



West Piedmont Planning District Commission

Comprehensive Economic Development Strategy

2022 - 2026 Plan

Year 1

REGIONAL SPOTLIGHT - WEST PIEDMONT CEDS



WHAT IS A CEDS?

A Comprehensive Economic Development Strategy (CEDS) is a unified, regionally focused action plan that provides a framework for an area's economic growth and community development. The CEDS serves as an economic blueprint for the region and establishes a process that will help create jobs, foster more stable and diversified economies, and improve living conditions. This West Piedmont Economic Development District CEDS 5-Year Update will guide the direction of the region from 2022-2026.

REGIONAL VISION

The past Regional Vision was deemed to be missing key characteristics and brevity by stakeholders and the CEDS Committee. After input from several stakeholders, a new regional vision is shown to the right:

"The West Piedmont region is a vibrant and collaborative community dedicated to supporting and expanding business, prioritizing economic mobility, and creating an environment that enhances both quality of life and visitor experiences."

The main sections in the WPPDC 2022-2026 CEDS go as followed:

- **Summary Background** of the region's economic conditions and demographics
- **Economic Resiliency** - to assess and develop strategies for improving the region's ability to prepare for and respond to economic shocks.
- **SWOT Analysis** to identify the region's strengths, weaknesses, opportunities, and threats
- **Strategic Direction** - to incorporate tactics identified through the planning process, other plans, and stakeholder feedback to develop the priority strategies for the region
- **Evaluation Framework** - to identify and monitor performance measures associated with the plan.

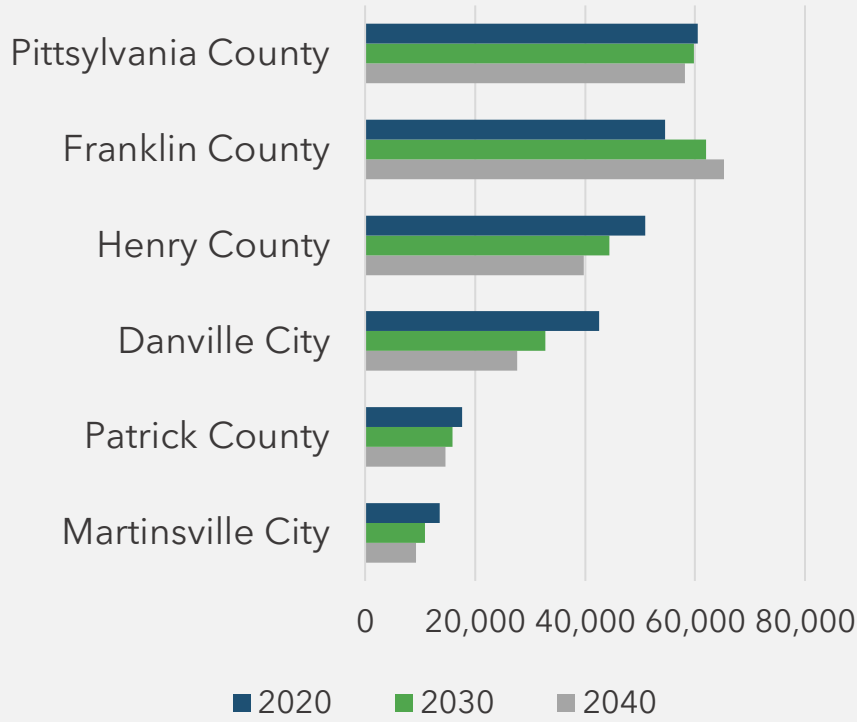
Member Localities



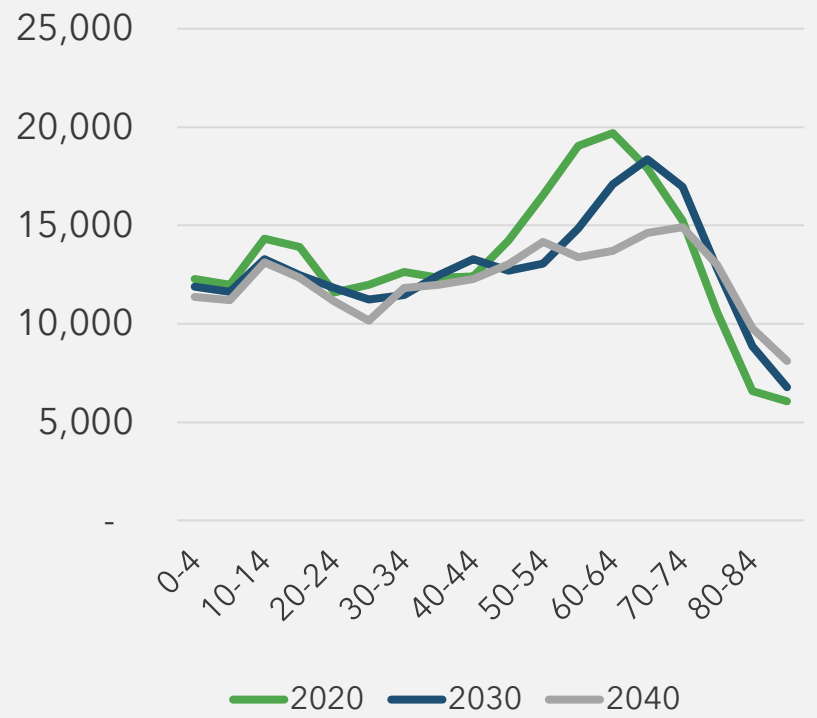
DEMOGRAPHICS OVERVIEW

POPULATION

Region Population Totals



Region Population by Age



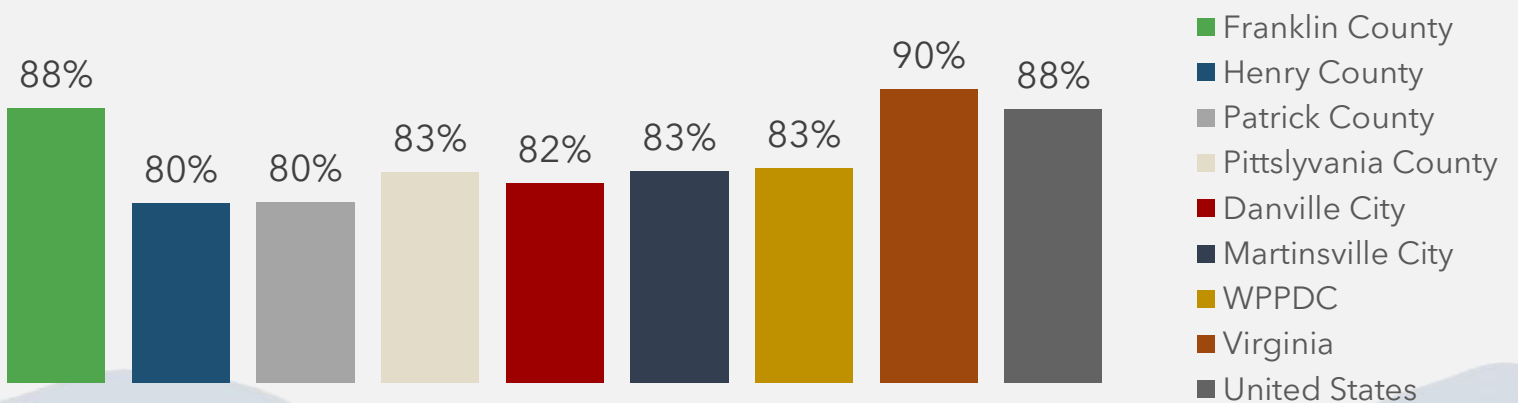
COMMUTING

WPPDC Regional Commuting Patterns



EDUCATION

High School Graduate or Higher Rates



WPPDC STRATEGIC DIRECTION OVERVIEW

Economy and Innovation

- Goal 1:** Improve the Small Business Culture Across the Region
- Goal 2:** Improve Collaboration and Coordination Around Regional Economic Development Efforts
- Goal 3:** Expand Opportunities for Growth Within Target Industries
- Goal 4:** Cultivate an Innovative Culture and Ecosystem to Compete in the New Economy

Education and Workforce

- Goal 1:** Increase the Pipeline of Talent for Regional Employers
- Goal 2:** Enhance Coordination and Collaboration with Local School Systems at all Levels
- Goal 3:** Stabilize and Grow the Population, Specifically in Younger Demographic Segments
- Goal 4:** Identify and Promote Innovative Opportunities to Increase Childcare Accessibility

Housing, Livability, and Equity

- Goal 1:** Increase Access to Affordable, Adequate, and Available Housing
- Goal 2:** Develop a Sense of Place that Unites the Region
- Goal 3:** Increase Destination-Quality Outdoor Recreation
- Goal 4:** Promote Programs and Resources which Advocate Healthy Lifestyles
- Goal 5:** Commit to an Inclusive Approach to Increasing Digital and Financial Literacy

Infrastructure

- Goal 1:** Increase broadband access and reliability, particularly in rural, commercial, and industrial areas
- Goal 2:** Improve infrastructure needed to grow existing and future industrial/business parks in the region
- Goal 3:** Promote redevelopment of Commercial/Central Business Districts and revitalization of small towns in the region
- Goal 4:** Improve regional multimodal transportation infrastructure
- Goal 5:** Address Region-wide infrastructure needs

TOP PRIORITY PROJECTS FOR WPPDC

Project & Location	Description	Priority & Status	Cost
Site improvements at Cane Creek Industrial Park - <i>Pittsylvania County</i>	Site Improvements to include grading and sanitary sewer.	Urgent - Funding Phase	\$4,900,000
Graded Industrial Park Pad Site - <i>Pittsylvania County</i>	Create graded pad sites at existing industrial park sites in Gretna and Hurt.	Urgent - Funding Phase	\$3,000,000
Commonwealth Crossing Business Centre Road Access Project - <i>Regional</i>	Improve portions of U.S. 220 (in Virginia and NC) and access road to improve ingress and egress to regional industrial park	Urgent - Planning Phase	\$9,000,000
Revitalization of Uptown Business District - <i>City of Martinsville</i>	Incentivize small businesses (exterior and interior makeover/elevator)	Urgent - Planning Phase	\$900,000
Commonwealth Crossing Business Centre - <i>Regional</i>	Phase II Development / Additional expansion of regional industrial park, including environmental measures, grading, utility installations, and roadways	Level 1 - In Progress	\$26,000,000
Riverview Industrial Park - <i>Danville</i>	Grade a 25 +/- acre pad on Lot FF	Level 1 - Funding Phase	\$1,000,000
Industrial Park improvements - <i>Rocky Mounty</i>	Rocky Mount and Franklin County Industrial Park Improvements	Level 1 - Planning Phase	\$2,000,000
Patrick County Business Development Center - <i>Patrick County</i>	Development & Renovation of former Hardware Store into 16,000 sq foot Business Development & Incubator Center	Level 2 - Planning Phase	2,400,000
Economic Development Strategic Plan - <i>Rocky Mounty</i>	For the areas of Rocky Mount/Franklin County/Boones Mill	Level 1 - Idea	\$60,000
Workforce Development Enhancement Program - <i>Franklin County</i>	Comprehensive youth and adult workforce training	Level 1 - In Progress	\$40,000,000
Southside Community Park Upgrading - <i>City of Martinsville</i>	Upgrade existing four (4) fields to accommodate youth and collegiate softball and baseball tournaments. This would include new lighting where necessary, upgrade concession stand and new sports surfaces. New bathrooms at Southside Community Park.	Urgent - Planning Phase	\$3,000,000
US 58 Expansion - <i>Patrick County</i>	Upgrade US 58 to four lanes from Stuart to I-77	Level 1 - Shovel Ready	\$556,000,000
Summit View Business Park Land and Utility Development - <i>Franklin County</i>	\$300 million private investment	Level 1 - In Progress	\$36,000,000
White Mill Redevelopment - <i>Danville</i>	Electric transmission lines and substation to accommodate redevelopment of the White Mill, formerly served by Dan River and AEP.	Level 1 - Funding Phase	\$6,000,000



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