



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

Contact: Corrie T. Bobe
Director of Economic Development & Tourism
434-793-1753

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City awarded \$2.33 million to establish graded pad at Coleman Site

The City of Danville was awarded a \$2.33 million grant by the Tobacco Region Revitalization Commission (TRRC) to establish an 80-acre graded pad at the Coleman Site, located on Gypsum Road. This new graded pad will ensure site-readiness, streamlining the construction process and accelerating development timelines for large-scale industrial and manufacturing clients.

The Coleman Site, a 158-acre industrial site owned by the Industrial Development Authority of Danville (IDA), is currently under development, a process that began in 2011.

“In the site selection process, three critical factors emerge: the potential for saving time, reducing costs, and minimizing risk for businesses. A shovel-ready, certified site equipped with robust utility and transportation infrastructure positions our community favorably to attract new employment and investment opportunities,” said Corrie Bobe, Director of the Danville Office of Economic Development & Tourism. “We are deeply grateful for the Tobacco Commission’s support in developing the 80-acre graded pad at the Coleman Site. Their partnership, alongside the investment from the Virginia Business Ready Sites program, will positively impact our community for generations.”

In August of 2024, the City of Danville was awarded a \$9 million Virginia Business Ready Sites Program Grant (VBRSP) by the Virginia Economic Development Partnership, which will be used towards site planning and engineering at the Coleman Site.

City Manager Ken Larking said he is grateful to the Tobacco Commission for helping to fund this project. “For over a decade, the City has worked to make the Coleman Site marketable for industry,” he said. “This grant, coupled with the \$9 million in VBRSP funds already announced from Governor Youngkin’s office will pay for over 65% of the estimated cost. I am proud of Corrie and her staff for their ability to build great partnerships to get the funding necessary to move this project forward.”

The Coleman Site is the only rail-served site available for development in the city of Danville; the railway is owned and operated by the Norfolk Southern Railway Company. The site is also in close proximity to available utility infrastructure, including abundant natural gas, fiber, sewer, and electric capacity. In addition, an adjoining site provides 80 acres of future expansion space for developers and is located near manufacturers, Blue Ridge Fiberboard and Goodyear Tire and Rubber Company.

The graded pad will have the capacity to support buildings in excess of 800,000 square feet. The pad's proximity to major highways, such as Future I-785 (with connections to I-40 and I-85), and U.S. Highways 29 and 58, further adds to its strategic importance and provides access to the Port of Virginia, strengthening its appeal to businesses that require efficient logistics and transportation networks.

"The Coleman Site is strategically located on Gypsum Road just off Goodyear Boulevard. Rail service and all the necessary infrastructure makes this a very desirable site which has had numerous visits but since the site is not properly graded, it was not selected," said IDA Chairman, T. Neal Morris. "The 2.33 million grant from the Tobacco Commission will allow grading to raise the tier level of the property thereby making it more attractive to prospects, reducing their development time. We are grateful to the Tobacco Commission for approving this grant."

The TRRC was established by the Virginia General Assembly to make investments that revitalize and diversify the economy, create new jobs, and enhance prosperity throughout the state.

"The Commission has a long history of making impactful investments in sites and infrastructure and I am pleased that my fellow Commissioners approved this project here in Danville," said TRRC Member, Delegate Danny Marshall. "The story of the Coleman Site has been one of hard work and collaboration across organizations to make this site as appealing to large employers as possible. Once grading is completed, this site will be the perfect fit for an industrial or manufacturing operation that will bring good paying jobs to our region and continue the growth we have seen in Danville and surrounding communities."

"From the initial planning, zoning and site work that began in 2011, to the recent collaboration over the past year with GO Virginia and the TRRC on engineering due diligence to raise the Coleman Site from a Tier-2 to a Tier-4 VBRSP Certified Site, the City of Danville has continued to make great strides to enhance the value and reduce the risk for targeted prospects at the industrial property," said Executive Director, Southern Virginia Regional Alliance, Linda Green. "Congratulations on the TRRC award of \$2.33 M which helps to leverage an additional \$9 million VBRSP award allowing for further advancements to obtain a Tier-5 Certified Site. This upgrade of the site will provide an 80-acre graded pad, and the site will now become one of the Commonwealth's larger pad sites with rail access - significantly boosting its appeal to heavy industrial prospects and continuing to position Danville as a competitive player in attracting large-scale industrial prospects to the region."

The site's revitalization is set for a Q2 2026 completion date, with an overall budget valued at approximately \$17 million.

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About the Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism recruits and retains businesses for the Danville area. The office provides information on available sites and buildings, incentives and other financial resources and offers a website designed for the business community: www.discoverdanville.com.