



FOR IMMEDIATE RELEASE
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FINANCING CLOSES ON WHITE MILL, CONSTRUCTION COMMENCES

Community is invited to celebrate with project stakeholders at a groundbreaking ceremony

DANVILLE, VA – The City of Danville and The Alexander Company invite the community to celebrate White Mill’s exciting progress in a groundbreaking ceremony taking place on Thursday, January 12th, at the project site of 424 Memorial Drive.

In a public-private partnership with the Danville Industrial Development Authority (“IDA”), The Alexander Company has closed financing on White Mill and construction has commenced. Construction crews began mobilizing on site in December to begin transforming the distinctive, reinforced-concrete structure into a unique community incorporating distinguished apartments, neighborhood-serving retail, and collaborative office spaces, nestled within a new riverfront park to be enjoyed by all.

“With construction now officially underway, we are excited to be one step closer to the day when this building is restored to its original beauty and it will have new life, one where people will be living and others can work, shop and play,” said Mayor Alonzo Jones. “As we celebrate this moment, let us also celebrate the partnerships in place and the work of so many behind the scenes to bring us to this point. This is another great day for Danville.”

Once part of the sprawling textile operation along the Dan River, White Mill is one of the last remaining physical expressions of Danville’s role as a textile-manufacturing powerhouse. This long-awaited development is a reimagining steeped in history, with Danville’s past, present, and future reflected throughout.

“You can’t tell the story of Danville without White Mill,” said Joe Alexander, president of The Alexander Company. “Life and industry are returning to White Mill, and we’re proud to have the opportunity to be a part of that transformation.”

Upon completion White Mill will provide 147,000 square feet of commercial space and 150 units of housing, of which 32 will be reserved for individuals and families earning up to 80% of area median incomes. The apartments will be built on the top three floors of the western two-thirds of the building and will include one-, two-, and three-bedroom homes. The first floor and the eastern one-third of the second floor will be reserved for commercial space, with the lower level of the building being converted into 219 interior parking spaces for tenants.

Join project partners and dignitaries from across the state at the groundbreaking ceremony on January 12th to celebrate with an outdoor ceremony, an inside look at White Mill, and the unveiling of White Mill’s new identity. A liability waiver will be required before entering White Mill. The ceremony starts at 11am and is expected to come to completion by 12:30pm. Parking is available on site.

ASSETS FOR MEDIA USE

- Conceptual day and night renderings of White Mill [here](#), attribution to [REDgraphx](#)
- Conceptual site plan [here](#), attribution to [Site Collaborative](#)

ABOUT THE DANVILLE INDUSTRIAL DEVELOPMENT AUTHORITY

The Industrial Development Authority works in cooperation with the City and its Economic Development Office to promote and facilitate redevelopment activities in the River District by the purchase, renovation, and subsequent lease or sale of real estate sites throughout the district. Learn more at danville-va.gov.

ABOUT THE ALEXANDER COMPANY

The Alexander Company has over 40 years' experience specializing in historic preservation, urban infill development, and urban revitalization. Based in Madison, Wisconsin, The Alexander Company gives new life to historically significant buildings and downtown neighborhoods nationwide. Learn more at alexandercompany.com.

ABOUT THE PROJECT PARTNERS

[The Alexander Company](#): Project Developer, Owner, Architect; [Danville Industrial Development Authority](#): Co-developer, Owner, Sublessor; [Rehab Builders](#): General Contractor; [Rehab Engineering](#): MEP Engineer; [Timmons Group](#): Civil Engineer; [Site Collaborative](#): Landscape Architecture; [Dewberry](#): Surveyor; [Cardno](#): Environmental; Investors and Lenders: [JP Morgan Chase](#), Commonwealth Advisors, [American National Bank & Trust](#), [Virginia Community Capital](#), [Sterling Bank](#), [Virginia Housing Development Authority](#).

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