



## City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

# *River District Design Commission*

SEPTEMBER 21, 2017

2:00 P.M.

CITY COUNCIL CONFERENCE ROOM

AGENDA

- I. WELCOME AND CALL TO ORDER
- II. ROLL CALL
- III. NEW BUSINESS
  1. *A request has been filed for a Certificate of Appropriateness at 442 Main Street to install an awning sign for the River District Association.*
  2. *A request has been filed for a Certificate of Appropriateness to install black and white posters in various configurations from poster size to billboard size at the following addresses:*
    - 629 Craghead Street*
    - 301 Craghead Street*
    - 512 Bridge Street*
    - 312 Bridge Street*
    - 231 Main Street*
    - 214 North Union Street*
- IV. APPROVAL OF MINUTES FROM AUGUST 10, 2017
- V. OTHER BUSINESS
- VI. ADJOURNMENT



## ***River District Design Commission***

**MEETING OF SEPTEMBER 21, 2017**

### **SUBJECT**

A request has been filed for a Certificate of Appropriateness at 442 Main Street to install two (2) awning signs for the River District Association. The request is to install an awning sign over the Main Street entrance and another over the North Union Street entrance.

### **EXCERPT FROM DESIGN GUIDELINES**

#### **7.2 COMMERCIAL SIGNS**

##### **7.2.2.i Awning or Canopy Signs:**

*Awning or Canopy Signs: lettering on awnings should be printed on the fall of a canvas awning or canopy. Other locations for logos or lettering may be permitted by exception after review. Lettering height is limited to 4”.*

#### **7.4. Awnings & Canopies**

##### **2. Design and Allowed Materials**

*Awnings and Canopies for Historic Commercial Buildings:*

- Fabric awnings are appropriate. These may be vinyl coated or otherwise treated to extend the life of the fabric. Keep in mind that darker colors tend to fade more quickly than medium and light tones.*
- Metal canopies may be appropriate, however, see comment above about obstruction of views to the upper portion of the facade. If existing canopies are to remain, the materials and craftsmanship of the visible (“ceiling”) portions of the canopy should be evaluated, and if need be, improved. If metal canopies were not integral to the original design of the building, consider removing them.*
- Vinyl awnings will be allowed with review and approval.*

### **STAFF RECOMMENDATION**

The proposed awning signs partially meet the River District Design Guidelines. However, Zoning Code states that only *One awning, canopy or marquee sign shall be permitted for each establishment on the premises.* The request is for two (2) awning signs. Therefore, Staff recommends installation of an awning sign on Main Street and a plain awning on North Union Street with the addition of a window cling for signage to comply with both Zoning Code and the Design Guidelines.



**City of Danville**  
427 Patton Street, Suite 208  
Danville VA, 24541  
Phone: (434) 799-5260

***River District Design Commission***

**CERTIFICATE OF APPROPRIATENESS  
APPLICATION**

The guidelines will be administered through the River District Design Commission (RDDC) appointed by City Council. This Commission will review any changes to buildings or sites within the District and issue a Certificate of Appropriateness (COA) if the changes meet the guidelines. Work on buildings and sites within the District cannot commence until a COA has been issued and other required permits and approvals have been obtained (see Section 1.2 for information on the Commission and Section 1.5 for more information on the process).

**INFORMATION TO BE PROVIDED BY APPLICANT**  
*Important-Please read before completing application*

- a) All questions on this application must be fully answered
- b) The application must be signed by the property owners or representative with written authorization by the owner
- c) A drawing, photo, plan or sketch of proposed project with dimensions

Property Location: 442 Main Street, Danville Va

Name of Applicant: River District Association

Applicant's Address: 442 Main Street, Danville Va

Applicant's Phone Number: 434-791-0210 Email Address: riverdistrictassociation@gmail.com

Work Proposed (please circle one): Alteration/addition/rehabilitation/new construction/sign  
Addition of Awnings to front and side of building.

Type of material(s) to be used: metal, <sup>aluminum</sup> metal frame, Canvas,  
Fabric Awning Cover

Have you read and understand the Design Guidelines for the River District of Danville, Virginia? yes

Are you aware of the federal/state tax credits for potential reimbursement/credit of money used during substantial rehabilitation projects? yes

Would you like more information about these programs? No

Which one(s)? N/A

  
Signature of Property Owner (if not applicant)

  
Signature of Applicant

**INFORMATION TO BE PROVIDED BY PLANNING DIVISION**

Application Number: \_\_\_\_\_ RDDC Date: \_\_\_\_\_

Date submitted: \_\_\_\_\_ Received by: \_\_\_\_\_

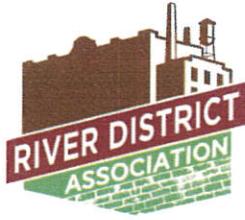
Tax Map Number: \_\_\_\_\_ Zoning District: \_\_\_\_\_

Additional Zoning Information: \_\_\_\_\_

All buildings, structures or improvements located in the River District and visible from a public right-of-way shall not be located, constructed, reconstructed, altered, or repaired unless a Certificate of Appropriateness has been issued by the River District Design Commission. The Commission meets once a month on the second Thursday of the month at 4:00P.M. in the fourth floor City Council Conference Room located in the Municipal Building. All questions or applications should be submitted to the Planning Division, located on the second floor of the Municipal Building, 427 Patton Street, Room 207, Danville, VA 24541; (434)-799-5260.

Article 3:R.C.6 Application Submission Requirements: In consideration of a complete application, the Planning Director and the Review Commission may require any or all of the following information and any other materials as may be deemed necessary for its review:

- A. Statement of proposed use and user.
- B. Statement of estimated construction time.
- C. Photographs and maps relating proposed use to the surrounding property and/or the corridor on which it is located. Site plan drawings, prepared to meet the City site development plan submission requirements for a Preliminary Site Plan or
- D. Preliminary Subdivision Plat, and other exhibits showing the location of the existing and proposed building and site improvements, including:
  - 1) Existing property boundaries, building placement and site configuration;
  - 2) Existing topography and proposed grading;
  - 3) Location of parking, pedestrian access, signage, exterior lighting, fencing and other site improvements;
  - 4) Relationship to adjacent land uses;
  - 5) Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements;
  - 6) Proposed building color and materials;
  - 7) Relationship of building and site elements to existing and planned corridor development;
  - 8) Relationship of parking, pedestrian facilities, and vehicular access ways to existing and planned corridor development; and
  - 9) Other site plans and subdivision plats as may be required by Danville for development approval.
- E. Architectural drawings showing plan view and elevations of new planned construction or renovations, including drawings of original building.
- F. A landscaping and buffer plan.
- G. Designs for exterior signing, lighting and graphics, to include description of materials, colors, placement and means of physical support, lettering style and message to be placed on signs.
- H. Graphic exhibits depicting compliance with other design elements.



August 21, 2017

### Submission Requirements

- A. The proposed use is an awning as shown in the rendering for both the front and side of the building
- B. The estimated construction time is 3 to 4 days
- C. Attached
- D. Available upon request
- E. Attached
- F. No change
- G. Canvas materials, dark green, with white lettering and one logo as shown in rendering
- H. As shown in rendering

4/19/16

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

OMB Approved  
No. 1024-0009  
Form 10-168  
Rev. 2014

HISTORIC PRESERVATION CERTIFICATION APPLICATION  
AMENDMENT / ADVISORY DETERMINATION

2013-044



NPS Project Number  
29556

Instructions: This page must bear the applicant's original signature and must be dated.

1. Property name The Dudley Building  
Property address 422-438 Main Street, Danville VA 24541-1110

2. This form  includes additional information requested by NPS for an application currently on hold.  
 updates applicant or contact information.  
 amends a previously submitted  Part 1  Part 2  Part 3 application.  
 requests an advisory determination that phase \_\_\_\_\_ of \_\_\_\_\_ phases of this rehabilitation project meets the Secretary of the Interior's Standards for Rehabilitation. Phase completion date \_\_\_\_\_  
 Estimated rehabilitation costs of phase (QRE) \_\_\_\_\_

Summarize information here; continue on following page if necessary.

We hereby request permission to install awnings over the front and side entrances for the ground floor tenant, The River District Association (City of Danville) (rendering attached).

The reason for this request is the metal siding that was added to the facade has been damaged by a lighted sign that was installed by a tenant, I believe in the 1930's and was removed by a subsequent tenant many years later causing damage to those areas (photos attached).

3. Project Contact (if different from applicant)  
 Name \_\_\_\_\_ Company \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Zip \_\_\_\_\_ Telephone \_\_\_\_\_ Email Address \_\_\_\_\_

4. Applicant  
 I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that [check one or both boxes, as applicable] (1)  I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or (2)  if I am not the fee simple owner of the above-described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years.

Name Stephen J. Staats Signature [Signature] Date 04/14/2016  
 Applicant Entity SLW & Associates, LLC SSN \_\_\_\_\_ or TIN 30-0393403  
 Street 315 Lynn Street, #301 City Danville State VA  
 Zip 24541-1110 Telephone (804) 937-6732 Email Address earthmarkdevelopment@gmail.com  
 Applicant, SSN, or TIN has changed since previously submitted application.

NPS Official Use Only

The National Park Service has reviewed this amendment to the Historic Preservation Certification Application and has determined that the amendment:

- meets the Secretary of the Interior's Standards for Rehabilitation.  
 will meet the Secretary of the Interior's Standard for Rehabilitation if the attached conditions are met.  
 does not meet the Secretary of the Interior's Standards for Rehabilitation.  
 updates the information on file and does not affect the certification.

Advisory Determinations:

- The National Park Service has determined that the work completed in this phase is consistent with the Secretary of the Interior's Standards for Rehabilitation. This determination is advisory only. A formal certification of rehabilitation can be issued only after all rehabilitation work and any associated site work or new construction have been completed. This approval could be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. A copy of this form will be provided to the Internal Revenue Service.

Date 7/6/16 National Park Service Authorized Signature [Signature]

NPS conditions or comments attached

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**CONDITIONS SHEET – Amendment #6**  
**Historic Preservation Certification Application**

Property Name: The Dudley Building  
Property Address: 422-438 Main Street, Danville, VA 24541

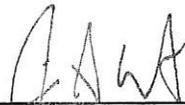
NPS Project No. 29556  
DHR Project No. 2013-044

The rehabilitation of this property as described in the Historic Certification Application will meet the Secretary of the Interior's Standards provided the following condition(s) are met:

- **Awning Material** – The construction material for the awnings was not specified in the Amendment. We believe that the awnings should be made of cloth – and not a synthetic material or metal – as that is what would have been historically appropriate for a structure of this style and period.

05-23-2016

Date

  
State Signature

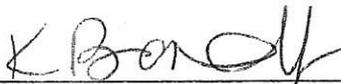
804-482-6452

State Contact Telephone

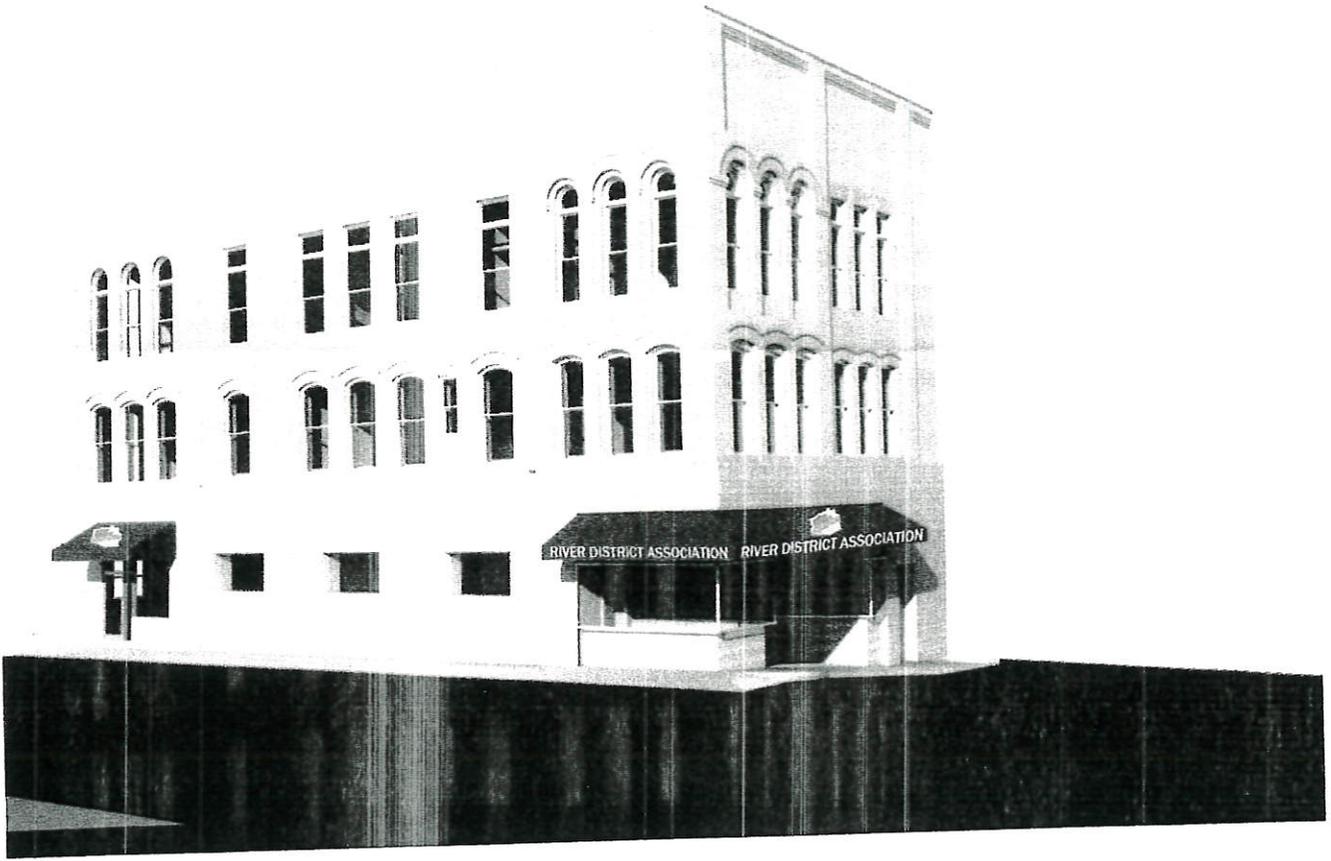
The National Park Service has determined that this project will meet the Secretary of the Interior's Standards for Rehabilitation if the condition(s) listed in the box above are met.

7/6/16

Date

  
NPS Signature

NPS Contact Telephone



# J. W. Squire Co., Inc.

205 HAIRSTON STREET, DANVILLE, VIRGINIA 24540 PHONE 434-792-3822 FAX 434-793-1638

## SUBMITTED BY:

Company: J. W. Squire Company, Inc.  
Contact: Donald W. Merricks/Jerry R. Manning  
Steven E. Merricks  
Address: 205 Hairston Street  
Danville, Virginia 24540

Page: 1 of 2  
Date: July 31, 2017  
Phone Number: 434-792-3822  
Fax Number: 434-793-1638

Contractor License #: 2701 002998A  
Virginia Class A  
SWAM Certification #: 656302

Signature: Jerry R. Manning

JManning@JWSQUIRECOINC.  
CAN

**TO: River District Association**  
**Attention: Kelvin Perry**

**PROJECT: Awning**  
**EMAIL: kelvin.perry@danvilleva.gov**

## DESCRIPTION

## AMOUNT OF BID

Furnish and install one (1) mitered aluminum awning with a fabric cover at the main entrance and left side of building as per your diagram.	\$6,158.00
Graphics for above awning per your diagram.	\$936.00
<b>Option 1:</b> Secure existing metal and fill in void where metal is missing over the front entrance. Furnish and install white metal sheets over the existing metal siding where awning will be installed.	\$1,759.00
<b>Option 2:</b> Cover the back side of the awning frame over the main entrance 26 linear feet with a canvas fabric to hide the missing metal.	\$1,014.00
Furnish and install one (1) standard aluminum awning frame with a fabric cover over the left side entrance as per your diagram.	\$1,716.00
Graphics for above awning per your diagram.	\$367.00

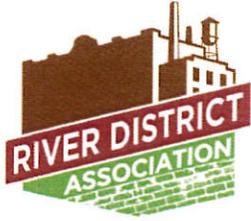
**Note:** Pricing is good for thirty (30) days from above date during which time a contract must be received to confirm pricing. In an effort to keep our prices as reasonable as possible, please be advised that payments made by debit, credit or purchasing cards shall authorize us to collect an additional 2.75% surcharge of the invoice amount.

Freight Included?  Yes  No F.O. Bond Included?  Yes  No  
Sales/Use Tax Included if Applicable?  Yes  No

**NO PERFORMANCE BOND OR LABOR AND MATERIALS BOND INCLUDED.**

If this quote meets with your approval, please sign, date, initial 2<sup>nd</sup> page, and return to J. W. Squire.

Customer Approval \_\_\_\_\_ Date \_\_\_\_\_



## 442 Main Street Awnings

J. W. Squire Co., Inc.

October 2016

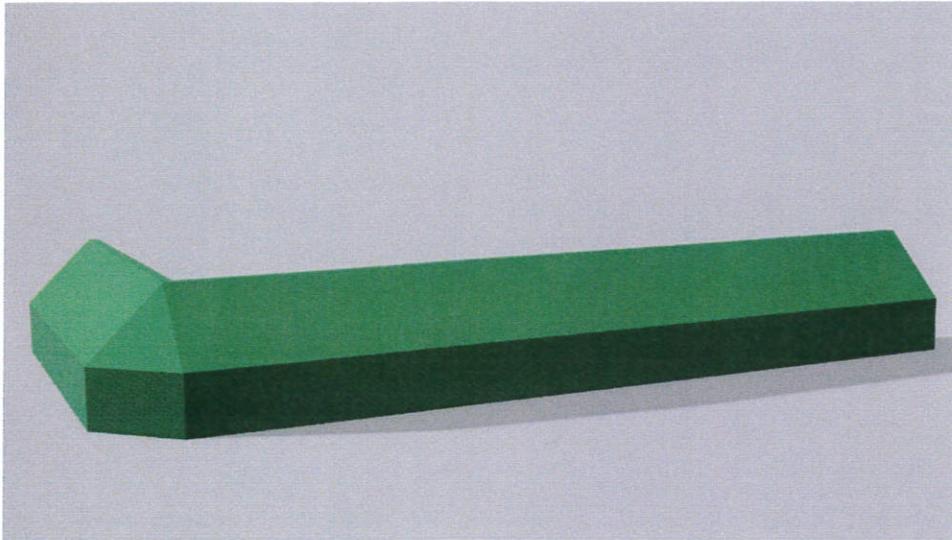
### I. Front awning facing Main Street



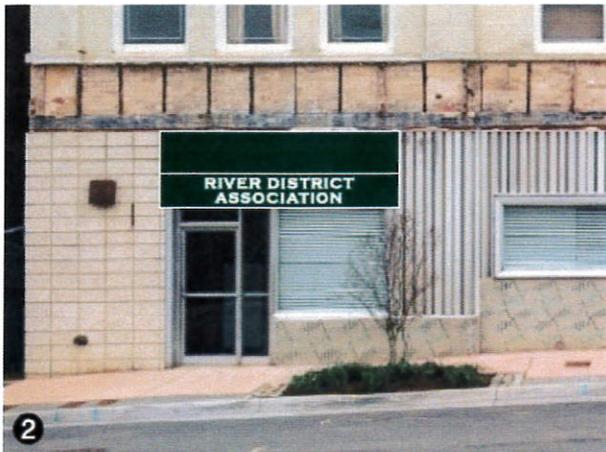
### II. Front awning at Main & Union Streets



**Front awning design**



**III. Side awning facing Union Street**





## City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

# River District Design Commission

**MEETING OF SEPTEMBER 21, 2017**

## **SUBJECT**

*A request has been filed for a Certificate of Appropriateness to install black and white posters in various configurations from poster size to billboard size at the following addresses:*

*629 Craghead Street  
301 Craghead Street  
512 Bridge Street  
312 Bridge Street  
231 Main Street  
214 North Union Street*

## **EXCERPT FROM DESIGN GUIDELINES**

The guidelines do not address this type of project. We have included the entirety of the signage section as the sizes shown come closest to the Mural section.

## **STAFF RECOMMENDATION**

The Commission has approved public art in the past for the City's Art Trail, as well as the HOME sign, but both have limited times, and are of relatively small size. The proposals as submitted most closely resembles an additional mural in the River District, especially those on Craghead. The other sites are not quite as large, but will be quite noticeable on the buildings.

Staff has concerns with the size and number of these installed throughout the district. The size is that of a mural in one location, and ¼ to ½ size in others. Also, the length of time (1 year) exceeds anything permitted except via the City Art trail. The City has the resources to maintain the Art trail, what happens if these are damaged at a height not easy to fix?

Staff also has concerns about the method used to affix the posters to the historic brick exterior of the abovementioned properties. While a "how-to" video is given in the application and the use of wall paper paste to adhere the posters may work in the given example. Staff is concerned about the effects the paste may have on the brick. The brick wall used in the "how-to" video is a painted brick wall where a barrier is already present between the paste and brick. Will the paste adhere to the historic brick? How will the posters be removed? Will the paste leave a ghost film when the project is over?

If a film is left by the adhesive, is there a plan and funding to clean the brick properly to restore it to its current condition?

If the RDDC is inclined to approve the project as submitted, then some conditions on the time, maintenance, etc., and possible reduction in size would be recommended.



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***River District Design Commission***

**CERTIFICATE OF APPROPRIATENESS  
APPLICATION**

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**INFORMATION TO BE PROVIDED BY APPLICANT**  
*Important-Please read before completing application*

- a) All questions on this application must be fully answered
- b) The application must be signed by the property owners or representative with written authorization by the owner
- c) A drawing, photo, plan or sketch of proposed project with dimensions

Property Location: 629 Craghead St, 301 Craghead St, 512 Bridge St, 312 Bridge St, 231 Main St, 214 N Union St

Name of Applicant: Middle Border Forward

Applicant's Address: 326 Main St

Applicant's Phone Number: (434) 483-2894

Email Address: jennifer@middleborderforward.org

Work Proposed (please circle one): Alteration/addition/rehabilitation/new construction/sign

Please see attached project description

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Type of material(s) to be used: Please see attached project description

Have you read and understand the Design Guidelines for the River District of Danville, Virginia? Yes

Are you aware of the federal/state tax credits for potential reimbursement/credit of money used during substantial rehabilitation projects? n/a

Would you like more information about these programs? n/a

Which one(s)? \_\_\_\_\_

\_\_\_\_\_  
Signature of Property Owner (if not applicant)

\_\_\_\_\_  
Signature of Applicant

**INFORMATION TO BE PROVIDED BY PLANNING DIVISION**

Application Number: \_\_\_\_\_ RDDC Date: 09-14-17

Date submitted: \_\_\_\_\_ Received by: RB

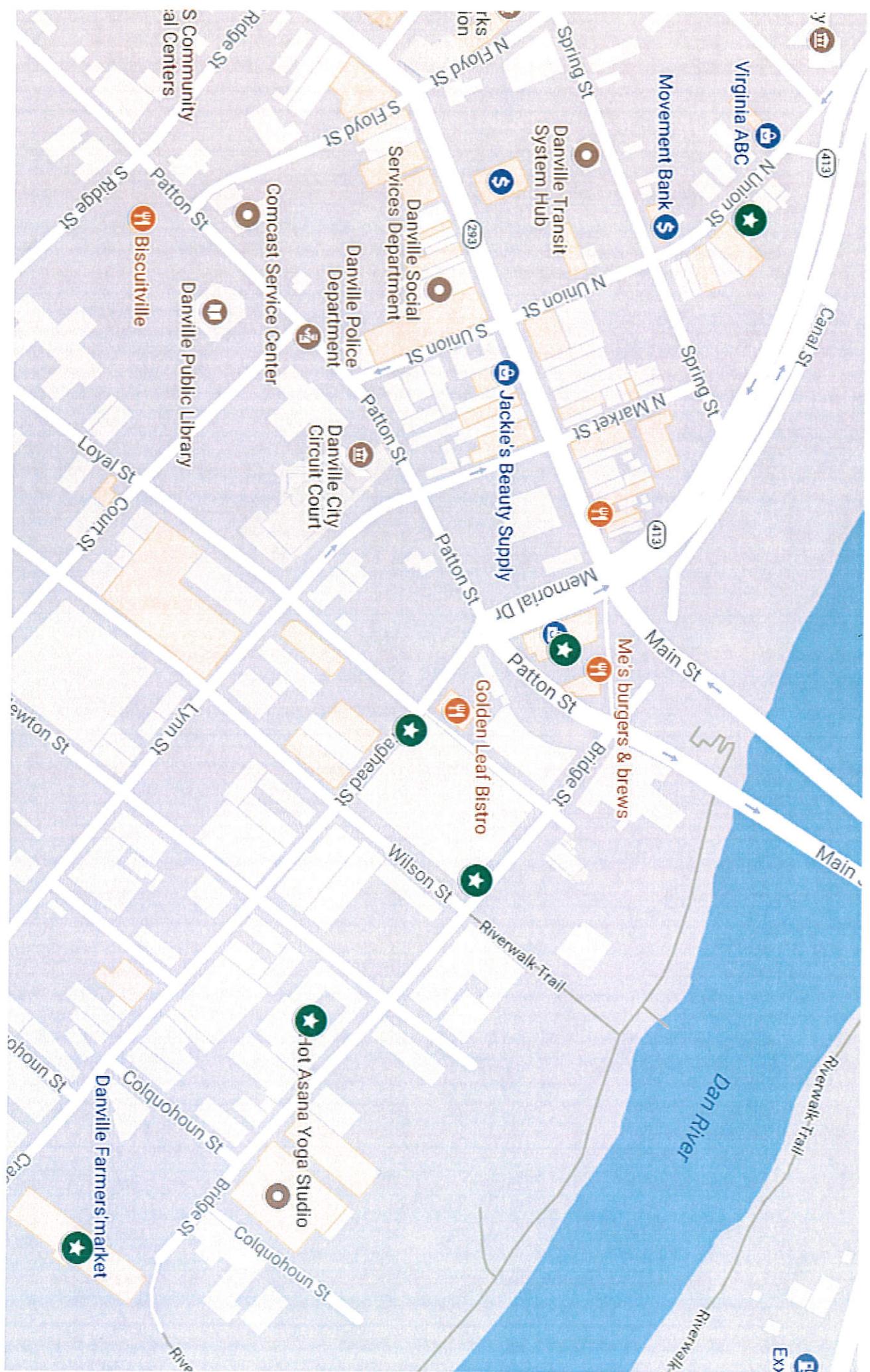
Tax Map Number: \_\_\_\_\_ Zoning District: \_\_\_\_\_

Additional Zoning Information: \_\_\_\_\_

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- D. Preliminary Subdivision Plat, and other exhibits showing the location of the existing and proposed building and site improvements, including:
  - 1) Existing property boundaries, building placement and site configuration;
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  - 4) Relationship to adjacent land uses;
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  - 9) Other site plans and subdivision plats as may be required by Danville for development approval.
- E. Architectural drawings showing plan view and elevations of new planned construction or renovations, including drawings of original building.
- F. A landscaping and buffer plan.
- G. Designs for exterior signing, lighting and graphics, to include description of materials, colors, placement and means of physical support, lettering style and message to be placed on signs.
- H. Graphic exhibits depicting compliance with other design elements.





## 2017 Fellows Community Impact Project Description

**Project Title:** Stories of the Middle Border

**Statement of Purpose:** Stories of the Middle Border (SOMB) will showcase the unique stories of our region, celebrating the diversity we all share. Our community needs your story, my story, our story. Together, we are the Middle Border.

**Logo:**



**Project Description:**

**Project Scope:**

SOMB will showcase 25 participants, with the opportunity to post additional prints depending on the budget. To find participants, SOMB will be marketed on Middle Border Forward (MBF) social media pages, as well as utilizing the Fellows' individual and professional networks. The participants' interest form will be available online on Eventbrite. To ensure inclusivity, there will also be a paper interest form that will be available at the MBF office and given to the Fellows to share.

In addition, the Fellows will set up at community events already happening to garner more participation. Examples include MBF Vision 2035 events, National Night Out, etc.

Each participant will receive a gift of \$25 for sharing their story with the SOMB project, possibly in the form of a VISA gift card.

**Interviews and Photographs:**

Each participant will be interviewed and photographed. An MBF Fellow, Jameel Austin, will provide the videography, photography, and editing services. To help meet the statement of purpose, each participant will be prompted with the same question for the interview and photograph.

- Interview prompt: *If we asked you to define yourself with one story, what would it be?*
- Photograph prompt: *What emotion do you associate with that story?*

There will be 3-4 interview/photograph sessions held throughout the region to promote accessibility for participants. These dates and locations will be decided upon at a later date, but will be included on the participants' interest form. The Fellows will make an effort to combine these sessions with a community event already happening. Each participant will sign a waiver allowing MBF to use their interview and photograph for the SOMB project.

The black and white photographs will serve as public art, and the interviews will be compiled into a 2-5 minute video to showcase the stories behind the photographs.

**Display Locations:**

The photographs will be posted in the River District for the purposes of the SOMB project. The intention behind this project is to spark a movement and inspire others to spread the project throughout the city. To that end, a SOMB "starter packet" will be developed to assist those individuals or organizations that are interested in bringing the project to their community.

In the River District, there will be one central location near Main Street Plaza showcasing a larger number of photographs, and smaller clusters of photographs will be distributed throughout the River District. In addition, the SOMB logo will also be printed and pasted on the wall.

The photographs in the central location will be higher up on the wall, and will have to be installed by Big Sky to decrease liability. The other clusters of photographs will be pasted on the walls at a height that is accessible by ladder or at ground level, and the Fellows will volunteer to paste them.

**List of Proposed Locations:**

- 629 Craghead St
- 301 Craghead St
- 512 Bridge St
- 312 Bridge St
- 231 Main St
- 214 N Union St

**Pasting Method:**

The photographs will be adhered to the exterior of buildings using wallpaper glue. The glue will first be applied to the wall of the building, then portrait will be stuck to the wall, then another of glue will cover the portrait. A squeegee will then be used to remove any air bubbles. An instructional video on how to paste the portraits is available here: <http://www.insideoutproject.net/en/how-to>.

# STORIES

OF THE MIDDLE BORDER

Dear River District Design Commission,

I, the undersigned, give my full support to the Stories of the Middle Border project being completed by the 2017 cohort of fellows from Middle Border Forward. I agree to allow the fellows to paste up to four (4) portraits on the location on the Community Market indicated in the attached photographs. I agree to allow the portraits to remain in this location on my building from October 1, 2017 to October 31, 2018, with the understanding that if the posters get damaged in any way, they will be promptly removed by a member of the 2017 cohort of fellows.

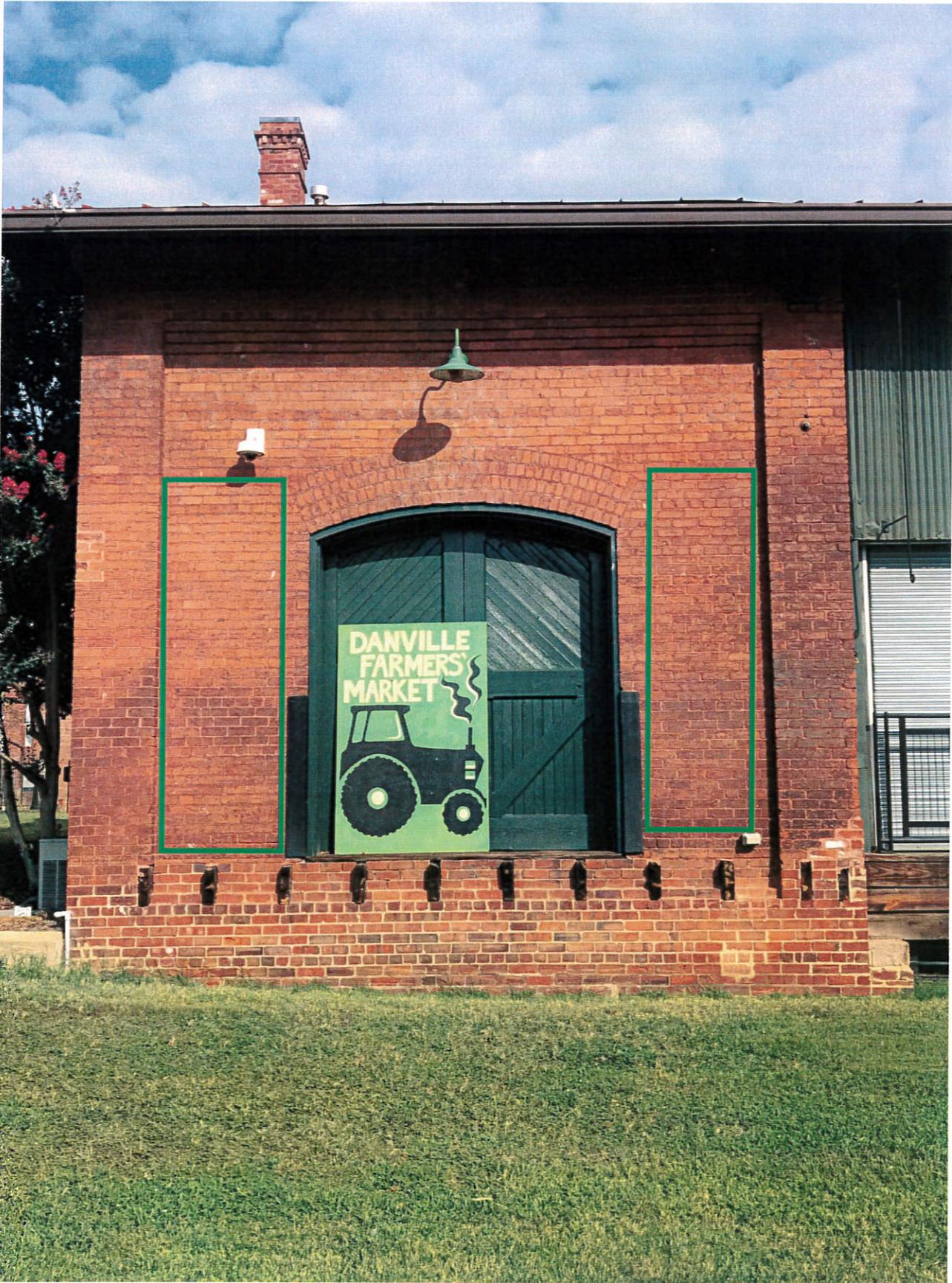
Thank you for your consideration of the Stories of the Middle Border project.

Sincerely,



Bill Sgrinia  
Director of Parks and Recreation  
City of Danville

Potential location of portraits framed in green box below



# STORIES

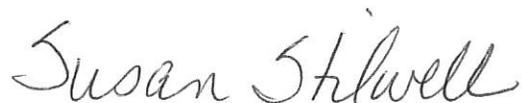
OF THE MIDDLE BORDER

Dear River District Design Commission,

I, the undersigned, give my full support to the Stories of the Middle Border project being completed by the 2017 cohort of fellows from Middle Border Forward. I agree to allow the fellows to paste up to eight (8) portraits on the location on 301 Craghead St. indicated in the attached photographs. I agree to allow the portraits to remain in this location on my building from October 1, 2017 to October 31, 2018, with the understanding that if the posters get damaged in any way, they will be promptly removed by a member of the 2017 cohort of fellows.

Thank you for your consideration of the Stories of the Middle Border project.

Sincerely,



Susan Stilwell

**Potential location of portraits framed in green box below**



**Potential location of portraits framed in green box below**



# STORIES OF THE MIDDLE BORDER

Dear River District Design Commission,

I, the undersigned, give my full support to the Stories of the Middle Border project being completed by the 2017 cohort of fellows from Middle Border Forward. I agree to allow the fellows to paste up to eight (8) portraits on the location on 214 N Union St. indicated in the attached photographs. I agree to allow the portraits to remain in this location on my building from October 1, 2017 to October 31, 2018, with the understanding that if the posters get damaged in any way, they will be promptly removed by a member of the 2017 cohort of fellows.

Thank you for your consideration of the Stories of the Middle Border project.

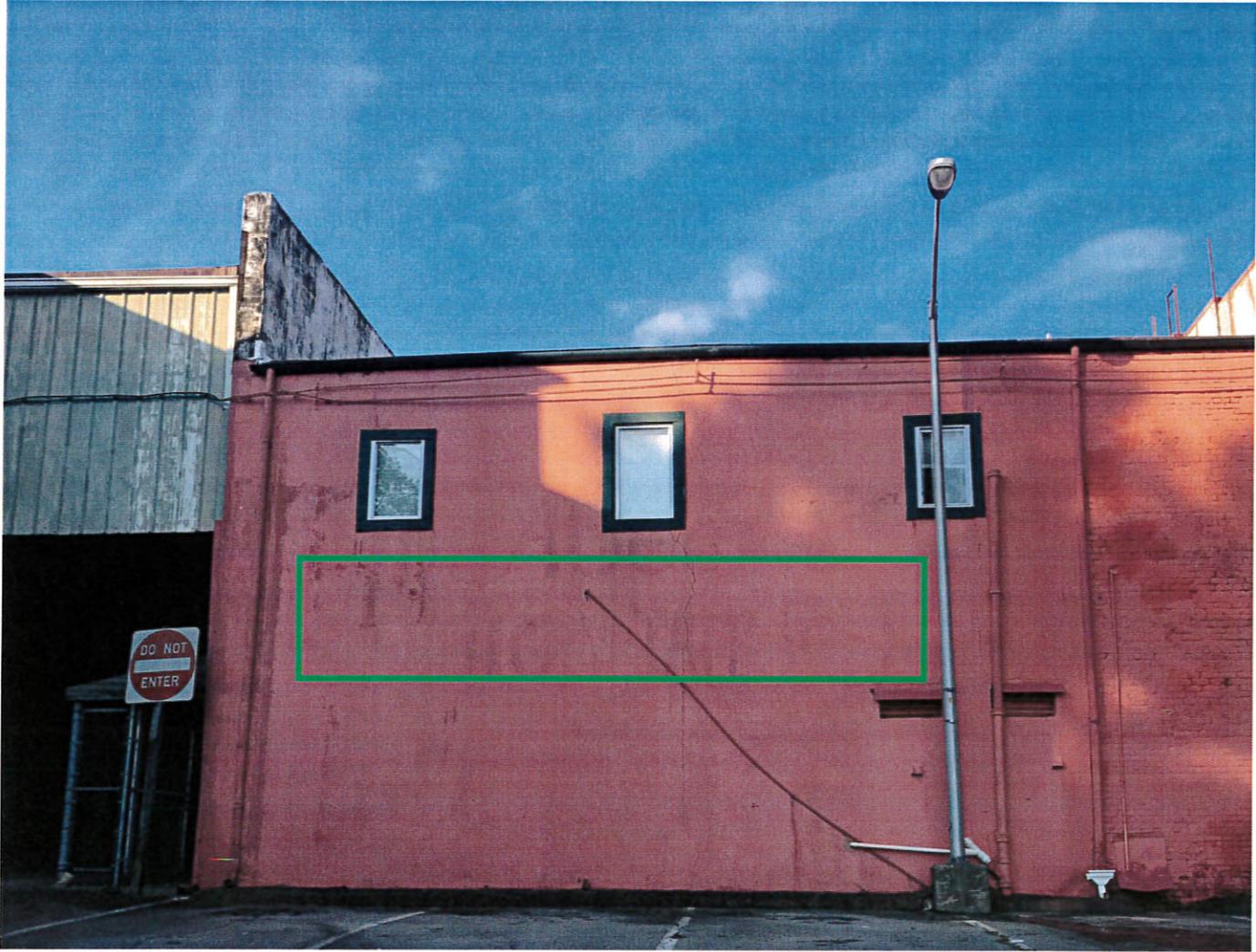
Sincerely,



Barry Koplen

8/25/17

**Potential location of portraits framed in green box below**



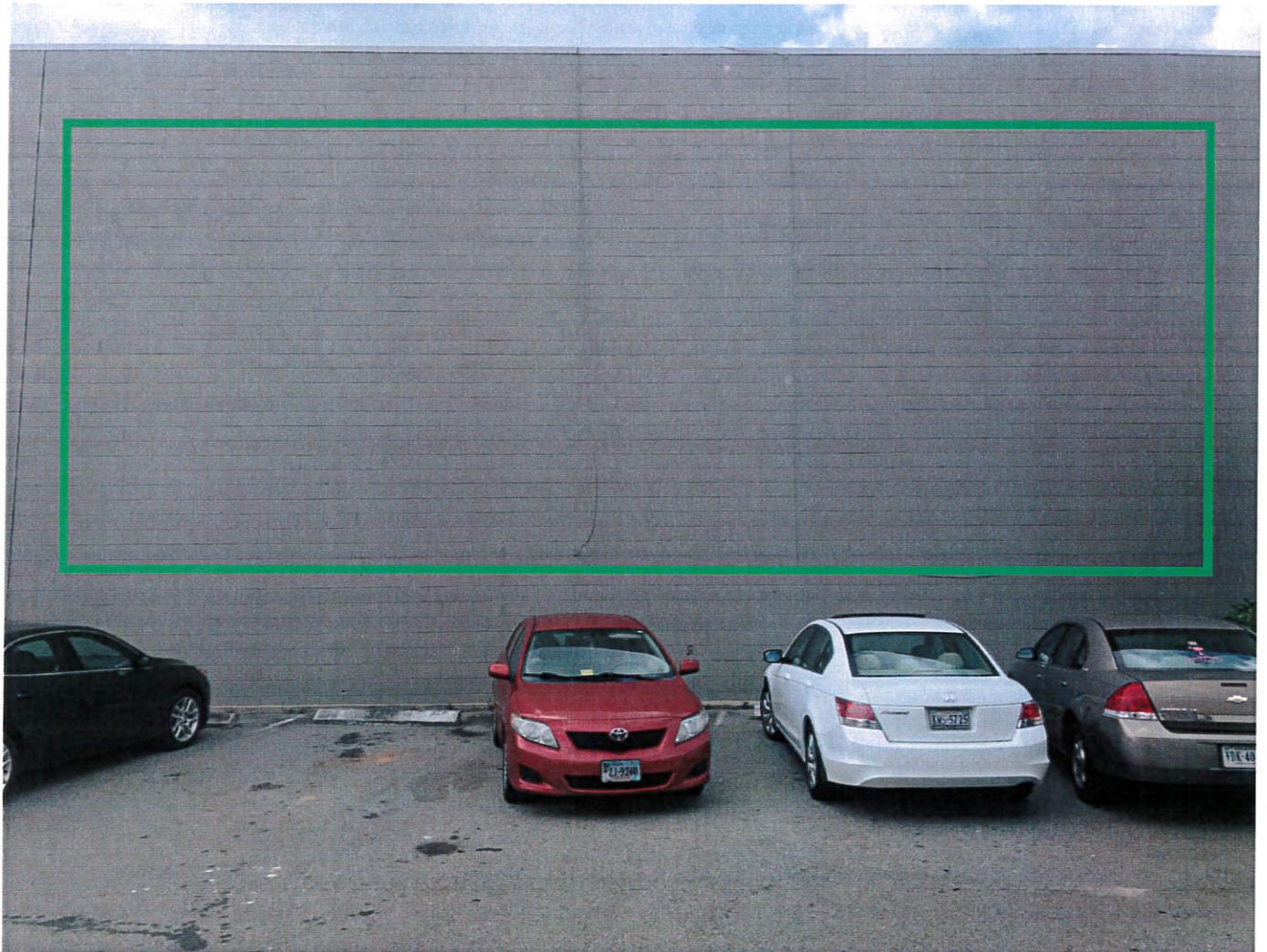
**Potential location of portraits framed in green box below**



**Potential location of portraits framed in green box below**



**Potential location of portraits framed in green box below**



Bill Board size

**Potential location of portraits framed in green box below**



# 7: Sign Guidelines

## 7.1. Introduction

Signs fall into a variety of categories as they relate to a downtown area such as the River District. There are signs that announce a business, wayfinding signs, regulatory signs, painted mural signs, billboards, and gateway signs. This chapter will also deal with public and private banners.

The City has a sign ordinance in place (Article 10 of the Zoning Code). These guidelines are meant to supplement and modify these guidelines as they relate specifically to the River District.

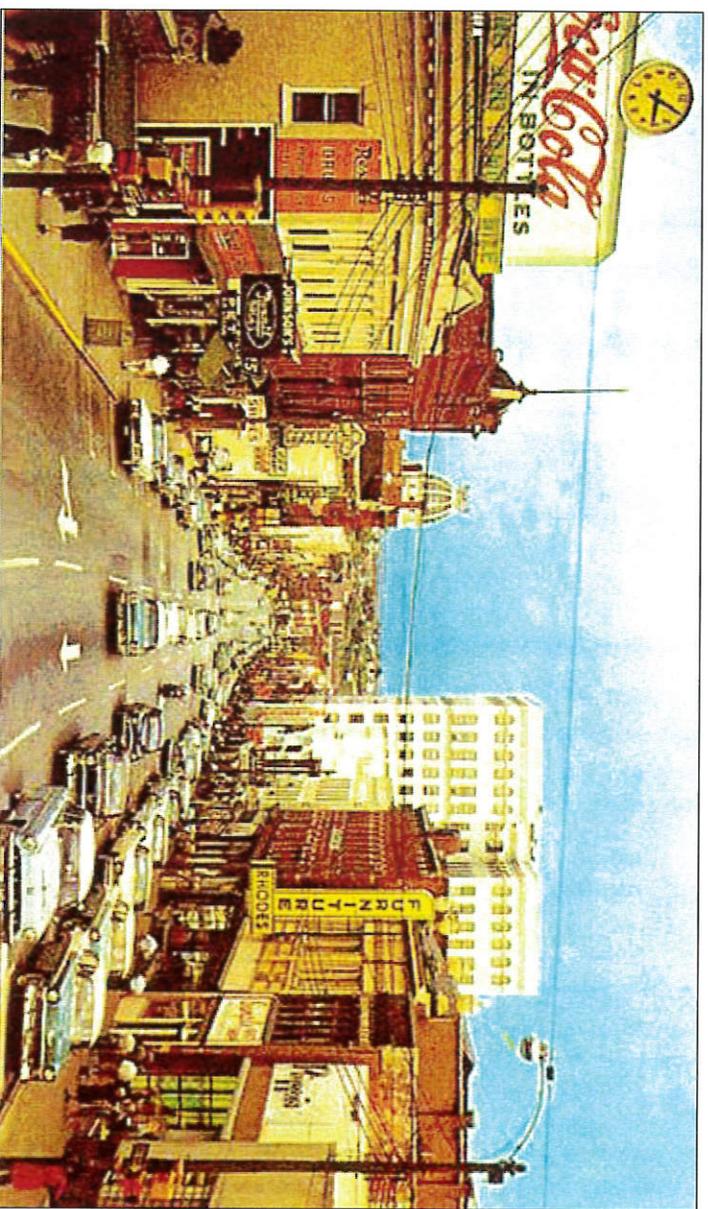
Where questions arise, the River District Design Commission (RDDC) is directed to decide based on the knowledge of the code modified by appropriateness to the context, especially the historic architectural context.

If attractively designed and well ordered, signs help us to find our way to the destinations we seek almost effortlessly. If signage, especially wayfinding signage, is inadequate or missing, it can lead to wrong turns, wasted time, and a bad impression of an area. If commercial signage is without standards, signs can become annoying and distracting. The purpose of these guidelines is to define each of these categories of signs and provide desirable and undesirable examples, and approved and prohibited materials. This document will not define regulatory signs because these are defined by Federal and State statutes, most particularly by the USDOT Manual of Uniform Traffic Control Devices.

## 7.2. Commercial Signs

### 1. Purpose

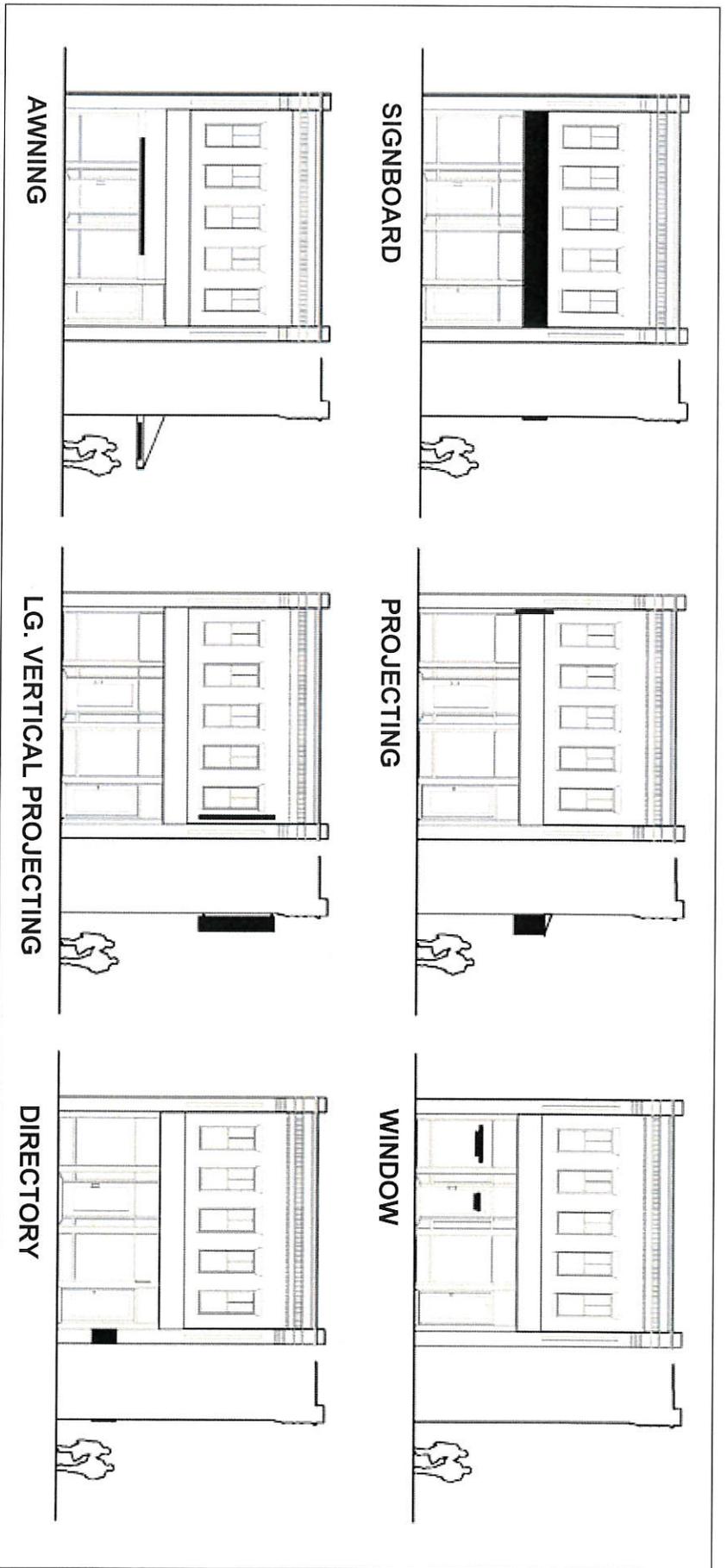
Commercial and business signs should call attention to the individual business without detracting from the overall character of the district. Further,



*This hand-colored postcard of Main Street, circa the 1940's, shows a variety of commercial sign types: signboard, projecting, and painted signs.*

they should fit the age and architectural style of the building on which they appear. Here are some of the types and locations for commercial/business signs:

- Business name sign on the signboard between the first and second floors.
- Business name on the glass of the windows and/or doors of the storefront.
- Hanging/projecting signs more readily visible to the pedestrian.
- Signs on building piers on the first floor (might include a directory if there are several uses within the building).
- Larger vertical projecting signs above the first floor (examples can be seen in the above photos of Main Street from the early part of the 20th Century, and so these would also be appropriate today).
- Smaller freestanding signs are usually used for buildings (often residential) where the building is set back from the street.
- Large freestanding signs provide business identity along a road.
- Awning and canopy signs.
- Signs were often painted directly on the brick of industrial buildings, and occasionally on



*These drawings illustrate in elevation and section the possible placement of signs on commercial and industrial buildings. Shown elsewhere are examples of painted signs, banner signs, sandwich signs, marquee signs, and murals.*

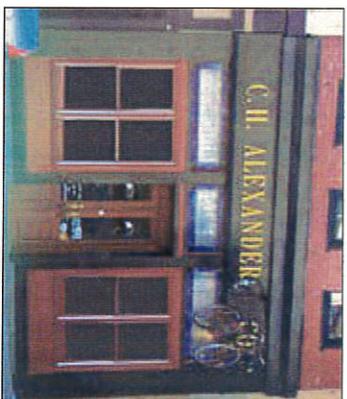
- the side or rear walls of commercial buildings. See example in Section 3, page 9.
- Existing historic signs.
- Temporary window signs, or small free-standing signs advertising sales or other temporary uses.
- "Sandwich" or A-frame type signs with changing messages (menus, sales, etc.).

Please note that there is a special ordinance in Danville relating to "ghost signs." This ordinance recommends preserving and in some cases restoring

the remnant signs painted on buildings. It also regulates the creation and placement of new murals in the downtown. That ordinance is in effect within the River District.

**2. Sign Type, Placement and Size**

- a. Place signs so they do not interfere with or obscure the architecture of the building on which they are mounted or adjacent buildings and signs.
- b. All signs for an individual business may not exceed limits as defined in the zoning code Section 10 subsections N and O. For very large industrial buildings, this limit will be evaluated on a case by case basis, with the considerations being preservation of historic signs plus a balance between the need for individual business identity and the harmonious appearance of the overall architecture.
- c. **Existing Historic Signs** of any type: Existing signs should be preserved and/or restored whenever possible. Even if these signs do not



*Left: a sign/mural such as this can be an attractive addition to the downtown. Middle: This projecting sign harmonizes with the building color and theme, and is supposed on three sides by wrought iron brackets. Right top: this innovative sign illustrates that signs do not have to be large or "loud" to attract attention. Right bottom: the dimensional letters of this signboard are typical of the early 20th Century, while the bike used as a projecting sign is both traditional and modern at the same time.*

- d. **Building Mounted Flat signs:** Building signs for commercial/retail buildings are to be mounted flat to the building or painted on the building and limited to 32 square feet per business. (i.e. two businesses on a longer storefront would each have a sign). New flat or painted signs on industrial buildings should be evaluated on a case by case basis. Greater square footage and/or signs on more than one face of the buildings may be allowed depending on the buildings size. This can be mounted to the sign frieze, to a flat surface of the building above the first floor and below any second floor windows or cornice, or to a covered transom

- e. **Pin Mounted Signs.** Pin-mounted letters and/or logos are allowed in the sign board area in place of and in the general area of the sign frieze area. Pin-mounting allows the letter to stand out from the surface on which they are mounted, and each letter is often lit from behind. An example on page 44, right column, top photo.
- f. **Projecting signs between the first and second floors:** These signs can add great visual interest to the streetscape. Their size is limited to 4 square feet per side, or 8 square feet total for a two-sided sign. This does not include the bracket. They should project no more than



- g. **Hanging Signs.** Hanging signs are different from projecting signs in that they are mounted under an awning or canopy where a projecting sign mounted higher would be obscured by the awning or canopy. These must be mounted high enough to ensure headroom beneath the sign. A minimum clearance of 7' is suggested, but this will be evaluated individually.

- h. **Projecting Vertical Signs on upper stories:** Because of the prominence of such signs, which traditionally used neon as an integral design element, their usage will be limited. Larger buildings are more appropriate for this treatment. Upper story projecting signs will be evaluated on a case by case basis, and there is no implicit right to an upper story sign of this type without review and approval.
- i. **Awning or Canopy Signs:** lettering on awnings should be printed on the fall of a canvas awning or canopy. Other locations for logos or lettering may be permitted by exception after review. Lettering height is limited to 4".

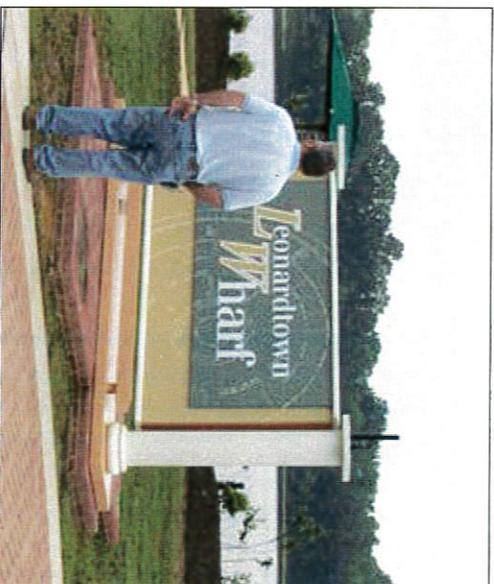
j. **Window Signs:** Lettering applied to the windows of commercial or industrial buildings should be either at or slightly above eye level, or near the bottom of display windows (this may be more effective for stores with permanent awnings or canopies). Lettering can also be applied to the doors of shops, and to upper floor windows. Store window lettering should be no more than 6" tall, and should probably be no more than 4" on doors and upper floor windows, and may cover no more than 15% of the total area of a display window, and 20% or a door or double hung window.



*This photo of a "Sandwich Board" or A-frame sign illustrates the desired materials and size for a sign of this type.*

k. **Marquees:** At one time there were a significant number of theaters in Danville with elaborate marquees. Although many of these are no longer in existence, those that still exist should be saved if possible. If there are any buildings which will be used as theaters in the future within the River District, a new marquee might be appropriate.

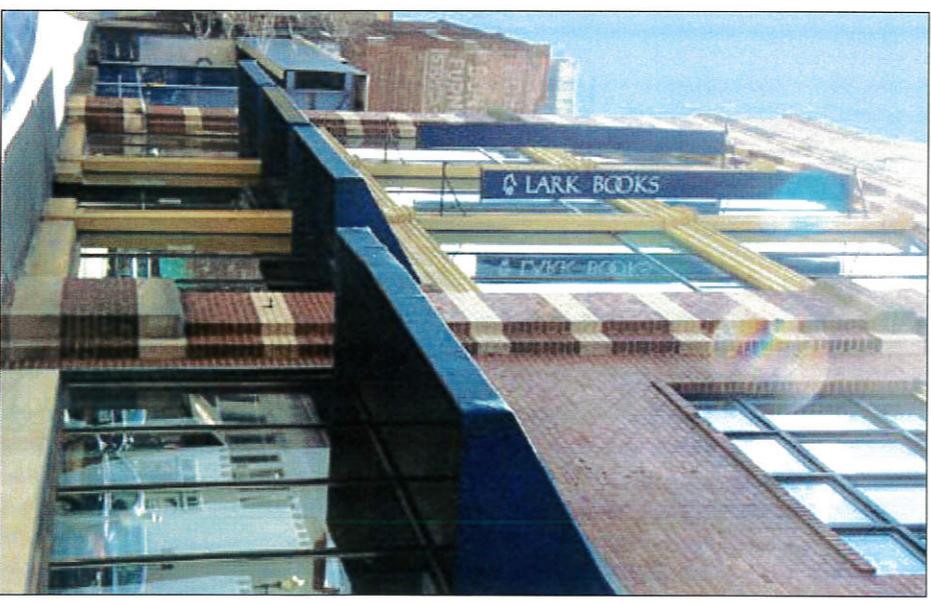
l. **Murals and Mural Signs:** There are two very attractive murals that have been created in the River District, and more of these are encouraged. Such murals should be placed on a blank (or mostly blank) side or back walls of commercial or industrial buildings, not on primary facades. Size will depend on placement. If artistic murals are to be created by private entities, the design must be approved in advance by the DDA and the RDDC. Murals that advertise the business of the building are considered to be signs. They must meet the overall limits on sign square footage and applicable codes. See also the Ghost Sign Ordinance No. 2011-12.02. Care should be taken



*An attractive monument sign such as this is preferred in the River District over pole-mounted signs.*

when renewing ghost signs to avoid gaudy colors, since part of the charm of such signs is their faded appearance. If the mural sign includes more than simply advertising copy, the RDDC may allow additional total square feet of signage on the primary facade of the building.

m. **Directory Signs:** The rules for directory signs are 8 square feet for most commercial buildings. Larger buildings (particularly large industrial buildings) may be allowed up to 16 square feet by review and approval of the RDDC.



- n. **Temporary Signs:** Temporary window signs may be used in storefronts. They can take up no more than 10% of the storefront glass and must be removed after two weeks.
- o. **“Sandwich Board” Signs:** A-frame or sandwich board signs are allowed in front of stores, but materials and construction for the sign itself must be approved in advance. Once approved, the message on the sign can change as needed. See photo previous page. Each face of the sign must be no more than 10 square feet, and the sign may be no more than 4 feet high. This amount is not counted as part of the total square feet of signage allowed.
- p. **Freestanding Signs:** Small freestanding signs of 16 square feet or less and standing no more than 8 feet high are allowed for buildings set back from the right of way. Additional square feet are allowed for sign supports. Examples might be for residential conversion to a Bed & Breakfast, permitted home-based pro-



*An example of appropriate flat sign lighting. Many newer lights have a much smaller profile.*

fessional services, and so on. Freestanding signs greater than 12 square feet (not including supports) are only allowed where buildings are set back from the right of way, and in general are not encouraged within the River District. In such cases, monument signs and pylon signs are preferred over signs on poles. Flashing, rotating, or internally illuminated signs are not allowed. All freestanding signs must be reviewed and approved by the DDA and the RDDC.

q. **Banner Signs on Buildings:** In some cases banner signs may be an appropriate addition to or replacements of building signs. They may also be used for special events or to identify the building or separate tenants within a larger building. When using banner signs, such signs must be affixed at both top and bottom, and should be designed to deal with reasonable wind conditions, or be removed in such conditions. It should also be kept in mind that fabric banners will require more frequent replacement than traditional signs or other types of banners, such as vinyl. If the use of banner signs and/or special event signs is anticipated in advance (such as a semi-permanent business banner or an annual event), their use can be approved initially by the RDDC and can be subsequently changed without the need for further approval.

### 3. Design and Allowed Materials

- Signs should be produced by a skilled sign professional to ensure legibility and attractive design.
- **Traditional materials** are appropriate for signs in the River District, including wood, glass, metal, gold leaf, raised dimensional letters, and painted designs. Window signs should be decal-type lettering or etching.
- **New materials** such as MDF (with edge

banding) and architectural foam may also be appropriate, but hardwood or metal is preferred over these.

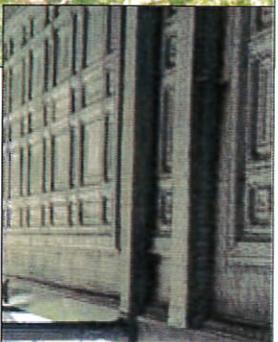
- **Colors** for signs should generally be limited to three and should harmonize with or complement the colors of the building.
- **Illumination** for signs should be from shielded incandescent or LED lights. Halo-lit pin letters are allowed (photo below). Ground-mounted spotlights are allowed for illuminating monument or freestanding signs.
- **Neon Signs** are allowed with approval but care should be taken that the neon does not overwhelm the sign or the building. Neon signs inside windows are allowed.



- **Vinyl and fabric awnings and sign banners** are allowed, as are canvas and other fabrics that have been treated with waterproofing material.



- **Vinyl banners** for light poles are allowed.
- **Wood signs** may be constructed with attached raised lettering, painted or silk-screened lettering, or incised lettering through a process of sandblasting or routing the surface of the sign.



*If canopies are used, the materials should match the building as in this historic hotel in Austin, TX shown at left. Note the pressed tin ceiling (above) and use of the upper level for dining. Industrial buildings such as at right typically used metal awnings to cover loading areas.*



- Metal signs and plaques should be constructed of brushed bronze, antique bronze, aluminum, stainless steel or painted cast iron.

#### 4. Not Recommended

- **Plastic sign components** (e.g. backlit sign panels, plastic letters, or prefabricated sandwich boards) are not recommended.
- **Backlit awnings** are not recommended.
- Plywood is not recommended as a material for signs.
- **Backlit plastic panel signs** are not recommended.
- **Digital signs** are not recommended in the River District.
- No sign or parts of signs may flash or move with the exception of restored historic signs that had these characteristics or new mar-quees with review and approval.
- Highly reflective metallic signs are not recommended.

### 7.3. Existing Signs

Existing signs are grandfathered, but any changes to existing signs and any replacement signs must meet the guidelines.

## 7.4. Awnings & Canopies

### 1. Purpose

Awnings and canopies are often seen on historic residential, commercial, and industrial buildings. They not only provide shade and cover from the weather, but they can also add character and color to an urban area. Examples of different types of awnings are shown on the previous page.

While acknowledging that awnings and canopies can be an important part of a buildings, it is



*This is the traditional style closed-end fabric awning used with commercial buildings.*



*These open-ended awnings are more contemporary but would still be appropriate with historic commercial buildings.*



*Awnings are now available in a wide range of colors that can complement building colors and create a distinctive image.*

also worth considering that it should not be assumed they are essential. In many cases along Main Street, large canopies and awnings hinder appreciation of the rich architecture on the street. By contrast, the photograph below shows the main street of Staunton, Virginia, where few canopies or awnings are used. This makes the architecture itself the center of attention, highlighting the interesting upper floor and cornice details of these buildings.

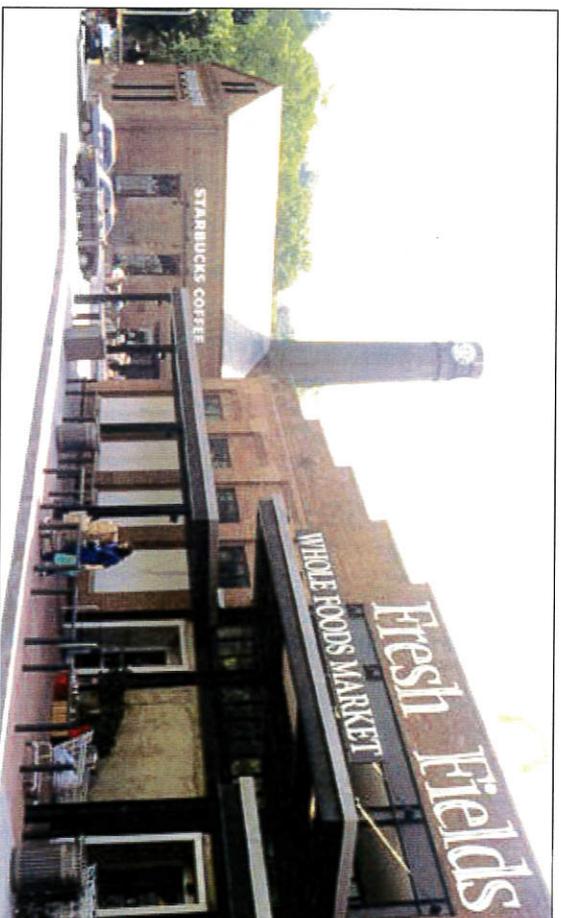
Awnings are addressed in this section as they relate to *signage on awnings*. They are also addressed briefly in the guidelines for commercial and industrial buildings, Chapter 3.0.



## 2. Design and Allowed Materials

### Awnings and Canopies for Historic Commercial Buildings:

- Fabric awnings are appropriate. These may be vinyl coated or otherwise treated to extend the life of the fabric. Keep in mind that darker colors tend to fade more quickly than medium and light tones.
- Metal canopies may be appropriate; however, see comment above about obstruction of views to the upper portion of the facade. If existing canopies are to remain, the materi-



These attractive industrial buildings in north Baltimore have been skillfully converted to modern uses. The new flat metal canopies over the entry to the Fresh Fields grocery announce the entry and provide space for outdoor display.

- als and craftsmanship of the visible (“ceiling”) portions of the canopy should be evaluated, and if need be, improved. If metal canopies were not integral to the original design of the building, consider removing them.
- Vinyl awnings will be allowed with review and approval.

### Awnings and Canopies for Historic Industrial Buildings:

- Metal canopies were commonly used for industrial buildings to protect goods and workers from the weather. In most cases, this would be the appropriate material for awnings and canopies.
- Entry doors for industrial buildings were often fairly insignificant, since the majority of activity took place at the loading docks. If larger entries are necessary for new uses, metal awnings or canopies may still be the best solution (see photo below), although fabric awnings may be appropriate to attract attention to the entry in a large facade through the use of color. Appropriateness will be evalu-

ated on a case by case basis, with flexibility required by the (probable) significant change in use and tenancy in these buildings, and by the large range of industrial building designs in the River District

### New Buildings in the River District:



Although the style of door shown here is not appropriate, this new metal awning over a small entry feels right at home in the Tobacco Warehouse District.

A greater variety of awnings and canopies may be appropriate for new Buildings in the River District, including:

- Fabric, vinyl and metal awnings and canopies as defined above.
- Modern shade structures affixed to the side of buildings.
- Clear canopies supported by metal structures (see photo below).
- Other options as reviewed and approved.

### 3. Allowed Materials

- Canvas or "Sunbrella" fabric awnings. Sunbrella is preferred over canvas because of longer life, resistance to mold, and resistance to fading.
- Vinyl awnings are allowed, but must be carefully reviewed by the RDDC. The preference for use of vinyl is that the awning appear "traditional" in form, printing, and color.

### 4. Materials Not Recommended

- Backlit awnings
- Any plastic supporting materials (except clear or white translucent acrylic "skylights" in modern canopies with review and approval).



Modern clear canopy supported by metal structure.



The cloth banner at left is the default banner for New Bern. The shield and pennant and the color combination make it distinctive. The center photo shows a nylon event banner in New Bern. The top line (in black) is for sponsors. The general downtown shopping/marketing banner shown at right is from Columbia, SC. In this system every other banner is changed out and the marketing banners remain. These are vinyl banners.



## 7.5. Banners

### 1. Purpose

Light pole banners are a welcome added area of color for the River District, and can also be used to provide information and differentiate subdistricts within the River District. Most banner programs have a set of banners that convey a more general message, such as "Shop Downtown" or "Celebrate Historic Danville." Some overall banners might advertise a particular city-wide or district-wide event, such as the River Festival. Still others might be area specific and publicize a more focused event, such as the Farmers' Market or an Averett homecoming or graduation. The challenge with publicizing events or individual businesses is setting rules and ensuring that the banners do not become a distraction.

### 2. Banner Types, Placement, and Size

**Banner Types.** There are basically three types of banners:

- Banners mounted on pedestrian lights and/or street lights (on banner arms in any one of several fixed sizes);
- Banner signs on buildings (see photo on page 43), and
- Banners on buildings to announce a special event.

This section will deal with Banners on pedestrian and street lights only. See **Section 7.2.1(q)** in this chapter for more on building-mounted banners and banner signs. Different rules apply to building-mounted signs.

Banners must be secured at both top and bottom, although a ring instead of a banner arm is allowable on the bottom. They must be designed to withstand reasonable wind loads, and/or be

removed when high wind loads are expected. In addition, new banner arms are recommended to be of the “breakaway” type to help prevent excessive wind loads on light poles during extreme weather.

**Banner size** will be determined by the available banner arms. Since new light fixtures are being planned, there is no single fixed size that applies to the entire River District. The City will work with any outside organizations wishing to place banners to provide sizes and specifications for banners.

**Banner Placement.** For some events banners may be concentrated near the area where the event will occur, or for City-wide and River-District-wide events, these events may be concentrated on the high traffic areas or scattered throughout the District (e.g. at intersections, every other banner, or near the 100% corner). These decisions regarding placement may change over time as streets and available light poles with banner arms change, but the City will have the most up-to-date information on these options.

### 3. Appropriate Banner Content

Banners will, in most cases, be produced and placed by the City. Such banners will include over-all City or District marketing banners, and may also include subdistrict banners or banners for special events. Examples might be “default” banners for the River District, or color variations on the same design to highlight different areas within the River District, such as the Downtown or Tobacco Warehouse District, or for smaller areas of interest such as the Farmer’s Market, the Crossing at the Dan, or a festival. Some cities keep some of the banners the same, and change every other banner to publicize events or subdistricts, while others change all the banners seasonally or for large events.

In addition to the City, non-profit and institutional entities may also apply for special event banners

such as important conferences and Averett homecoming.

Private and for-profit businesses may not have banners on public streetlights and pedestrian lights. The exceptions to this would include City events that are partially sponsored by area businesses. Examples would include festivals or other events, and might also include overall District or marketing banners with a sponsor acknowledgment. In these cases, individual businesses may sponsor a banner or a group of banners and have their name and/or logo on the bottom or top of a set of otherwise single-design banners. These logos and/or company names may occupy **no more than 15%** of the banner area, at the bottom or top of the banner only.

### 4. Allowed Materials/Design

- Allowed materials for banners include:
  - Fabric**, preferably Sunbrella or similar fabric to lengthen the life of the fabric and prevent rapid fading of colors in bright sunlight. Though recommended, Sunbrella-type fabric is not required, but banners must be removed when faded or torn. Nylon is also a possibility, although it is generally lighter weight than Sunbrella fabric.
  - Vinyl.** Vinyl is less expensive to produce than fabric, and allows more intricate patterns and designs. Because it is not woven, it may be more subject to ripping in windy conditions.

Banners must be professionally designed and executed to ensure quality. The design for banners submitted by entities other than the City must be approved in advance of production by the department or agency authorized to issue banner permits.

### 5. Materials/Design Not Recommended

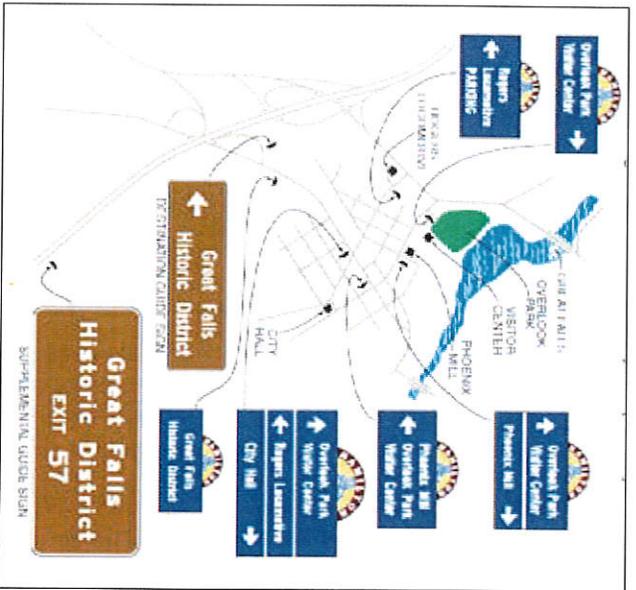
Not recommended are any banners that include materials that might prove a distraction for drivers, e.g. excessive streamers, metallic colors that reflect light excessively, and other elements as determined by the agency or department authorized to issue permits.

## 7.6. Wayfinding Signage

### 1. Purpose

Wayfinding signage is an important part of any overall program to attract people to the area and to the historic downtown. It involves signage at many different levels, such as interstate or main road vehicular signs, secondary/approach vehicular signs, Trail-blazer signs, Pedestrian level signs, gateway signs, and directory signs. The first three levels of signs listed below are for people travelling in motor vehicles, and for signs on roads designated as State highways, there are strict codes related to allowable setbacks, contents, colors, and so on. As soon as possible after leaving areas controlled by state sign regulations, it is advisable to create a unique, colorful, and related set of signs that enhance the sense of place and direct people seamlessly to their destinations.

It is usually recommended that a wayfinding sign professional be hired to develop a wayfinding sign program. Such programs start with evaluating the routes into the area of interest (in this case the River District, unless a city-wide effort is planned) and the important *decision points* where motorists must make the decision to turn in order to efficiently reach the destination. Sometimes these decision points are “edited” to ensure that visitors will



*In recent years the USDOT has been more accommodating about wayfinding systems. This illustration shows the transition from highway signs (strictly controlled) to more distinctive locally designed wayfinding signage. Credit: mutcd2009.*

enter the destination area along a more attractive route rather than the most efficient.

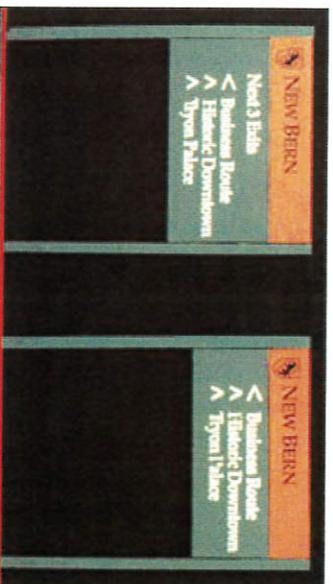
Once the design for the sign system has been approved and the routes are agreed upon, the team will prepare a sign schedule that shows the location of each sign, along with the design and message each sign will contain.

If the area to be considered is large and has sub-areas (such as the River District) the same design can be rendered in slightly different ways (different colors, different but related logos, etc.) to create a “family” of signs.

## 2. Wayfinding Signage Types, Placement, and Size

**Highway Signs.** These signs must be applied for and approved through VDOT. The only allowable signs are the brown and white “local attraction” level signs with limited words. There is the possibility of adding a City logo at the top.

**Vehicular Signs.** These are smaller signs than those on the highway, and in most cases these will be the first “designed” wayfinding signs that the visitor will see. The lettering should be relatively large and simple to allow quick visual scanning and to direct people to destinations.



*Vehicular Signs. Credit: Eileen Tennor, Mortar&Ink.*

**Vehicular Trailblazer Signs.** These are small signs with a single message (or sometimes a few nearby places) that direct people to particular locations, such as parking, a civic center, a visitor information center, and so on. These could incorporate whatever graphic elements or colors are used in the wayfinding sign system, although frequently trailblazers are plain blue with white lettering, because most motorists are “trained” to look for such signs.



*Vehicular Trailblazer Signs. Credit: Eileen Tennor, Mortar&Ink.*

**Pedestrian Trailblazer Signs.** These are smaller scale signs intended to help pedestrians find their way around an area after parking (see photo, next page).

**Directory Signs.** These signs are useful in a retail district to provide pedestrians a guide to area merchants, usually including a keyed map. They can also publicize public attractions such as museums or civic centers. The designs for such signs vary widely. A few are shown on the next page, bottom right. These signs usually have changeable boards under glass or acrylic to accommodate changing messages. Directory signs, as can be seen from the examples, give the designers a chance for a little more leeway for interesting design within the overall theme of the wayfinding system.



*Pedestrian Trailblazer signs, Philadelphia.*

### 3. Allowed Materials

Generally, the same as for other signs. Acrylic panels allowed in place of glass.

### 4. Materials Not Recommended

As for other signs.

## 7.7. Routine Maintenance

(COA not required)

- Repairing or repair of previously approved signs or illumination.
- Replacement of awnings and awning signs with like colors and messages (if any), once approved.
- Changing of sandwich board messages once the board itself is approved.
- Repair or replacement of damaged banners, or re-use of banners previously approved.

## 7.8. Certificate of Appropriateness Required

- All signs of any type must be approved in advance of installation. A measured and rendered drawing is required, including materials and colors to be used, method of attachment, method of illumination, and placement location on the building.
- Canopy and awning materials and colors must be approved in advance of installation. Measured drawings and fabric samples showing proposed colors must be submitted.

- A COA must be issued before any historic sign, marquee or canopy can be removed.
- Failure to obtain appropriate permission will be considered a zoning violation.



*A variety of types and designs of directory signs. The sign at left (Asheville, NC) has three sides, so includes events, maps, and a directory of businesses, and could also include historical notes. The center sign (from an outdoor mall in White Marsh, Maryland) is the same on both sides, with a keyed map of businesses. The one on the right (from Austin, TX) is pole-mounted and also has keyed maps and businesses.*

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

August 10, 2017

Members Present

George Davis  
John Ranson  
Johnathan Hackworth  
Courtney Nicholas

Members Absent

Sheri Chaney  
Peyton Keesee  
R.J. Lackey

Staff

Kenny Gillie  
Bonnie Case  
Clarke Whitfield

Chairman Davis called the meeting to order at 4:02 p.m.

Mr. Davis stated Renee is no longer with us and Anna is no longer with us and Tracie is no longer with us.

Mr. Gillie stated Ms. Levi moved to Mississippi, Mrs. Lancaster is a full time nursing student and starts nursing school next week, Mrs. Burton will be a stay at home mom.

**I. ITEMS FOR PUBLIC HEARING**

- 1. A request has been filed for a Certificate of Appropriateness at 410-A Main Street to install a 2' x 8' projecting sign for The Brick.*

Mr. Davis opened the Public Hearing.

Present to speak on behalf of this request was Adam Jones. I am requesting to get a sign as you just read. The blade sign will make it more convenient and easy for my customers to see the location of the store. We've gotten calls throughout the years asking where are you. The nice tree out front in the summer kind of obstructs the little sign we have above the door. One day I was just talking to the sign shop and looking at Dell'Anno's sign how it's coming off the street where you can clearly see it coming up or down Main Street. So that's when we decided to move forward to see if we could get that approved.

Mr. Ranson asked what's the sign made of?

Mr. Jones stated it's like an aluminum, reinforced. It would come off the wall. It's 24 inches kind of like one big rectangle, very sturdy so the wind won't have it flapping.

Mr. Ranson asked if it was illuminated.

Mr. Jones stated no it's not illuminated. I didn't see anything else on Main Street lit up so we kept it as just not illuminated.

Mr. Davis stated according to staff recommendations, it does not meet the guidelines.

Mr. Gillie stated it doesn't and it does. The guidelines call for a smaller sign but the zoning code allows for a larger sign. If you remember the Dell'Anno's sign which is very similar to this, the board approved Dell'Anno's to have what the zoning limitation was, not necessarily what the guideline limitation was and that's what we were trying to explain. This is similar to another sign which the board has approved in the past. Although it doesn't meet the guidelines, it's similar size. The board asked us to look at that as one of the things in the future amendments of the guidelines is bring the two in compliance with each other. As it stands right now, it doesn't meet the size, but does meet the zoning size.

Mr. Davis asked you would do it with the condition that it would be placed 10 feet above the sidewalk? Is the Dell'Anno's sign the same way?

Mr. Gillie stated it's actually slightly taller than that. Just so you have it 10 feet to keep people from striking their heads and jumping up and hitting it and stuff. We want it to be above the windows. Dell'Anno's I think is slightly taller than that but their building is also a little different in size.

Mr. Davis asked is that okay with you if we do recommend the sign and propose that it be 10 feet off the ground?

Mr. Jones stated yes I actually prefer it. We have a copper awning over top and there are two windows and I was hoping I could get it symmetrically in between the windows and make it look even.

Mrs. Nicholas asked if those windows were part of an apartment?

Mr. Jones stated that space is unoccupied. I'm not sure which direction it's zoned. I've been there for five and half years and have had several people look at it. But the IDA owns the building and I'm not sure exactly.

Mrs. Nicholas stated I just didn't want it to be someone's apartment and we're now sticking a big sign when they look out the window.

Mr. Jones stated it's completely gutted and down to the studs.

Mr. Whitfield stated I can't speak for the IDA but it would be my belief representing them that would eventually become more commercial space rather than residential.

Mr. Davis closed the Public Hearing.

**Mrs. Nicholas made a motion that the sign as presented does not meet the guidelines. Mr. Hackwork seconded the motion. The motion was approved by a 4-0 vote.**

**Mrs. Nicholas made a motion that the sign be approved with a Certificate of Appropriateness because it is a minor discrepancy from the guidelines but that it**

**be placed 10 feet above the sidewalk. Mr. Ranson seconded the motion. The motion was approved by a 4-0 vote.**

2. *A request has been filed at 401 Craghead to remove the wood decking from the exterior awning located on the corner of Craghead and Wilson Streets.*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Jordan Jones with Watershed Ventures. The canopy that's located at 401 Craghead the wood is falling in and it's very rotted. The city has asked us to go ahead and take it down because it's a public health hazard. I'm here to go ahead and request a COA to do that demolition. Just again removing the wood decking leaving the steel structure that currently exists.

Mr. Davis asked will you be coming back later to tell us what you're going to put over.

Mr. Jones stated yes but we don't have a plan in the short term. Watershed Ventures is a long term real estate acquisition partner in the River District. We have acquired about a half million square feet of space so far. We are still in the process of acquiring more buildings. We are in the process of starting to think through redevelopment plans, Richmond Cedar Works in particular. Hopefully I will have more information on that specific building in six to nine months. We hope to break ground and start a project there in maybe 15 to 18 months. Still a long ways out but I don't have anything immediately to share plans. We are planning on finding a partner to do a historic tax credit renovation type property. J. Burton is ready to immobilize on Monday if I get the approval.

Mrs. Nicholas asked if the metal parts of the building there will stay exactly as they are?

Mr. Jones stated they will stay exactly as they are.

Mr. Ranson asked if it was wood decking like on the roof?

Mr. Jones stated that is correct.

Mr. Ranson asked are you going to paint it?

Mr. Jones stated yes that is a requirement from the city so we will come back later talking about that. I just need to get it done first. We have started painting all the exposed wood and metal across all of our properties. We plan on going back to that same yellowish color we have been putting up on Richmond Cedar Works building and starting Imperial Mill next. We will paint it primarily just to protect the integrity of the steel.

Mr. Davis closed the public hearing.

Mr. Davis stated it's been falling down for a long time.

**Mrs. Nicholas made a motion that this request meets the guidelines as presented with the caveat of a 24 month time limit placed on the approval to allow for redevelopment plans. Mr. Ranson seconded the motion. The motion was approved by a 4-0 vote.**

Mr. Davis stated we have a new application that has been brought before us today. I would like to see if we can accept it. All those in favor of having the request presented at today's meeting, say I. Request to hear was unanimous.

3. *A request has been filed for a Certificate of Appropriateness at 700 Wilson Street to add signs on the outside.*

Mr. Davis opened the Public Hearing.

Present to speak on behalf of this request was Chris Wilson.

Mr. Gillie stated Mr. Wilson has requested to replace the hanging projecting sign which you will see in your photograph. Then on the other side of the building which would be the north facing wall, he is proposing putting a 4 x 4 internal illuminated acrylic sign. The hanging sign meets the guidelines, the size and location. The 4 x 4 acrylic illuminated sign does not meet the guidelines.

Mr. Davis asked did you say the sign on the back end is a lighted sign?

Mr. Gillie stated the one he would like to install will be lighted. That would be a new sign on the north wall. It will actually be along Wilson Street. The hanging sign that replaces the existing sign does meet the guidelines.

Mr. Wilson showed members photos of the sign from his phone.

Mr. Davis asked if it was the same size at that one right there.

Mr. Wilson stated this is a 2 x 4. The one I just showed you is a 4 x 4. It would be very similar to this.

Mr. Wilson stated I have two other options which are very expensive options.

Mr. Davis stated before you go into your other options, let's ask the committee if they have any questions about what you're proposing right now.

Mr. Davis asked will you be okay as far as the sign he has proposed putting on the north side?

Mr. Gillie stated that would be the east side for the projected sign. That one is alright. The other one would be on the north side. That's the 4 x4 internally illuminated acrylic sign.

Mr. Wilson stated you will be able to see it as you're coming up Wilson because that's the long side of the building itself. Once you get up on the middle it may be too late.

Mrs. Nicholas asked so there will be two signs on that wall or is this sign being removed and another sign being put up?

Mr. Wilson stated the one in the front will stay and then we will add this one.

Mr. Gillie stated they will be replacing the projecting sign and a new sign will be installed on the north wall.

Mr. Wilson stated all they are going to do is reface the one you're looking at.

Mrs. Nicholas stated I have no problems with the replacement sign. But I know internally illuminated signs are something that this group has denied before.

Mr. Hackworth stated correct me if I'm wrong but isn't Dell'Anno's internally illuminated acrylic?

Mr. Gillie stated it is external.

Mr. Hackworth stated I know it has lights up on the windows but those light up the building.

Mrs. Nicholas stated because we had that conversation at the time and I'm pretty sure we denied it and we did the same with the fish market on North Union Street.

Mr. Davis asked Mr. Wilson why he felt it would be beneficial to internally illuminate the sign?

Mr. Wilson stated actually we had the sign and the only other way to have it illuminated is to have individual LED lights. So that would be the purpose of it. Not being illuminated, the only time you're going to be able to see it is once you are up on it and I'm not sure how much of an impact that will have.

Mrs. Nicholas asked are you doing much business in the dark?

Mr. Wilson stated moving and storage people are always looking especially with all the new development in the area. It may actually be the only time they see it. They are working during the day. Otherwise, they wouldn't be able to see it and probably wouldn't even come that way.

Mr. Davis stated the better part of the year it's light until about 8:30 at night.

Mr. Davis stated now let's go to what other options you have.

Mr. Wilson stated I had the sign contractor quote two other options. That sign I presented will cost \$200. The next one will cost \$3500 and the one after that will be \$4500. Mr. Gillie has confirmed my square footage allowance and maybe later on down the road I may take a look at that if we are able to afford it. I would love to individualize the letters and it would be 35 letters total for the River District Movers and Storage to go across that same wall at the top and some on the back wall which will project upward towards Galileo and up that way. You will be able to see it if you're up on that hill on the other end on Main. But again, it's some pretty expensive options and a lot more involved.

Mr. Ranson stated the sign doesn't comply with the guidelines because of the size or is it the fact that it's internally illuminated. Is that contrary to the guidelines?

Mr. Gillie stated the 16 square foot internal illumination acrylic sign is contrary to guidelines.

Mr. Ranson stated we could approve the compliant sign and give you a chance to come back and find something that's not \$3500.

Mr. Whitfield stated I was going to suggest you handle them individually anyway.

Mr. Davis stated you could go ahead and hang the sign and just not light it as of right now unless we move to change so.

Mrs. Nicholas asked can it be an acrylic sign at all?

Mrs. Nicholas asked do we have our guidelines on here?

Mr. Gillie stated yes, I'm looking them up.

Mr. Davis stated we can supercede the guidelines.

Mr. Gillie stated section 7 page 45.

Mr. Davis closed the Public Hearing.

Mr. Gillie read the code section of what would be allowed or not allowed.

Mr. Ranson asked what's the difference between recommended and approved?

Mr. Gillie stated there's nothing in the guidelines that says it can't be approved it just says not recommended. We wrote them specifically that way.

Mr. Davis asked how much it would cost to paint it on the wall? It wouldn't cost \$4500.

Mr. Gillie stated they just did the River District sign across from you.

Mr. Wilson stated yeah it's beautiful.

Mr. Davis stated that would be my suggestion. That would really be something that would stand out in my opinion.

Mr. Wilson stated he didn't know that was an option.

Mr. Davis asked do we want to go ahead and separate the two and vote on the one on the front side.

**Mrs. Nicholas made a motion to approve the projecting sign that it does meet the guidelines and should be issued a COA. Mr. Hackworth seconded the motion. The motion was approved by a 4-0 vote.**

Mr. Davis asked do we want to table the second one until Mr. Wilson comes back to bring us another request?

Mr. Wilson stated I do have one question. If it's painted am I still working within the square footage guidelines?

Mr. Gillie stated yes. You can potentially do other designs and get that square footage.

Mr. Davis asked what was the square footage of the Coca Cola sign and the River District sign?

Mr. Gillie stated the River District sign was art and the Coca Cola sign was done before the guidelines were done.

Mrs. Nicholas stated what about the sign above the fire station. I know we messed with the square footage on that because it was such a big building that we allowed them much wider square footage than normal.

Mr. Gillie stated that was in the Tobacco Warehouse portion and it had different regulations. He's got different zoning than that where it's at. That's another thing in the guidelines we might tweak because one district allows one thing and another district another, but the River District encompasses both of those.

Mr. Davis asked aren't we allowed to do larger signs if we feel...

Mr. Gillie stated you can't exceed the zoning requirements though. You can exceed the guideline requirements and the guideline requirement for a projected sign is eight square feet where you just need 16 because the zoning code itself says 16. So you can go up to what the zoning says but zoning is a hard fast wall that you can't go past. In this case the 16 is the zoning part so you can't exceed that. If he was in the Tobacco Warehouse District, it does have a different requirement.

Mr. Ranson stated so according to zoning he can have up to 16 square feet of sign.

Mr. Gillie stated wall sign.

Mr. Wilson stated it's 98 actually but 5000 square foot is 98 square footage of signage. The 16 was just part of it and that's what I added. So it's 98 total.

Mrs. Nicholas stated we move to table the second sign request.

Mr. Davis stated with what we have had in the past the acrylic is a problem, the internally illuminated is a problem so that's why we are tabling it to give you time for more options and bring them back to us.

**Mrs. Nicholas made a motion to postpone it indefinitely until Mr. Wilson is ready to bring it back with a future submission. Mr. Ranson seconded the motion. The motion was approved by a 4-0 vote.**

**I. APPROVAL OF MINUTES**

**The July 13, 2017 minutes were approved by a unanimous vote.**

**II. OTHER BUSINESS**

With no further business the meeting adjourned at 4:34 p.m.

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Approved By: