



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Samantha Bagbey
Project Manager
O. 434.793.1753

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City hosts kick-off celebration for North Main Hill redevelopment

The City of Danville marked a major milestone in the revitalization of the North Main Historic District with a kick-off celebration on Wednesday, March 18, at 624 North Main Street. Hosted by the Danville Office of Economic Development and Tourism (DOEDT), the celebration officially launched construction at the site and signaled the next phase of North Main's ongoing redevelopment.

With the support of the City of Danville, the Industrial Development Authority (IDA) of Danville recently invested \$1.7 million into the property to support stabilization, beautification, and redevelopment efforts. Once complete, the site will offer new commercial space designed to enhance the historic character of the corridor while supporting continued economic growth. Construction is expected to be completed by the end of spring 2027. The redevelopment is being led by SOLEX Architecture, with construction services provided by Quality Construction.

Community leaders, partners, and stakeholders gathered for the celebration, which featured remarks from Mayor Alonzo Jones (City of Danville), Takita Walker (Economic Growth Committee, North Main Visionaries), Kristen Barker (Board Member, IDA), and Tina Leone (Executive Director, River District Association).

City of Danville Mayor Alonzo Jones, stated, "The revitalization of North Main reflects the strong momentum we are seeing across Danville. Investments like this honor the history and character of our community while creating new opportunities for businesses, residents, and future generations. When we work together with partners who believe in the vision for Danville, we can transform spaces like this into places that strengthen our economy and bring new life to our historic corridors."

Kristen Barker, IDA Board Member, said, "Supporting economic development in the historic North Main District means investing in more than buildings, it means investing in our story. By preserving the places that shaped our past, we honor the generations who built this community while creating a foundation for sustainable growth. Our historic properties are the thread that

connects yesterday to tomorrow, ensuring that progress strengthens, not replaces, the identity that will guide our future.”

The North Main Historic District has experienced renewed growth in recent months, highlighted by the opening of a community bee garden, the installation of a new mural, and the continued efforts of North Main Visionaries in partnership with the River District Association. Together, these initiatives have helped reenergize the corridor and build a shared vision for its future.

Takita Walker, Economic Growth Committee of North Main Visionaries, said “Economic growth on North Main isn’t just about development, it’s about creating opportunities that reflect the needs, talent, and vision of the community. Through the work of the North Main Visionaries and our partnership with the River District Association, we are building momentum, from community gardens to public art, that is helping reenergize the corridor and shape a shared vision for its future.”

"The momentum building along North Main reflects the same growth and energy we’re seeing throughout the River District,” said River District Association Executive Director, Tina Leone. “Projects like this ensure the North Main corridor is part of downtown’s continued success while reinforcing the importance of the North Main District and its strong connection to the heart of downtown. The River District Association is committed to supporting the businesses and entrepreneurs here, and we’re excited to help provide the resources and partnerships that allow this corridor to thrive alongside the rest of the district."

For ongoing updates on the North Main Hill project and other development initiatives across the city, follow @discoverdanville on social media platforms.

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About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism drives the city’s growth by recruiting and retaining businesses, supporting small business development, and fostering a dynamic environment for investment. The office also promotes Danville as a vibrant destination, showcasing the region’s unique attractions, events, and visitor experiences. The DOEDT works to strengthen the local economy and enhance quality of life for residents, businesses, and visitors alike. Learn more at www.discoverdanville.com.