

A.2

THE NEW *Schoolfield* DISTRICT

COMMUNITY MEETING #1

Summary

October 28, 2021



APPENDIX





Contents

- 4 | OUTREACH SUMMARY
- 6 | COMMUNITY EVENT OVERVIEW
- 8 | STATION 1: WELCOME
- 10 | STATION 2: OUR HISTORY, OUR COMMUNITY
- 14 | STATION 3: OUR FUTURE
- 16 | WHAT DOES THE NEW SCHOOLFIELD DISTRICT LOOK LIKE?
- 18 | MAP YOUR COMMUNITY ASSETS & OPPORTUNITIES



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 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.newschoolfeld.com / @newschoolfeld

• SHAPE THE FUTURE •



Postcards

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!



Print
Materials

Social Media Posts

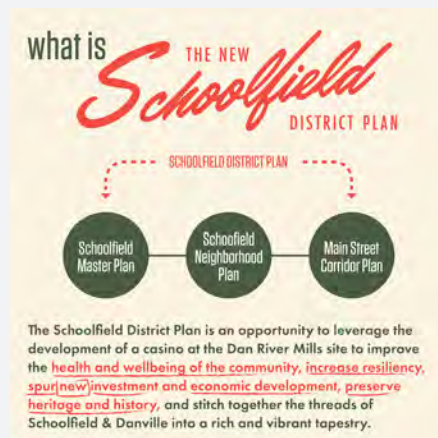
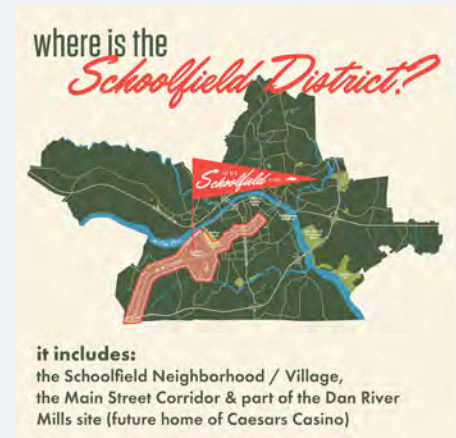
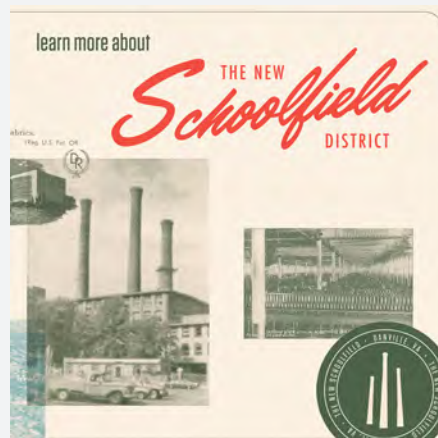


6
Posts

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*

WHAT IS THE SCHOOLFIELD DISTRICT?

The Schoolfield District Plan presents an opportunity to leverage the catalytic development of the Dan River Mills site, including a downtown center and transit, 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:

- The Schoolfield Neighborhood / Village
- The Main Street Corridor
- Part of the Dan River Mills site (former home of Carsons Center)

WHO'S INVOLVED?

Conservation Trust: WRT, Dan River Mills, Schoolfield, Main Street, etc.

WHERE WE'RE HEADING

Community Meeting 1, Community Meeting 2, Community Meeting 3

Logos: DANVILLE, WRT, OPEN SCHOOLFIELD, etc.

WELCOME
We're excited to work with you!

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

Schoolfield District Plan

Emerging Key Themes & Goals

- Character + Identity:** Preserve and celebrate the history and legacy of Schoolfield and create vibrant gateway to the community.
- Ecology + Open Space:** Preserve and enhance natural and cultural resources and create vibrant gateway to the community.
- Community:** Create a community-oriented vision for the future that centers equity and justice in the process, implementation, and implementation.
- Housing + Economic Development:** Create development and identify opportunities and resources to support economic development, innovation, and entrepreneurship.
- Mobility + Connectivity:** Create a vision for a vibrant and accessible community that connects to the future.
- Infrastructure:** Create a vision for a vibrant and accessible community that connects to the future.

WHAT ARE WE MISSING?
What are some goals or themes that are important to YOU and YOUR community?

Logos: DANVILLE, WRT, OPEN SCHOOLFIELD, etc.

OUR HISTORY
What was Schoolfield's past?

A STORIED PAST

Timeline:

- 1790: Schoolfield is founded as a settlement.
- 1800: Schoolfield is a small village.
- 1850: Schoolfield is a small village.
- 1900: Schoolfield is a small village.
- 1950: Schoolfield is a small village.
- 2000: Schoolfield is a small village.
- 2020: Schoolfield is a small village.

WHAT IS YOUR STORY ON CONNECTION TO SCHOOLFIELD?

Logos: DANVILLE, WRT, OPEN SCHOOLFIELD, etc.

OUR COMMUNITY
What is Schoolfield's now?

COMMUNITY, CHARACTER, IDENTITY

Map: Schoolfield District Plan

OPEN SPACE + RECREATION: Dan River Mills, Schoolfield, Main Street, etc.

SERVICES + AMENITIES: Dan River Mills, Schoolfield, Main Street, etc.

HISTORIC ASSETS: Dan River Mills, Schoolfield, Main Street, etc.

I WISH WE HAD MORE SPACES FOR...

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

Logos: DANVILLE, WRT, OPEN SCHOOLFIELD, etc.



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



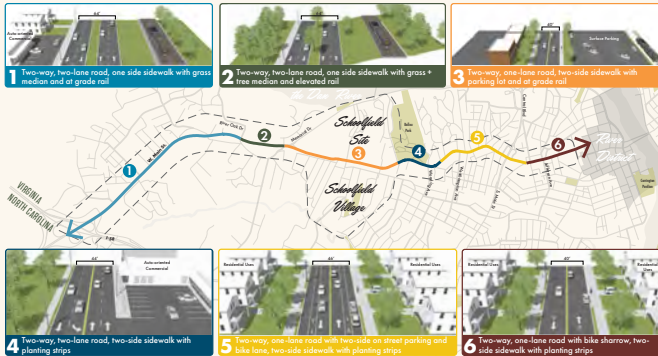
OUR COMMUNITY

What is Schoolfield now?

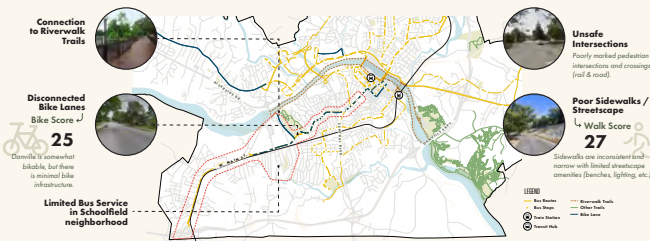
SCHOOLFIELD

MOBILITY & CONNECTIVITY

MAIN STREET CORRIDOR TYPOLOGIES



CHALLENGES + OPPORTUNITIES



WHAT OTHER CHALLENGES DO YOU SEE?

(e.g., safety, lighting, ease of access, wayfinding, etc.)

What We Heard:

WHAT OTHER CHALLENGES DO YOU SEE?



15%
10 VOTES

IMPROVE / ADD PEDESTRIAN INFRASTRUCTURE

(sidewalks, lighting, crosswalks, ADA)



15%
10 VOTES

STREET IMPROVEMENTS

(widen roads, fix potholes, etc)



15%
10 VOTES

TRAFFIC

11% Manage Development

9% Improve Transit - make more inviting to use

7% Need Multi-Modal Infrastructure (bike lanes)

6% Safety & Cleanliness

5% Traffic Signals

5% More Green/ Landscaping

5% Maintain Historic Character

3% Unsafe Intersections

2% Unsightly Utilities

2% Need for Parking



#NEWSCHOOLFIELD
Write your story!



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

OUR COMMUNITY

What is Schoolfield now?



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

MAJOR EMPLOYERS: / Danville City & Pittsylvania County

MANUFACTURING

The Goodyear Tire & Rubber Co.

Morgan Olson

Bulfinch Road Co.

EBI

Unilin North America LLC

Esal Propack America LLC

Interstep Polymer Corp.

Unilux House

O-I

Columbia Forest Products, Inc.

DanChem Technologies, Inc.

OTHER

SOVAT Health

Averett University

Roman Eagle Memorial Home

Medical Facilities of America

CIT Commercial

American National Bank

Regional One, Inc. - Transport

P&A Group, Inc.

PUBLIC

City of Danville

Pittsylvania County

Danville Public Schools

Pittsylvania County Public Schools

Danville Community College

Danville Pittsylvania Community Services

Median Income

\$37,872

DANVILLE

22.4% of population

WHO LIVES HERE?

1,405

Residents (in Schoolfield Village)

44.2

Median Age

35.4% BLACK

55.9% WHITE

3.9% OTHER

1.4% ASIAN

3.1% TWO OR MORE

RACE

738

Housing Units

14.5% Vacant

30.6% Renter-Occupied

54.9% Owner-Occupied

HOUSING SNAPSHOT

\$89,948

Median Home Value

18.9%

13.8%

24.3%

17.9%

15.9%

1939 or earlier

1940 - 1949

1950 - 1959

1960 - 1969

1970 - 1979

1980 - 1989

1990 - 1999

2000 - 2009

2010 - 2013

3.3%

3.6%

1.9%

0.4%

90.8% of homes in the Schoolfield neighborhood were built over 40 years ago!

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

HOW DO WE MAKE DEVELOPMENT MORE INCLUSIVE & EQUITABLE?



WRT

#NEWSCHOOLFIELD
Write your story!



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...

Top Responses

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

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

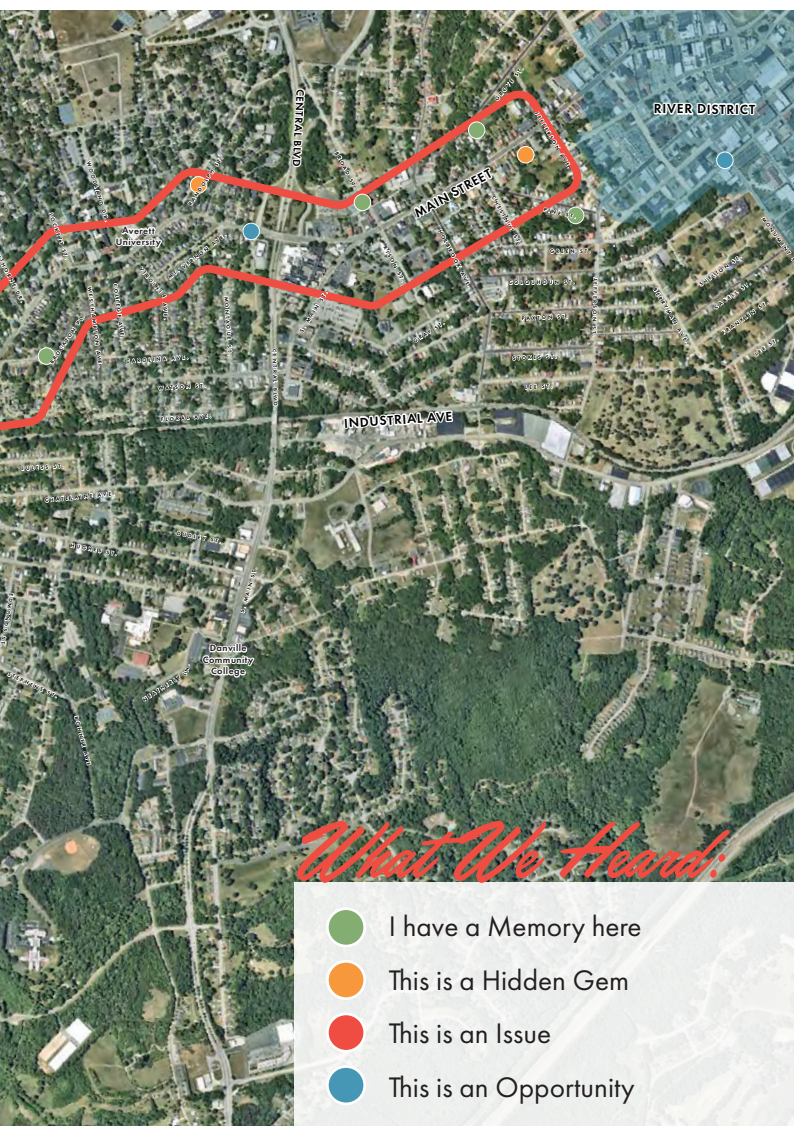


- 4. COMMUNITY SPACES
- 5. ECO-VILLAGE
- 6. COMMUNITY SPACES

Share your ideas!

MAP YOUR COMMUNITY ASSETS & OPPORTUNITIES





[THIS PAGE INTENTIONALLY LEFT BLANK]

THE NEW *Schoolfield* DISTRICT

COMMUNITY MEETING #2

SCHOOLFIELD WEEK

Summary

May 2nd - 7th, 2022





Contents

4	PROJECT & ENGAGEMENT GOALS
6	OUTREACH SUMMARY
8	SCHOOLFIELD WEEK SCHEDULE
10	MONDAY: OPEN HOUSE #1
12	TUESDAY: COMMUNITY DESIGN CHARRETTES
14	THURSDAY: OPEN HOUSE #2 (DESIGN PIN-UP)
16	FRIDAY: STUDENT CHARRETTES
18	DANVILLE FARMERS' MARKET
20	WHAT WE HEARD: OPEN HOUSE BOARDS FEEDBACK
22	KEY THEMES & GOALS
24	ISSUES & OPPORTUNITIES
26	OUR FUTURE: CATALYST SITES, CONCEPTS, + PROJECTS



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

Storefront Sign

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

Social Media

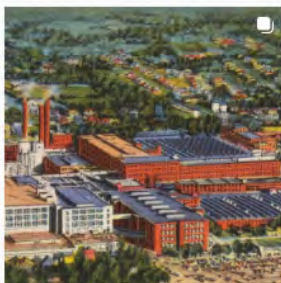
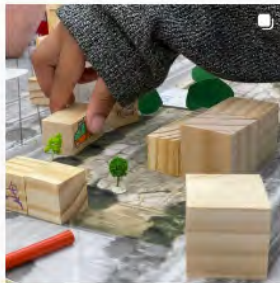


The New Schoolfield District
Community

22
Posts

257
Followers

52
Following



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**

9-11 am

Schoolfield
Elementary
School

**food, blocks,
notebooks**

Saturday

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

8am-1 pm

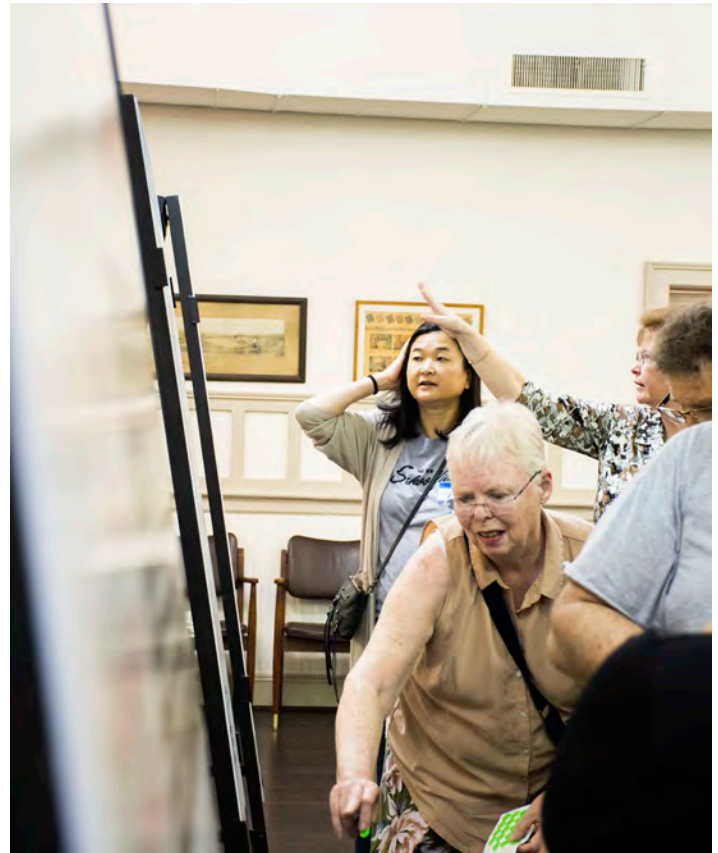
629 Craghead
Street

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 they 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.



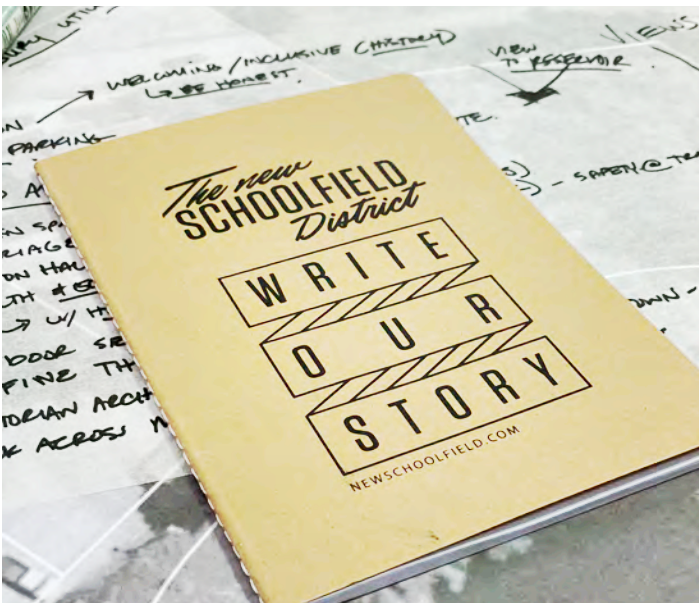


Community Design Charrettes

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.

_____ 's Vision for Schoolfield
DISTRICT

YOUR NAME _____

WHAT WOULD BE A PERFECT DAY IN THE SCHOOLFIELD DISTRICT? WHAT WOULD YOU DO, HOW WOULD IT LOOK?





Pop-Up Event

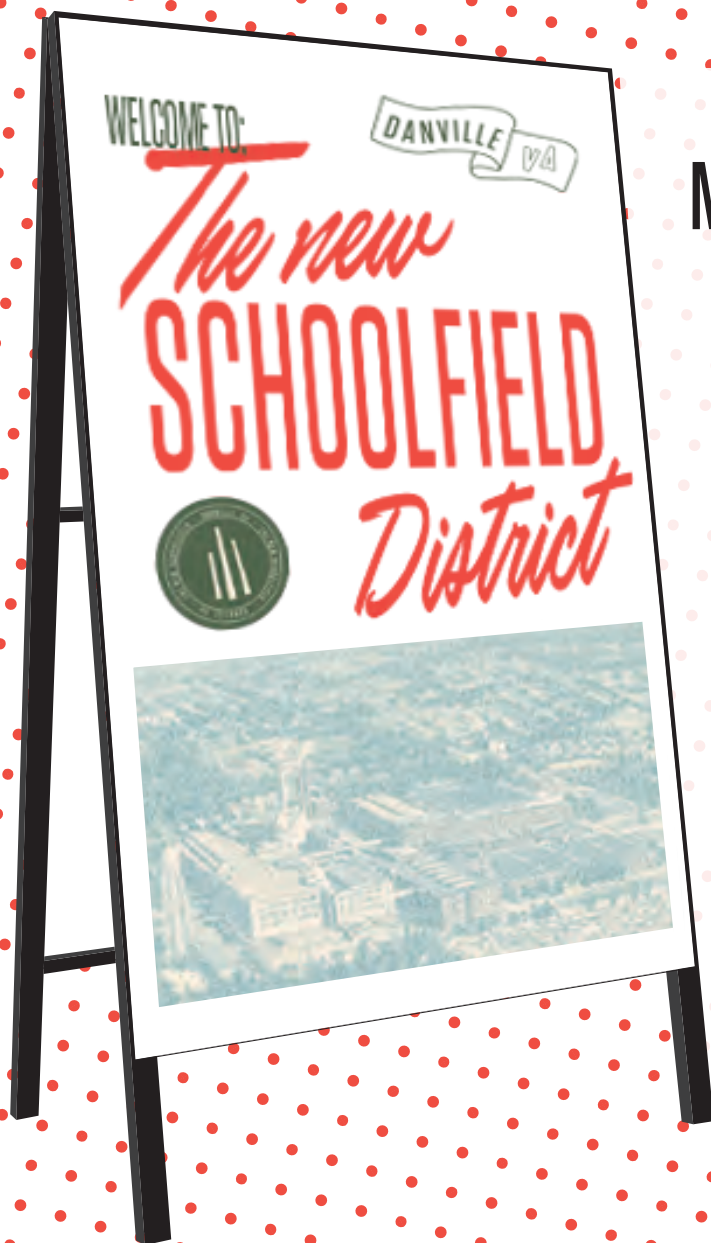
DANVILLE FARMERS' MARKET

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!

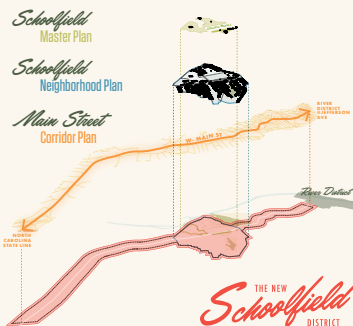


LET'S GET STARTED - WHAT IS A DISTRICT PLAN?

THE NEW Schoolfield DISTRICT

The Plan Elements will include three areas:

- Schoolfield Master Plan**
the historic site of the Don River Mills and associated outparcels. This element will focus on leveraging existing historic assets adjacent to the proposed casino development.
- 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.
- 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.



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

Ecology + Open Space

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



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

Community

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



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

Housing + Economic Development

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



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

Mobility + Connectivity

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



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

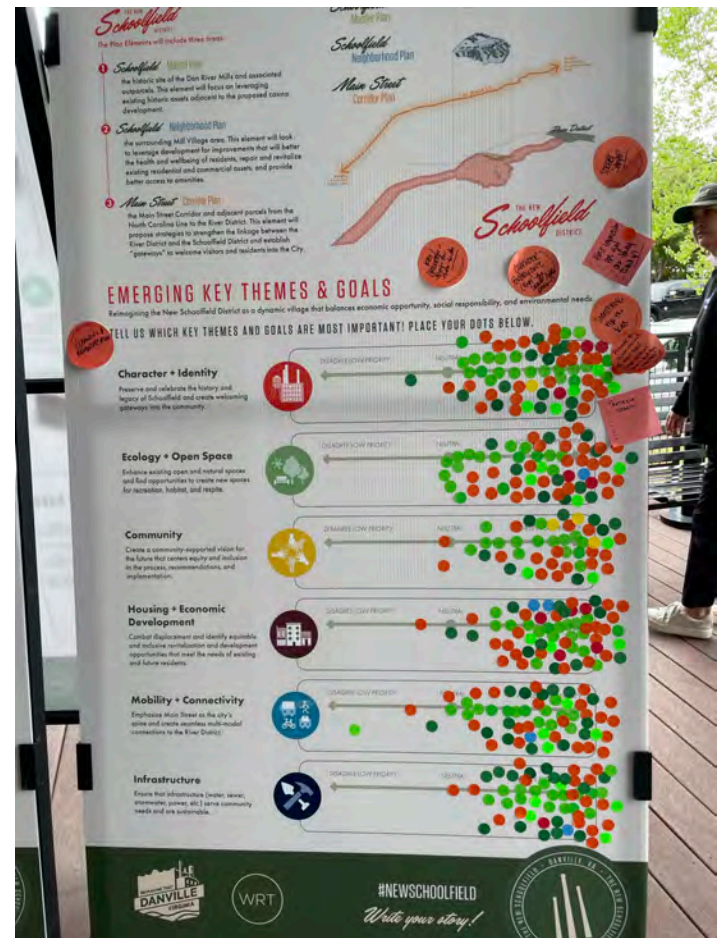
Infrastructure

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



DISAGREE LOW PRIORITY NEUTRAL AGREE HIGH PRIORITY

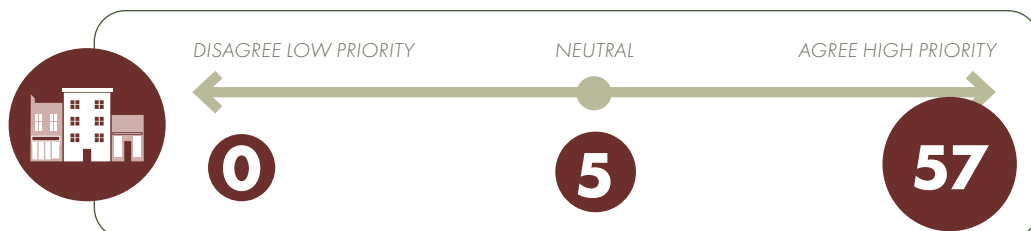
TELL US WHICH KEY THEMES AND GOALS ARE MOST IMPORTANT



Top Priorities

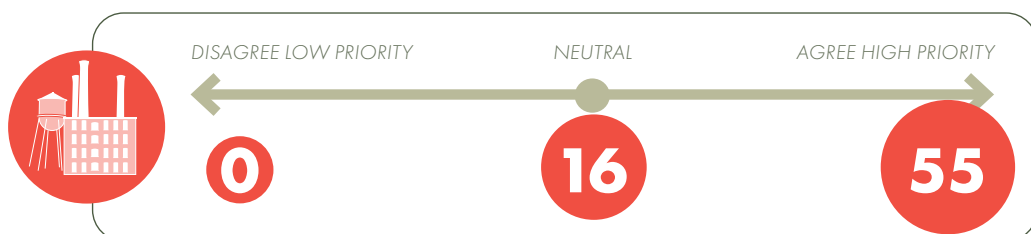
Housing + Economic Development

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



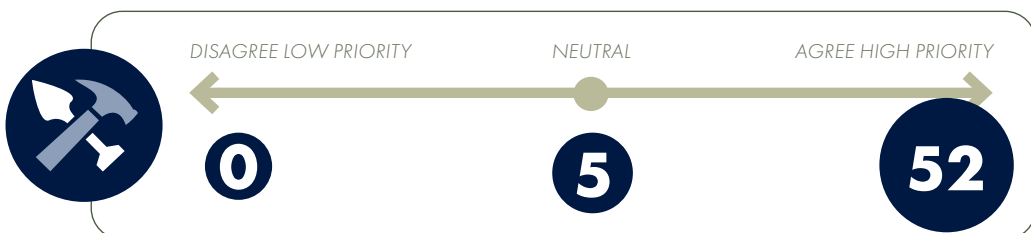
Character + Identity

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



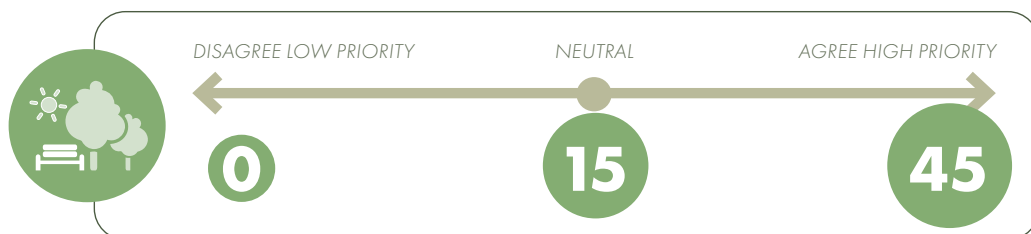
Infrastructure

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



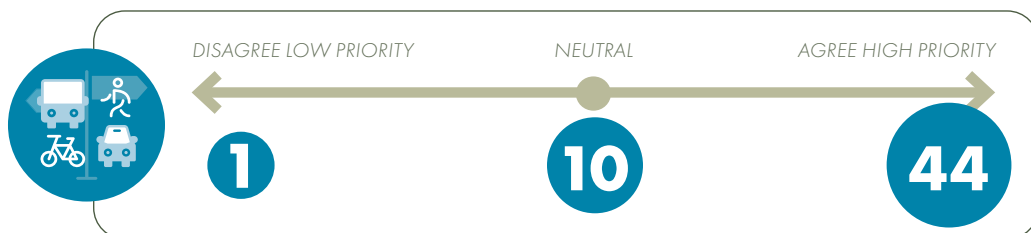
Ecology + Open Space

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



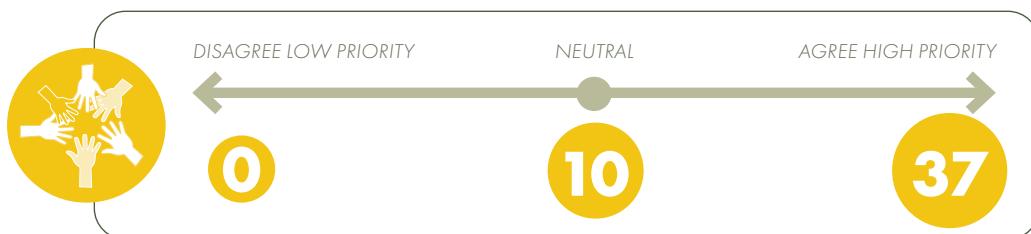
Mobility + Connectivity

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.



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, threats of displacement in response to Casino and a need to ensure residents are not priced out of their neighborhoods.
- Need for more housing options for mixed-income levels and seniors.
- 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?



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



#NEWSCHOOLFIELD
Write your story!



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 - move 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 restaurants) 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.
- Overhead Power & 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?

WRITE
OUR
STORY

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.

Wood Avenue Cluster

Restore the historic village gateway as the new gateway to Schoolfield Village.

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?

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

Shopping Center Redevelopment

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

The Bend

Opportunity to redevelop underutilized commercial strips.

The Interchange

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

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

VOTE

DO YOU HAVE ANY IDEAS FOR THIS SITE?

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)



#NEWSCHOOLFIELD
Write your story!



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

89



57



55



55



49



46



42



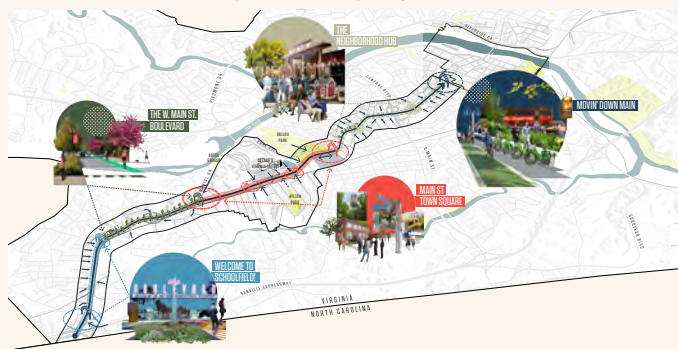
22



What is our next chapter?

WRITE
OUR
STORY

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



Autonomous Shuttle
traveling between NC line to River
District



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!



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:

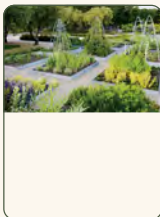
Schoolfield Nature Park & Education Center
for play & learning



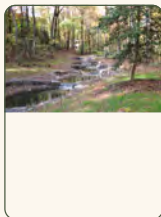
Renewable Energy Incentives
providing residents with tools for a more sustainable future



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!



[THIS PAGE INTENTIONALLY LEFT BLANK]

THE NEW *Schoolfield* 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

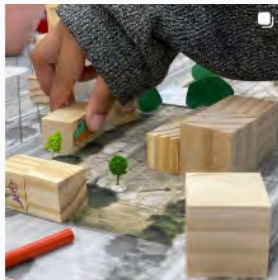
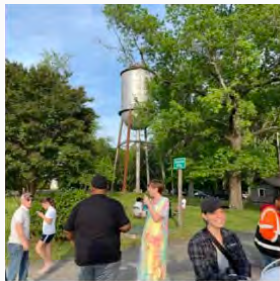


The New Schoolfield District
Community

27
Posts

315
Followers

52
Following



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

DANVILLE VA

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 site (future home of Caesar's Casino)

Schoolfield Master Plan
The historic site of the Dan River Mills and associated neighborhood. This element will focus on leveraging existing historic assets adjacent to Caesar's Virginia Resort.

Schoolfield Neighborhood Plan
The surrounding All Village area. This element will look to leverage development for improvements that will further the health and wellbeing of residents, repair and revitalize existing residential and commercial assets, and provide better access to amenities.

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.

DANVILLE VA

WRT

Write your story!

WHAT WE HEARD

how the community shaped the plan

DANVILLE VA

THE PROCESS:

Community Meeting #1
COMMUNITY KICK-OFF • VISIONING
October 26, 2021 | 4:30 - 8:30 pm

The first community meeting was an interactive open house with food, games, and activities. There were 3 stations focusing on goals, history, and the future of Schoolfield.

Station 1: OUR HISTORY & COMMUNITY
We focused on the history and community of Schoolfield. We heard from community members about the importance of preserving the historic character of the district and the need for affordable housing.

Station 2: OUR FUTURE
We focused on the future of Schoolfield. We heard from community members about the need for economic development, improved infrastructure, and a strong sense of community.

Station 3: OUR GOALS & VISION
We focused on the goals and vision for the future of Schoolfield. We heard from community members about the need for a strong sense of community, improved infrastructure, and economic development.

Community Meeting #2
SCHOOLFIELD WEEK
May 2 - 7, 2021

The second community meeting was a week-long event with many activities including interactive open houses, community design charrettes, design pop-ups, and a charrette at Schoolfield Elementary school. These activities focused on projects and priorities you wanted to see in our outcome of the plan.

Community Meeting #3
COMMUNITY CELEBRATION Today!

Tell us what you think about the recommendations

Your input has guided the direction of this plan from the initial vision to projects and catalyst sites and will continue to guide the implementation process!

Thank you for taking the time to share your feedback with us this past year!

LEARN MORE

See the materials and full summary of responses from the previous community meetings on the website: [NEWSCHOOLFIELD.COM](https://newschoolfield.com)

DANVILLE VA

WRT

Write your story!

VISION

the future New Schoolfield District

DANVILLE VA

THE NEW Schoolfield DISTRICT

envision an authentic, resilient, historic, and thriving village fabric stitched together by community and shared history. A village shaped by the stories of our past, creating a canvas for stories yet to be written.

PEOPLE
People have always lived, and will continue to live, the Village of Schoolfield. The plan creates new spaces and mid-rise historic buildings where people live at scale of the land and backyards can gather and build a 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 community. The plan honors the character, culture, and historic authenticity of the site's past while looking to the future with strategic and active ways that integrate inclusive economic growth, housing, recreation, nature, community, and mobility.

FABRIC
The Schoolfield of the past was an intricate of energy and activity, placing Danville on the map as a major regional economic engine. The plan restores this energy and revivifies the village by creating distinctive and modern for our time and reflect the authenticity of Schoolfield and accommodate varying scales and types of future growth.

KEY STRATEGIES

- CHARACTER, IDENTITY + COMMUNITY**
Strengthen and restore village culture and community characteristics.
Provide neighborhood-based amenities that are the heart of the village.
Foster a healthy and inclusive village for future generations of Schoolfield.
- HOUSING + ECONOMIC DEVELOPMENT**
Provide housing options that meet the needs of current and future residents to strengthen community vitality.
Improve the quality of public spaces for all residents and visitors.
Expand the tree canopy throughout Schoolfield.
Create a sense of place and history through historic preservation and adaptive reuse.
Create building incentives to support historic restoration, rehabilitation, and reuse.
Acquire and prepare vacant lots for future development, including adaptive reuse of existing structures.
Restore abandoned commercial buildings to support economic and community development for future use.
Foster historic, historic, and adaptive reuse of historic buildings.
Support existing educational facilities and adjacent to Schoolfield.
Support growth of entrepreneurship / business and local business with resources, training, mentorship, and other programs.
Support and expand existing job training and development programs for Schoolfield residents.
Attract specific community desired uses and services for current and future residents.
- ECOLOGY + OPEN SPACE**
Increase vegetation and planting along West Main Street.
Improve the quality of public spaces for all residents and visitors.
Expand the tree canopy throughout Schoolfield.
Build upon Schoolfield's existing network of parks and open space.
Control existing and new parks with appropriate management and maintenance.
Restore streams to improve quality of water and to be recreational assets.
Rehabilitate historic buildings with natural areas, recreation, parking, and green space in the neighborhood and other parts of the district.
Improve local connectivity and access to the Riverwalk Trail system in Schoolfield.
Enhance the area around the river to provide public space and green and natural areas.
Improve the area around the river to provide public space and green and natural areas.
- MOBILITY, CONNECTIVITY + INFRASTRUCTURE**
Create a safe and efficient boulevard for all users, including pedestrians, cyclists, and vehicles, including a series of green infrastructure improvements.
Improve existing walking network to allow for expansion of the public realm and pedestrian improvements.
Improve local connectivity and access to the Riverwalk Trail system in Schoolfield.
Expand the existing bike network and provide public space and green and natural areas in the neighborhood and other parts of the district.
Improve the area around the river to provide public space and green and natural areas.
Create a sense of place and history through historic preservation and adaptive reuse.

DANVILLE VA

WRT

Write your story!

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

What We Heard:

THE FABRIC - CONNECTING THE CORRIDOR

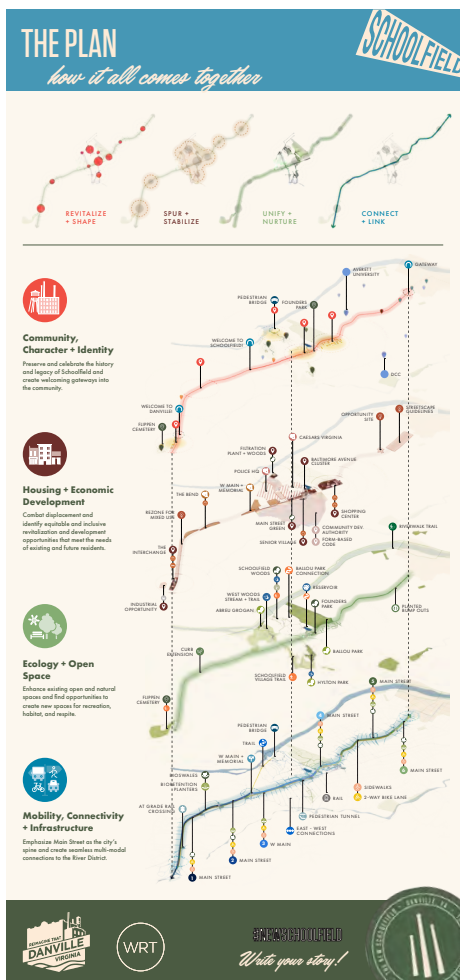
Community members who provided feedback were most interested in focusing on corridor improvements on the boundaries of the district - near the North Carolina state line and going into the River District. Most felt that those gateway areas are important when coming in and out of the Schoolfield District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

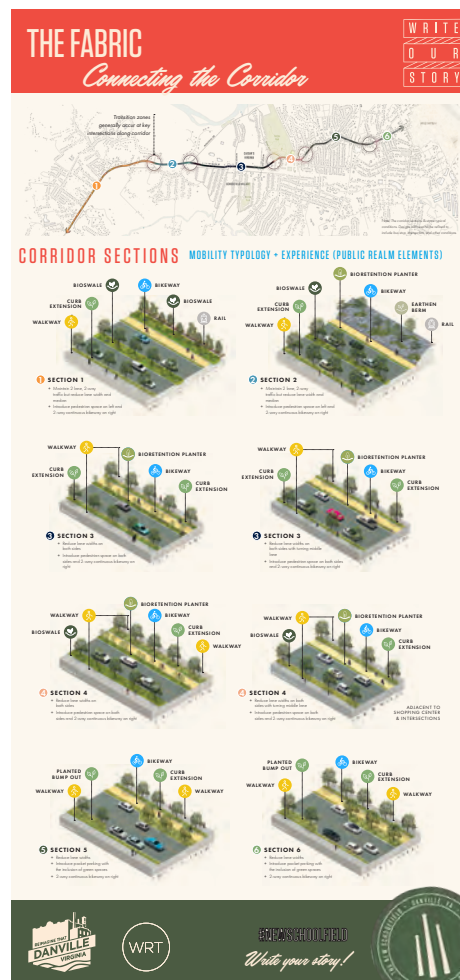
THE NEIGHBORHOOD - CREATING THE VILLAGE

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:

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 Virginia 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?

WRITE OUR STORY

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

Improvements to Hylton Park

Housing Strategies

East-West Connections

Greenways

Anything Else?

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



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



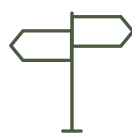
Anything Else?

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:

WHAT ARE YOU MOST EXCITED TO SEE COME TO LIFE?

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

IMPLEMENTING THE VISION

How do we get there?

WRITE

OUR


STORY

WHAT ARE YOU MOST EXCITED TO SEE COME TO LIFE?

More housing, new retail options, enhanced trails, greater connectivity, etc.?

IS THERE ANYTHING WE MISSED OR SHOULD KNOW?

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




#NEW!SCHOOLFIELD

Write your story!

