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FOR IMMEDIATE RELEASE

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City Selects Consultant for River District Redevelopment

[The City of Danville](#), in conjunction with [Danville Regional Foundation](#) staff and downtown leaders, has selected [BBP & Associates, LLC](#) to assist in the creation of the master plan for the downtown "River District." This newly designated area, with the Dan River serving as the heart of the River District, will have borders extending east to west from the Carrington Pavilion to the White Mill Property and north to south from the North Theatre to Ridge Street.

Based in Annapolis, MD, BBP holds extensive experience in community revitalization planning and real estate development.

The firm was chosen among 22 companies from across the country – all bidding for the opportunity to help determine how to best utilize the land, design a cohesive feel to the area, and bring together property owners, businesses and residents within the River District as well as the entire community in this major redevelopment effort.

"The companies all made strong presentations, but in the end, we came away with a greater comfort level with BBP," Deputy City Manager David Parrish said. "They met our expectations in every area. We look forward to working with them."

City and Danville Regional Foundation staff and downtown leaders assembled as a task force for the selection process. Civic and business leaders were then invited to hear presentations from the three finalists.

During those presentations, Ralph Basile, co-owner of BBP, said the keys will be attracting investors, making the district pedestrian friendly and establishing a sufficient mass of retail, food and beverage, entertainment and residential uses in the district. Basile also stated that the project team will maintain a strong presence in Danville to better work with River District stakeholders and City of Danville leaders to ensure that all goals are met and the River District is a place where people will want to work, live and play.

BBP has experience with riverfront and downtown projects in cities such as West Haven, CT, and Troy, NY. It has assisted other cities with neighborhood, housing, and transit projects and with preparing economic development strategies. The company is familiar with Virginia, having served as a consultant for more than 50 clients in the Commonwealth.

A project steering committee will form to coordinate the project. City government officials and representatives of River District stakeholders will comprise the committee. The initial phase will include overall future land uses and design concepts. It is budgeted at \$100,000, most of which will be paid from a Danville Regional Foundation grant.

Among the expectations, BBP and the steering committee will provide a conceptual physical design of the River District, including:

- The ultimate look, feel, functionality, and public image of the district;
- Recommended improvements to public infrastructure improvements in the district -- streets, sidewalks, trails, street furnishings, signage, and streetlights; and
- Recommendations on improvements and enhancements to the Riverwalk Trail, existing and proposed riverfront park improvements in the district, and facilities at the Crossing at the Dan.

Allison Platt & Associates of Goldsboro, NC, will provide urban design and landscape architectural services. The company has provided design services for numerous cities, including New Bern and Goldsboro, NC. Platt holds the distinction of being the only person to receive two awards from the North Carolina Main Street Program.

City officials, in the request for proposals, stated that the municipal government, property owners, businesses, potential investors, and interested citizens “are convinced that a vibrant downtown is critical to the quality of life and the economic well being of Danville and the surrounding area. All want Danville to have a lively River District that includes economically viable and unique businesses, attractions, restaurants, and residential areas that serve to attract local citizens to visit the downtown and to entice future businesses and residents to the area.”

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