

Chapter 8 – Multimodal Transportation

While roadway improvements comprise the bulk of the transportation recommendations contained in the Priority and Vision plans, the *West Piedmont 2045 Rural Long Range Transportation Plan* also seeks to provide recommendations for other forms of transportation, including bicycle, pedestrian, rail, transit, intercity bus, and complete streets. This chapter opens with planning for bicycle and pedestrian infrastructure in the rural portion of the West Piedmont Planning District.

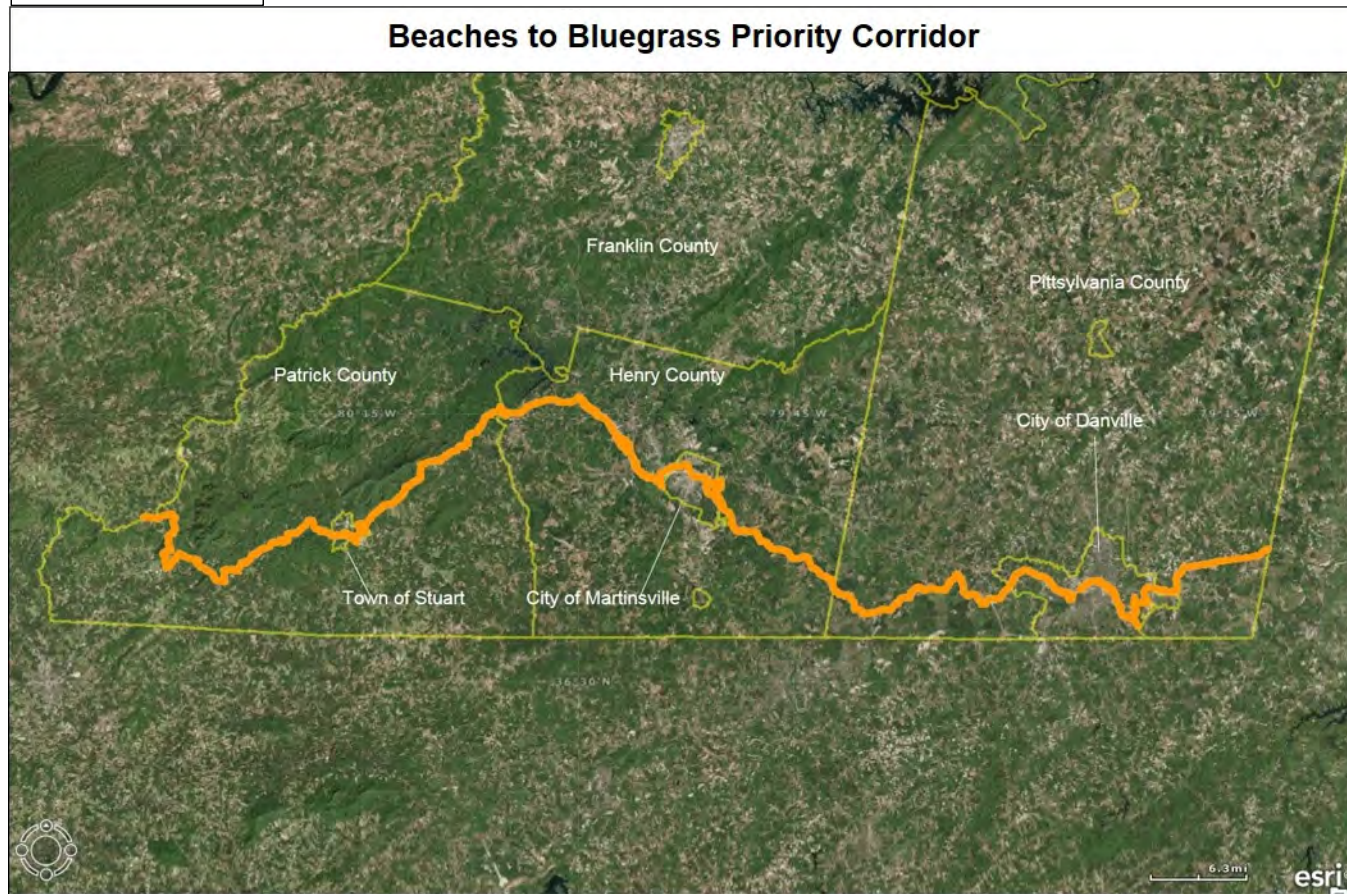
Previous efforts have set the stage for this chapter, and one of these efforts is the activities of the West Piedmont Complete Streets Coalition and its associated *West Piedmont Complete Streets Walkability Assessment Report*, which is referenced to a large extent in this chapter. This report is available at http://www.wppdc.org/content/wppdc/uploads/PDF/docs_publications/transportation/wppdc_complete_streets_coalition_walkability_assessment_final_report.pdf. The concept of Urban Development Areas (UDAs) is also referenced extensively in this chapter (discussed in detail in the Introduction and Executive Summary of this plan).

Bicycle and Pedestrian Facilities

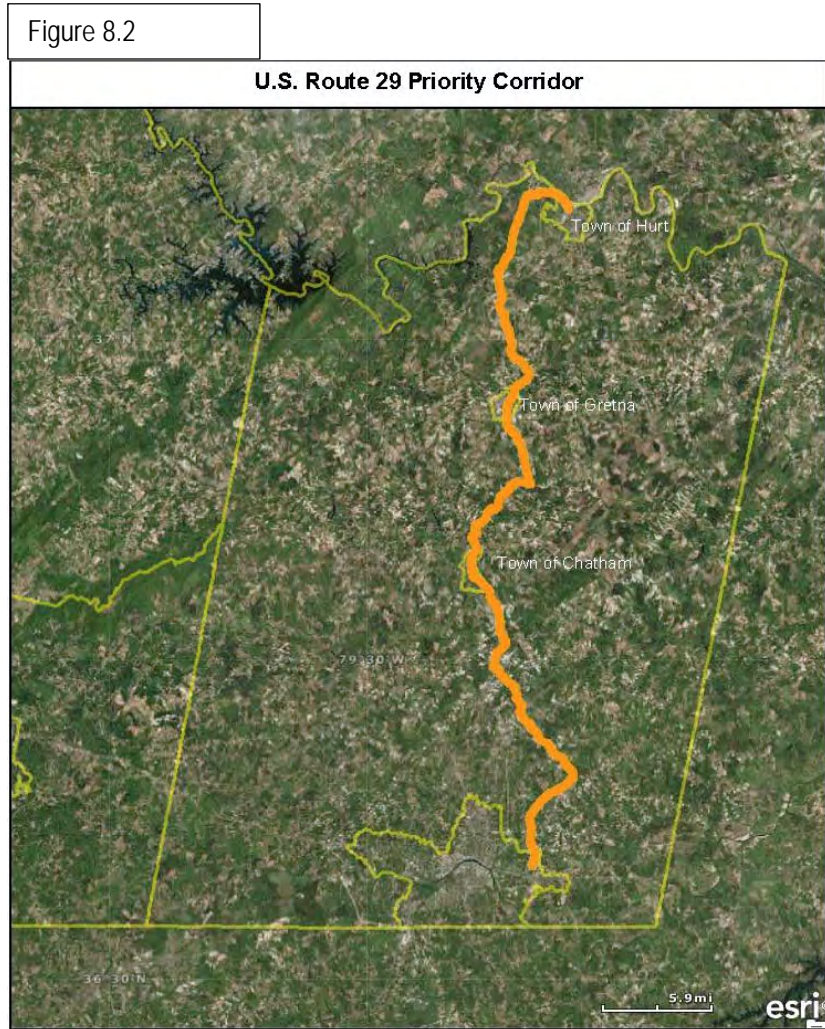
Bicycling

Bicycling is an efficient mode of transportation available in the West Piedmont Planning District. The *West Piedmont Regional Bicycle Plan*, adopted February 2018, serves as an excellent resource for future bicycle planning in the region. The plan contains a map of recommended bicycle routes which can be adopted by individual localities or which can be used by bicyclists looking for suitable routes on which to ride. While the plan contains an exhaustive network of recommended bicycle routes, it also proposes two priority corridors as well as a priority zone. These include:

- **The Beaches to Bluegrass Priority Corridor** – The Beaches to Bluegrass Priority Corridor is largely based on the planned Beaches to Bluegrass Trail alignment, which crosses southern Virginia from the Cumberland Gap in eastern Tennessee east to Virginia Beach – passing from west to east through the counties of Patrick, Henry, and Pittsylvania, as well as the cities of Martinsville and Danville. Much of this priority route consists of country roads with low traffic volumes, although it also comprises city and town roadways as well as multi-use trails including the Mayo River Rail Trail, the Dick & Willie Passage Trail, the Danville Riverwalk Trail, and the Ringgold Depot Trail. Figure 8.1 presents a map of the Beaches to Bluegrass Priority Corridor. More information can be found on the Beaches to Bluegrass Trail at <https://www.dcr.virginia.gov/recreational-planning/trailb2b>.

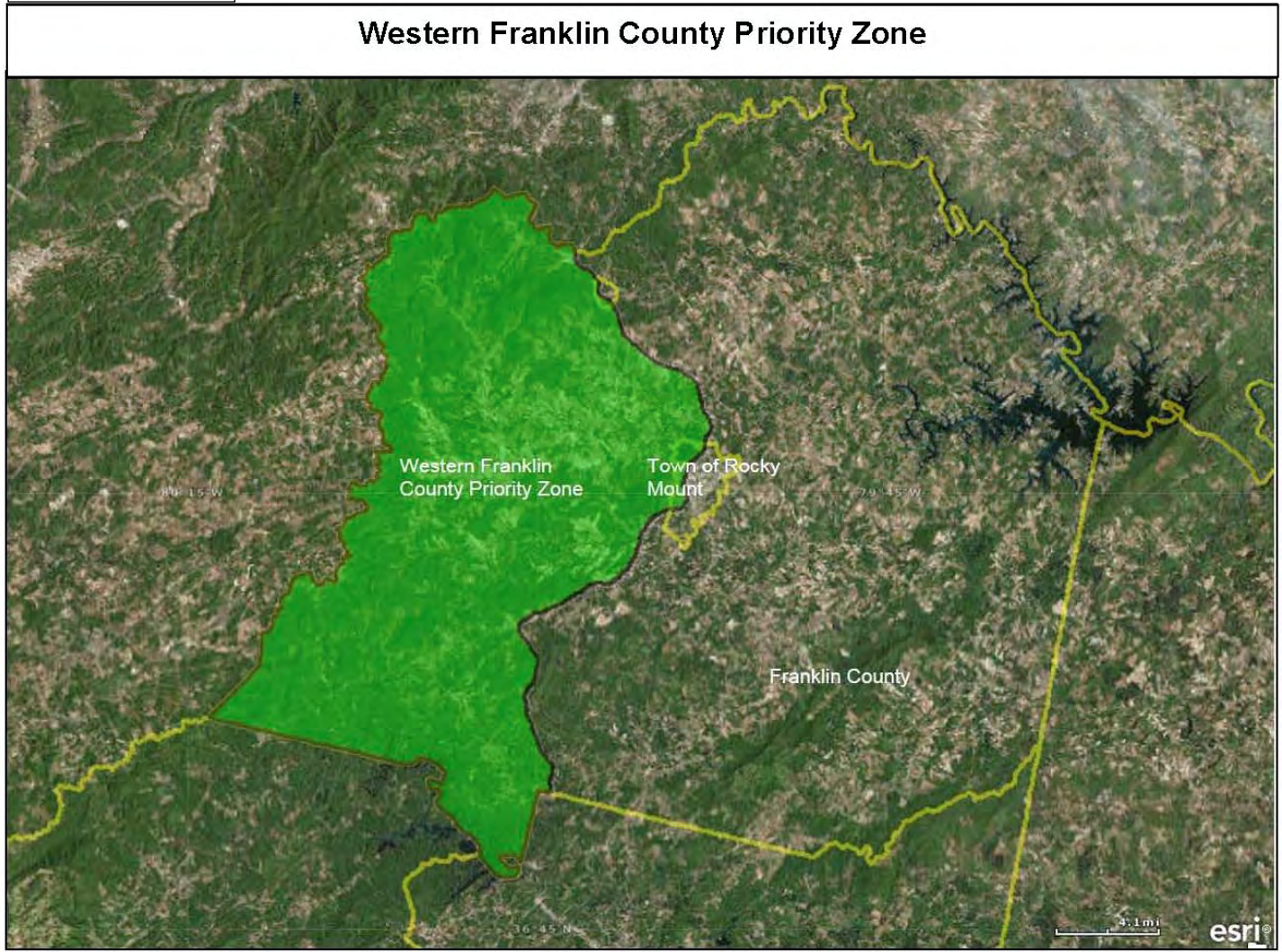


- The U.S. Route 29 Priority Corridor – This priority corridor runs generally parallel to U.S. Route 29 from the City of Danville north to the Town of Hurt, located near the Campbell County line. Much of this corridor consists of paved and gravel roads characterized by relatively low traffic volumes and beautiful scenery. This priority corridor serves as an excellent transportation or recreation route for those bicyclists seeking to travel northbound or southbound through Pittsylvania County. Figure 8.2 presents a map of the U.S. Route 29 Priority Corridor.



- Western Franklin County Priority Zone – The Western Franklin County Priority Zone covers approximately 249 square miles within western Franklin County. Rather than focusing on any one route, this zone covers a large area of roads largely suitable for bicycling due to their relatively low traffic volumes and outstanding scenery. Figure 8.3 presents a map illustrating the area in Franklin County which is occupied by this Zone.

Figure 8.3



To learn more about the planning element of the *West Piedmont Regional Bicycle Plan*, please visit http://www.wppdc.org/content/wppdc/uploads/PDF/docs_publications/transportation/wppdc_regional_bicycle_plan_final.pdf. Within Chapter 4 of the planning element can be found an exhaustive list of Priority and Vision projects at the regional and local levels. To view the interactive map, a key component of this plan, please visit <https://wppdc.maps.arcgis.com/apps/View/index.html?appid=abfe3df1b6ec4769aff2253d528fe2e9&extent=-80.3966,36.5503,-79.3420,37.0073>.

As bicycling and walking have increased in popularity throughout the U.S. as components of recreation, exercise, and transportation, new facilities are being provided throughout the West Piedmont Planning District to promote these activities. A summary of planned facilities, by locality, follows. Detailed information on each of the relevant UDAs in the Region can be found in Appendix E.

Franklin County – Town of Rocky Mount

- **Pigg River Heritage Trail** The Pigg River Heritage Trail is a proposed 3.24-mile trail in the Town of Rocky Mount adjacent to the Pigg River, which is planned to link significant sites within the town such as the Washington Iron Furnace, Veterans' Memorial Park, the Robert Hill Fort, and other notable points. The first phase of this trail, comprising approximately 850 linear feet, has been constructed as a multi-use path, which links Lynch Park with Veterans' Memorial Park in the Town of Rocky Mount.
- **Rocky Mount Central Business District UDA.** The Central Business District Urban Development Area (UDA), in addition to some immediate peripheral areas, encompasses the heart of the Town of Rocky Mount. Figure 8.4 illustrates the boundaries of this UDA. The transportation priorities of greatest need within this UDA include the following:
 - Other pedestrian infrastructure
 - Intersection design or other improvements
 - Roadway capacity and infrastructure improvements

Figure 8.4



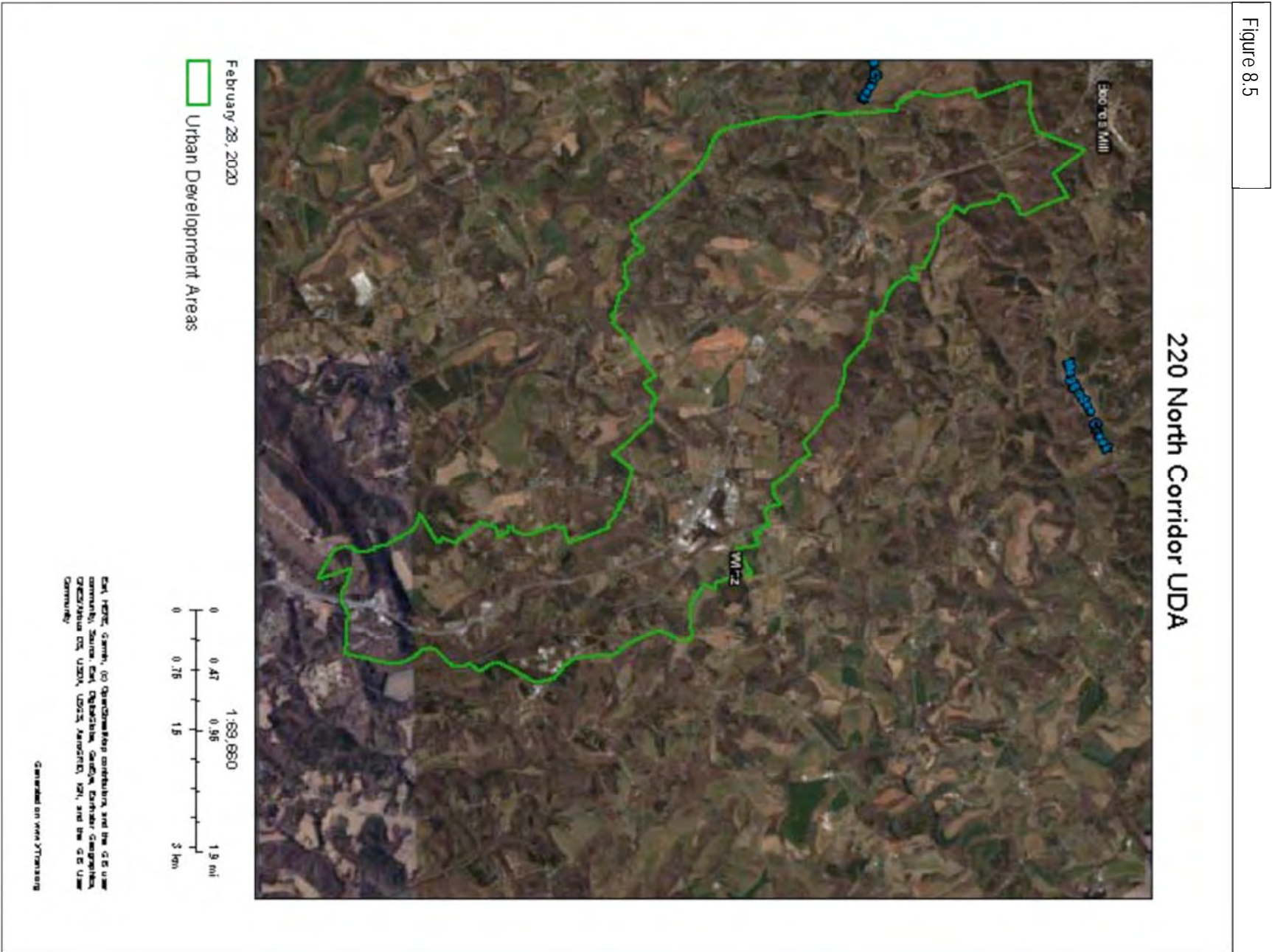
West Piedmont Planning District 2045 Rural Long Range Transportation Plan – Chapter 8 Multimodal Transportation

The walkability recommendations contained within the *West Piedmont Health District Walkability Assessment Report* for the Town of Rocky Mount include the following:

- Contact YMCA regarding connecting the YMCA's walking loop trail to Windy Lane.
- Use Walkability Checklist (Appendix 4 [of the report]) to assess East Court and Donald Ave.

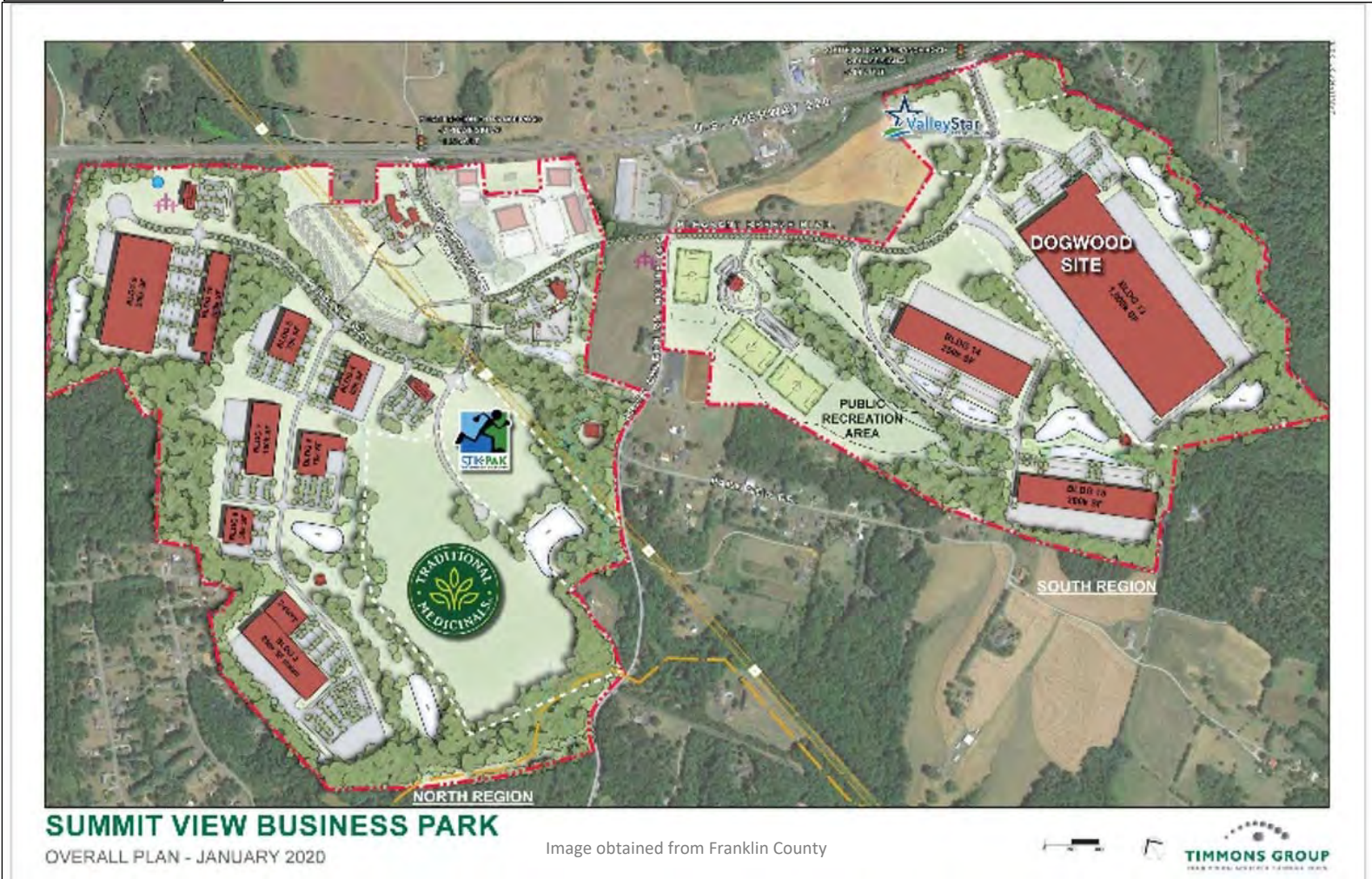
Please note that WPPDC staff conducted a sidewalk inventory for the Town of Rocky Mount in 2011, and inventory information, as well as recommendations from this sidewalk inventory, can be found in Appendix B.

- **220 North Corridor UDA.** The 220 North Corridor Urban Development Area (UDA) comprises the U.S. Route 220 corridor and its contiguous area, extending from the northern boundary of the Town of Rocky Mount north to the southern boundary of the Town of Boones Mill, wherein it encompasses the Wirtz community as well as the new Summit View Business Park. Figure 8.5 illustrates the boundaries of the 220 North Corridor UDA. The greatest multimodal transportation priorities identified within this UDA include the following:
 - Other complete streets improvements
 - Intersection design and other improvements
 - Street grid
 - Safety features
 - Roadway capacity and infrastructure improvements



Franklin County is in the process of developing the 550-acre Summit View Business Park along U.S. Route 220 in the vicinity of Brick Church Road, north of the Town of Rocky Mount. While intended to serve as a regional employment center, this business park will enable the County to meet some of its recreational and transportation needs via the incorporation of multi-use trails and a new Park & Ride lot, in addition to other recreational features. In turn, Summit View will significantly alter transportation patterns within and outside of the County, particularly with regard to commuting and freight transportation. Therefore, as this site continues to develop, Franklin County and VDOT should monitor the transportation network to identify emerging trends and needs associated with the system. Figure 8.6 consists of an illustration obtained from the Summit View Business Park Master Plan.

Figure 8.6



- **Westlake-Hales Ford Area Plan and Westlake-Booker T. Washington National Monument Greenway.** In November 2016, Franklin County adopted the *Westlake Hales Ford Area Plan*, which provides a blueprint for development based on mixed-use nodes and a multimodal transportation system. This plan recommends the development of routes parallel to Route 122, as well as the development of an interconnected road system. The plan is designed to incorporate bicycle and pedestrian accommodations, as well as to facilitate public transit. With regard to bicycle and pedestrian circulation, the plan calls for a series of trails, greenways, and sidewalks in this area. Another component of this plan is for the development of mixed-use centers of varying size at crossroads within the planning area, as noted in the opening sentence of this section. These densely developed centers of commercial and residential use are essential to a successful multimodal transportation system. Figure 8.7 illustrates the planning area along with the general concept of the activity centers interconnected with the transportation corridors. Thanks to a Federal Lands Access Programs grant - an element of the Federal Highway Administration totaling \$633,559 - a multi-use greenway trail will be constructed in Westlake, which will enable nearby residential and commercial areas to link to the Booker T. Washington National Monument. County funds will assist with the construction of the \$783,559 project.

The walkability recommendations contained within the *West Piedmont Health District Walkability Assessment Report* for the Westlake area include the following:

- The Walkability Checklist (Appendix 4 [of the report]) could be used pre- and post-Westlake-Hales Ford area plan to assess changes in walkability.
- Planners can use the walkability assessments and report to gather support from stakeholders in order to address sidewalk maintenance issues and the need for pedestrian crosswalks.

The Westlake-Hales Ford planning area is also an Urban Development Area (UDA) bearing the same name. This means that certain transportation investments targeting multimodal transportation priorities have been identified within this UDA. The greatest priorities identified within this UDA include the following (please see Appendix E for needs identified in the Westlake-Hales Ford UDA in greater detail):

- Sidewalks
 - Other pedestrian infrastructure
 - Other complete streets improvements
 - Intersection design or other improvements
 - Street grid
 - Roadway capacity and infrastructure improvements
- **Village Plan for Union Hall, Virginia.** Franklin County adopted the *Village Plan for Union Hall, Virginia* in March, 2014. As is the case for the *Westlake-Hales Ford Area Plan*, this plan lays out a concept of interconnected streets, along with various nodes at intersections to promote higher-density mixed-use development. One of the plan's intentions is to promote bicycle and pedestrian use. Please see Figure 8.8 for an image of the plan.

Figure 8.7

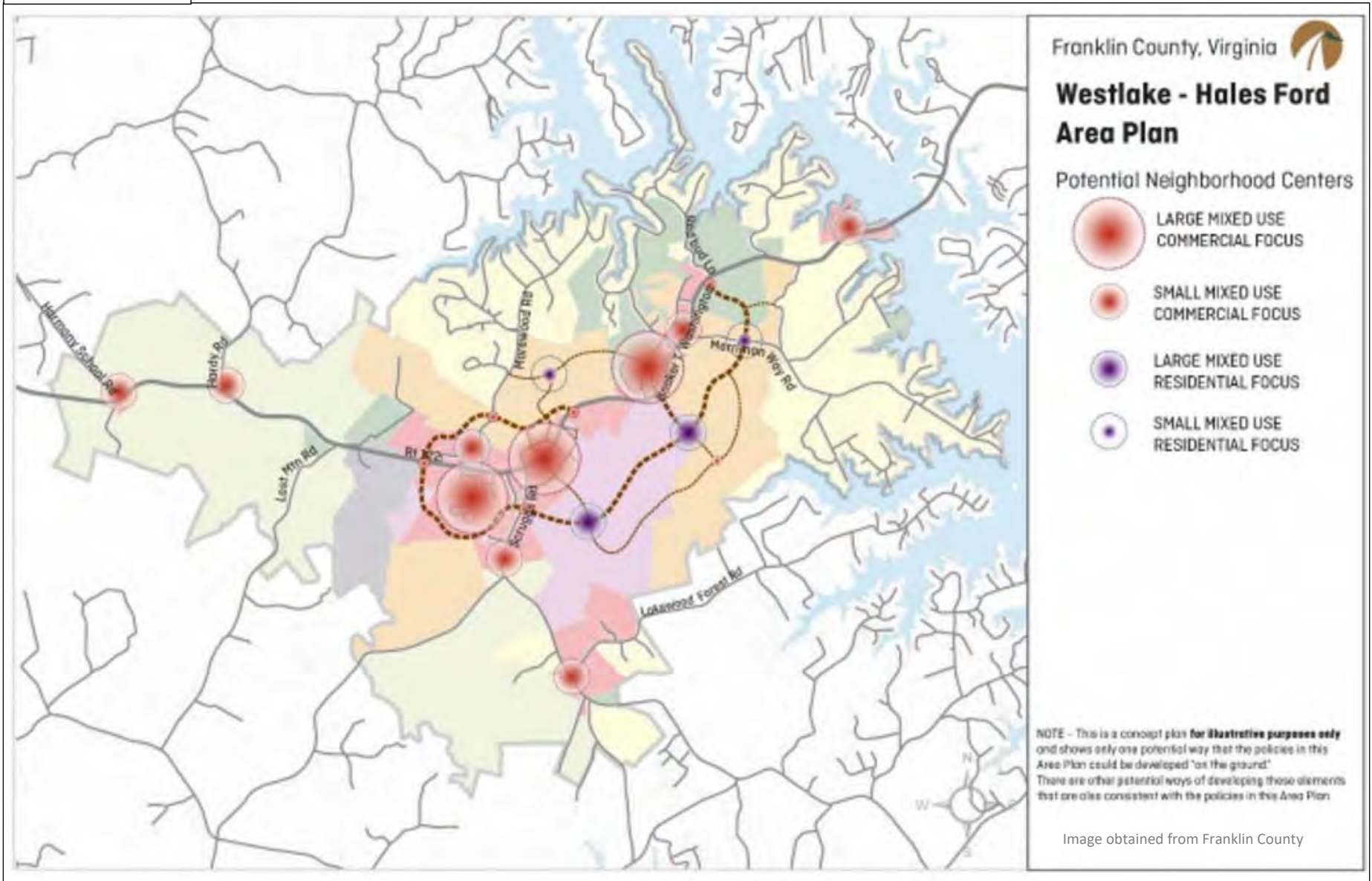


Figure 8.8

Village Plan for Union Hall, Virginia
Adopted March 18, 2014

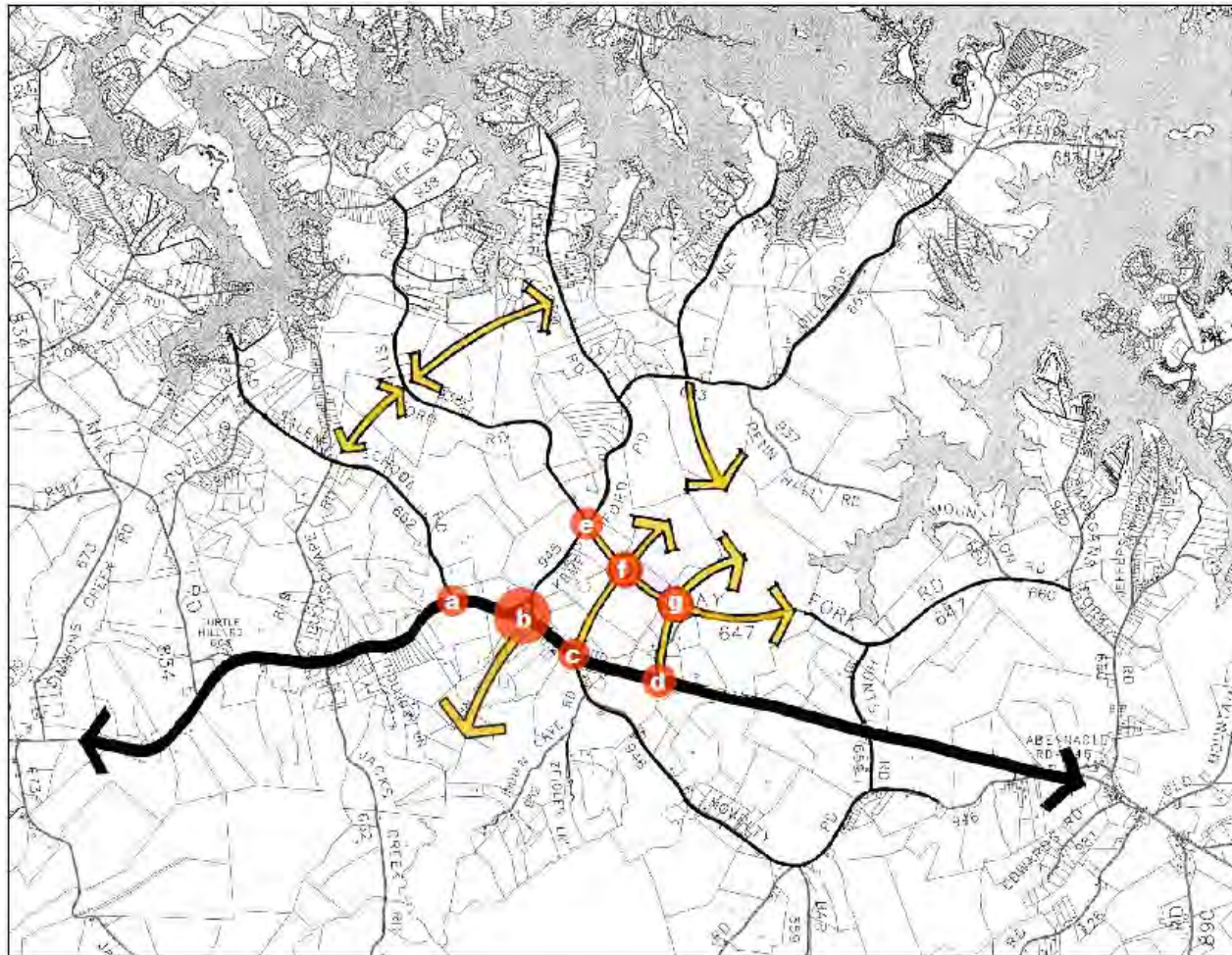


Image obtained from Franklin Cour

Concept 2:
Nodes as focus of activity

A successful village serves as a place of gathering and activity. Commercial, office, civic and mixed-use residential development are encouraged at key "nodes" located at key intersections within the village center.

Nodes should be well-planned developments offering a high degree of pedestrian amenities. To the extent possible, parking and street access should be shared among developments to minimize traffic conflicts along Rt. 40 and other busy streets.

- a** **Old Salem School Road at Rt. 40**
Intersection is contained within the Comp Plan's existing ½ mile radius for village. Could serve as a western gateway, with opportunity for welcome signage/feature. Existing uses are somewhat passive, providing a "soft" transition from the surrounding rural area to the more intense village center.
- b** **Kemp Ford Road at Rt. 40 (+ Berger Loop)**
Considered the epicenter of the village, with established business uses. Major commercial project has been approved for the south side of Rt. 40 opposite this intersection, including grocery store and out-parcel development. Will eventually include a traffic signal and additional turn lanes. Berger Loop is used by residents as a "bypass."
- c** **Novoly Road at Rt. 40**
Intersection is within the Comp Plan's ½ mile village radius. Site of several existing businesses, which have driveway entrances on both Rt. 40 and Novoly Road. Intersection is poorly aligned.
- d** **Kay Fork Road at Rt. 40**
Intersection is outside Comp Plan's ½ mile village radius. Site is zoned for business, may become site of national retailer. If included in the village, may present opportunity for eastern gateway and intersection improvements.
- e** **Standiford Road at Kemp Ford Road**
Intersection is just outside Comp Plan's ½ mile village radius. Site of historic church. County owns property near the intersection, to be developed as a green box site.
- f** **Potential new intersections, nodes**
As the street grid is extended off of Rt. 40, new opportunities for nodes and activity centers can be created. Need not be exclusively commercial. Civic, recreational, and higher-density residential uses might also be considered.
- g** **Kay Fork and Standiford (Extension)**
If new development is successful in extending Standiford eastward and realigning Kay Fork to improve access to Rt. 40, then the intersection of a realigned Kay Fork with an extended Standiford becomes an important node, particularly given the development potential of AEP's 1,500-acre "Penn Hall" property to the east.

Image obtained from Franklin County

- **Ferrum Village Area Plan.** The *Ferrum Village Area Plan*, adopted by Franklin County in July 2019, sets out a vision and strategy for expanding housing choice, enhancing sense of place and community space, and promoting transportation options in the Village. The three goals of the plan include “Create a stronger sense of place;” “Support Village Center Vitality and Economic Prosperity;” and “Enhance Community Well Being, Health, and Safety.” The plan proposes to enhance pedestrian activity by recommending new sidewalk, pedestrian trails, and a new roundabout at Route 40 and Ferrum Mountain Road to calm traffic while improving pedestrian safety, among other improvements. The planning area also serves as a UDA, making possible Smart Scale funding for multimodal transportation improvements. Please see Figure 8.9 for an overview of pedestrian improvement recommendations.

A recent UDA was established for the Village of Ferrum (see Figure 8.10), based on the *Ferrum Village Area Plan*, and the transportation needs of greatest priority were identified as the following:

- Sidewalks
- Other pedestrian infrastructure
- Bicycle infrastructure
- Other complete streets improvements
- Intersection design or other improvements
- Signage/wayfinding
- Safety features
- On-street parking capacity

A walkability assessment was also conducted in the Village of Ferrum, as an initiative of the West Piedmont Complete Streets Coalition. Goals noted within the *West Piedmont Health District Walkability Assessment Report* include the following:

- Garner support from community members and stakeholders for sidewalk maintenance (i.e. sidewalk grinding), crosswalks, and signage.
- Could utilize the Walkability Checklist (Appendix 4 [of the report]) to assess areas within the Ferrum Bridge Project.

Figure 8.9

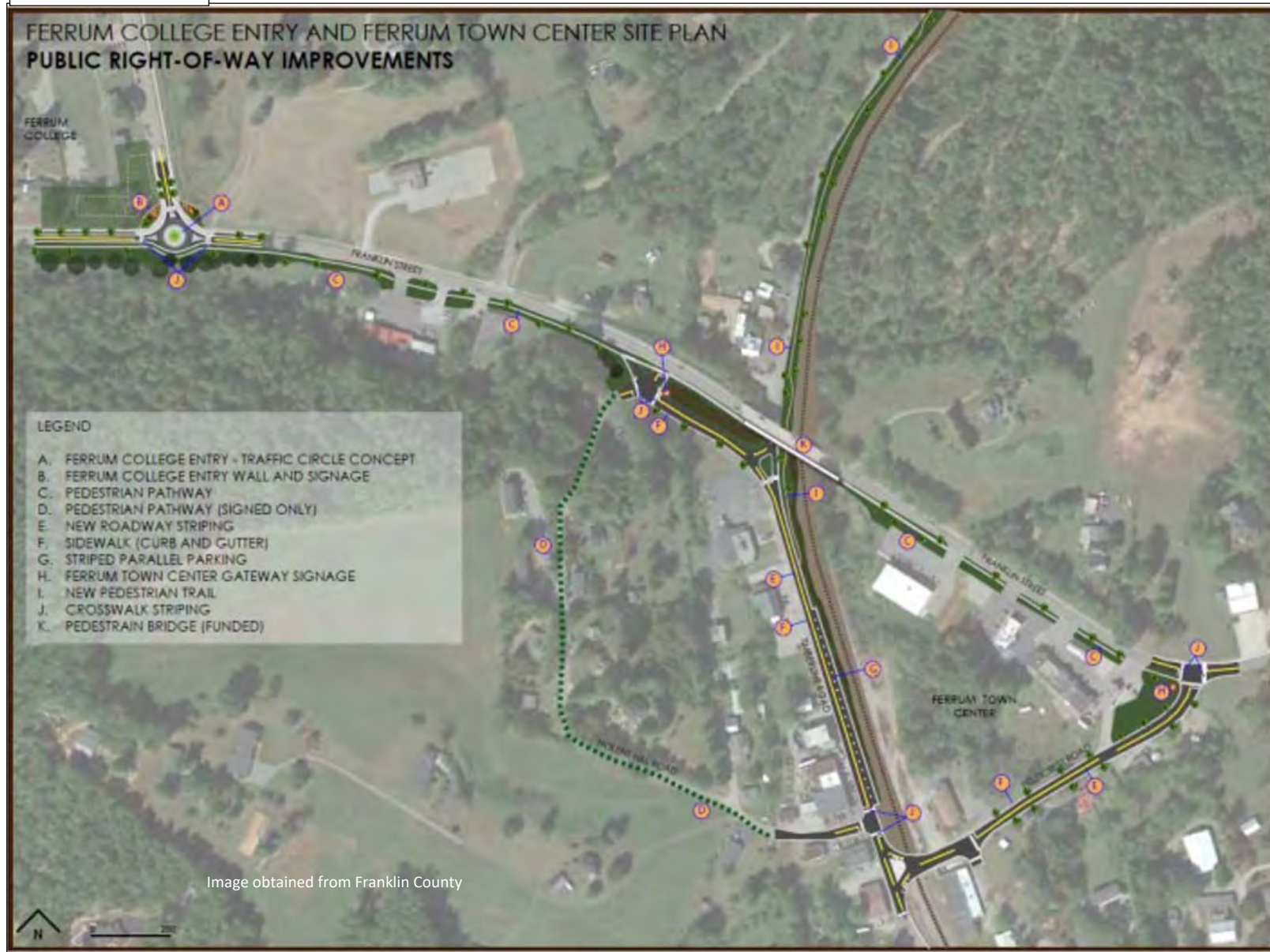
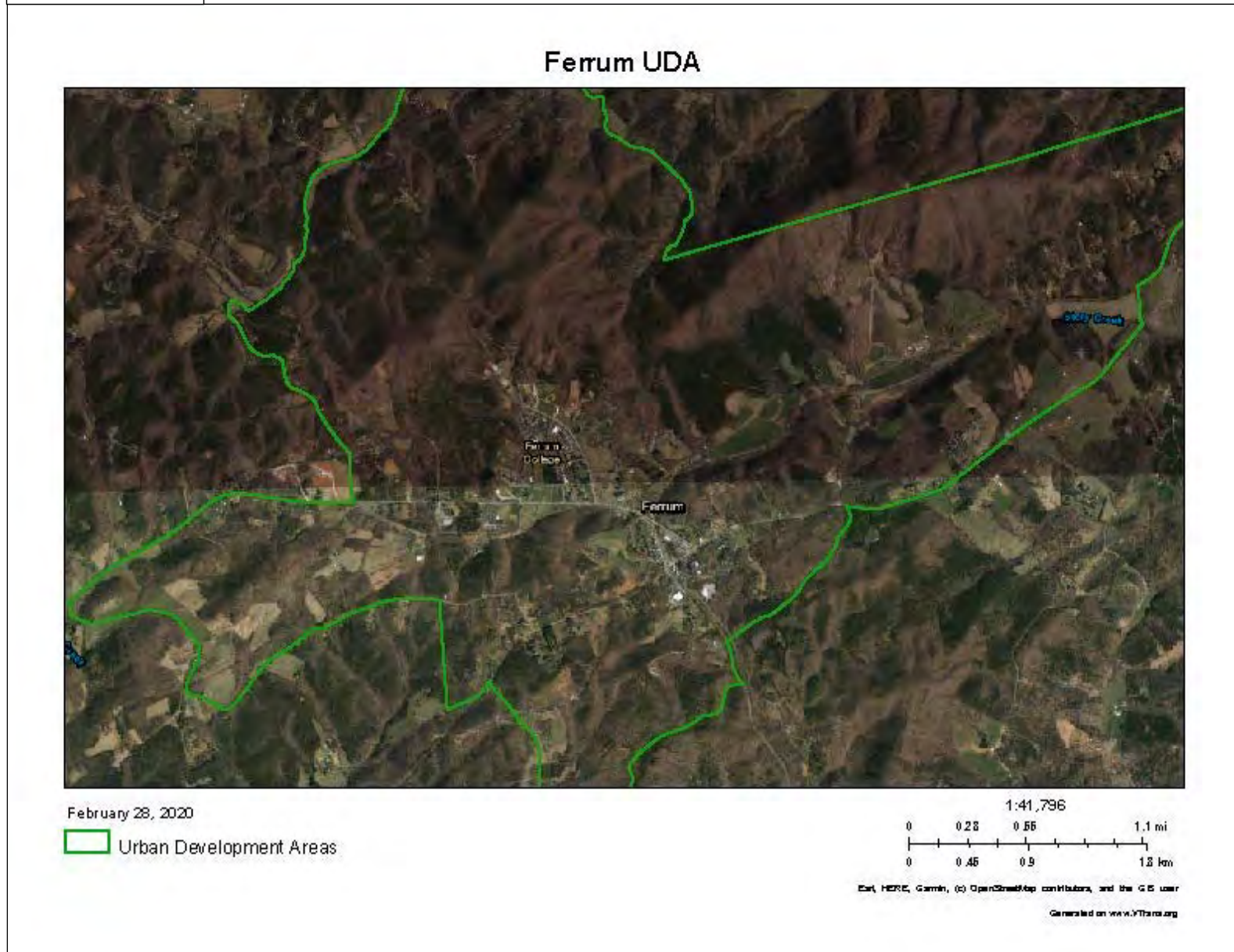


Figure 8.10



- **Boones Mill Walkability Assessment.** As part of the West Piedmont Complete Streets Coalition, a walkability assessment was conducted for the Town of Boones Mill, which was incorporated into the *West Piedmont Health District Walkability Assessment Report*. The walkability recommendations contained within this report for the Town of Boones Mill include the following:
 - Smaller “low-hanging fruit” changes are the most feasible in Boones Mill, such as picnic tables, water fountains and tree planting.
 - There is a strong interest in partnering with Carilion to plant trees and establish a “tree walk” throughout Boones Mill.

Henry County – City of Martinsville

- **Collinsville.** As part of the West Piedmont Complete Streets Coalition, walkability assessments were conducted in the Town of Collinsville; an assessment, as well as recommendations, were included in the *West Piedmont Health District Walkability Assessment Report*. Recommendations are as follows:
 - Important to continue discussion around sidewalk maintenance and installation, especially along Daniels Creed Rd to connect commercial area to residential area.
 - Could apply for SMART SCALE funding to improve sidewalk connectivity in Collinsville. Transportation Alternatives (TA) funding could be another potential funding source.
 - Use Walkability Checklist (Appendix 4 [of the report]) to assess John Redd Blvd from Virginia Ave to North Daniels Creek Rd.
- **Fieldale and Bassett.** As part of the West Piedmont Complete Streets Coalition, walkability assessments were conducted in Fieldale and Bassett, and the assessment as well as recommendations, were included in the *West Piedmont Health District Walkability Assessment Report*. The recommendations are as follows:
 - Fieldale: Lobby for sidewalk maintenance on Field Ave, i.e. sidewalk grinding and repair of foundation overhang from Brook St to 10th St.
 - Bassett: Could apply for SMART SCALE funding in order to improve sidewalk conditions and increase connectivity, if Henry County establishes Urban Development Area (UDA) in Bassett. Transportation Alternatives (TA) funding could also be explored as a funding source.
 - Bassett: Ideally, next steps will focus on connecting the trail from Bassett to Fieldale. It will be important to work with planners, stakeholders, and community members to help facilitate this goal.

The Smith River Small Towns Collaborative campaign, an effort between multiple partners – including Henry County, the Dan River Basin Association (DRBA), the Martinsville-Henry County Economic Development Corporation (EDC), Bassett Furniture, The Harvest Foundation, the West Piedmont Planning District Commission (WPPDC), the Virginia Department of Housing and Community Development (DHCD), and others – seeks to revitalize several population and activity centers along the Smith River which were part of an industrial heritage of furniture and textiles. These locations include the communities of Bassett, Fieldale, Koehler, and Stanleytown. Specific to the needs of the *West Piedmont 2045 Rural Long Range Transportation Plan*, planned pedestrian improvements include the following:

- Bassett: A new Square/Green proposed north of Sunset Drive will feature sidewalks for pedestrians, landscaping, and street trees.
 - Fieldale: Upgrades to Marshall Way to include sidewalks and landscaping.
- **Town of Ridgeway.** As part of the West Piedmont Complete Streets Coalition, walkability assessments were conducted in the Town of Ridgeway, and this assessment, as well as recommendations, were included in the *West Piedmont Health District Walkability Assessment Report*. Recommendations are as follows:

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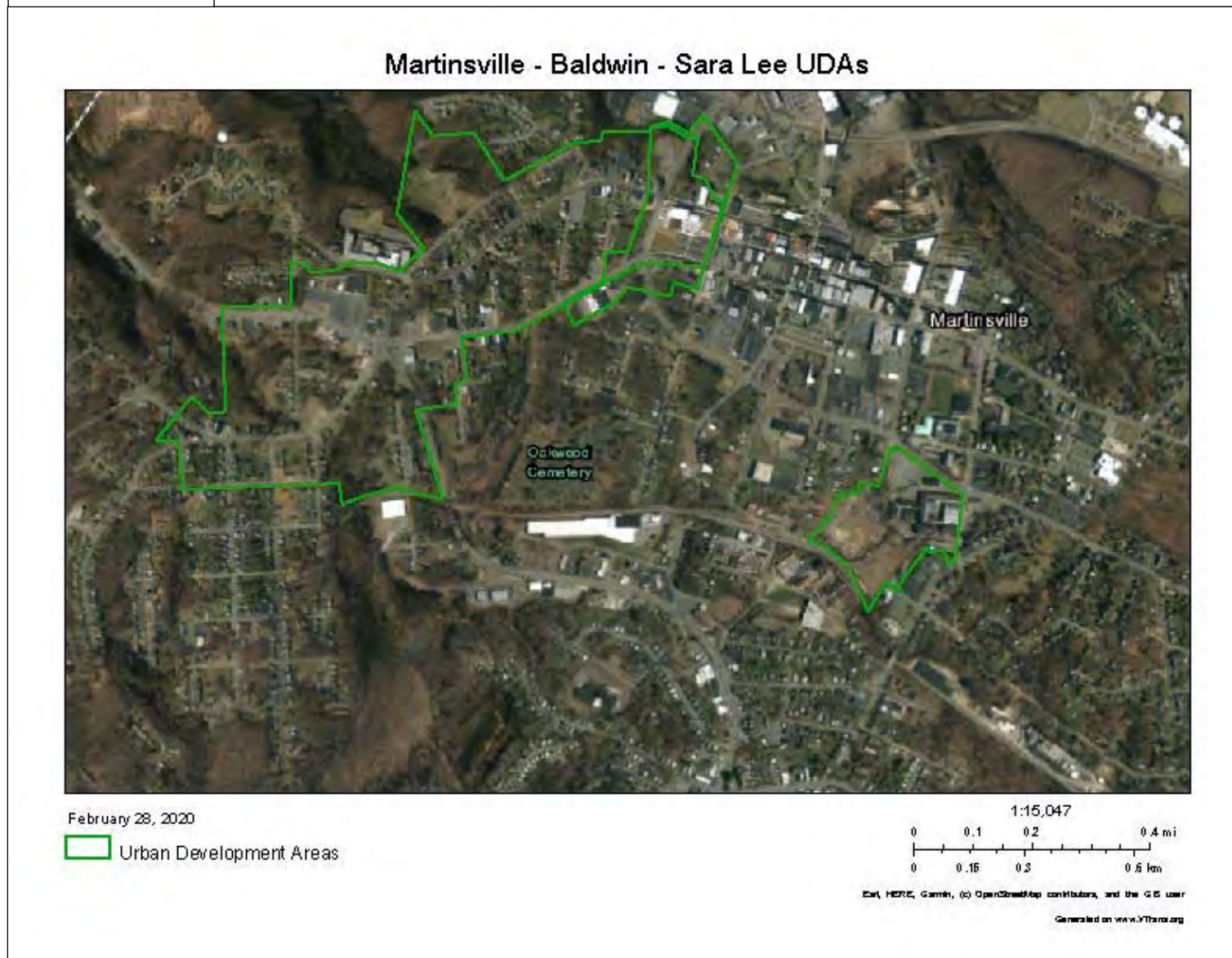
- Ridgeway meeting attendees are encouraged to join the West Piedmont Complete Streets Coalition.
- Explore possibility of repurposing town-owned roads into walkable roads and/or trail systems to connect the town of Ridgeway.
- Could apply for SMART SCALE and Transportation Alternative funding to establish signals and pedestrian crosswalks at Almond St and Morehead Ave intersection, which is a VDOT identified high crash location.

Town of Ridgeway staff expressed the need for pedestrian infrastructure in key areas of the Town to promote safe pedestrian travel. The downtown area contains establishments that contribute to pedestrian activity including a post office, library, church, and several small convenience/retail establishments. Residential uses, including apartments and single-family residences, are located in close proximity to these establishments. Morehead Avenue (US Route 87) acts as a barrier for area residents seeking to walk to the retail/convenience stores, which are all located along the south side of Morehead Avenue. Therefore, the Town wishes that one or more sidewalks be constructed along Morehead Avenue from the intersection of Church Street/Main Street to Kings Mill Road. One or more crosswalks should be installed across Morehead Avenue to enable safe pedestrian crossings. Additionally, sidewalks should be provided along Vista View Lane fronting the library, along Almond Street, and along all of Magnolia Street.

Please note that WPPDC staff conducted a sidewalk inventory for the Town of Ridgeway in 2011, and inventory information, as well as recommendations, can be found in Appendix B.

- **City of Martinsville.** The City of Martinsville contains three UDAs within or in close proximity to the uptown area. The first of the three is the Sara Lee UDA, which is located just southeast of uptown between Market Street and the Norfolk-Southern Railroad track. The second is the Baldwin UDA, which contains New College Institute (NCI), extends just to the south encompassing a small part of Market and West Church streets, and extends north along Market Street, terminating about one block north of NCI. The third, and most recently-designated UDA, is the Martinsville UDA, which encompasses much of the Fayette Street corridor from just west of NCI westward to just east of Pine Hall Road. A 2011 amendment to the City of Martinsville Comprehensive Plan established the basis for the Baldwin and Sara Lee UDAs, and this *Uptown Martinsville Urban Development Areas Comprehensive Plan Amendment* can be found at https://www.martinsville-va.gov/content/martinsville-va/uploads/martinsville_uda_7_14_11-comp_plan_update_final.pdf. Figure 8.11 illustrates an overview of all three of Martinsville's UDAs. The transportation needs of greatest priority identified within all three of Martinsville's UDAs include the following:
 - Other pedestrian infrastructure
 - Bicycle infrastructure
 - Other complete street improvements
 - Traffic calming features
 - Safety features
 - Improvements to the natural environment; storm water management; site design; or landscaping

Figure 8.11



West Piedmont Planning District 2045 Rural Long Range Transportation Plan – Chapter 8 Multimodal Transportation

The Sara Lee UDA encompasses former industrial facilities of Sara Lee and American Furniture companies. Redevelopment within this UDA, therefore, is well-suited to mixed-use development such as mix of residential and commercial-retail establishments. A hallmark of mixed-use development is walkability, made possible by the close proximity of residential and commercial uses.

The Martinsville UDA is heavily residential in character, with some street-level commercial uses, as well as an elementary school. Revitalization of this corridor is partially dependent upon the implementation of a multi-modal corridor, primarily via improvement of pedestrian and bicycling infrastructure. In 2018, the City of Martinsville submitted two Smart Scale applications to request funding for sidewalk reconstruction to adhere to Americans with Disabilities Act (ADA) compliance, sidewalk bulb-outs, new and relocated crosswalks, and wide travel lanes to facilitate both vehicular and bicycle travel simultaneously. While neither of these applications was funded, the City will be pursuing funding via round 4 of Smart Scale in 2020. The intersection of Fayette and Church streets and Memorial Boulevard (U.S. Route 220 Business) has been identified by the City as an impediment to pedestrians crossing from Martinsville's West End to the eastern portion of the Fayette Street corridor due to the wide geometry of the intersection, and its voluminous, multi-directional traffic. Therefore, pedestrian improvements should be pursued by the City in the future for this intersection.

The West Piedmont Complete Streets Coalition conducted sidewalk inventories in the City of Martinsville to identify sidewalk deficiencies and opportunities for improvements. The results of these inventories as well as associated recommendations were included in the *West Piedmont Health District Walkability Assessment Report*. Recommendations for pedestrian infrastructure contained therein include the following:

- A need for a sidewalk along Commonwealth Boulevard between Applebee's and Baymont Inn & Suites
- Sidewalk conditions need improvement on Brookdale Street between Sprucedale Street and Prospect Hill Drive.
- A crosswalk is needed on Moss Street from East Church Street to the Visitors Center
- Utilize the Walkability Assessment Checklist (Appendix 4 [in the report]) to evaluate walkability surrounding the Paradise project site before any changes are made. A pre-post assessment could capture improvements in walkability as a result of the Paradise project.

The Dick and Willie Passage Trail completion project is the last in a series of extensions of this important recreation and transportation resource for Henry County and the City of Martinsville. The original trail segment was completed in 2010, extending approximately 4.5 miles from Virginia Avenue (U.S. Route 220 Business) near Wal-Mart east to Mulberry Creek in neighboring Henry County. In the years since, two spurs – the Uptown Connection Park and Trail, and the Silverbell Spur – have been added to the Dick and Willie into uptown Martinsville, connecting the main trunk of the trail to uptown and East Church Street in the vicinity of the YMCA, and Virginia Museum of Natural History, respectively. In fall 2019, an approximately 2.7-mile segment of trail was completed which extends from a new Spruce Street trailhead near the City/County line to the Smith River Sports Complex in Henry County. The last portion of the trail, planned for completion in 2021, will be funded jointly by the Harvest Foundation as well as VDOT's Revenue Sharing and Transportation Alternatives (TA) programs. About one-third of the alignment of this final three-mile section will be provided along Spruce Street itself, while the remainder will follow Mulberry Creek to the current terminus of the original trail section.

- **Patrick County.** Most of the pedestrian and bicycle infrastructure in rural Patrick County can be found in the Town of Stuart, the County's largest population center. In 2011, West Piedmont Planning District Commission staff conducted a sidewalk inventory in the Town, and the contents of this inventory, as well as recommendations, can be found in Appendix B of this plan. More recently, the West Piedmont Complete Streets Coalition conducted sidewalk inventories in the Town of Stuart, and the content of these inventories can be found within the *West Piedmont Health District Walkability Assessment Report*. Recommendations provided in that report include the following:
 - Curb cuts and crosswalks are needed at various locations
 - Some sidewalk areas are overgrown with grass and weeds, impeding pedestrian and wheelchair/mobility device passage

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- Overgrowth and cracks in sidewalks may impede passage of pedestrians and wheelchairs/mobility devices

The Mayo River Rail Trail, located in the Town of Stuart, was constructed on the right-of-way of the former Danville & Western Railway, also known as the “Dick & Willie,” which is now also occupied by the Dick & Willie Passage Trail in the City of Martinsville. The first two phases of trail development have resulted in approximately 4,200 linear feet of trailway, extending from the vicinity of the intersection of Commerce Street and Patrick Avenue east along Commerce Street and the South Mayo River. The County has applied for Transportation Alternatives (TA) funds in the amount of \$810,100 for Phase 3 of the trail construction, which would add another 4,955 feet to the existing trail along the South Mayo River.

Phase 4 will extend the trail from the terminus of Phase 3 to a shopping center just east of Stuart, along U.S. Route 58, which includes a Wal-Mart, a fast food restaurant, and an auto parts store. This trail is now primarily used as a recreational resource, but the final two phases will be paramount to enabling this facility to satisfy an active transportation need between the Town of Stuart and the shopping center noted above. Currently, there are no safe means to bicycle between the town and the shopping center without sharing busy roads with traffic, but the trail, once complete, will provide a safe and separate right of way for these users.

- **Pittsylvania County.** A trail is proposed to connect various destinations in the Town of Gretna, which include Centra Gretna Medical Center, Gretna Middle School, and employers within Gretna Industrial Park. In early 2019, a \$20,000 grant was provided by the Community Foundation of the Dan River Region to help with constructing Phase 1 of the project, and Revitalization for a Greater Gretna raised \$100,000 for this phase which opened during spring 2020 providing area residents with a 0.4-mile trail in the vicinity of the medical center and Capps Shoes. Phase 2 will add about 1.7 miles to this trail, which will also link to a trail at Gretna Middle School, establishing an active recreational resource as one that can increasingly be used for active transportation.

In 2011, staff of the West Piedmont Planning District Commission conducted a sidewalk inventory in the Town of Gretna, as well as in the Town of Chatham. Information pertaining to these sidewalk inventories can be found in Appendix B.

The Ringgold Depot Trail is situated in eastern Pittsylvania County, stretching about 5.5 miles from the County’s Ringgold community east to the Halifax County line. This trail currently serves as an excellent recreational resource for residents and visitors alike, however, it is not currently contiguous with any other existing trails. Plans are in place to link this trail with the Danville Riverwalk Trail approximately five miles to the west. The Danville Metropolitan Planning Organization (MPO) commissioned the *Trail Connector Study Dan River to Ringgold*, which was adopted in 2012. Since the time of its adoption, the proposed alignment in the vicinity of the Danville Regional Airport has changed somewhat due to FAA regulations governing development in close proximity to airport facilities. When the two trails are connected, a continuous trail system approximately 20 miles in length between the City of Danville and the Halifax County line will be established, facilitating both an active recreational and transportation resource. This trail will serve as a component of the Beaches to Bluegrass Trail, noted above. The study can be accessed at http://www.wppdc.org/content/wppdc/uploads/PDF/transportation/corridor_studies/trail_connector_study_exec_sum.pdf.

Public Transit

Public transit is operated in the rural portion of the West Piedmont Planning District by Roanoke Area Dial-a-Ride (RADAR), under the banner of Piedmont Area Regional Transit (PART); RADAR also operates an independent route in the northern section of the Region, between Roanoke and Ferrum. The City of Danville operates Danville Transit – a robust transit system which serves the City of Danville, but this system is located in the Danville Metropolitan Planning Area, which is outside of the scope of this plan. However, the planned expansion of that system into Pittsylvania and Halifax counties necessitates some discussion.

- **Piedmont Area Regional Transit (PART).** Piedmont Area Regional Transit (PART), operated by Roanoke Area Dial-a-Ride (RADAR), was formed in 2009 to provide transit services to residents of the City of Martinsville and Henry County. Since that time, the system has acquired larger buses, and a third route was added. The three routes currently constituting PART include the following:
 - The Northern/Collinsville Route operates along Kings Mountain Road and the Virginia Avenue (U.S. Route 220 Business) corridor in Collinsville, and Patrick Henry Community College is one of the system's major stops.
 - The Martinsville Route serves prominent destinations in the City of Martinsville including uptown, the Spruce Street/Brookdale Street area, the City's main shopping area along Commonwealth Boulevard, and other areas.
 - The Southside Route serves the commercial area south of the City of Martinsville along the U.S Route 220 corridor, and then loops back to the City via Fisher Farm Road and Joseph Martin Highway.

The Wal-Mart/Lowes shopping center, located near the intersection of Virginia Avenue (U.S. Route 220 Business) and Commonwealth Boulevard, serves as the transfer point for all three routes. PART's fare is 50 cents per ride, and the system operates Monday – Friday 7:30 a.m. – 5:30 p.m. PART operates on a deviated fixed-route basis, meaning that the bus will deviate up to 0.75-mile off of its scheduled route for an individual with a disability. Figure 8.12 illustrates PART's route network, and additional information is available at <https://www.martinsville-va.gov/residents/bus-system-p-a-r-t>. The following goals should be pursued as part of future expansion efforts of the PART system:

- As resources permit, PART service should be expanded to communities northwest of the City of Martinsville, such as Bassett and Fieldale.
- Anecdotal evidence suggests a need for PART service in the Town of Ridgeway. Therefore, if resources permit, service should be extended south to the Town of Ridgeway.

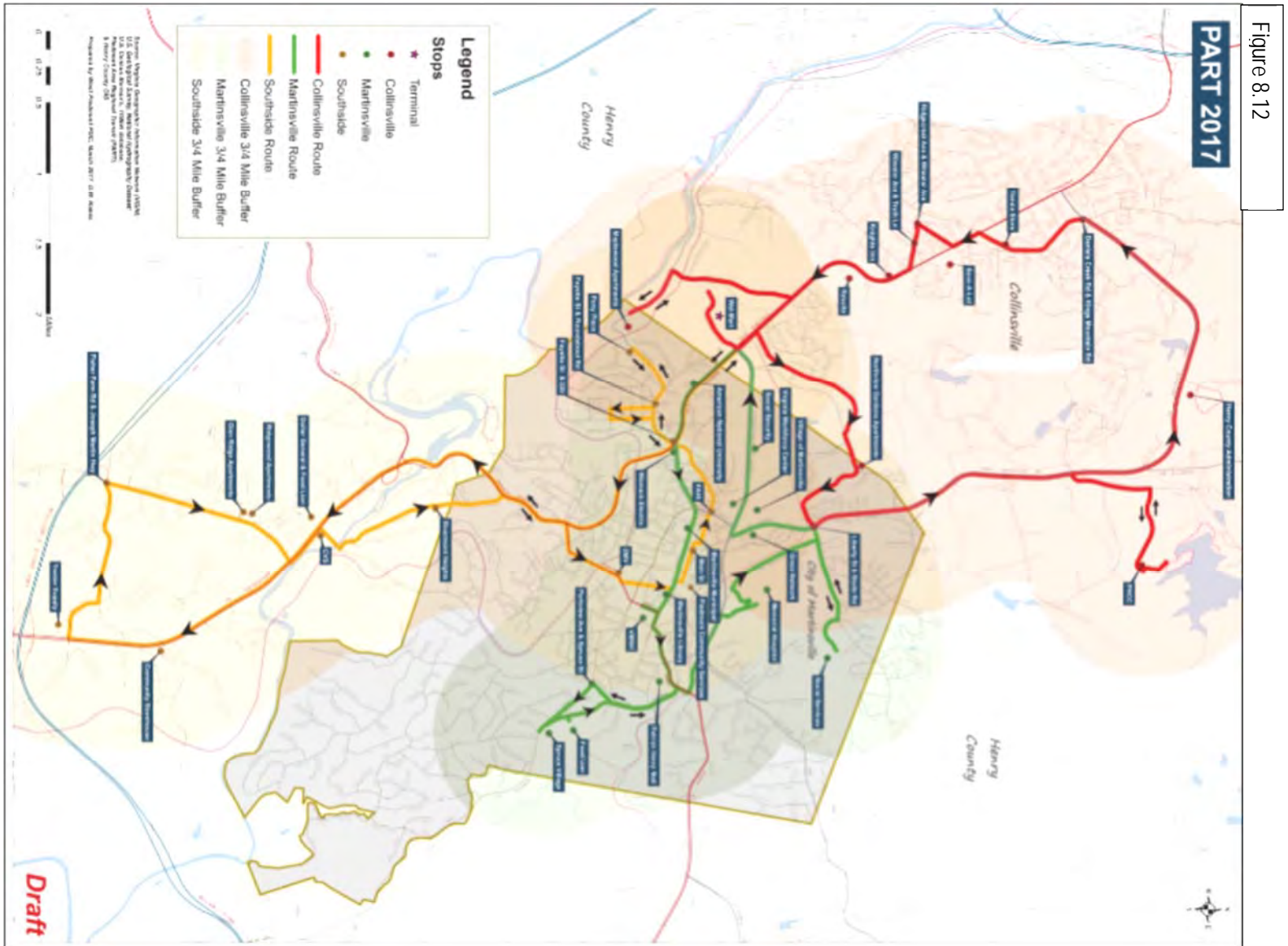


Figure 8.12

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- **Ferrum Express.** The Ferrum Express, operated by Roanoke Area Dial-a-Ride (RADAR), provides service between the Village of Ferrum (located in Franklin County), the Town of Rocky Mount, and the City of Roanoke. On Thursdays and Fridays, the service operates between the Village of Ferrum and various stops in the Town of Rocky Mount beginning at 5 p.m. On Saturday, service commences at 1 p.m., operating between the Village of Ferrum, the Town of Rocky Mount, and the City of Roanoke. There is no fare to use the service, and more information about the Ferrum Express can be found at <https://radartransit.org/ridership-information/college-express/>. The following goal should be pursued with regard to the Ferrum Express:
 - Efforts should be made to identify needs for expanding frequency and/or scope of the service, particularly as resources to do so become available.
- **Danville Transit.** As noted above, Danville Transit serves destinations within the City of Danville, which is outside of the scope of this plan, as the City is located within the Danville Metropolitan Planning Organization (MPO). However, the agency plans to introduce commuter service along the U.S. Route 29 corridor, serving the communities of Chatham, Gretna, and Hurt. Similar service is planned to be introduced along the U.S. Route 58 corridor east to Halifax County. Additional information can be obtained about Danville Transit at <https://www.danville-va.gov/508/Mass-Transit>. As resources permit, Danville Transit should pursue the following goals:
 - Introduce commuter transit from the City of Danville north along the U.S. Route 29 corridor to serve the communities of Chatham, Gretna, and Hurt.
 - Introduce commuter transit from the City of Danville along the U.S. Route 58 corridor east to Halifax County, taking into consideration the feasibility of stops in between both termini.
- Other transit goals within the West Piedmont Planning District that should be pursued include:
 - Explore the feasibility of initiating a commuter transit route along the U.S. Route 220 corridor between the City of Martinsville north to Rocky Mount and ultimately to Roanoke.
 - Explore the feasibility of introducing transit service within the Westlake-Hales Ford community, as well as service from those communities to other population centers such as the Town of Rocky Mount and the City of Roanoke.
 - Explore the feasibility of establishing a commuter transit service along the U.S. Route 58 corridor between the cities of Danville and Martinsville.
 - Explore opportunities to expand the reach of new and existing transit services through innovative approaches such as microtransit systems.

Coordinated Human Services Mobility (CHSM) Plan

The Coordinated Human Services Mobility (CHSM) Plan serves as the Commonwealth of Virginia's blueprint for providing transportation services to older individuals, those with disabilities, veterans, and low-income individuals using Section 5310 funding of the Federal Transit Administration (FTA). The Plan is developed by the Virginia Department of Rail and Public Transportation (DRPT), with the most recent update in December 2019. The CHSM Plan divides localities by regions within the State, and Franklin, Henry, and Patrick counties, as well as the City of Martinsville, fall within the Alleghany Region of this plan; Pittsylvania County and the City of Danville are located within the Western Region. Action strategies have been developed within the CHSM Plan for each of the regional areas analyzed. Action strategies for the Alleghany Region include the following:

Action strategies for the Western Region, shown in Table 8.1, obtained from the CHSM Plan, include the following:

Table 8.1

WESTERN REGION ACTION TRACKER					
Counties: Albemarle, Amherst, Appomattox, Augusta, Buckingham, Campbell, Charlotte, Fluvanna, Greene, Halifax, Louisa, Madison, Orange, Pittsylvania, Rockingham					
Cities: Charlottesville, Danville, Harrisonburg, Lynchburg, Staunton, Waynesboro					
Transportation Gap	Action No.	Action Item	Performance Tracking		Participants
			Benchmark	Implementation Timeframe <i>Short: 1-2 years Medium: 3-4 years Long: 4+ years</i>	
Education & Opportunities	WS-1.A	Develop Western Region advisory committee that reports to the statewide advisory committee; focus on coordination of service providers	Quarterly meetings of diverse group of human service transportation partners in Western Region	Short	DRPT Service Providers
	WS-1.B	Develop an ongoing outreach mechanism for service providers to employ as a means of consistently measuring customer satisfaction and service performance; develop plan to track changes annually	Outreach plan and mechanism	Medium	DRPT Regional Advisory Committee
	WS-1.C	Develop a unified message for rural jurisdiction elected and administrative officials about the demographic realities of the future of rural counties and the ongoing public need for human services transportation <i>Regional strength</i>)	Platform and talking points for statewide use, updated annually	Medium	Regional Advisory Committee Service Providers
	WS-1.D	Ensure drivers are equipped with the proper training and resources to manage and provide aid to their potential passengers and those passengers' health issues and disabilities <i>(Area of focus)</i>	Training plans	Medium	DRPT Statewide Steering Committee Service Providers
	WS-1.E	Ramp up grassroots work with senior centers, doctor's offices, living facilities, and other relevant partners or potential partners	4 meetings regionally with applicable facilities	Medium	Service Providers
	WS-1.F	Set expectations for trip parameters for new riders; provide introductory "travel training"	Pilot programs for each service	Medium	Service Providers
	WS-1.G	Focus outreach on people with DD and DD agencies to gauge specific transportation issues—lack of eligibility after high school, language barriers, etc.—and work with DRPT and DBHDS to address them	Community and agency outreach	Short	Service Providers DRPT
Trip Eligibility	WS-2.A	Educate "ineligible" riders such as low-income youths, job seekers, students, and other similar trip-takers where public transit does exist to use public transit services	Outreach plans	Medium	Service Providers
	WS-2.B	Work with hospitals, medical centers, and other health care facilities to catalog existing transportation programs for recurring medical trips; see how trips serving these facilities, if possible, can be shifted to other programs	Outreach plans	Long	Service Providers
	WS-2.C	Look at feasibility of service providers supplying travel aides for riders who need additional support	Final study	Medium	DRPT Service Providers
	WS-2.D	Work with community colleges and other educational facilities to develop pilot programs for transportation and mobility programs for students with limited transportation options	Pilot program	Long	DRPT Service Providers

WESTERN REGION ACTION TRACKER					
Counties: Albemarle, Amherst, Appomattox, Augusta, Buckingham, Campbell, Charlotte, Fluvanna, Greene, Halifax, Louisa, Madison, Orange, Pittsylvania, Rockingham					
Cities: Charlottesville, Danville, Harrisonburg, Lynchburg, Staunton, Waynesboro					
Transportation Gap	Action No.	Action Item	Performance Tracking		Participants
			Benchmark	Implementation Timeframe <i>Short: 1-2 years Medium: 3-4 years Long: 4+ years</i>	
Funding	WS-3.A	Continue working with local and regional government officials to increase the available funds for capital purchases, operating, and maintenance	Ongoing discussions	Short	Service Providers
	WS-3.B	Explore local funding to support trips for seniors, individuals with disabilities, and other vulnerable or special populations	Identified funding sources	Short	Service Providers
Service Alternatives	WS-4.A	Provide transportation to seniors and individuals with disabilities who cannot use public transportation or who live in an area where public transportation is not provided	Trips provided	Short	DRPT Service Providers
	WS-4.B	Where possible, partner with public transportation providers (FTA Section 5307 and 5311 recipients) to determine opportunities for efficiencies with route modification, deviated fixed route usage, or other service alterations	Meetings with all Western Region public transit providers	Medium	Service Providers
	WS-4.C	Develop a "one click/one call" approach for human service transportation in either the entire Western region or small sub regions	Project development proposal	Medium	DRPT Regional Advisory Committee
	WS-4.D	Study feasibility of partnering with ridesharing agencies to determine if there opportunities for sharing resources	Study proposal	Medium	Regional Advisory Committee Service Providers
	WS-4.E	Explore options and obstacles to potential DD-related programs and agency coordination with local public transportation service providers to address some of the age-related eligibility issues	Study proposal	Medium	DRPT Regional Advisory Committee Service Providers
	WS-4.F	Study service alternatives that group trip types or origination points to minimize the number of trips while maximizing ridership (see District Three's county-wide transit service for an example)	Final study	Long	DRPT Service Providers

Source: Virginia 2019 Coordinated Human Services Mobility Plan

Action strategies for the Allegheny Region, shown in Table 8.2, obtained from the CHSM Plan, include the following:

Table 8.2

ALLEGHANY REGION ACTION TRACKER					
Counties: Alleghany, Bath, Bedford, Botetourt, Craig, Floyd, Franklin, Giles, Henry, Highland, Montgomery, Patrick, Pulaski, Roanoke, Rockbridge Cities: Buena Vista, Covington, Lexington, Martinsville, Radford, Roanoke, Salem					
Transportation Gap	Action No.	Action Item	Performance Tracking		Participants
			Benchmark	Implementation Timeframe <small>Short: 1-2 years Medium: 3-4 years Long: 4+ years</small>	
Education & Opportunities	AL-1.A	Develop Alleghany Region advisory committee that reports to the statewide advisory committee; focus on coordination of service providers	Quarterly meetings of diverse group of human service transportation partners in Alleghany Region	Short	DRPT Service Providers
	AL-1.B	Develop an ongoing outreach mechanism for service providers to employ as a means of consistently measuring customer satisfaction and service performance; develop plan to track changes annually	Outreach plan and mechanism	Medium	DRPT Regional Advisory Committee
	AL-1.C	Develop a unified message for rural jurisdiction elected and administrative officials about the demographic realities of the future of rural counties and the ongoing public need for human services transportation	Platform and talking points for statewide use, updated annually	Medium	Regional Advisory Committee Service Providers
	AL-1.D	Ensure drivers are equipped with the proper training and resources to manage and provide aid to their potential passengers and those passengers' health issues and disabilities	Training plans	Medium	DRPT Statewide Steering Committee Service Providers
	AL-1.E	Ramp up grassroots work with senior centers, doctor's offices, living facilities, and other relevant partners or potential partners	4 meetings regionally with applicable facilities	Medium	Service Providers
	AL-1.F	Encourage localities to advocate for increased and/or improved ADA accessibility and safer pedestrian conditions for transit users	ADA and Complete Streets training	Medium	DRPT Regional Planning District Commissions
	AL-1.G	Set expectations for trip parameters for new riders; provide introductory travel training; especially for at-risk passengers	Pilot programs for each service	Medium	Service Providers
Trip Eligibility	AL-2.A	Educate "ineligible" riders such as low-income youths, job seekers, students, and other similar trip-takers where public transit does exist to use public transit services	Outreach plans	Medium	Service Providers
	AL-2.B	Work with hospitals, medical centers, and other health care facilities to catalog existing transportation programs for recurring medical trips; see how trips serving these facilities, if possible, can be shifted to other programs	Outreach plans	Long	Service Providers
	AL-2.C	Work with organizations providing services for opioid use disorders to determine how their transportation needs can be met and what funding resources are available (<i>Area of focus</i>)	Meetings with organizations	Short	DRPT Regional Advisory Committee Service Providers
	AL-2.D	Work with community colleges and other educational facilities to develop pilot programs for transportation and mobility programs for students with limited transportation options	Pilot program	Long	DRPT Service Providers
Funding	AL-3.A	Continue working with local and regional government officials to increase the available funds for capital purchases, operating, and maintenance	Ongoing discussions	Short	Service Providers
	AL-3.B	Explore local funding to support trips for seniors, individuals with disabilities, and other vulnerable or special populations	Identified funding sources	Short	Service Providers

ALLEGHANY REGION ACTION TRACKER					
Counties: Alleghany, Bath, Bedford, Botetourt, Craig, Floyd, Franklin, Giles, Henry, Highland, Montgomery, Patrick, Pulaski, Roanoke, Rockbridge					
Cities: Buena Vista, Covington, Lexington, Martinsville, Radford, Roanoke, Salem					
Service Alternatives	AL-4.A	Provide transportation to seniors and individuals with disabilities who cannot use public transportation or who live in an area where public transportation is not provided	Trips provided	Short	DRPT Service Providers
	AL-4.B	Thoroughly review the trip assignments of vulnerable passengers (non-verbal, individuals with severe behavioral or intellectual disabilities, etc.) to make sure that safety is a top priority	Final review / report	Short	Service Providers
	AL-4.C	Continue providing support for comprehensive transit and human service transportation service throughout the region (Regional strength)	Ongoing service	Short	Service Providers DRPT
	AL-4.D	Where possible, partner with public transportation providers (FTA Section 5307 and 5311 recipients) to determine opportunities for efficiencies with route modification, deviated fixed route usage, or other service alterations	Meetings with all Alleghany Region public transit providers	Medium	Service Providers
	AL-4.E	Develop a "one click/one call" approach for human service transportation in either the entire Alleghany region or small sub regions	Project development proposal	Medium	DRPT Regional Advisory Committee
	AL-4.F	Study service alternatives that group trip types or origination points to minimize the number of trips while maximizing ridership (see District Three's county-wide transit service for an example)	Final study	Long	Service Providers

Source: Virginia 2019 Coordinated Human Services Mobility Plan

Intercity Bus Service

Greyhound Bus Lines served the West Piedmont Planning District until 2016, at which point it discontinued its service to Danville. Since that time, the Virginia Department of Rail and Public Transportation (DRPT) allocated funds to expand its popular Virginia Breeze service to other parts of the Commonwealth – including the West Piedmont Planning District. In 2020, DRPT – in cooperation with a bus provider – plans to initiate two routes in the region. One route will begin in Martinsville, travel east to Danville, and then northeast to Richmond via the Route 360 corridor. The second route will begin in Danville and travel north along the U.S. Route 29 corridor, serving communities in Virginia such as Lynchburg and Charlottesville before continuing on to Dulles International Airport and Washington, D.C.

Emerging Mobility

RIDE Solutions

RIDE Solutions, a Transportation Demand Management (TDM) organization, was conceived in Roanoke in 2002 as a means to reduce the number of vehicles on the road due to air pollution in the Roanoke Valley. RIDE Solutions specializes in promoting carpooling, vanpooling, transit use, bicycling, walking, and telecommuting. Since its inception, the program has grown to incorporate the New River Valley, the Central Virginia Planning District (formerly Region 2000), and the West Piedmont Planning District. While reducing the number of trips by single-occupancy vehicles remains the primary goal of the program, RIDE Solutions serves additional needs in our region such as the promotion of transportation options, as well as aiding business and industry by promoting awareness of transportation options among the workforce. As a result of the COVID-19 pandemic, RIDE Solutions has temporarily shifted more of its resources to telework, as many employees had begun working from home to minimize the spread of the coronavirus. Whether this temporary trend translates to a more permanent situation with some employers remains to be seen, as both employers and workers may realize benefits from telework.

A major element of the RIDE Solutions program is a new app, administered by Agile Mile, which enables individuals who wish to commute using a non-single-occupancy vehicle mode to instantly match with others going in their direction. This free app performs much like an Uber or Lyft app, in that the user would enter his or her origin address and destination address, after which matches will instantly be displayed, enabling the user to take the next step and contact matches. The app offers incentives to utilize green modes of transportation by enabling users to accumulate points toward rewards such as discounts on food, entertainment, and shopping. More information on the RIDE Solutions program can be found at www.ridesolutions.org. To continue to expand the RIDE Solutions program in the West Piedmont Planning District, the regional RIDE Solutions coordinator will:

- Continue to advertise the program to the general public via social media, billboards, “Try Carpooling” sign installation, electronic media, and other forms of outreach.
- Promote the program to major employers throughout the region, particularly by networking at career fairs, and subsequent follow-up.

Bike Share/Scooter Share

A recent form of emerging mobility which has appeared across American cities within the last decade is bike/scooter sharing. These systems are typically operated by individual companies and administered in either a docked (bikes/scooters are tethered to a physical docking mechanism until such time as they are utilized by the public) or dockless context. When an individual is ready to use one, he or she will typically access the device by reserving and paying via smart phone, and then use the bicycle or scooter generally as a first mile/last mile transportation mode. Currently, the City of Danville is the only locality in the region which accommodates a bike share system, operated by Zagster. There are no immediate plans for these mobility devices to be placed in any other locality in the region, however, they would serve as a valuable travel mode, particularly in the heart of cities and towns as well as at and around college campuses.

New/Emerging Mobility Paradigms

Ride Sharing, operated by companies such as Uber and Lyft is a relatively recent phenomenon with regard to transportation innovations. The concept is structured similarly to a taxi service in that a vehicle is hired for a ride somewhere. However, unlike an established taxi company, the Uber or Lyft driver is a private automobile owner who gets paid a certain percentage of the revenue earned for a trip. The rider requests the driver via an app, using either a PC or smart phone, through which the ride is paid for. At the current time, ride sharing services are limited in the West Piedmont Planning District, though as awareness of them increases over time, it is likely that they will become more ubiquitous.

Microtransit is another emerging mode of transportation which may be beneficial for towns and smaller cities, particularly where traditional transit is not feasible. Microtransit systems can be thought of as a hybrid between a bus and a ride share, in that they pick up individuals unknown to or unassociated with each other, in much the same way as a bus does. While they may operate on a fixed route in much the same way as a conventional bus service, they are typically much more flexible in terms of stops and routing, because they are summoned by riders via apps, much in the same way as Uber and Lyft ride share vehicles are. Microtransit systems are most often associated as serving “first mile/last mile” routes of transit networks, but due to their flexibility, can be used in many other contexts. These systems are also typically operated by vans, rather than larger transit vehicles.

A successful paradigm of microtransit which may be beneficial to the West Piedmont Planning District is that of **FlexDanmark**, a national transit system utilizing vans throughout Denmark. Like much of Denmark, a large portion of the West Piedmont Planning District is very rural, rendering traditional transit service impractical in many cases. Through FlexDanmark, hundreds of private van services in Denmark operate under the FlexDanmark umbrella, which enables each company to maintain its autonomy, while serving as part of a coherent whole. When an individual asks for a ride, a phone number is dialed, which is routed to a central dispatching office, at which the closest available vehicle is dispatched. Additional information about FlexDanmark can be found at <https://www.aarpinternational.org/the-journal/current-edition/flexdanmark>.

Land Use

An aspect of transportation planning that has often been overlooked or neglected by planning and engineering practitioners is the land use or, in the context of transportation planning, the integration of land use and transportation. The post-World War II era has witnessed a dispersion of the population out of cities and into what have largely become single-use suburbs, often referred to as following the Euclidean Zoning model, named for the Village of Euclid vs Ambler Realty Company in 1926, which established the precedent for single-use zoning as we know it today. This form of zoning separated residential areas from incompatible land uses such as industrial and some commercial uses, to promote health and quality of life in communities. This development paradigm, however, necessitates use of the automobile to travel almost everywhere, since residential areas may be miles from shopping, health care, and other destinations used on a routine basis. The result in many areas has been traffic congestion and degradation of the environment. Furthermore, this development pattern has contributed to the proliferation of chronic health conditions such as obesity and heart disease due to the inability of residents to walk to destinations they must now drive to.

In the last several decades, however, a reinvigoration of civic pride has emerged in cities and increasingly in smaller towns, with a vision of re-adopting patterns of development as they were prior to World War II. This new development paradigm – often referred to as The New Urbanism – seeks to recreate communities with greater emphasis on the pedestrian scale, homes on smaller lots, etc. This trend has led to an increased mix of land uses in both urban and suburban areas, which often results in greater density and, consequently, walkability. Rather than building on “greenfield,” or virgin lands, this new form of development often emphasizes infill development, which is redevelopment of pre-developed areas. Or if such development is slated for greenfield sites, it is done with the goal of minimizing the consumption of land – particularly productive lands such as agricultural landscapes. Innovative forms of zoning paradigms such as form-based zoning and performance zoning, facilitate flexibility with regard to development of intermingled uses. Form-based zoning, for instance, places more of an emphasis on the form of development rather than individual uses. Examples might be relatively little setback from a sidewalk, or minimum or maximum heights. Performance zoning attaches “performance” requirements to development which, for example, may consist of the number of dwelling units per acre, Floor Area Ratio (FAR), or perhaps the quantity of open space for a particular type of development. Benefits of more clustered development facilitate greater use of public transit, walking, and bicycling as modes of travel, thereby reducing reliance on the single-occupancy automobile. It is likely that many cities and towns will continue in this direction in the foreseeable future, with a potential wildcard being COVID-19, which may induce the populace to once again “spread out” due to fear of density causing disease to proliferate.

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Park & Ride lots could be associated with land use that results in a more efficient use of the transportation system. Park & Ride lots have been utilized to one degree or another for years, particularly within and outside of urban areas. However, awareness of environmental degradation, including climate change, has renewed interest in commuting incorporating Park & Ride lots. The way these lots work is individual commuters will typically meet up at a designated location (most often a Park & Ride lot) and either carpool together or complete their commutes on a bus or a train. Currently, one official Park & Ride lot exists in the West Piedmont Planning District, in the Town of Rocky Mount. According to information referenced from VDOT, this gravel-surfaced lot contains 50 spaces, is not currently served by transit, and is unlighted. A second, 150-space Park & Ride facility, is programmed to be constructed at the Summit View Business Park in the Wirtz area of Franklin County. Need for TDM has also been identified along the U.S. Route 29 corridor in Danville and Pittsylvania County, so it is likely such facilities will emerge there, particularly with the impending expansion of Danville Transit into the County.

Based on the expansion of Danville Transit north along the U.S. Route 29 corridor, this plan recommends that three new Park & Ride lots be established along this corridor in or in the vicinity of the following towns:

- The Town of Chatham
- The Town of Gretna
- The Town of Hurt