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City celebrates as historic Pace Building comes back to life

DANVILLE, Va. – Danville city leaders joined other area leaders and citizens Thursday afternoon in welcoming Pace on Main as the latest addition to the River District’s growing list of urban living spaces.

Located at 326 Main St., this building features 14 luxury loft apartments and three commercial spaces. At the ceremony, it was announced that Middle Border Forward, a community development and leadership development organization, would occupy one of the commercial spaces.

“Today, we celebrate the renovation of this beautiful historic building,” Mayor Saunders said. “The Pace on Main considered to be one of the commercial buildings on Main building has been the home of a businesses, including shoes, groceries, clothing and luminary more than \$1.8 million of building has been restored. Thank investment in the heart of our for bringing this building back to



(Left photo)
Mayor Sherman
Saunders, left,
greet Erik
Wishneff of
River District
Ventures LLC.

The project’s developer, River District Ventures LLC, began renovating the Pace Building one year ago. Also known to many as the Wise Hundley building, the

structure had fallen into a state of disrepair. However, Erik Wishneff, a partner with River District Ventures, said the company saw the building's potential.

"All of us have certain things that we are passionate about," Wishneff said. "Some people like clothes.



Some people like cars. One of the things I find interesting is old buildings. We came to Danville, saw this building and were impressed. It (this project) certainly did not come without hurdles. The only way we could overcome those hurdles was to have great help.

"It has been great to receive the support that we have, and we are excited to present this building as another piece to the continued redevelopment of the River District."



Now branded as Pace on Main, the residential units consist of 11 one-bedroom apartments and 3 two-bedroom apartments. They feature high-end amenities such as large windows facing Main Street and the river, deluxe kitchen, in-unit washer/dryer, stainless steel appliances and wood cabinets. Parking and utilities are included in the rent.

Pace on Main prides itself on its walkability. The address has a Walk Score of 70 or "Very

Walkable." This means living at Pace on Main makes accomplishing daily errands easy without the use of a car or other transit. The average Walk Score within the City of Danville is 27.

The commercial spaces range from 1,500 to 2,000 square feet and will be marketed for retail, restaurant and office uses.

Built in 1875, Pace on Main takes the name of C.T. Pace, a prominent business owner who erected the building. The building features the only surviving iron façade in the city, and it was home of The Danville Opera, which was the city's first opera house.

For more information about Pace on Main, visit www.pacedanville.com.

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