

A.2

THE NEW
Schoofield
DISTRICT



COMMUNITY MEETING #1

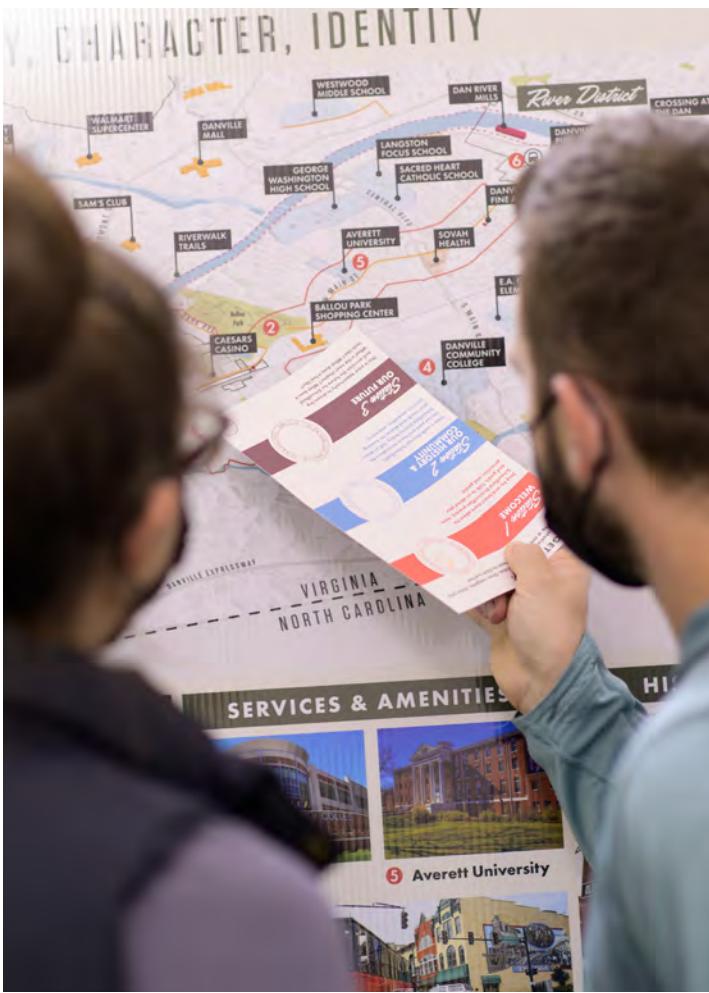
Summary

October 28, 2021



APPENDIX





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Outreach Summary

HOW DID WE REACH PEOPLE?

FREE GIVEAWAYS!

SAVE THE DATE

Community Event:

October 28 We want to hear from YOU about the future of The New Schoolfield District.
4:30-8:00 PM Join us Thursday, Oct. 28th
917 W. Main St. Food, Family Fun, & Entertainment

Visit us at www.newschofield.com / @newschofield

• SHAPE THE FUTURE •



Posters

JOIN US FOR A

Community Event

Thursday, October 28th

4:30-8:00 PM
917 W. Main St. (lot)

We want to hear from **YOU**
about the future of the
The New Schoolfield District!

Postcards

Print Materials

Social Media Posts

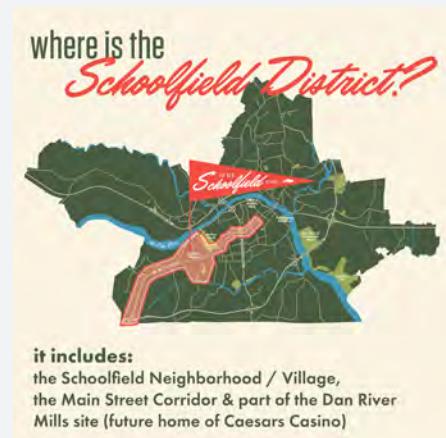
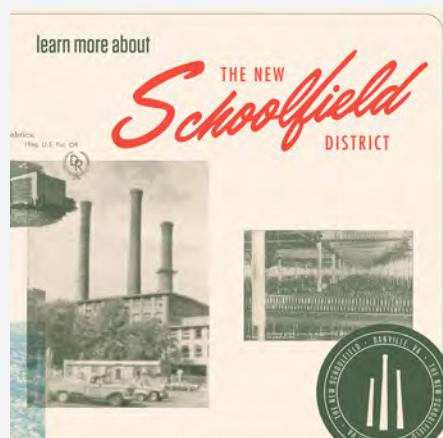


6
Posts

152
Followers

39
Following

The New Schoolfield District Community



COMMUNITY EVENT overview

October 28, 2021,
4:30 - 8:30 pm

An interactive open house with food, games, and activities. There were 3 stations focusing on the goals, history, and future for Schoolfield. The following pages contain the responses the project team received from community members and stakeholders.



STATION 1

WELCOME TO: The new SCHOOLFIELD District

WHERE IS THE SCHOOLFIELD DISTRICT?

WHO'S INVOLVED?

WHERE WE'RE HEADING

WRT

WRT

WELCOME

We're excited to work with you!

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

SCHOOLFIELD

SCHOOLFIELD Neighborhood / Village

SCHOOLFIELD Mills

SCHOOLFIELD Main Street

SCHOOLFIELD Center

EMERGING KEY THEMES & GOALS

- Character + Identity**
- Housing + Economic Development**
- Ecology + Open Space**
- Mobility + Connectivity**
- Community**
- Infrastructure**

WHAT ARE WE MISSING?

What are some goals or themes that are important to YOU and YOUR community?

WRT

WRT

OUR HISTORY

What was Schoolfield's past?

A STORIED PAST

1790 - 1822

1822 - 1850

1850 - 1865

1865 - 1890

1890 - 1910

1910 - 1930

1930 - 1950

1950 - 1970

1970 - 1990

1990 - 2010

2010 - 2020

2020 - 2030

WHAT IS YOUR STORY OR CONNECTION TO SCHOOLFIELD?

WRT

WRT

OUR COMMUNITY

What's Schoolfield now?

COMMUNITY, CHARACTER, IDENTITY

OPEN SPACE & RECREATION

SERVICES & AMENITIES

HISTORIC ASSETS

I WISH WE HAD MORE SPACES FOR...

I LIKE LIVING IN DANVILLE (SCHOOLFIELD) BECAUSE...

WRT

WRT



ON 2

OUR COMMUNITY
What is Schoolfield now?

SCHOOLFIELD

MOBILITY & CONNECTIVITY
MAIN STREET GROWTH TYPOLOGIES

CHALLENGES + OPPORTUNITIES

WHAT OTHER CHALLENGES DO YOU SEE?
(e.g., safety, lighting, sense of place, anything, etc.)

WRT

OUR COMMUNITY
What is Schoolfield now?

SCHOOLFIELD

ECONOMIC DEVELOPMENT & HOUSING

MAJOR EMPLOYERS / INSTITUTIONS

WHO LIVES HERE?

HOUSING SNAPSHOT

WHAT TYPE OF HOUSING SUPPORT IS NEEDED?
(e.g., rental assistance, rehabilitation funding, etc.)

HOW DO WE MAKE DEVELOPMENT MORE INCLUSIVE & EQUITABLE?

WRT

ON 3

STATION 3

OUR FUTURE
What is our next chapter?

SCHOOLFIELD
THE NEW
DISTRICT 18...

OUR FUTURE
What is our next chapter?

SCHOOLFIELD
THE NEW
DISTRICT WILL BE...

WRT

Station 1 WELCOME

Overview about the Schoolfield District Plan, process, team, and goals. Tell us about your priorities and goals!

What We Heard:

WHAT ARE WE MISSING?

Top Responses

MORE TRANSIT - COMMUTER TRAIN FROM DOWNTOWN TO CASINO
ADDRESS BLIGHT
MORE OPEN AND SAFE SPACES
MORE AFFORDABLE HOUSING OPTIONS

Bicycle lane/path all the way to NC line

More services (i.e., pharmacy, grocery, treatment centers, etc)

Remodel historic homes that have been neglected

Expand renewable energy options

More inclusive & friendly (restaurants and business owners of different ethnicities)

More home ownership

Address cleanliness - keep litter off streets

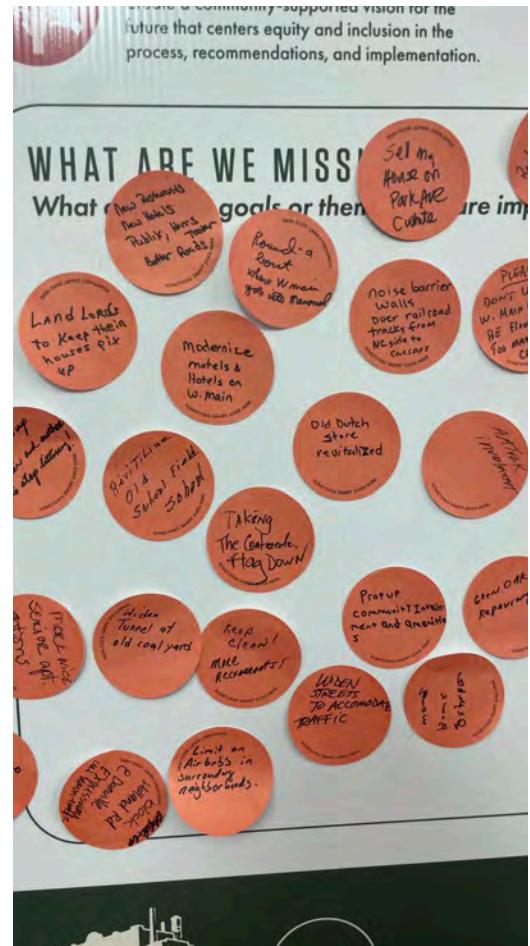
Provide support for community members in need of counseling or guidance

Better senior housing options

Protect local communities / kids

Understanding of current culture, while honoring history of the place

Honor the indigenous people who lived here



Station 2

OUR HISTORY & COMMUNITY

A walk through Schoolfield's storied past and the Schoolfield District today. Participants were asked about their needs and desires for housing, services, amenities, and more!



WHAT IS YOUR STORY OR CONNECTION TO SCHOOLFIELD?

39% My grandparents / parents worked at Schoolfield

33% My family lived in Mill Village / grew up there

28% Own a home here



What We Heard:

I WISH WE HAD MORE SPACE FOR...

 **24% AMENITIES**
12 VOTES (grocery stores, shopping, restaurants)

 **18% ENTERTAINMENT / SPORTS**
9 VOTES

 **14% GREEN / OPEN SPACES**
7 VOTES

8% Recreational Spaces

6% Youth Activities

6% Safety & Cleanliness

4% Preservation of historical assets

4% Arts & Cultural Spaces

4% Community Spaces

4% Housing Options

4% Transit

I LIKE LIVING IN DANVILLE (SCHOOLFIELD) BECAUSE...

30% Amenities

20% Community

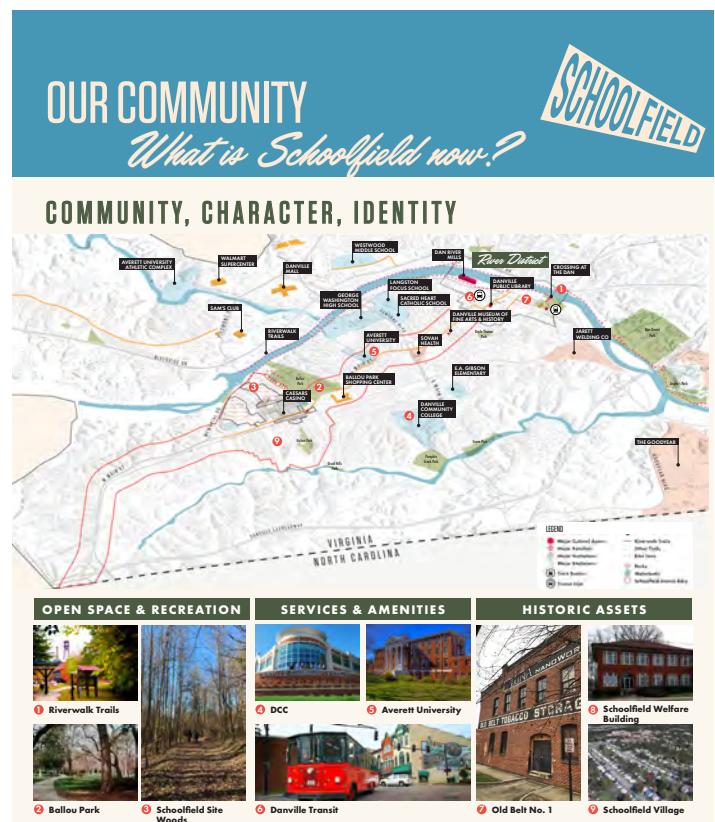
15% Location

15% It's Home

10% It's Affordable

5% History

5% Leadership



I WISH WE HAD MORE SPACES FOR...

I LIKE LIVING IN DANVILLE (SCHOOLFIELD) BECAUSE...



#NEWSCHOOLFIELD
Write your story!



What We Heard:

OUR COMMUNITY

What is Schoolfield now?

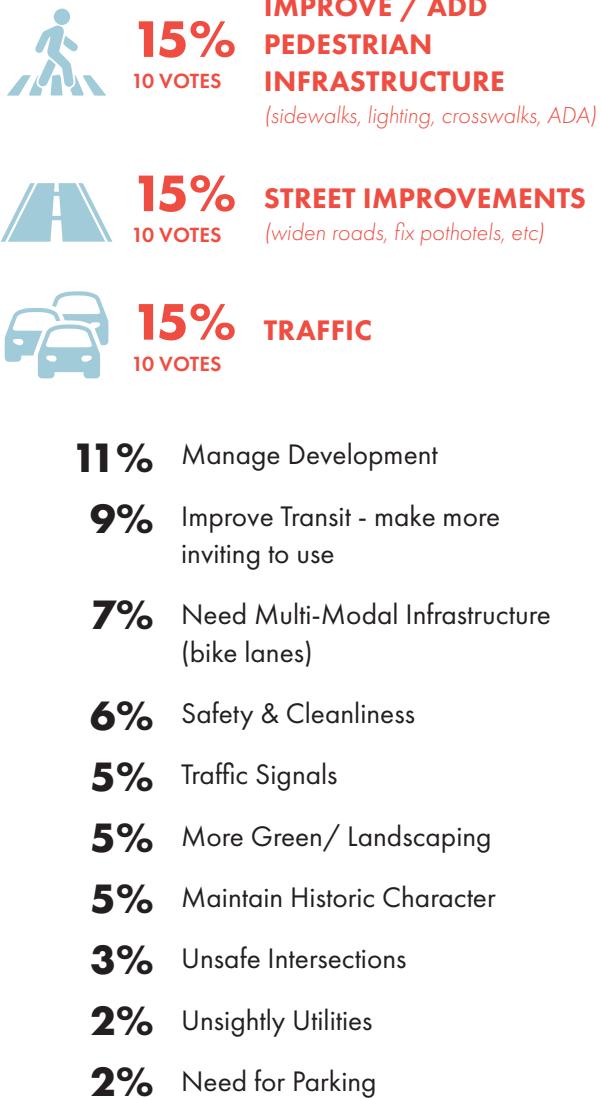
MOBILITY & CONNECTIVITY

MAIN STREET CORRIDOR TYPOLOGIES

CHALLENGES + OPPORTUNITIES

WHAT OTHER CHALLENGES DO YOU SEE?
(e.g., safety, lighting, ease of access, wayfinding, etc.)

WHAT OTHER CHALLENGES DO YOU SEE?



What We Heard:

WHAT TYPE OF HOUSING SUPPORT IS NEEDED?



27%
14 VOTES

HELP MAINTAIN & PRESERVE HOMES & HISTORIC ASSETS



24%
12 VOTES

MORE HOUSING OPTIONS



16%
8 VOTES

ADAPTIVE REUSE

10% Better Affordable Housing Options

6% Senior Housing

4% Homeownership educational programs

4% Higher Paying Jobs

4% Limits Costs / Gentrification

HOW DO WE MAKE DEVELOPMENT MORE INCLUSIVE & EQUITABLE?

19% Safe & Clean Neighborhood/Homes

14% More Housing Options

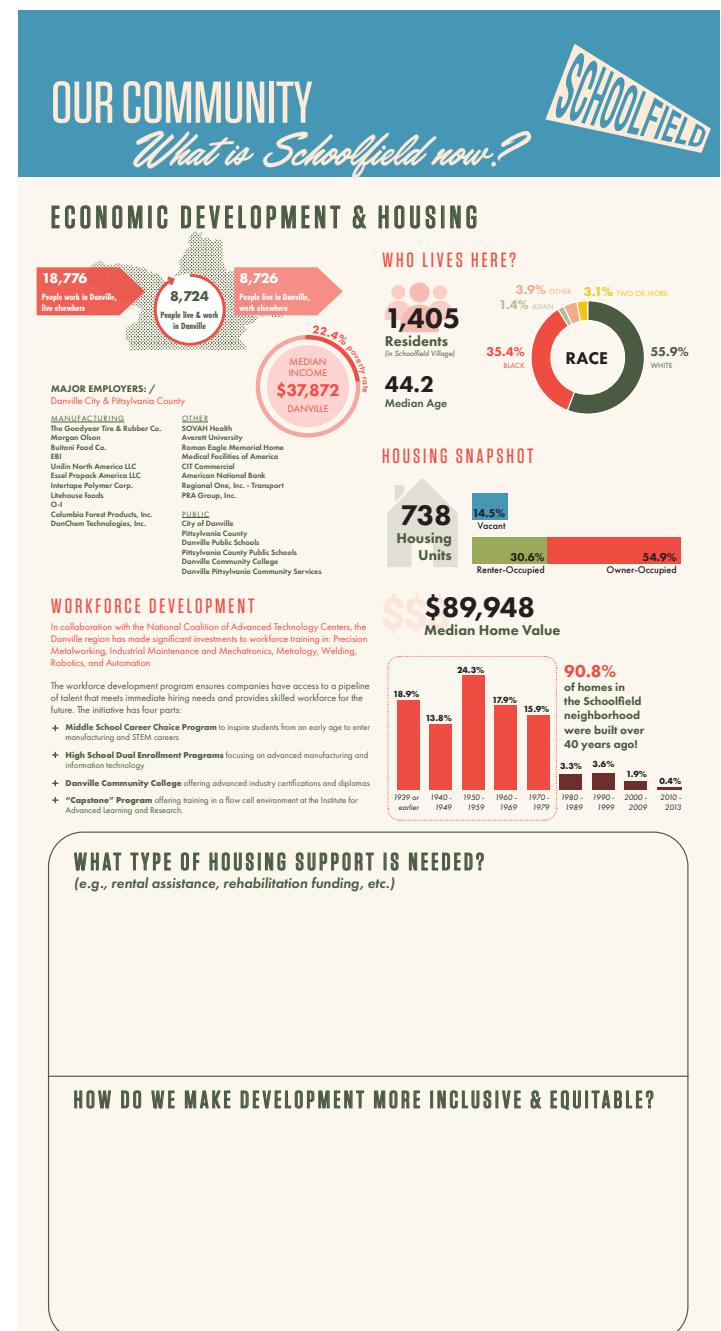
9% Help Maintaining & Preserving Homes

9% More Public Amenities

9% Policies / Grants (tax breaks, inclusionary zoning)

9% Maintain History / Charm

7% Affordable Housing Options



Station 3 OUR FUTURE

Opportunity to dream big and envision the future for Schoolfield!
What is the next chapter? What does it look like? What does it
feel like?

What We Heard:



MY VISION FOR THE NEW *Schoolfield* DISTRICT IS...

SAFE SPACE TO WALK AT NIGHT

REASONS TO COME HERE, BESIDES THE CASINO

MORE FAMILY ENTERTAINMENT

PLENTY OF SHOPPING, WITH ACTIVITIES FOR ADULTS AND CHILDREN

Top Responses

Honors And Preserves Danville's History - Dan Mills, Civil War, Civil Rights - While Revitalizing The City

Growth, Without Losing The Charm

More Recreation

More Landscape / Green Areas

More Neighborhood Oriented With Local Shops

Better Service, More Workforce Training, Higher Standards

Outdoor Cafes

Safe & Accessible - For All Modes

Nightlife & Activities For Young People

Food Hall

THE NEW *Schoolfield* DISTRICT WILL BE...



WHAT DOES THE NEW *Schoolfield* DISTRICT LOOK LIKE?

The following images were the top choices participants chose when asked they envisioned the New Schoolfield District.

OTHER RESPONSES...

Food Hall	Places to sit & relax with trees
Splash pads for kids & families	Local, community-specific
Day care, children support system	After school programs

Community

#1 GATHERING / EVENT SPACES



#2 ACTIVE / WELLNESS PROGRAMS



#3 SEASONAL ACTIVITIES



4. INTERACTIVE INSTALLATIONS

5. COMMUNITY PROGRAMS

6. PUBLIC ART

Mobility + Connectivity

#1 ENHANCED SIDEWALKS



#2 SHARED STREETS / CIRCULATION



#3 BIKE LANES



4. LIGHTING + WAYFINDING

5. SELF-DRIVING SHUTTLE

6. COMPLETE STREETS

Ecology + Open Space

#1 NATURAL TRAILS / PLAY SPACES



#2 PASSIVE RECREATION / PARK SPACES



#3 COMMUNITY GARDENS



4. NATIVE GARDENS

5. NATURE PLATFORMS

6. EDUCATIONAL OPPORTUNITIES

Character + Identity

#1 PUBLIC ART / ENVIRON. GRAPHICS



#2 INTERACTIVE PUBLIC ART



#3 SOCIAL POCKET



4. BRANDING + WAYFINDING

5. BRANDED TRAILS

Housing + Economic Development

#1 COHOUSING



#2 PLACE MAKING



#3 ADAPTIVE REUSE



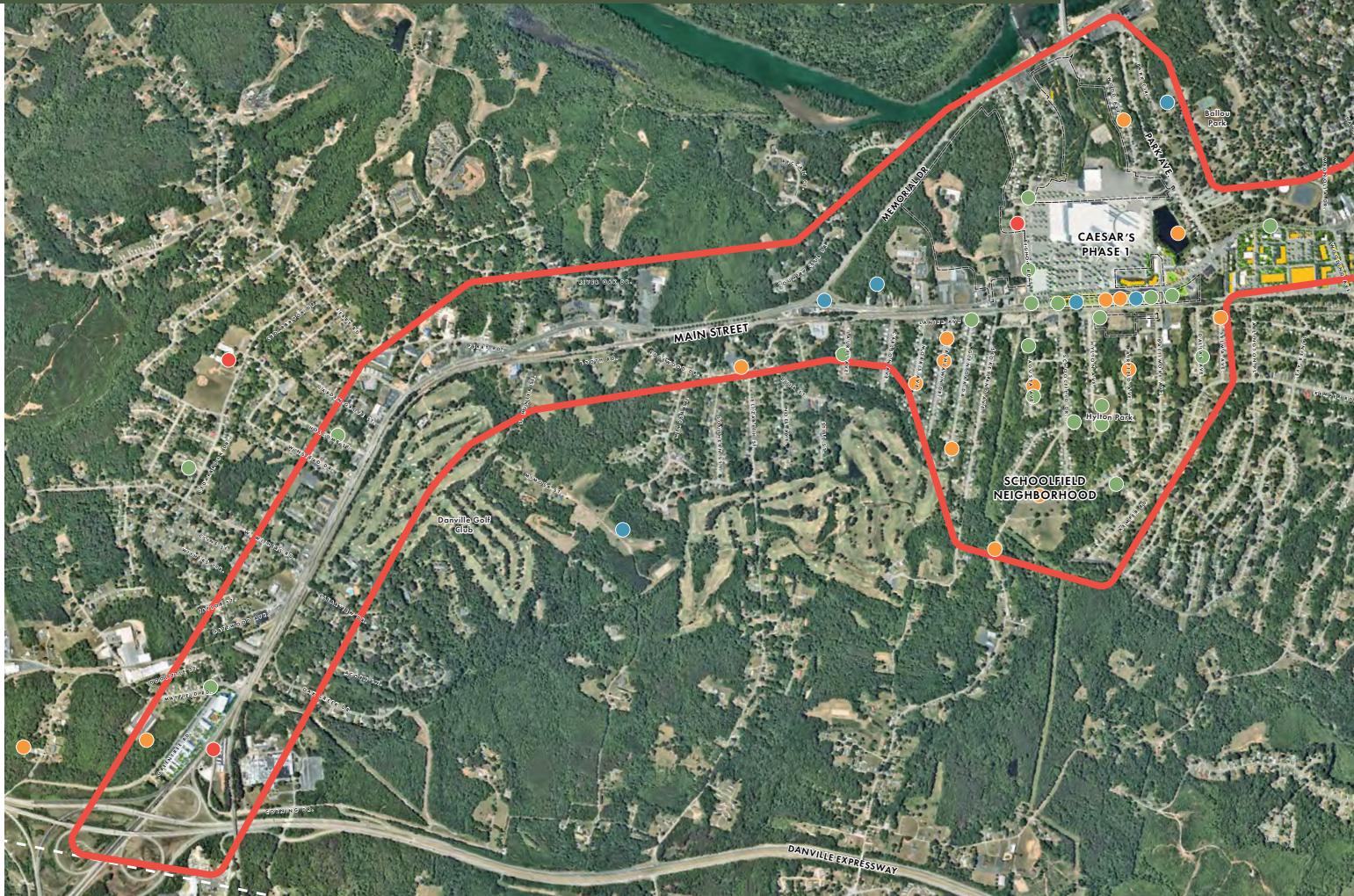
4. COMMUNITY SPACES

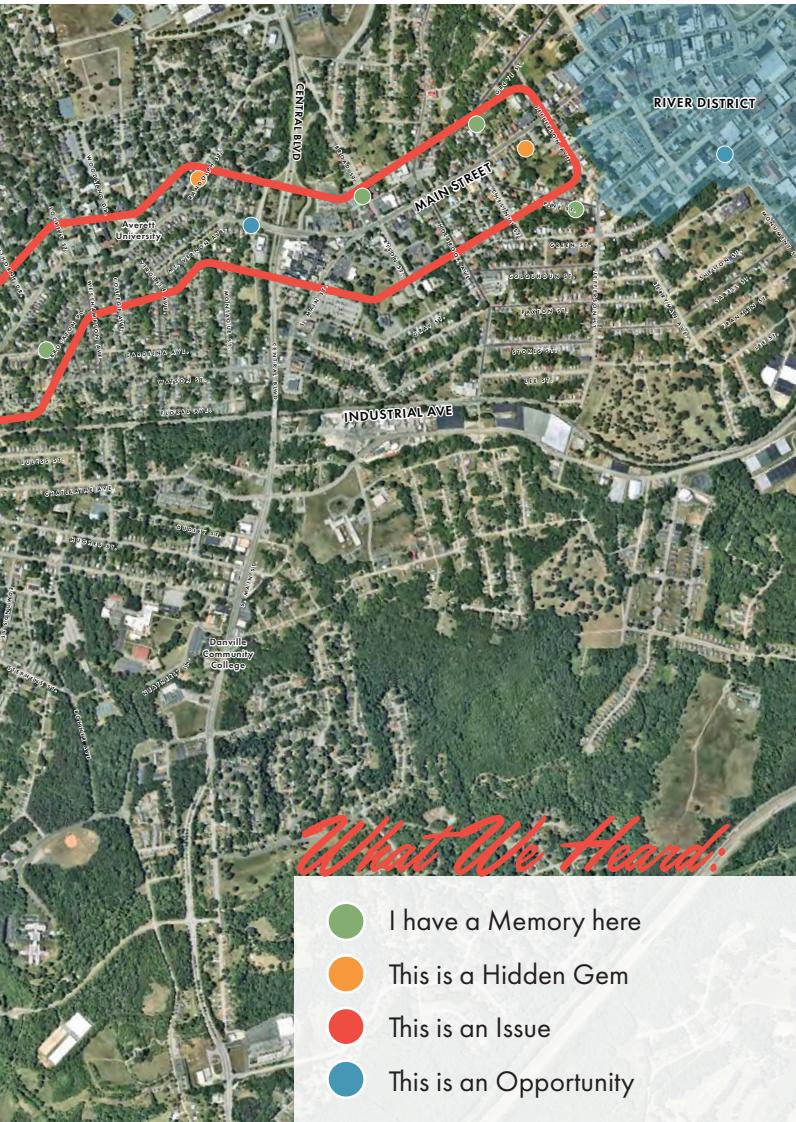
5. ECO-VILLAGE

6. COMMUNITY SPACES

Share your ideas!

MAP YOUR COMMUNITY ASSETS & OPPORTUNITIES





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THE NEW *Schoofield* DISTRICT

COMMUNITY MEETING #2

SCHOOLFIELD WEEK

Summary

May 2nd - 7th, 2022





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- 14** THURSDAY: OPEN HOUSE #2 (DESIGN PIN-UP)
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Project & Engagement GOALS

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.

Project Goals

- 1 Leverage the catalytic development of Caesar's Virginia resort
- 2 Create a framework of future projects / community investments
- 3 Improve health, wellbeing and quality of life
- 4 Spur new investment in the district
- 5 Support economic development efforts
- 6 Increase resiliency (community, environment, economy)
- 7 Preserve heritage & history
- 8 Determine community priorities for implementation / investment
- 9 Create an identity for the Schoolfield District
- 10 Support existing homeowners and renters in the Schoolfield Neighborhood
- 11 Creative and implementable action items
- 12 Earn local and national attention
- 13 Improve community connectivity and efficiency

PURPOSE OF COMMUNITY ENGAGEMENT

Engagement is not just about getting “public input.” It is about **mobilizing citizens through a meaningful community engagement process that is grounded in reality and driven by input and sensitivity.**

The success of this plan will hinge on the **public’s willingness to embrace the strategies and goals** outlined in the plan. To do so will **require both a new dialogue about the future, as well as new ways to have that dialogue** - one that engages all residents, including those who have historically been left out of civic discourse.

Community Engagement Goals

- 1** Create a fun, culturally sensitive, inclusive and engaging process that celebrates the history of the Schoolfield District and educates the community about the value and significance of this area;
- 2** Design a community engagement process that captures the attention and interest of the community, integrates and synthesizes input to shape a community-supported vision for the future, and inspires future action and stewardship of the Schoolfield District.
- 3** Involve a wide range of ages, races, ethnicities and hard-to-reach residents in the process by providing multiple ways for the public to engage, including variety in location and timing of events; and providing opportunities for engagement to happen within the context of a person’s everyday activities.

Outreach Summary

HOW DID WE REACH PEOPLE?

Join us for Schoolfield Week, a series of community events from May 2nd to May 7th (Monday – Saturday). All are welcome. There will be family-friendly activities, giveaways*, and opportunities for YOU to design the future of the Schoolfield District!

MON 5/2
OPEN HOUSE: DESIGN CONCEPTS
5:00-7:30 PM • 917 W. Main St.
Tell us what YOU think – what should the future of the Schoolfield District be? We'll have kids' activities, food, and giveaways!

TUES 5/3
CATALYST SITES
3 sessions: 9:00- 11:30 AM • 1:30-4:00 PM • 5:00-7:30 PM • 917 W. Main St.
Grab a pen and some paper & join us for interactive design charrettes where you'll have the opportunity to design the future of the Schoolfield District!

WED 5/4
OFFICE HOURS: WORKING SESSION TO SYNTHESIZE INPUT
917 W. Main St.
If you couldn't join the community charrettes or just want to see what was developed, stop by and chat with our design team during our office hours!

THUR 5/5
OPEN HOUSE: DESIGN PIN-UP / HAPPY HOUR
5:00-7:30 PM • 917 W. Main St.
Stop by and grab a drink with us – we'll have food, fun, design sketches, and more!

SAT 5/7
POP-UP EVENT: DANVILLE FARMERS' MARKET
8:00 AM -1:00 PM • 629 Craghead Street
Come on down to the opening day of the Danville Farmers' Market and check out our booth.
We'll have interactive stations and giveaways!

* Don't miss out on the Schoolfield Week Raffle (one per event + one at the end of the week)
– the more you participate, the more entries you get into the week-long raffle!

Schoolfield WEEK

Postcards

Postcards advertising the meeting location, time, and date were mailed to all properties within the Schoolfield District to promote participation from neighborhood residents and property owners.

Print Materials

Storefront Sign

A large sign was placed in front of 917 W. Main St to advertise the planning process & Schoolfield Week.



Social Media

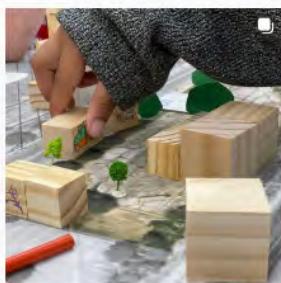


22
Posts

257
Followers

52
Following

The New Schoolfield District
Community



The meeting was promoted prior to and during the week on Instagram, Facebook, and Twitter.

Twitter: @newschoolfield

Instagram: @newschoolfield

Facebook: New Schoolfield

SCHOOLFIELD WEEK *schedule*

Monday

**Open
House #1:
Design
Concepts**

5-7:30pm

917 W. Main St

**food, raffle -
notebooks & totes**

Tuesday

**Catalyst Sites
(Community
Design
Charrettes)**

3 Sessions
9-11:30am
1:30-4pm
5-7:30pm

917 W. Main St

raffle & notebooks

Wednesday

**Office Hours
(working
sessions)**

917 W. Main St

raffle & notebooks

Thursday

**Open
House #2:
Design
Pin-Up**

5-7:30pm

917 W. Main St

**food, raffle -
notebooks & totes**

Friday

**Schoolfield
Elementary
Charrette**

9-11am

Schoolfield
Elementary
School

**food, blocks,
notebooks**

Saturday

**Pop-Up Event:
Farmers'
Market**

8am-1pm

629 Craghead
Street

tote bags

Open House #1 DESIGN CONCEPTS

Schoolfield Week kicked off with an interactive open house with food and activities. Community members were asked to provide their input on their priorities for the future, issues and opportunities the see in the district, and vote on which catalyst sites to explore further as well as projects or elements they'd like to see in the future.



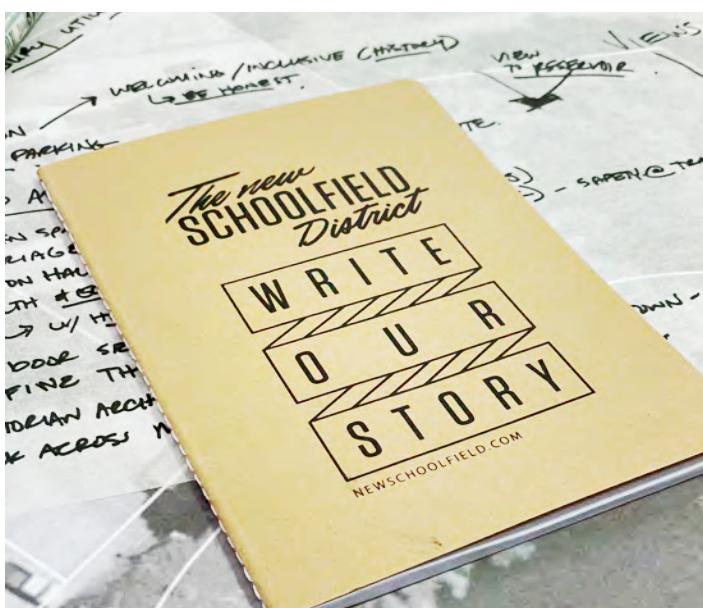


Community Design Charrettes

CATALYST SITES

Community members were invited to attend between one to three 2.5-hour charrettes. Charrette participants chose a catalyst site to explore future possibilities with the design team – discussing land uses, programs, building types and location, connections, and placemaking elements. These sessions resulted in concept plans for each catalyst site that were presented to the community at Thursday's Open House, and have remained on display at 917 W. Main St.





Open House #2 DESIGN PIN-UP

The design team held office hours for community members unable to attend Monday and Tuesday's activities to drop in for informal charrettes and review the open house boards.





Student Charrettes SCHOOLFIELD ELEMENTARY

3rd - 5th graders created a vision collage of their perfect day in the New Schoolfield District and designed the Main Street Green in a hands-on interactive workshop using blocks, model trees, clay, and construction paper.





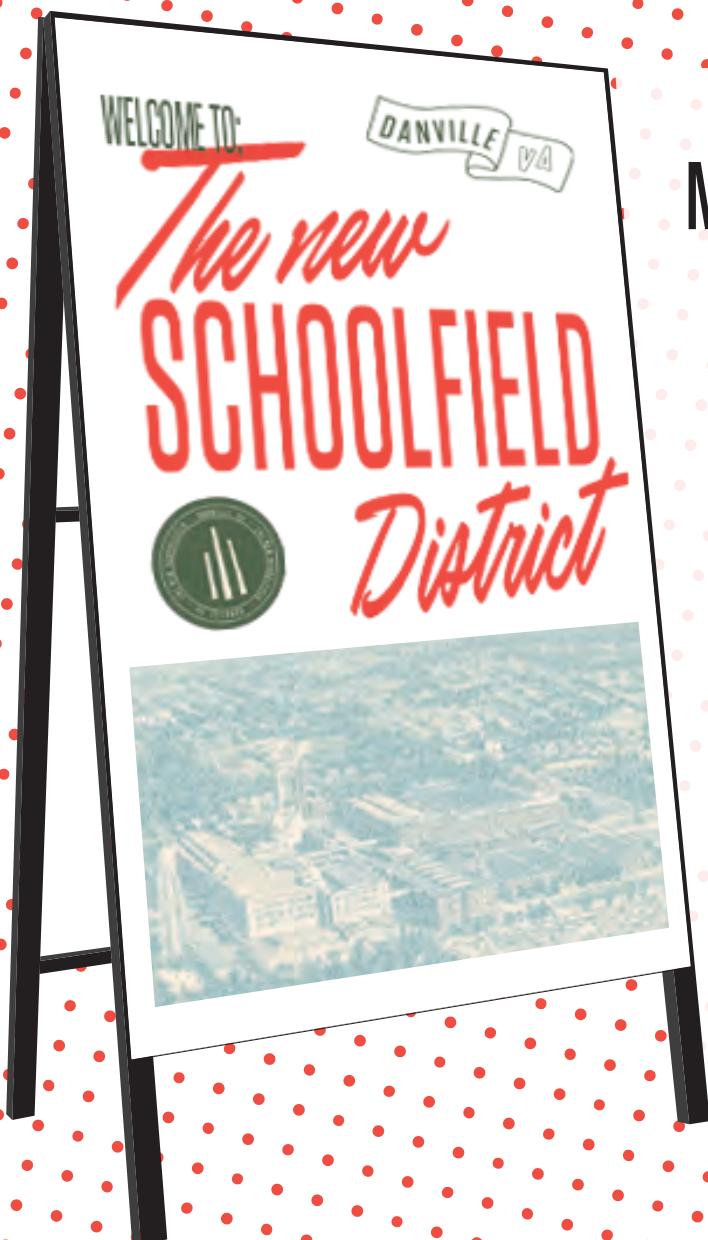
Pop-Up Event DANVILLE FARMERS' MARKET

The week ended at the opening day of the Community Market, where the Open House boards were displayed for the wider Danville community to provide their input.





What We



MEETING *facilitation* *Boards*

Eight (8) Boards were presented to the community to share an overview of the project and to gather feedback on what they would like to see in the future!

Heard

WELCOME

The first two boards provided an overview of the project and goals and asked community members to prioritize the guiding principles.

ISSUES & OPPORTUNITIES

Review and opportunity to provide further input on the issues and opportunities that was gathered.

CATALYST SITES

Six potential catalyst sites were presented for community members to vote on the top 3 they'd like to see redevelopment options for.

CONCEPTS + PROJECTS

Three concepts were presented to get a sense of future possibilities. Community members were asked to vote on projects and elements in each concept that they'd like to see in the future.

What We Heard: KEY THEMES & GOALS

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.

TELL US WHICH KEY THEMES AND GOALS ARE MOST IMPORTANT! PLACE YOUR DOTS BELOW.

Character + Identity

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



Ecology + Open Space

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



Community

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



Housing + Economic Development

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



Mobility + Connectivity

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

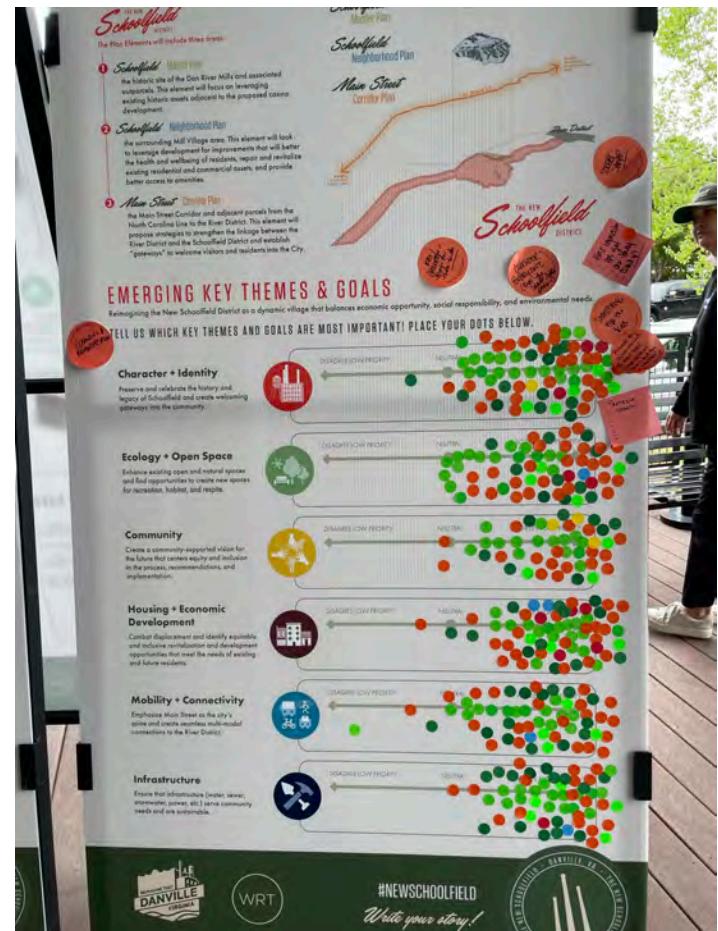


Infrastructure

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



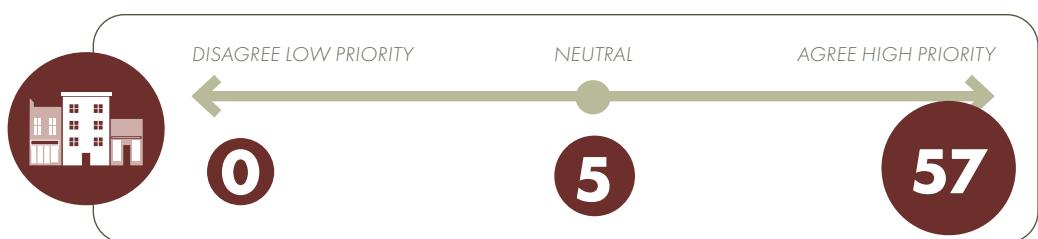
TELL US WHICH KEY THEMES AND GOALS ARE MOST IMPORTANT



Top Priorities

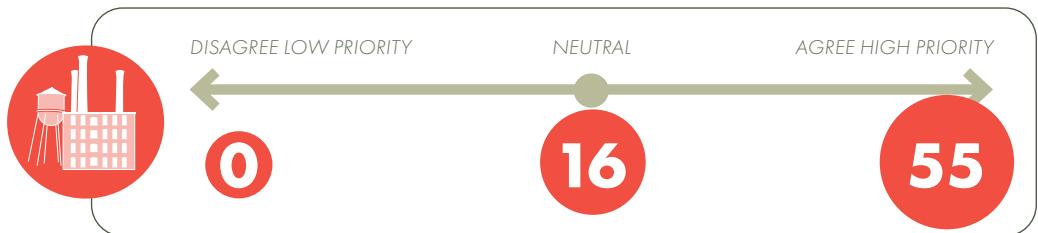
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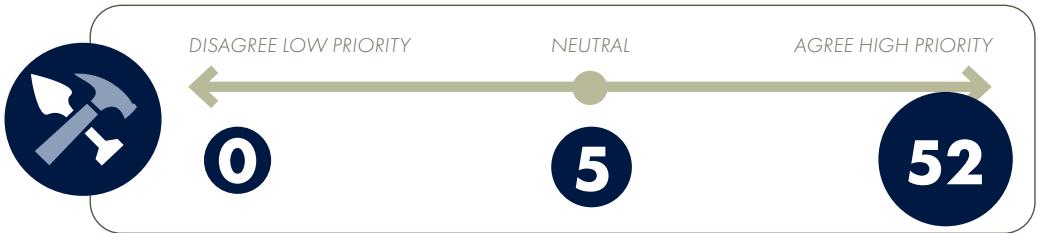
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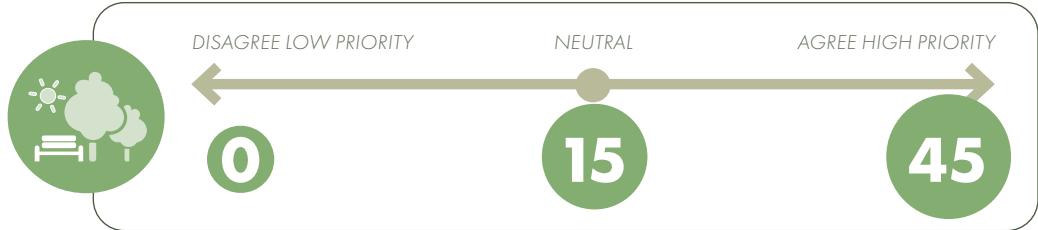
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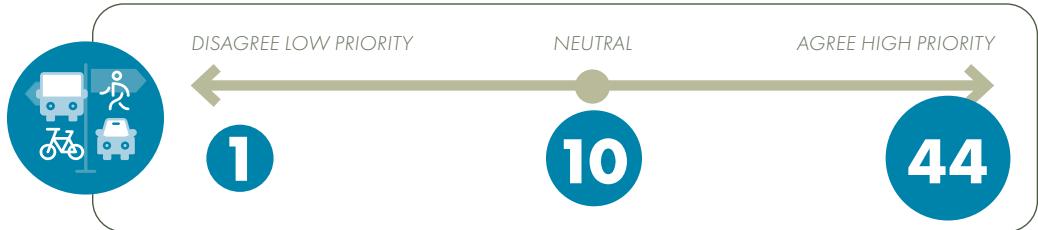
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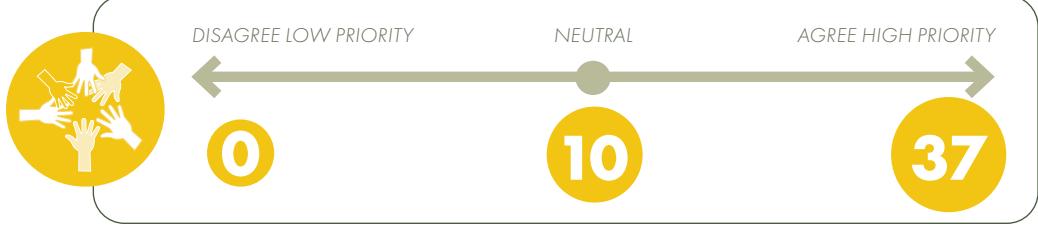
Mobility + Connectivity

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.



What We Heard: ISSUES & OPPORTUNITIES

ISSUES & OPPORTUNITIES

What exists now & What is possible?

MOBILITY & CONNECTIVITY

Issues:

- Disconnected pedestrian and bicycle network with inconsistent and unsafe connections.
- Limited fixed public transit service, frequency, and amenities.
- Lack of consistent identity along W. Main Street.

ARE THERE ANY OTHER OPPORTUNITY AREAS WE SHOULD CONSIDER? OTHER ISSUES TO ADDRESS?



ECOLOGY & OPEN SPACE

Issues:

- Erosion and degradation of existing waterways and natural ecosystems.
- Poor connections to parks and open spaces.
- Disconnected habitat corridors and forested areas.

ARE THERE ANY OTHER OPPORTUNITY AREAS WE SHOULD CONSIDER? OTHER ISSUES TO ADDRESS?



HOUSING & ECONOMIC DEVELOPMENT

Issues:

- Climbing home values, fears of displacement in response to Casino and a desire to ensure residents are not priced out of their neighborhoods.
- Need for more housing options for mixed-income levels and services.
- Provide opportunities for authentic community-centered development near the casino that enhances the identity of the Schoolfield District.

ARE THERE ANY OTHER OPPORTUNITY AREAS WE SHOULD CONSIDER? OTHER ISSUES TO ADDRESS?



#NEWSCHOOLFIELD
Write your story!



MOBILITY & CONNECTIVITY

Transportation from Caesars Virginia resort to Dan River (i.e., kayaking)

A continuous trolley/light rail along W Main St from Schoolfield to River District, with multiple at peak times

More accessibility - walking & bike friendly

Traffic calming on W Main St

ECOLOGY & OPEN SPACE

Kids playgrounds

Walkable stretch with sculpture & art - set up an art & garden trail

Baseball fields

HOUSING & ECONOMIC DEVELOPMENT

Set up a land bank / land trust

Multi-family housing on W Main St

Create workshops around gardening, housing, welding/capentry, food, and other training sites

CHARACTER & IDENTITY

Need to integrate history into new & rehabbed buildings

Naming buildings, parks for those who founded, worked, and have helped save Schoolfield

Schoolfield District Community Beautification - a community organization working to clean up & beautify the neighborhood

COMMUNITY

Better grocery stores - Publix, Trader Joes, gourmet foods stores, co-op

More restaurants - coffee shops, bars

Family entertainment - movie theaters, ice skating

INFRASTRUCTURE

Bury power lines!!

Train noise barriers - bring in landscape to buffer and help manage water run off

Equitable public transportation

High speed internet

ISSUES & OPPORTUNITIES

What exists now & What is possible?

SCHOOLFIELD

CHARACTER & IDENTITY

Issues:

- Lack of wayfinding, signage, and gateway elements along W Main Street.
- Few historic or cultural markers that display the significance of Schoolfield and the Dan River Mills.

ARE THERE ANY OTHER OPPORTUNITY AREAS WE SHOULD CONSIDER? OTHER ISSUES TO ADDRESS?



COMMUNITY

Issues:

- Lack of amenities (grocery stores, shopping and dining options) along the W Main Street corridor particularly west of the Schoolfield Site.
- Few community oriented services.
- Need for supportive services within the Schoolfield neighborhood.

WHAT AMENITIES OR SERVICES WOULD YOU LIKE TO SEE IN THE NEW SCHOOLFIELD DISTRICT? WHAT SECTION OF THE CORRIDOR?



INFRASTRUCTURE

Issues:

- Downslope-oriented roadways direct runoff to undersized stormwater drains or overflow into private properties.
- Overhanging Utility Lines limit street trees along W Main Street.
- Aging Mill Village Homes are in need of energy efficient retrofits.

ARE THERE ANY OTHER OPPORTUNITY AREAS WE SHOULD CONSIDER? OTHER ISSUES TO ADDRESS?



#NEWSCHOOLFIELD
Write your story!



What We Heard: OUR FUTURE

OUR FUTURE

Where should we focus new development?

CATALYST SITES

DID WE MISS A POTENTIAL SITE? LEAVE A POST-IT ON THE MAP!



WHICH SITES DO YOU THINK WE SHOULD EXPLORE FURTHER?

Filtration Plant
Opportunity for adaptive reuse for housing with views of the Dan River.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

Wood Avenue Cluster
Restore the historic village gateway as the new gateway to Schoolfield Village.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

Main Street Green
Create a passive open space that serves as a green infrastructure and cultural park.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

Shopping Center Redevelopment
Redevelopment shopping centers to incorporate mixed-use commercial, retail, and residential uses.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

The Bend
Opportunity to redevelop underutilized commercial strips.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

The Interchange
Enhance the arrival experience and redevelop parcels along the state border.

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

REIMAGINE THAT DANVILLE VIRGINIA

WRT

#NEWSCHOOLFIELD

Write your story!



Shopping Center Redevelopment

44

More local stores - a wider variety of retail + commercial
Mixed Use retail + apartments/townhouses
More opportunities to stay here

The Interchange

27

Gateway - a first impression that's lasting
Redevelop the motels - hotels & restaurants
Live entertainment park

Main Street Green

25

Condos with ground floor retail
Night Life - outdoor events + food/shop venues
Welcome Center / Art Park

The Bend

11

Family entertainment
Fast casual restaurants
Shops - beauty salon, convenience stores

Wood Avenue Cluster

14

Keep historic museum/displays
Shops, food trucks, kids activities
Connect to Hylton Hall site

Filtration Plant

13

Arts Center - with space for artists to work & live
Open Market w/ small shops, etc
Mixed use commercial & residential (senior housing)

Meet Me On Main

a thread of culture, connectivity, and community along Main Street.

Main Street Town Square



89

The Neighborhood Hub



57

Autonomous Shuttle



55

Museum & Hotel



55

Street Art / Outdoor Art Gallery



49

Multi-Modal Boulevard



46

Cultural Park



42

Movin' Down Main



22

OUR FUTURE

What is our next chapter?

WRITE
OUR
STORY

Meet Me On Main

a thread of culture, connectivity, and community along Main Street.



VOTE ON YOUR TOP 3 PROJECTS & ELEMENTS:

Autonomous Shuttle

traveling between NC line to River District



Main Street Town Square

gathering spaces for performances and/or nightlife



Street Art / Outdoor Art Gallery

community public art



The Neighborhood Hub

live/work and vendor spaces



Multi-Modal Boulevard

car, transit, pedestrian, and bicycle access



Cultural Park

park space honoring the history and identity of Schoolfield (past & present)



Movin' Down Main

bike rental / bikeshare program and central hub



Museum & Hotel

boutique hotel and museum highlighting Schoolfield



ANY OTHER IDEAS?



#NEWSCHOOLFIELD
Write your story!

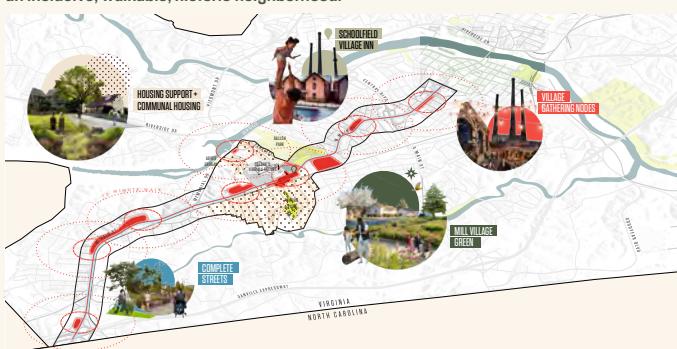


What We Heard: OUR FUTURE

OUR FUTURE

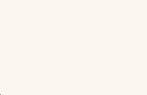
What is our next chapter?

It Takes A Village
an inclusive, walkable, historic neighborhood.



WRITE
OUR
STORY

VOTE ON YOUR TOP 3 PROJECTS & ELEMENTS:

<p>Village Gathering Nodes neighborhood retail and gathering - grocery, outdoor cafe, etc</p>  	<p>Housing Support for owners and renters to preserve mill village and combat displacement</p>  	<p>Schoolfield Village Inn historic lodging for a unique village experience</p>  
<p>Complete Streets for a walkable and bikeable W Main St</p>  	<p>Mill Village Green network of neighborhood parks</p>  	<p>Shopping Center Redevelopment to mixed-use centers for housing and retail</p>  
<p>School/Community Center community hub for neighborhood services</p>  	<p>40</p> 	<p>40</p> 
<p>ANY OTHER IDEAS?</p> <div style="border: 1px solid #542A3B; padding: 10px; height: 100px; width: 100%;"></div>		

It Takes A Village

an inclusive, walkable, historic neighborhood.

Village Gathering Nodes

90



Shopping Center Redevelopment

88



Housing Support

59



Complete Streets

57



Mill Village Green

40



School/Community Center

40



Schoolfield Village Inn

26



Communal Housing

18



#NEWSCHOOLFIELD
Write your story!



A New Link In The Chain

connection people, the region, and nature.

Greenways



67

Nature Park & Education Center



64

Food & Garden Incubator



61

Stream Restoration



52

Community Gardens



50

Renewable Energy Incentives



42

Green Streets



33

Stormwater Parks



25

OUR FUTURE

What is our next chapter?

WRITE
OUR
STORY

A New Link In The Chain

connecting people, the region, and nature.



VOTE ON YOUR TOP 3 PROJECTS & ELEMENTS:

Schoolfield Nature Park & Education Center

for play & learning



Renewable Energy Incentives

providing residents with tools for a more sustainable future



Community Gardens

community building around food



Stream Restoration

improvements for ecology and recreation



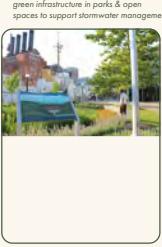
Green Streets

stormwater management planters



Stormwater Parks

green infrastructure in parks & open spaces to support stormwater management



Food & Garden Incubator

space for vendors & entrepreneurs showcasing locally grown products



Greenways

connecting to parks & neighborhoods



ANY OTHER IDEAS?



#NEWSCHOOLFIELD
Write your story!



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THE NEW
Schoofield
DISTRICT



COMMUNITY MEETING #3
SCHOOLFIELD FEST

Summary

October 29, 2022



Outreach Summary

HOW DID WE REACH PEOPLE?

Print Materials

Postcards

Postcards advertising the meeting location, time, and date were mailed to all properties within the Schoolfield District to promote participation from neighborhood residents and property owners.



Social Media

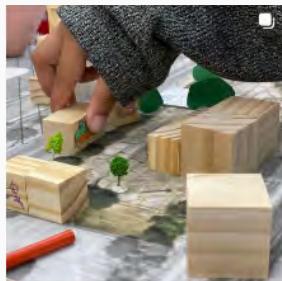


The New Schoolfield District Community

27
Posts

315
Followers

52



The meeting was promoted prior to and during the week on Instagram, Facebook, and Twitter.

Twitter: @newschoolfield
Instagram: @newschoolfield
Facebook: New Schoolfield

SCHOOLFIELD FEST *overview*

October 29, 2022
2:00 - 6:00 pm

**An interactive open house with
food, candy, a beer garden,
live music, bouncy house, face
painting, and giveaways!**





THANK YOU!

TO THE 400+
COMMUNITY
MEMBERS

who reviewed &
provided input on the
draft plan concepts.

MEETING facilitation

Boards

Eight (8) A-Frame Boards and Four (4) Large Renderings + Axons were presented to the community sharing the conceptual drawings and draft plan elements for the community to review and provide feedback.

Stations

The boards were grouped into 3 stations and attendees were encouraged to visit each station to receive a stamp. Once complete, they could claim a prize of branded swag!



...> **Station 1: DRAFT PLAN ELEMENTS**

Learn more about the Schoolfield District Plan process, the visions, and corridor and neighborhood plan elements.

Station 2: CONCEPTUAL CATALYST SITE DESIGNS

Head on over to review the conceptual designs for catalyst sites within Schoolfield.

This station includes a large illustrative site map and large diagrams and renderings showing the catalyst site designs.

Station 3: IMPLEMENTATION

Tell us what you think! We want to know what your priorities are for implementation and what you're most excited about!



Station #1

DRAFT PLAN ELEMENTS

This station provided an overview of the project and the process. This was where community members could read the vision and key strategies for the future of the New Schoolfield District and see how the key elements would shape the overall district and the future of the neighborhood.

WELCOME TO:

The new SCHOOLFIELD District



**WHAT IS
THE NEW
SCHOOLFIELD
DISTRICT?**

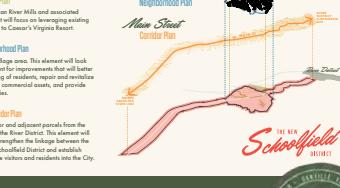
The Schoolfield District Plan presents an opportunity to leverage the catalytic development at the Dan River Mills site, including Caesar's Virginia Resort and resort, to improve the health and wellbeing of the community, increase resiliency, spur new investment and economic development, preserve heritage 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)



SCHOOLFIELD
DISTRICT

The Plan Elements will include three areas:

- ① **Schoolfield Master Plan** the historic site of the Dan River Mills and associated buildings, including a focus on leveraging existing historic assets adjacent to Caesar's Virginia Resort
- ② **Schoolfield Neighborhood Plan** the surrounding Mill Village area. This element will look to leverage development for improvements that will better serve the surrounding community, repair and reinforce 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 Main Street Corridor and adjacent parcels from the Main Street Corridor and adjacent parcels from the Main Street Corridor. This element will propose strategies to strengthen the linkage between the River District and the Schoolfield District and establish gateway to welcome visitors and residents to the City.

**THE NEW
SCHOOLFIELD
DISTRICT**

Overview of the project, district boundary, and what is included in the New Schoolfield District.

What we heard at previous engagement meetings and how the community shaped the plan.

VISION

the future New Schoolfield District

THE NEW Schoolfield DISTRICT

PEOPLE
People have always been, and will continue to be, the lifeblood of Schoolfield. The plan creates new opportunities for people to live, work, and play in safe, accessible, and welcoming community where they can live, work, and thrive.

PLACE
Schoolfield occupies a special place in the hearts and collective consciousness of the Danville region. The District's natural beauty and historic character are the core assets which position the future of the area as a place where individuals can come together to work, gather, and find a safe, accessible, and welcoming community where they can live, work, and thrive.

FABRIC
The Schoolfield of the past was an expression of energy and activity, placing people at the heart of major regional and national networks. The District's future will maintain and enhance the village's existing infrastructure and nodes that stem from and reflect the authenticity of Schoolfield and accommodate varying scales and types of future growth.

KEY STRATEGIES



**CHARACTER,
HISTORY,
COMMUNITY**
involve & shape

Strength and create new village nodes and nodes that serve the needs of residents.

Provide neighborhood facilities that serve the needs of residents.

Create a healthy and inclusive space for everyone.



**HOUSING +
ECONOMIC
DEVELOPMENT**
spur & stabilize

Provide funding for existing and new housing, and help stabilize existing housing.

Supply resources to help stabilize existing housing and spur development projects.

Create funding sources to support future maintenance, rehabilitation, and demolition of existing buildings.

Anger and propose new strategies for the housing development, including the use of tax credits.

Create enhanced local commercial and industrial facilities to support the local economy, tourism, and recreation.

Create local-level incentives, e.g., Tax Increment Financing (TIF).

Support growth of entrepreneurs, e.g., business incubators, co-working spaces, meeting rooms, and shared office spaces.

Support and expand existing job training and development programs for Schoolfield residents.

Attract specific diversity desired over and services for senior and future residents.

for growth, health, and wellness.



**ECOLOGY +
OPEN SPACE**
protect & enhance

Increase vegetation and planting along Water Street.

Improve the quality of public spaces for all residents and visitors.

Expand the area's greenway network.

Build out Schoolfield's existing network of parks and open spaces.

Connect local parks and green spaces with the surrounding area.

Enhance the area's quality of water and natural habitat for the benefit of all.

Revitalize Hyatt Park with natural areas, renewable amenities, and greater connectivity to the neighborhood.

Improve local streets and assist the District in maintaining and improving them.

Enhance the area's network to provide public access and greater trail connectivity.

Improve and enhance Schoolfield Woods and historic Ellerton Plantation to be a destination for recreation, research, and education.

Create welcoming, authentic, and vibrant public spaces.



**MOBILITY,
CONNECTIVITY,
INFRASTRUCTURE**
connect + link

Create a new or enhanced development framework that accommodates a range of growth and development needs.

Underpin neighborhood utilities to allow for expansion of the public roads and private infrastructure.

Create a role for efficient businesses for all uses.

Implement complete street benchmarks, including a green infrastructure plan.

Improve neighborhood connectivity by creating a network of trails, paths, and strengthened existing roads.

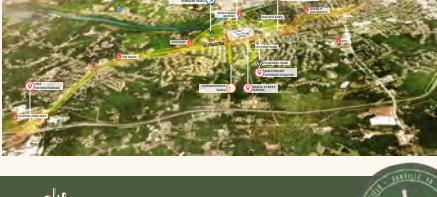
Improve the use of intersections and other key nodes to facilitate movement and accessibility.

Advance efforts to improve infrastructure for the benefit of all.

Expand the existing trail network and enhance the area's connectivity to the surrounding area.

Mitigate sound pollution through efficient lighting and sound buffers to ensure a quiet environment.

Create a trail hub for the Virginia - North Carolina trail to facilitate future improvements along the Blue Ridge Greenway.



LEARN MORE

DANVILLE, VIRGINIA

NEW SCHOOLFIELD

Write your story!

WRT

LEED

LEED

Vision for the future of the New Schoolfield District and the key strategies to help get there.

What We Heard:

THE FABRIC - CONNECTING THE CORRIDOR

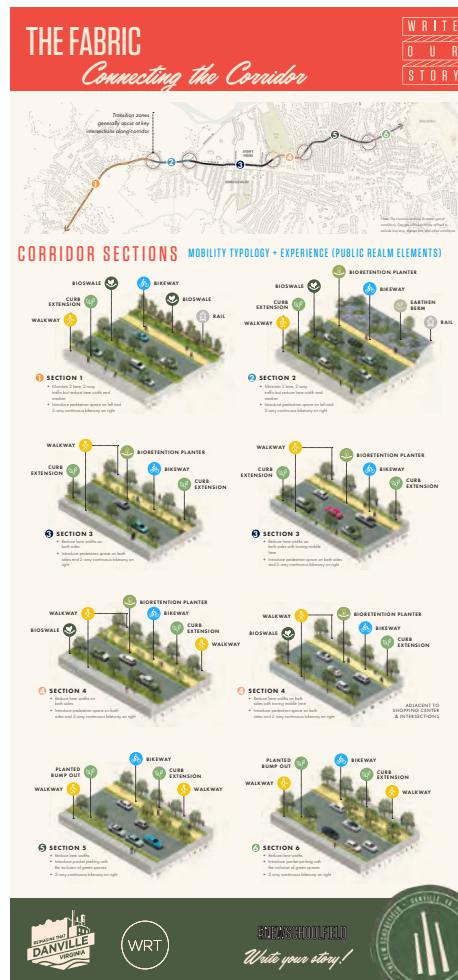
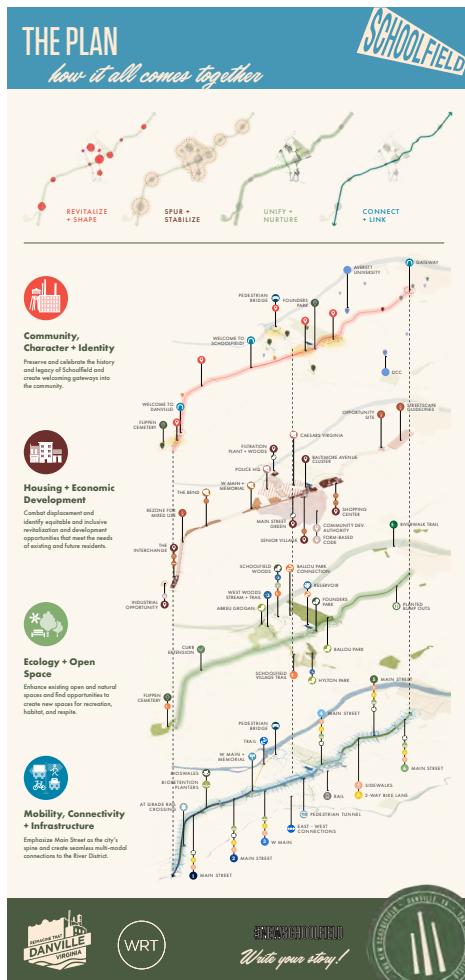
Community members who provided feedback were most interested in focusing on corridor improvements on the boundaries of the district - near the North Carolina state line and going into the River District. Most felt that those gateway areas are important when coming in and out of the Schoolfield District and in the most need of improvement.

Interesting to note, only a few community members had traffic concerns relating to Caesars Virginia Resort, and mainly only regarding how the development would impact the residential neighborhood.

THE NEIGHBORHOOD - CREATING THE VILLAGE

There was overwhelming support for the housing strategies within the neighborhood. Many community members voiced their concerns about displacement and rising costs of living as a result of Caesars Virginia Resort, and several residents have already been impacted by landlords not renewing leases in order to convert their homes into AirBnBs.

There was additional support for improving Hylton Park, which many residents had forgotten about, but agreed there was a need for a neighborhood park.



How strategies in each plan element comes together to create the New Schoolfield District.

Typical conditions for the Main Street corridor, including mobility, landscape, and public realm improvements.

Neighborhood plan elements to enhance conditions and support existing and future residents.

Station #2

CONCEPTUAL CATALYST SITE DESIGNS

At this station, community members were able to see how their ideas shaped the conceptual designs for their four priority catalyst sites (identified during Schoolfield Week). The community also saw a sneak peek of the new branding for the Schoolfield District.

What We Heard:

a New Neighborhood Hub

Shopping Center Redevelopment

The conceptual design for the Bellou Shopping Center (located behind site 2) model for inclusive mixed-use redevelopment in Schoolfield. The plan includes key elements requested from the community – expanded grocery store, expanded medical office space, and a mix of neighborhood-serving retail and commercial uses (e.g., daycare, dry cleaning, medical offices, etc.). Parking is reorganized providing customer places and more for walking. Community connections to the Schoolfield Village are reinforced with new pedestrian paths and improved intersections.



What it could look like

CONCEPTUAL SITE PLAN

SHOPPING CENTER REDEVELOPMENT
conceptual catalyst site design

SCHOOLFIELD *Write your story!*

a New Way to Experience Nature

Schoolfield Woods & Filtration Plant

The conceptual design for the Schoolfield Woods & Filtration Plant (pictured below) creates a new immersive natural space for the community to enjoy. The plan includes key elements requested from the community oriented development. A series of elevated and degraded nature trails meander through the acres woods with views of the surrounding landscape. The plan also includes key elements requested from the community – additional trails, new paths, new trails, green restoration, natural areas, nature education, and new types of recreation (e.g., zip-lines, trails, etc.).



What it could look like

CONCEPTUAL SITE PLAN

SCHOOLFIELD WOODS & FILTRATION PLANT
conceptual catalyst site design

SCHOOLFIELD *Write your story!*

SHOPPING CENTER REDEVELOPMENT

Event attendees generally agreed this site needs the most attention. They were excited to see denser development in the currently underutilized areas providing more housing, retail, and commercial options in a key location. The community emphasized the importance of a larger grocery store to bring more fresh food and wider options to the area.

SCHOOLFIELD WOODS + FILTRATION PLANT

Community members were happy to see more spaces and amenities in Danville for families to enjoy. Younger community members were especially excited about kid-friendly entertainment and greenways connecting existing and proposed open space amenities.

What We Heard:

THE INTERCHANGE

Most people agreed that creating a lasting first impression into Danville is a priority. Community members emphasized the need for gateways throughout the corridor, but especially at The Interchange to welcome people into Danville and reinforcing that with signage along West Main Street.

BALTIMORE AVENUE CLUSTER

Re-establishing the Schoolfield Village node at Baltimore Ave and West Main St was widely supported. Community members appreciated the adaptive reuse of the historic buildings in addition to new buildings and public spaces that would honor the past, while providing new housing, retail, and services for current and future residents and visitors.

MAIN STREET GREEN

Many community members expressed the importance of this site and program located directly across Caesars Virignia Resort, and how critical it would be to balance that use. The community was particularly thrilled to see the new senior village at the former Hylton Hall site which is intended to help residents age-in-place.

NEW BRAND FOR SCHOOLFIELD

Community members and stakeholders were excited to see the new brand reveal. We heard from many how important it is to establish the brand and character of the New Schoolfield District ahead of the development of Caesar's Virginia Resort.

Station #3 IMPLEMENTATION

The final station was an opportunity for community members to vote on what projects and elements they would like to prioritize during implementation, as well as leave any comments or notes on what they felt was missing or most exciting.

The community was asked to prioritize their Top 3 Projects and Strategies.

The results below show their priorities for implementation.

IMPLEMENTING THE VISION *How do we get there?*

PHASING STRATEGY

WHERE DO YOU THINK WE SHOULD START?
Vote for the projects of areas that you'd like to see prioritized.

CORRIDOR VOTE FOR YOUR TOP 3 SECTIONS



Section 1 Section 2 Section 3 Section 4 Section 5 Section 6

NEIGHBORHOOD VOTE FOR THE 3 IMPROVEMENTS YOU WANT TO SEE FIRST



CATALYST SITES VOTE FOR THE 3 SITES YOU WANT TO SEE FIRST



The Interchange Main Street Green Baltimore Ave Cluster Shopping Center Redevelopment Filtration Plant + Schoolfield Woods

WRT **#NEWSCHOOLFIELD** *Write your story!* 

CORRIDOR

VOTE FOR THE TOP 3 SECTIONS YOU WANT TO SEE PRIORITIZED

Section 1
from NC line to River Oak Blvd **95**

Section 6
from Broad St to Jefferson Ave **60**

Section 2
from River Oak Blvd to Memorial Dr **56**

Section 3
from Memorial Dr to Park Ave **48**

Section 4
from Park Ave to Blackwell Dr **46**

Section 5
from Blackwell Dr to Broad St **42**

NOTE: votes shown in red indicate the Top 3 choices picked by the community.

NEIGHBORHOOD

VOTE FOR THE 3 IMPROVEMENTS
YOU WANT TO SEE FIRST

Housing Strategies

155



Improvements to Hylton Park

112



Greenways

102



Anything Else?

65



East-West Connections

62



CATALYST SITES

VOTE FOR THE 3 SITES
YOU WANT TO SEE FIRST

Shopping Center Redevelopment

149



Main Street Green

91



Filtration Plant + Schoolfield Woods

85



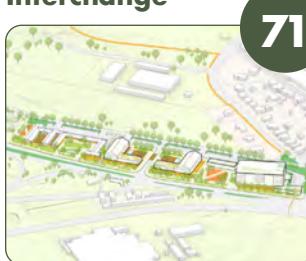
Baltimore Ave Cluster

74



The Interchange

71



What We Heard:

IMPLEMENTING THE VISION *How do we get there?*



WHAT ARE YOU MOST EXCITED TO SEE COME TO LIFE? More housing, new retail options, enhanced trails, greater connectivity, etc.?

Top Responses

New / Updated affordable homes for all classes of people

Activities for youth

More restaurants, shopping and entertainment

Gateway is #1 priority, first impressions matter

Mini shops across Caesars on West Main

Senior housing

Glad to see something at all

More jobs

Community places

IS THERE ANYTHING WE MISSED OR SHOULD KNOW?

Need homeless shelters

No roundabout, lights please

Traffic light at River Oak Dr to Main St

Holland Rd needs attention

Underground parking at the museum

Bury powerlines

Antique street lights throughout the whole corridor

RV parking sites

IS THERE ANYTHING WE MISSED OR SHOULD KNOW? What are some goals or themes that are important to YOU and YOUR community?



#NEWSCHOOLFIELD
Write your story!



