



## **NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM**

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### **City launches Phase 2 of River District Redevelopment Plan, focus on Mechanicsville District revitalization**

The Danville Office of Economic Development & Tourism (DOEDT) has announced a strategic initiative aimed at revitalizing the historic Mechanicsville District. This effort marks Phase 2 of the River District Redevelopment Plan, originally launched in 2011, and aims to preserve the district's history while guiding future growth.

Branded as Plan Mechanicsville, this initiative will include two community engagement workshops on October 18, at the Danville Community Market, 629 Craghead Street, and Links Coffee House, 319 Craghead Street, from 7am-12pm. This opportunity will provide residents and visitors with insight into the planning process and offer a platform to share ideas and feedback on the district's future. Giveaways will be provided for participants at both locations.

"Mechanicsville holds a unique place in Danville's history and future," said Corrie Bobe, DOEDT Director. "Through this next phase of the River District Redevelopment Plan, we are committed to honoring the district's legacy while creating new opportunities for growth, investment, and community pride."

Plan Mechanicsville will be developed in three phases, in partnership with the River District Association (RDA): Community Assessment, Community Workshops, and Plan Development. The final master plan is expected to be completed by Spring of 2026 and will combine professional expertise with community input to produce a clear vision and direction, transforming one of Danville's designated historic districts and continuing the growth of the River District as a thriving business and residential hub.

"The River District Association is excited to partner with the City of Danville on Plan Mechanicsville," said Emma Lugar Sellers, RDA Board of Directors president. "We've seen tremendous growth and transformation in the River District over the past decade, and we are thrilled to help bring that same success to the neighboring Mechanicsville District. RDA is excited to work alongside city leadership and listen to the voices of Mechanicsville residents and

stakeholders as we move forward on preserving the district's history while creating new opportunities for the community."

The historic Mechanicsville District is defined by the boundaries of Poplar Street, Ridge Street, High Street, and Memorial Drive.

Residents are encouraged to participate in the planning process by completing the community survey at <https://www.surveymonkey.com/r/planmechanicsville> and visiting <https://ourmechanicsville.com/> to learn more.

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#### **About the Office of Economic Development & Tourism**

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: [www.discoverdanville.com](http://www.discoverdanville.com).