



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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Dan River Falls receives Virginia Business Top Project Award

Virginia Business has named Dan River Falls as a 2026 Top Project in its inaugural Virginia Top Projects & Real Estate Deals awards program, recognizing outstanding building and construction projects across the commonwealth and highlighting excellence in design, execution and impact within Virginia's built environment. Dan River Falls is one of 18 projects statewide selected for the honor.

Widely known as the White Mill, Dan River Falls is a 550,000-square-foot historic redevelopment led by the City of Danville and the Alexander Company. The project has transformed the former Dan River Mills textile factory into a mixed-use destination featuring office, commercial, and residential space, made possible through a unique financing structure and a strong public-private partnership. Current tenants include more than 270 residents, Dewberry, the Danville Office of Economic Development, and Danville Parks and Recreation.

"Dan River Falls is a powerful example of what's possible when a community comes together with a shared vision," said Danville Mayor Alonzo Jones. "We took a place that meant so much to our past and gave it new life for future generations. This recognition from Virginia Business highlights not only the transformation, but also the strong partnerships that made it possible. Seeing it recognized is incredibly meaningful, not just for this project, but for the momentum we're building across Danville. This is exactly the kind of progress that inspires us to keep moving forward."

City Manager Ken Larking said he is thankful for the many people and partner organizations who believed in Danville and invested their time and resources into bringing Dan River Falls into reality. "City Council had the vision to use limited resources to acquire this property and the confidence in our staff, the Industrial Development Authority, and our development partners to carry this project through to completion," Larking said. "What was once, for far too long, a symbol of decline is now a shining example of hope and renewed belief in our community's resilience. We are grateful to Virginia Business for this honor and what it represents for the progress underway in Danville."

"Dan River Falls represents the kind of transformational historic rehabilitation that only happens through strong public-private partnership," said Dave Vos, Development Project Manager of the Alexander Company. "We are incredibly proud to have restored this iconic piece of Danville's historic alongside the City of Danville, whose vision and commitment made this project possible. Without their partnership, this remarkable building may never have had a second chapter."

Danville Industrial Development Authority Chairman, Neal Morris, reflected, "The redevelopment of the White Mill and its transformation into Dan River Falls is one of the more exciting projects the IDA has been involved with. An unattended property has been developed into a magnificent structure thriving with activity with much progress to come. Thank you Virginia Business for recognizing the efforts of everyone involved in making Dan River Falls a reality!"

Corrie Bobe, Danville Regional Foundation, Director of Economic Development and Regional Collaboration, said, "For nearly three decades, this building stood vacant as a reminder of the past and the loss of major industry. However, through this incredible transformation, it now honors the history of the site that once provided jobs and opportunity for generations through Dan River Mills and today, it is once again creating opportunity for generations to come."

Over the past year, Dan River Falls has earned multiple awards and distinctions, including honors from the Public Relations Society of America's Blue Ridge Chapter, the International Economic Development Council, and the Brownfields People's Choice Awards.

The City of Danville and the Alexander Company will be recognized July 28 at a celebration at Independence Golf Course in Midlothian. The evening will include networking, dinner, and an awards presentation. Winners will also be featured in the July issue of Virginia Business and online at www.VirginiaBusiness.com. To learn more and view a full list of honorees, visit <https://virginiabusiness.com/event/top-projects/>.

Dan River Falls offers highly flexible commercial space opportunities designed to support a wide range of business uses, including retail, food, and beverage concepts. Prospective tenants and businesses may review active listings and building specifications online at <https://www.discoverdanvillesites.com/danville/property/420-Memorial-Drive-Danville-Virginia/22854C3B-807B-4954-BC8B-BA2FA926EAD5>

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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.