
AVAILABLE COMMERCIAL SPACES FOR LEASE

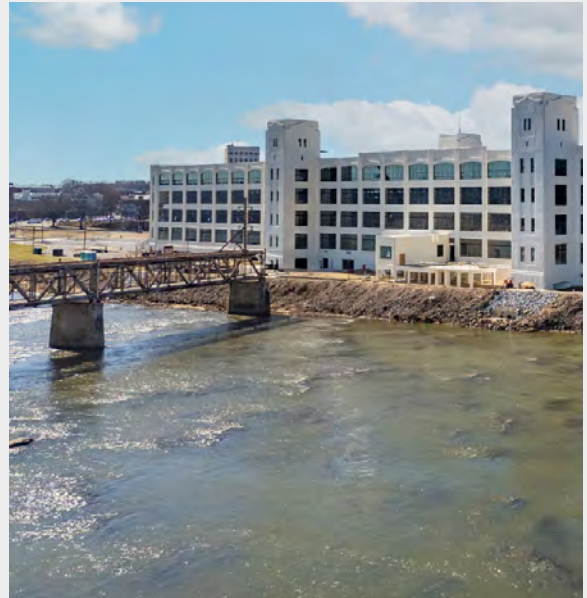


420 Memorial Drive | Danville VA 24541

**Danville Office of
Economic Development & Tourism**

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Dan River Falls is located in close proximity to the award-winning River District, Danville's historic downtown, featuring a wide variety of locally owned retailers and restaurants and residential living space.



Welcome to Dan River Falls

The Danville Office of Economic Development & Tourism is proud to offer commercial lease opportunities in Dan River Falls, a newly renovated, mixed-use development that represents the next chapter in Danville's economic growth. Located in the historic White Mill, this 550,000-square-foot landmark has been thoughtfully reimaged to bring together commercial space, office environments, and residential living in one vibrant setting.

Situated just minutes from a thriving downtown and the newly opened Caesars Virginia casino and resort, Dan River Falls offers businesses a strategic location with built-in visibility, access, and momentum. For entrepreneurs and business owners, this is an opportunity to be part of a forward-looking community that values innovation, investment, and long-term growth.

Our office is committed to strengthening Danville's economy and quality of life by supporting projects that attract business, create opportunity, and position the city as a premier place to work, live, and build a future. Dan River Falls exemplifies this mission.

Now is the time to establish your business at Dan River Falls and be part of Danville's next era of growth.

Fronting Memorial Drive, Dan River Falls benefits from daily traffic counts ranging from approximately **9,800 to 13,000** vehicles, providing steady visibility and convenient access along Danville’s primary riverfront corridor.

Positioned along the Dan River, the site offers riverfront views and immediate access to outdoor recreation within an established, high-activity area shaped by public investment and growing visitation throughout Southern Virginia.

Immediate adjacency to Riverfront Park and the Riverwalk Trail supports consistent daily use driven by outdoor recreation, community events, and nearby amenities. These assets create an experience-driven setting that attracts both residents and visitors throughout the week, reinforcing the site’s role as an active riverfront destination rather than a seasonal attraction.

Located within the award-winning River District, Dan River Falls is connected to Danville’s historic downtown, home to locally owned restaurants, shops, offices, and residential living.

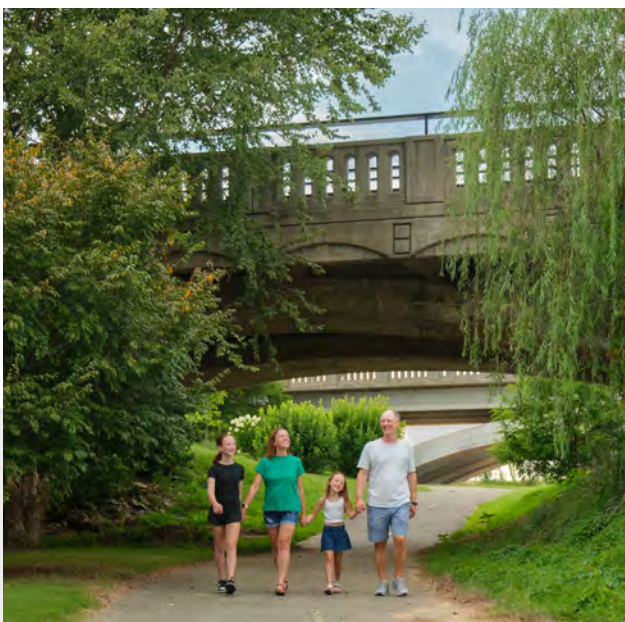
This proximity strengthens the site’s integration with established activity centers and positions Dan River Falls as a natural extension of downtown life.



In close proximity to Dan River Falls, Main Street and Craghead Street in the River District are filled with people walking, shopping, eating, and enjoying themselves. — Adapted from Showcase Magazine

Site Location

Named the fastest-growing tourism destination in the Commonwealth by the Virginia Tourism Corporation in 2024, Danville and Pittsylvania County continue to see expanding visitation and economic momentum. With more than \$275 million in annual visitor spending and thousands of tourism-supported jobs, the region offers a proven opportunity for businesses in high-visibility, experience-driven locations.



The River District is Danville's hub for dining, shopping, events, and everyday fun. locations.

Residential Spotlight

Set inside a historic mill along the Dan River, Dan River Falls blends industrial character with modern living. These thoughtfully designed residences offer spacious layouts, high ceilings, and natural light—creating a distinctive place to call home in the heart of Danville.

Dan River Falls reimagines one of Danville's iconic mill properties into contemporary apartments that honor the site's history while embracing today's lifestyle. Residents enjoy open-concept floor plans, restored architectural details, and a location that connects downtown energy with riverfront surroundings. The result is a community that feels both rooted and refreshed.

190 Residential
units on site

279 Current
Residential
Occupancy

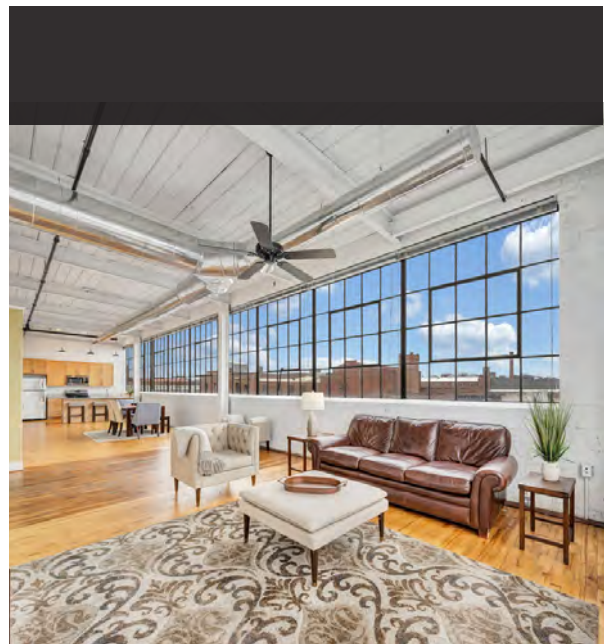
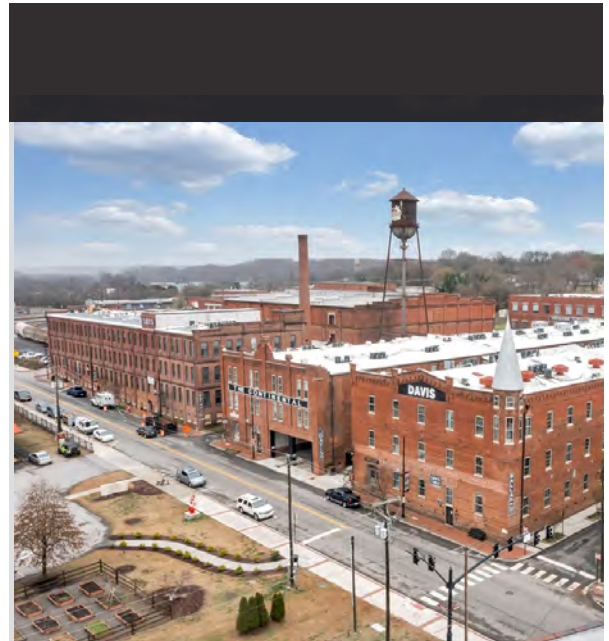
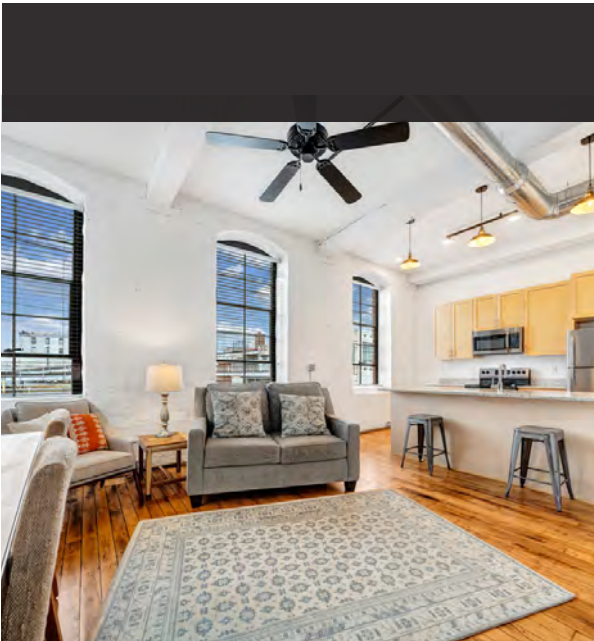
357 Maximum
Residential
Occupancy

Why Residents Love Dan River Falls

- Historic mill architecture with modern finishes
- Spacious layouts with high ceilings and natural light
- Riverfront setting near downtown Danville
- Walkable access to dining, culture, and trails



The River District offers a substantial supply of residential apartments and lofts integrated throughout downtown. A wide range of renovated buildings provides diverse unit styles, modern finishes, and walkable access to dining, shops, riverfront trails, and community amenities—supporting a growing residential population within Danville’s urban core.



Market Data

**River District
Investment**

**\$52M Public
\$375M Private**

2,259

Residents | 1/2 mile radius

332

Businesses | 1/2 mile radius

4,085

Employees | 1/2 mile radius

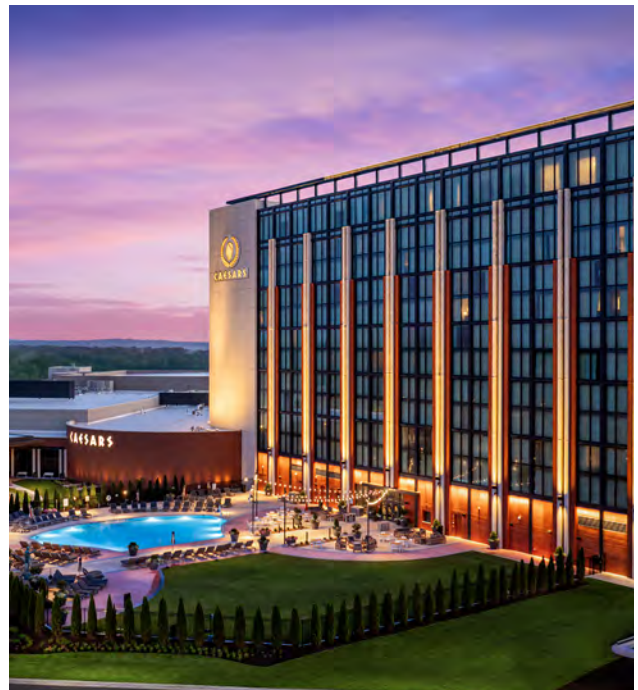
24,834

Employees | 3 mile radius
2025 River District Numbers

The sustained visitation driven by Caesars Virginia has accelerated a broader tourism lift across Danville. Increased destination awareness has translated into longer stays, repeat visitation, and greater engagement with the city's downtown, outdoor assets, arts, dining, and entertainment offerings. As visitors arrive for a primary attraction, they are discovering a more complete destination experience.

This momentum reflects years of coordinated investment in placemaking, destination marketing, and visitor infrastructure. Together, these efforts have positioned Danville as an emerging regional destination—one that is capturing new audiences while strengthening demand across the hospitality and tourism ecosystem.

06





The Danville River District serves as the cultural and commercial heart of the city, anchoring downtown revitalization and shaping the visitor experience beyond a single attraction. Once defined by historic warehouses and industrial uses, the district has been reimagined into a walkable, mixed-use environment that blends adaptive reuse, local businesses, public spaces, and riverfront access.

As visitation to Danville continues to grow, the River District plays a central role in capturing that activity—offering dining, arts, events, outdoor recreation, and urban living within a connected downtown setting. Ongoing public-private investment has reinforced the district’s identity as a place to gather, explore, and stay, strengthening its position as a key driver of both tourism and economic vitality.

2025 River District Visitation

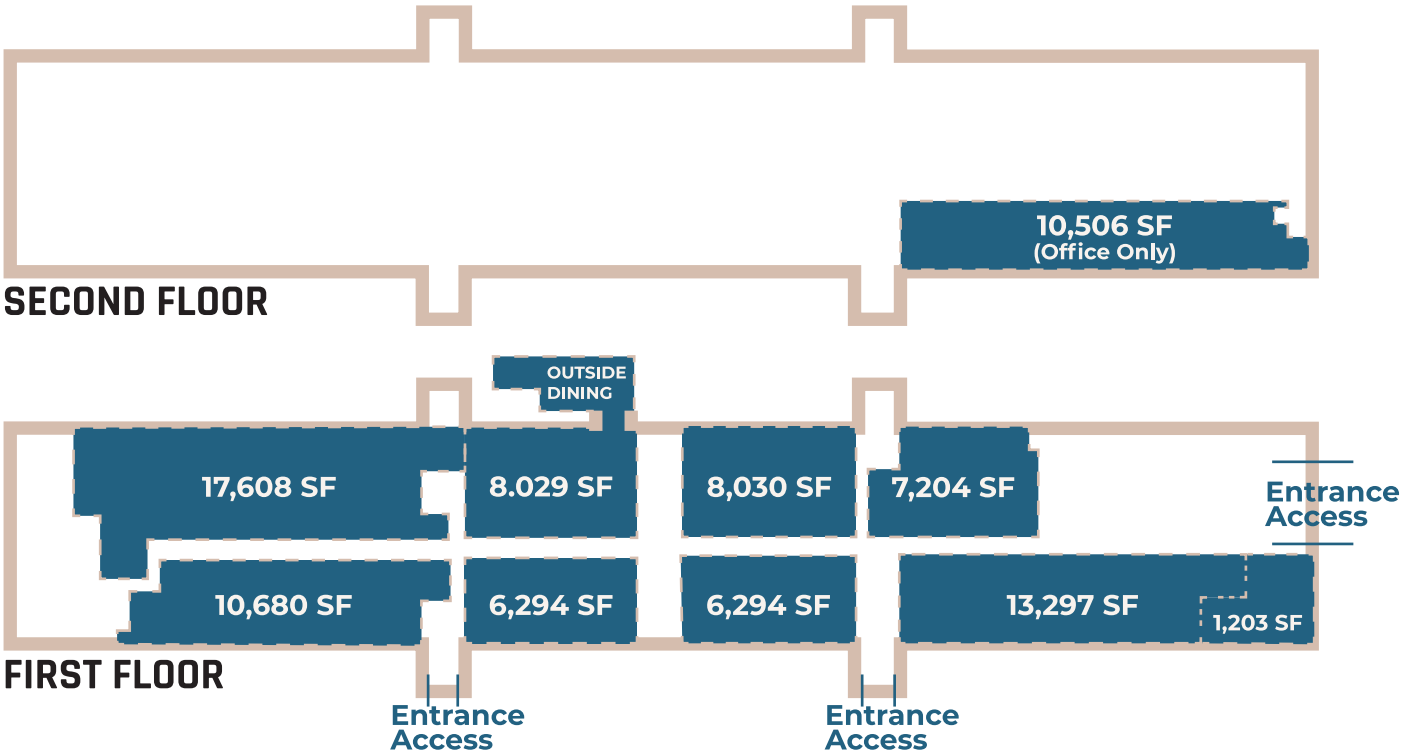
411K Out of Market Visitors (Number of people that visit the market, but do not live or work in it. Those who pass through the market but do not stop for at least 10 mins are excluded.)

3.2M Non-Resident Visits (Visits by out-of-market visitors and Inbound Commuters)

Available Commercial Spaces

Dan River Falls offers highly flexible commercial space designed to support a wide range of business uses, including retail, food, and beverage concepts.

Large floor plans allow for subdivision, with spaces configurable down to a **minimum of 1,000 square feet**. Each space is customizable, providing tenants the ability to design layouts that fit their operational needs while allowing for future growth, reconfiguration, or multiple users within the same building.



The floor plan demonstrates the ability to subdivide large commercial floor plans into a range of suite sizes, **starting at approximately 1,000 square feet**. Multiple access points support independent tenant entrances.

Parking

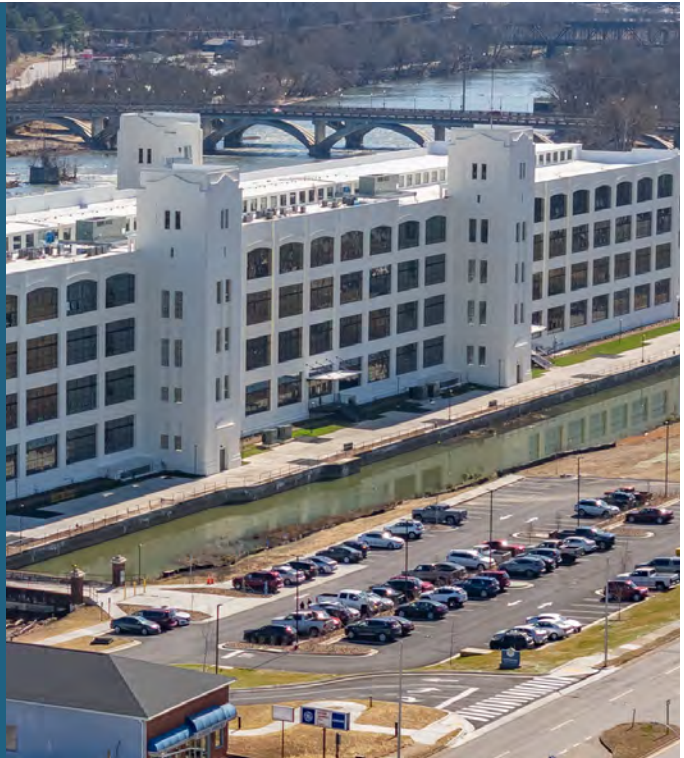
This site offers a strong and expanding parking supply designed to support both daily operations and future growth.

450 residential and commercial surface parking spaces are available.

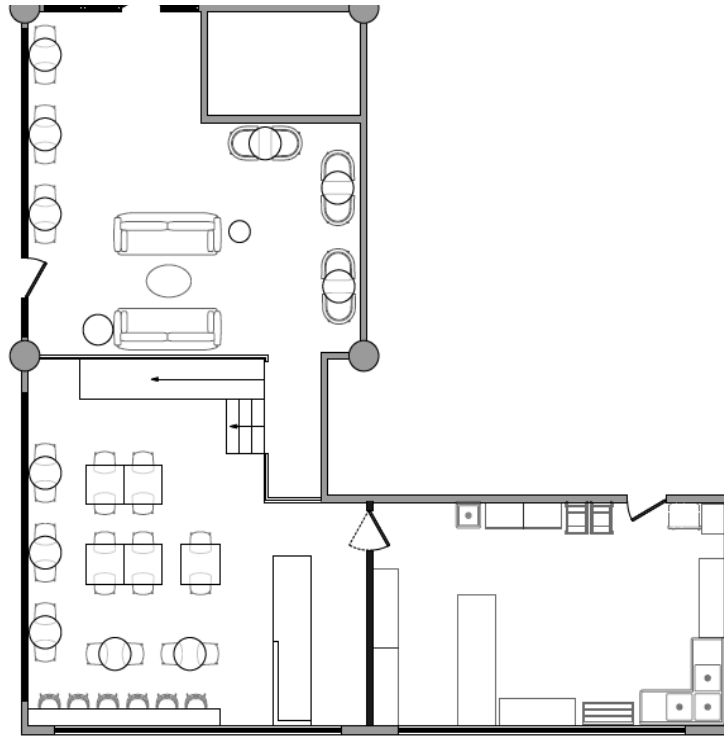
Approximately **115 parking spaces** are available on the first floor and can be leased directly with the space.

An additional **300+ parking spaces** are planned as part of future development.

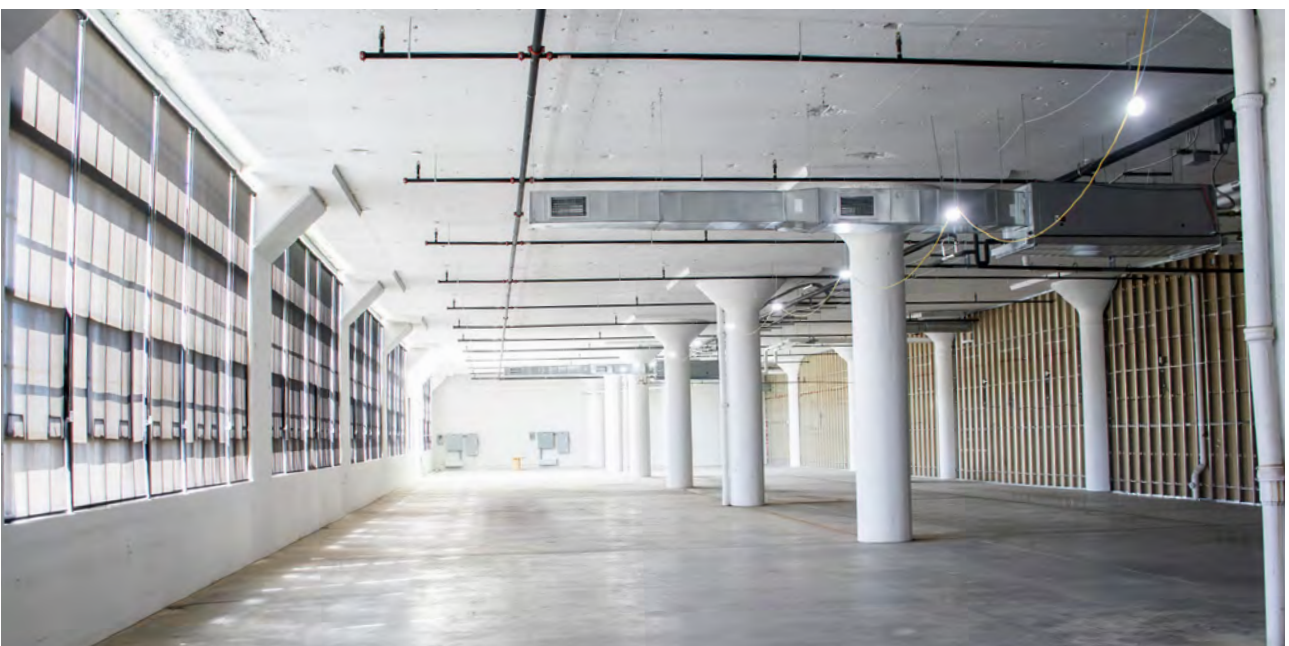
Directly across the street, a parking garage currently under construction will add **400+ spaces** within one block, significantly



Layout & Concept Ideas

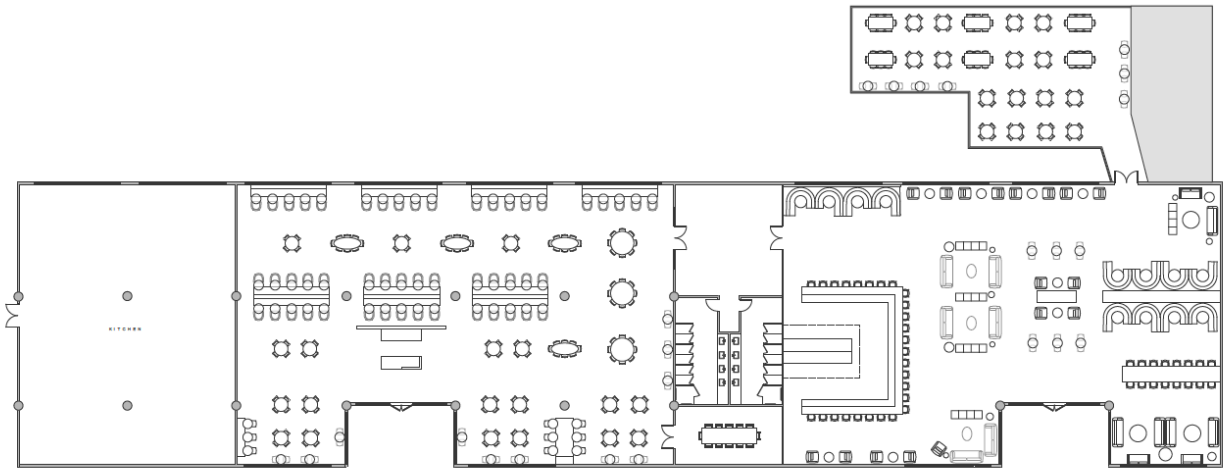


Cafe & Bakery Layout

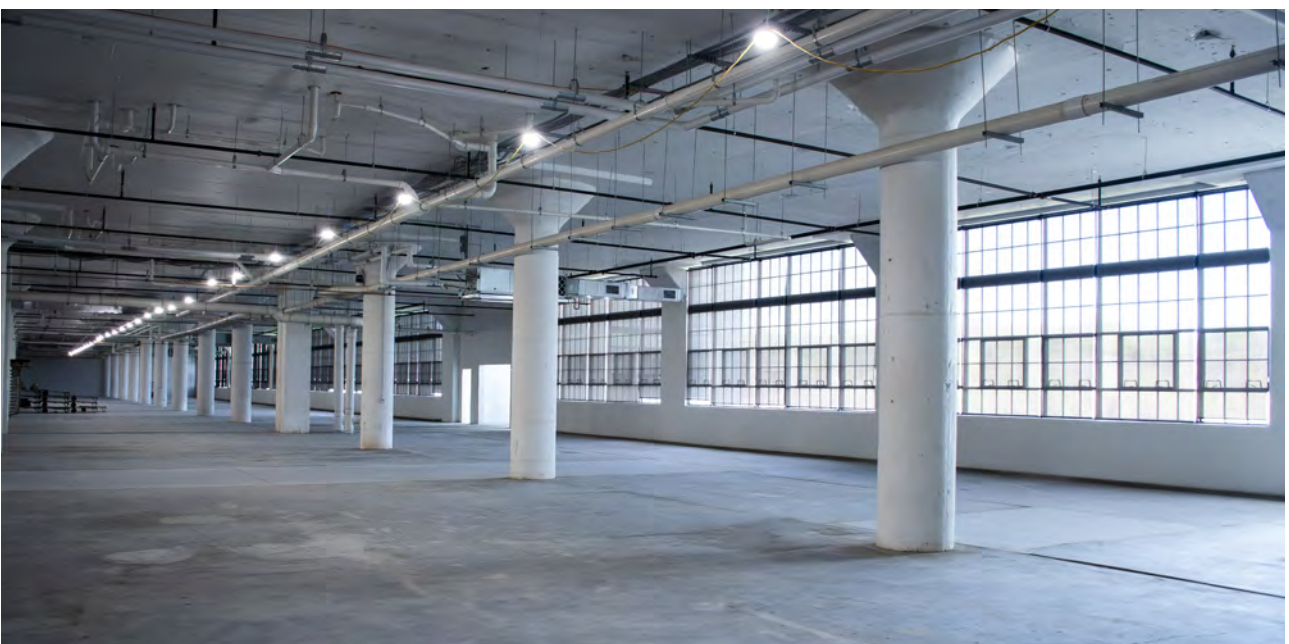




Layout & Concept Ideas

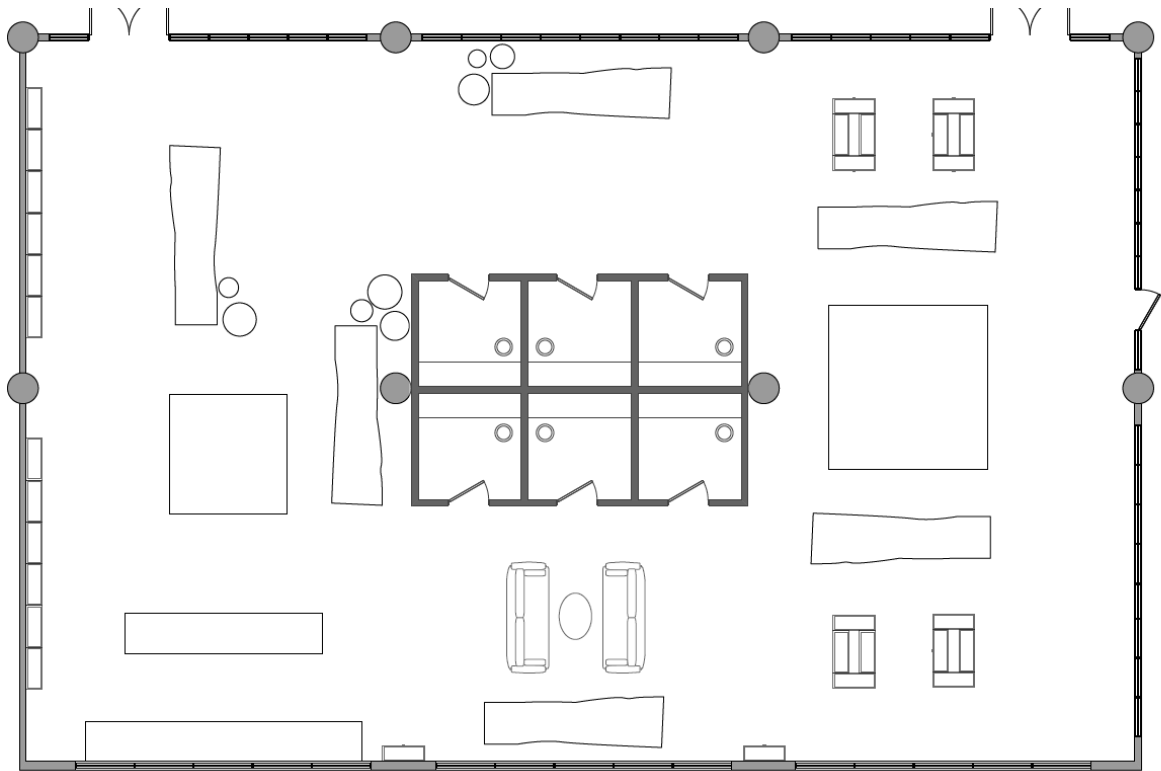


Large Restaurant





Layout & Concept Ideas

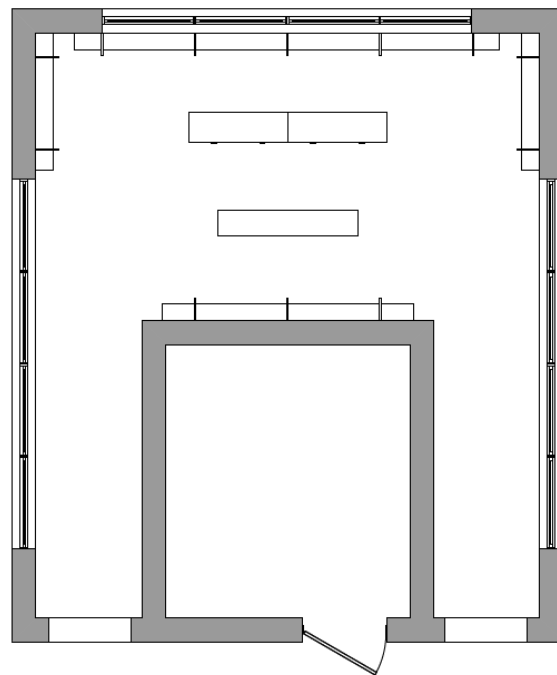


Retail Space





Layout & Concept Ideas

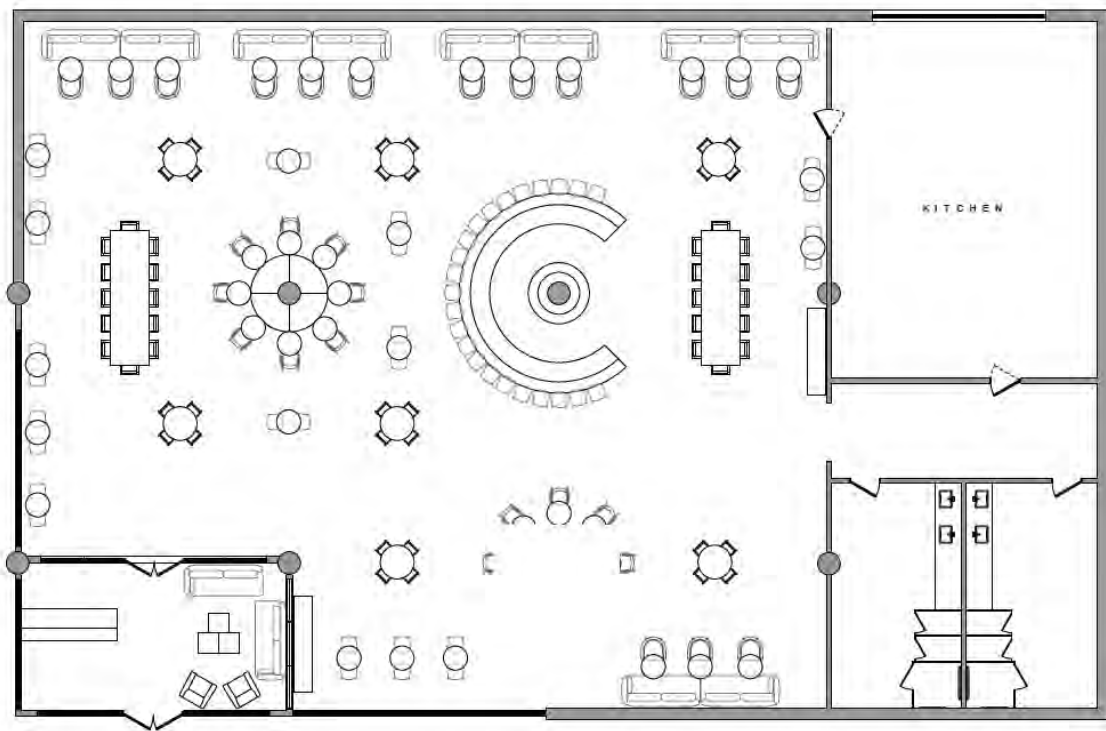


Retail Space

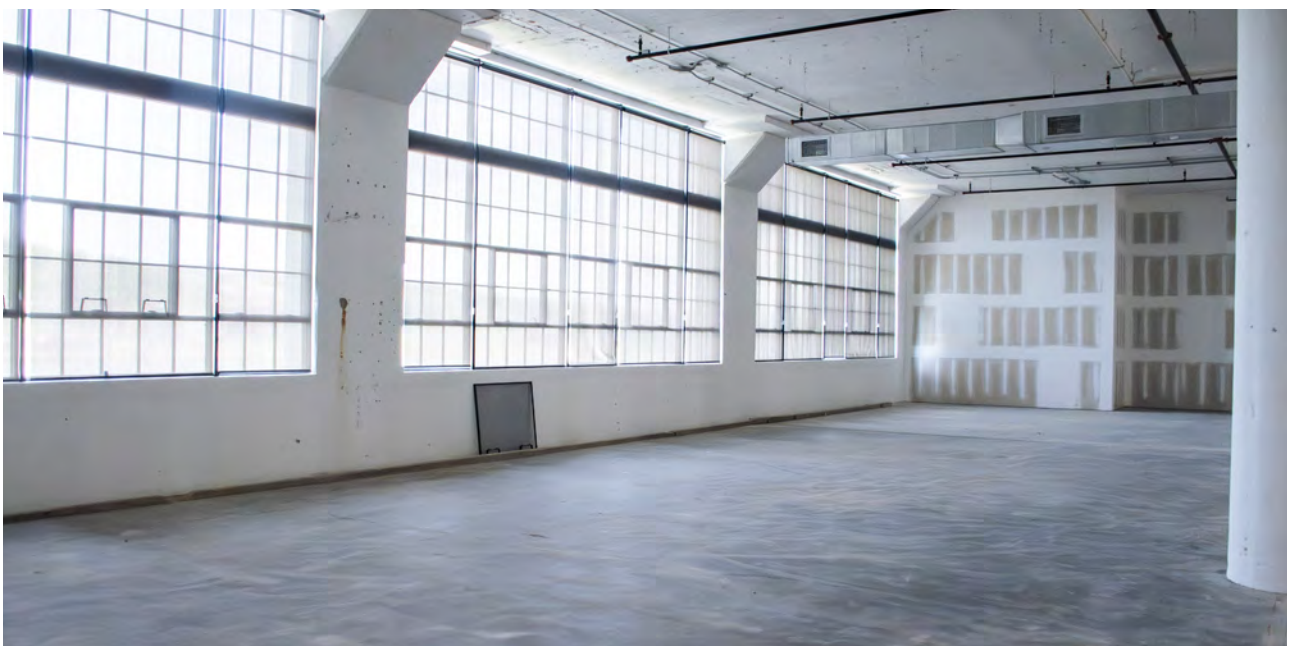




Layout & Concept Ideas



Small Restaurant





Incentives & Support

Historic District Enhancement Grant | Developers renovating historic properties or building new construction within a historic district or master plan focused area have the opportunity to seek grant funding for qualified expenses.

Enterprise Zone - State

Real Property Improvement Grant | State incentive supports private investment in commercial, industrial, and mixed-use buildings through grants tied to qualified real property improvements, including rehabilitation, expansion, or new construction.

Job Creation Grant |

State incentive supports the creation of net new, permanent full-time jobs by providing annual cash grants for qualifying positions that meet wage and benefit thresholds

Enterprise Zone - Local

Exemption from City Permit Fees | Reimbursement of Tap fees - \$5000 max

The City of Danville reimburses a percentage of the increase in Business, Professional, and Occupational License (BPOL) as compared to the previous year for firms located in the Enterprise Zone

Accelerated Fast Track Permitting | Community Development Department offers a one stop center for all required building and renovation permits.

Excludes storm water and Virginia Department of Transportation (VDOT) permits

Contact Information



Interested in being part of Dan River Fall's next chapter?

For information on available commercial spaces and leasing opportunities, contact:

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The Danville Office of Economic Development & Tourism works to support growth, investment, and placemaking throughout the community. Learn more on our website, and follow us on social media for updates and opportunities.

discoverdanville.com | 420 Memorial Drive, Suite 200 | Danville, VA

