co. prizery and offices. The project is managed by a duo of developers from Richmond, Ross Fickenscher and Garrett Shifflett, specializing in historic renovations and high-end residential design. Phase one of the project began in October 2012 and finished last summer, and the developers have seen great success and interest.

“Leasing of the first phase has gone well thus far. We continue to experience a positive response from potential tenants and look forward to further meeting the needs of those who wish to relocate to the River District,” said Fickenscher. “Pemberton Lofts provides an attractive living arrangement and location within Danville's River District along the Dan River and Riverwalk Trail, large common areas, attention to finish detail and design, fitness-facility, ample parking, and accommodating apartment lay-outs.”

Completion of phase two will add 50 residential units to the 62 already completed in phase one, and bring tenants of Pemberton Lofts a large rear patio with seating and a fire-pit. The Pemberton Lofts joins newly remodeled Smith Seeds Apartments on Lynn Street, Ferrell Historic Lofts, Lynn Street Lofts, Lindsay Lofts, Burton Condominiums, Dan River Crossing Apartments. These properties combine to provide over 300 downtown new residential spaces downtown for all types of citizens.

“More and more citizens want to live downtown as development progresses, and the historic buildings make for very attractive spaces,” said Corrie Teague, project manager for the Office of Economic Development. “The historic rehab process is exhaustive and we are grateful for the investment of all of our developers.”

The Office of Economic Development along with Fickenscher and Shifflett are excited to announce a new property at 610 Craghead Street which will be called "The Continental." This

development will feature much the same fit and finish as Pemberton Lofts and will include a greater percentage of large two-bedroom apartments with additional closet and storage space. The project will include an easily accessed commercial space for a potential small restaurant, market, or coffee shop. In addition, tenants of The Continental will have covered and secured parking on the 1st floor of the building. The development plan calls for this project to be available in early 2015.

“Danville and the surrounding region holds much promise for current and future economic development and growth,” said Fickenscher. “The recent Economic Summit was a fitting demonstration of the professional aptitude and approach maintained by those who recognize the fate of the region's vibrancy is dependent upon future investment in and assistance of businesses that choose to establish themselves in Danville.”

“Public improvements are also vital to the rebirth of our downtown,” said Teague. “The Main Streetscape project finished at the end of the last year and Danville has recently added free public Wi-Fi along Main Street. We expect the JTI Fountain, Riverwalk trailhead, and Main Street Plaza to be completed this spring.”

The River District will also be officially branded before summer with a new logo, tag-line, and marketing efforts to attract citizens and visitors to the area. The Danville Science Center Digital Dome, YMCA, additional public parking, and many more will be added to the list of additions before the end of 2014.

“While support for the Main Street and River District sections of Danville has been overwhelming, and major investments continue to play a key role in the revitalization efforts, it is the basic day-to-day activities, expenditures, and reflections of the people of Danville that will provide long-term sustainability,” said Fickenscher. “Whether it is going to the local coffee shop rather than Starbucks, eating downtown rather than at Outback, or choosing to tell someone from outside the region all the good that is happening rather than speaking of isolated bad-news, each resident and patron of Danville can help tremendously towards making Danville a source of pride.”

More information about the River District can be found at www.discoverdanville.com. For interest on availability in the Pemberton Lofts, contact Anne Pritchett of Wilkins and Co. at (434) 797-4007.

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