



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City releases parking enforcement strategy

The Danville Office of Economic Development & Tourism (DOEDT) has released a parking enforcement strategy to provide implementation strategies for parking enforcement in the River District.

The study was conducted by Parking Whisperer, an advisory firm headquartered in Oklahoma City, that sought to create a parking compliance strategy that prioritizes both Danville residents and new visitors.

“The Danville Office of Economic Development & Tourism is thankful for this collaboration with Parking Whisperer at a crucial time, as new businesses open and expand and more families move into the River District,” says Kelvin Perry, DOEDT Assistant Director. “We aim to enhance the quality of life for both residents and visitors in our downtown area as we move forward in implementing these critical next steps.”

“The River District is experiencing rapid growth, with new residents and businesses moving in each year,” said DOEDT Director, Corrie Bobe. “We greatly appreciate the feedback from the community as we work to enhance the district for everyone who lives, works, and visits here. This study is particularly important as mixed-use developments continue to emerge and key projects, like Dan River Falls and Riverfront Park, are completed.”

City Manager Ken Larking said that the time is right for a comprehensive parking strategy. “We want to influence parking behavior in ways that will benefit downtown businesses and residents,” he said. “This is the first of several steps to be taken to continue the positive momentum in the River District.”

The study identified implementation tools, including proposed parking regulations, increased enforcement efforts, and new technologies, which will work in partnership with the Danville Police Department.

Parking Whisperer's primary recommendations include:

- Expand parking spaces with consistent compliance to best serve the businesses, residents, and community members in downtown Danville.
- Reassess the availability of parking for key groups, including accessible spaces for individuals with disabilities, to ensure equitable access and alignment with the needs of our growing community.
- Implement a residential permit parking program in appropriate areas to service residential and to benefit commercial stakeholders during peak hours.

"The Parking Whisperer team was honored to have been selected by the city of Danville, and to have such overwhelming public response to our survey and almost seventy-five meetings," said John Oglesby, Parking Whisperer CEO. "The Mayor and City Council asked great questions, and we look forward to implementing a comprehensive compliance strategy to address the varied needs of every Danville citizen, business, visitor, and resident. Danville's future is bright, and parking is the first and last impression of virtually everyone. The need to provide parking spaces at or near the driver's destination has been proven to bring those drivers back again and again."

The study launched in March of 2024, with in-person stakeholder meetings, an online survey, and a current inventory assessment.

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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.