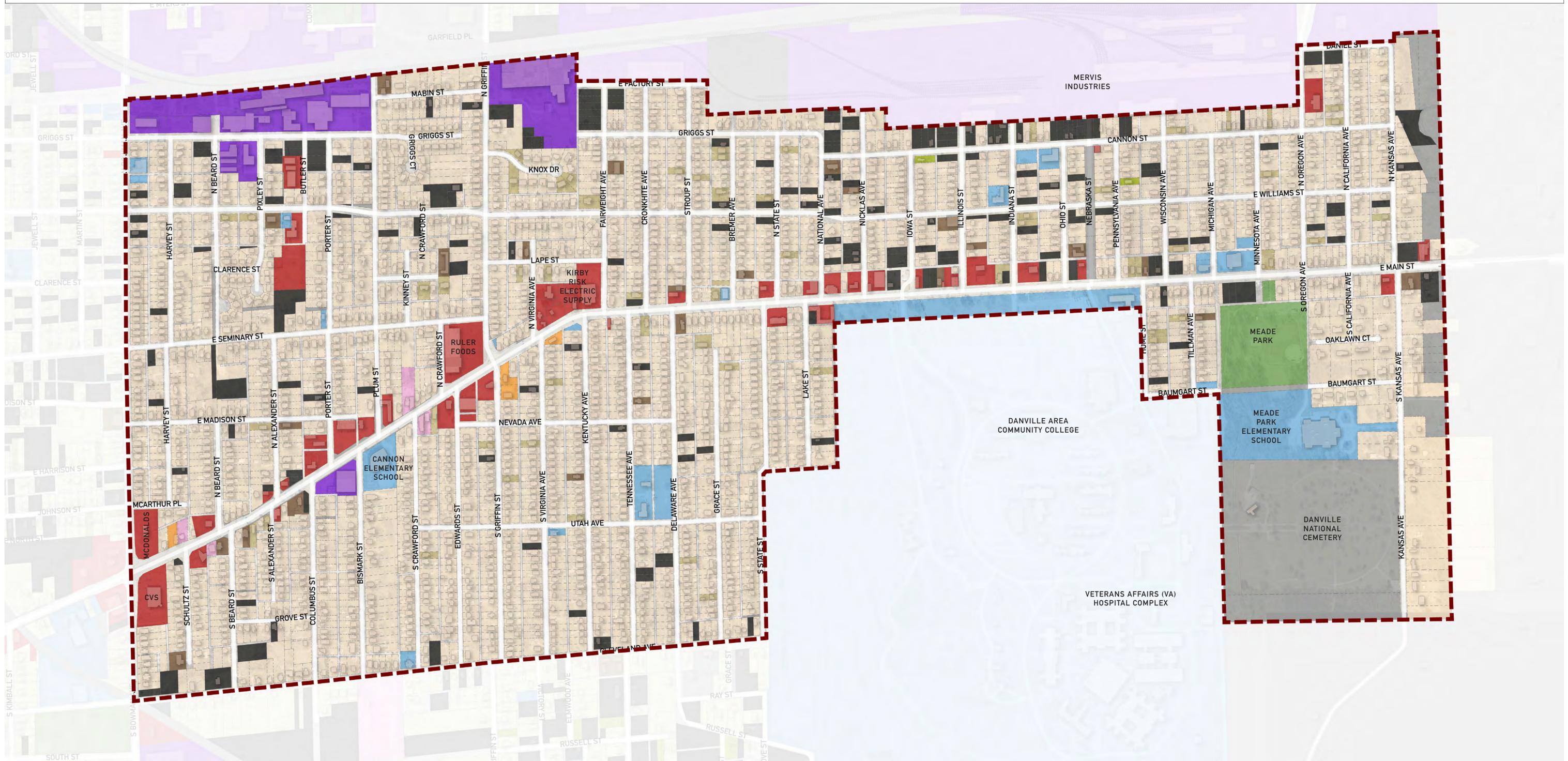


Legend

- | | | | | | |
|---|--|---|---|--|--|
|  SINGLE-FAMILY RESIDENTIAL |  MULTI-FAMILY RESIDENTIAL |  RECREATION/OPEN SPACE |  COMMERCIAL |  MIXED USE |  VACANT/UNDEVELOPED |
|  TWO-FAMILY RESIDENTIAL |  MOBILE HOME |  PUBLIC/INSTITUTIONAL |  PROFESSIONAL OFFICE |  INDUSTRIAL |  OTHER |



Potential Repositioning Themes for East Main Street

\$ Demographic and Market Information

- The East Main Street Corridor is home to 1,919 households, or about 15% of Danville’s total population.
- East Main Street Corridor households are almost six years younger than the city’s median age.
- Median household income along the East Main Street Corridor is \$30,738.
- The East Main Street Corridor is more diverse than the city overall, with a population that is 58% white, 32% African American, and 10% Hispanic (any race).
- Total annual buying power for East Main Street households is \$51 million, but in most spending categories there is significant sales leakage.

🛒 Theme 1: Neighborhood Convenience

East Main Street provides an array of neighborhood-convenience retail and services, positioned at commercial nodes across the Corridor. Expansion of neighborhood-convenience retail and services includes:

- Groceries
- Pharmacy
- Restaurants
- Repair shops
- Convenience stores
- Laundromat
- Primary care medical clinic / urgent care

● VOTE WITH A GREEN DOT IF YOU LIKE THIS THEME

● VOTE WITH A RED DOT IF YOU DISLIKE THIS THEME

Retail Sales Void			
Industry	Demand	Retail Sales	Retail Gap
Motor Vehicle & Parts Dealers	\$ 5,202,000	\$ 1,500,000	\$ (3,702,000)
Furniture & Home Furnishings Stores	\$ 548,000	\$ 70,000	\$ (478,000)
Grocery Stores	\$ 5,019,000	\$ 3,278,000	\$ (1,741,000)
Health & Personal Care Stores	\$ 2,445,000	\$ 6,300,000	\$ 3,855,000
Apparel Stores	\$ 1,713,000	\$ 477,000	\$ (1,236,000)
Sporting Goods, Hobbies, Music Stores	\$ 242,000	\$ 170,000	\$ (72,000)
General Merchandise Stores	\$ 5,070,000	\$ 2,800,000	\$ (2,270,000)
Dining Out (including alcohol)	\$ 2,586,000	\$ 2,792,000	\$ 206,000



Potential Repositioning Themes for East Main Street



Theme 2: Quality Used Merchandise

With downtown Danville offering a cluster of used and vintage furniture and home furnishings stores, East Main could offer a cluster of quality used apparel stores for men, women and children. A cluster of these businesses could serve local households and attract shoppers from other parts of the city and county. Target businesses include:

- Men’s apparel
- Women’s apparel
- Children’s apparel

 VOTE WITH A GREEN DOT IF YOU LIKE THIS THEME

 VOTE WITH A RED DOT IF YOU DISLIKE THIS THEME



Theme 3: Startup Incubator

Danville entrepreneurs, including clients of the DACC SBDC, have developed business plans for small businesses ranging from a barbecue restaurant to fashion design. This repositioning model would facilitate the development of local entrepreneurs and spin-off businesses from DACC. This strategy would require the simultaneous creation of capital resources and technical assistance for entrepreneurs. Business concepts may include:

- Light industrial
- Food production
- Garment design and/or manufacturing
- Franchise development
- Web-based business development
- Business-to-business services

 VOTE WITH A GREEN DOT IF YOU LIKE THIS THEME

 VOTE WITH A RED DOT IF YOU DISLIKE THIS THEME

