

CORRIDOR AND GATEWAY PLAN

Introduction

An outsider’s perception of Danville is largely influenced by the impressions he gets while traveling through the outlying community and into the City along its major entrance roads. A successful **gateway** should clearly mark the entrance as one enters the City and present an attractive first impression of Danville to visitors and residents alike. A successful **corridor** reinforces that positive first impression by maintaining a positive image as one continues to drive to his destination. Much work has been done over the past decades to bring new life into Danville’s downtown and Tobacco Warehouse District. These efforts must be complemented with physical, transportation, and landscaping improvements along the roads that bring visitors and residents to these destinations in the City. The Corridors & Gateways goal was established for this purpose:

Corridors & Gateways Goal: Enhance the major transportation corridors and entrance gateways into the City in order to instill a sense of pride among residents, create a good impression to occasional and regular travelers through the City, and communicate clearly that Danville is a desirable place to live, work, and play.

Goals / Objectives

The policies/objectives established in support of this goal are:

- Utilize the City’s building code, blight abatement ordinances, and zoning code enforcement tools to encourage the removal of visual clutter & blight from private property adjoining key transportation corridors and gateways.
- Develop corridor and gateway plans for each of the key roadway transportation corridors and entrance gateways in

cooperation with the Virginia Department of Transportation, key property owners, and adjoining localities where appropriate and establish a timeline by which each corridor/gateway is improved in turn over a period of 5 to 15 years.

- Implement corridor and gateway improvements including enhanced landscaping, new signage, improved lighting, burying of overhead utilities wherever feasible, and roadway improvements where needed.
- Develop and implement a Gateway Overlay Zoning District that supports appropriate land uses, quality development and/or redevelopment, and visual attractiveness at the City’s key gateways.
- Plan and implement redevelopment plans where necessary within designated Gateway Zoning Overlay Zoning Districts in order to remove blight and blighting influences and implement roadway improvements where needed.

Corridor Improvements

Danville’s principal entrance corridors and gateways include:

From the North

- Piney Forest Road
- North Main Street
- Franklin Turnpike (State Route 41)
- Richmond Boulevard

From the South

- West Main Street (US Route 29 Business)
- South Main Street (State Route 86)
- Goodyear Boulevard

From the East

- South Boston Road (US Route 58/US Route 360)

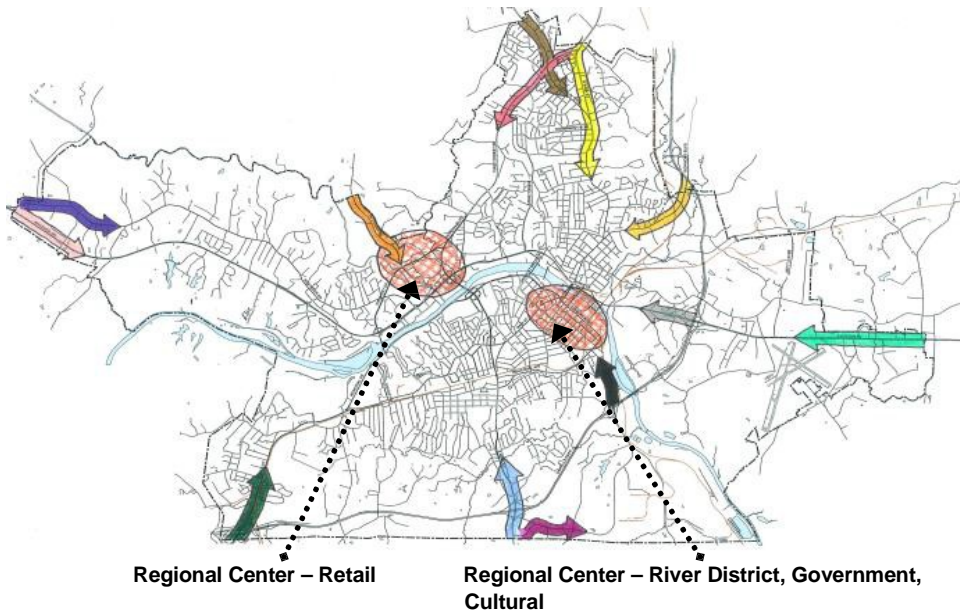


From the West

- Riverside Drive (US Route 58)
- Westover Drive
- Mt. Cross Road

From the Danville Expressway:

- South Boston Road (US Route 58 Business)
- Goodyear Boulevard



The function and level of need vary for each of the thirteen entrance corridors. Key corridors should be prioritized based on level of blight, visual clutter, traffic volume, and local/regional function. Detailed corridor improvement plans should be developed that address overall design; streetscape amenities; transportation needs; opportunities for public/private partnership; and capital improvement costs for the corridors most in need of improvement. Based on the factors listed

above, the top three corridors that should be addressed are listed below with a description of current conditions and initial recommendations.

Piney Forest Road

Current Conditions:

- Most trafficked corridor in the City.
- Congestion at State Route 41/Piney Forest intersection.
- Northern Gateway to regional retail center.
- High visual clutter produced by large power lines running along both sides of the street.
- Strip commercial development.

Recommendations:

1. Bury power lines.
2. Increase pedestrian/bike connection between corridor and surrounding neighborhoods.
3. Support high density infill development to focus commercial development away from strip-style along Piney Forest.

South Boston Road (US Routes 58/360 east of Danville Expressway)

Current Conditions:

- 2nd most trafficked corridor in City.
- High truck traffic.
- Eastern Gateway for city and through traffic on US Route 58.
- Mixed uses, commercial/industrial/residential.
- Strong opposition to commercial development from neighborhoods north of corridor in County.
- Lack of controlled access points.



Comprehensive Plan

Recommendations:

1. Develop vision for land use along this corridor in light of the competing interests between economic development needs, existing industrial and residential use, and through access.
2. Replace current lighting along median.

South Boston Road (US Route 58/360 west of Danville Expressway)

Current Conditions:

- Primary corridor into the River District from the east. Principle view of downtown.
- 3rd most trafficked corridor in City.
- Mix of residential, light industrial, and commercial uses.

Recommendations:

1. Preserve and enhance view of downtown buildings.
2. Replace current lighting along median.

Gateway Improvements

Gateway improvements should place special emphasis on landscape and physical enhancements that establish awareness and identity for the City. Typically these are located within the public right-of-way at the entrance and exit points of each corridor, but could be placed on private property with the permission of the property owner. The following areas have been identified as principle entrance gateways within Danville:



Major Gateways:

- South Boston Road (US Routes 58/360) at eastern City boundary
- Danville Expressway/South Boston Road (US Routes 58/360)
- South Main Street/Danville Expressway (US Route 29 Bypass)
- Danville Expressway/West Main Street (US Route 29 Business)

- Mt. Cross Road at northern City boundary
- North Main Street/US Route 29 (at Highland Burial Park)

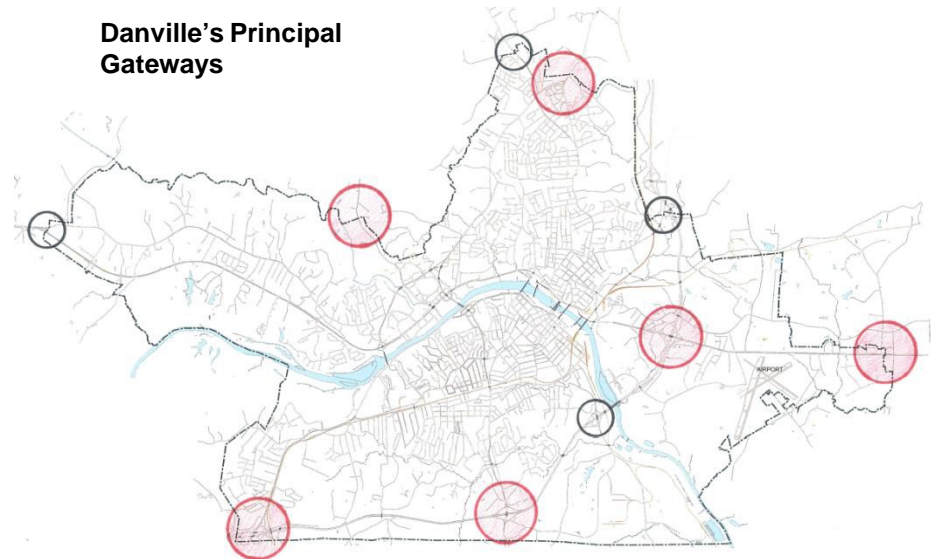


Minor Gateways:

- Richmond Boulevard at northern City boundary
- Goodyear Boulevard/Danville Expressway (US Route 29 Bypass)
- Westover Drive/Riverside Drive at western City boundary

Gateways should be improved through entrance and wayfinding signage that is consistent throughout the city and enhanced by appropriate landscaping and other streetscape amenities.

Danville's Principal Gateways



Private Sector Corridor Improvements

Ultimately, gateway and corridor plans can only address those factors within the public right-of-way. The value of public improvements will be negated if private property at the gateways or along the entrance



corridors are allowed to deteriorate. In order to comprehensively revitalize the City's corridors and gateways, the built environment must be addressed as well.

Private sector corridor improvements which arise from development and redevelopment projects at the gateways and along the corridors should strictly adhere to the City's zoning, subdivision, and site plan standards. A **Gateway Overlay District Zoning Ordinance** should be developed to further define design requirements for new development at the City's entrance gateways. Where necessary, redevelopment plans can be implemented with the established Gateway Overlay Zones in order to remove blight and blighting influences and implement roadway improvements. To improve lengthier corridors that are too extensive and potentially expensive to be included in an overlay zone, existing commercial zoning standards should be tightened in regards to landscaping, signage, and parking requirements.

