



## City of Danville

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

# River District Design Commission

NOVEMBER 9, 2017

4:00 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 301 Lynn Street to complete exterior renovations per submitted design.*
  2. *A request has been filed for a Certificate of Appropriateness to install a temporary (30 day) mobile ice skating rink at 629 Craghead Street. There will also be a concession stand, picnic tables, lights and port-o-lets available during this time.*
  3. *A request has been filed for a Certificate of Appropriateness at 215 Main Street to install a new projecting sign for Me's Burgers & Brews*
  4. *Recommendation from City Planning Commission to review Chapter 41 entitled "Zoning Ordinance" of the Code of the City of Danville, Virginia, 1986 as amended, more specifically Article 10: entitled "Signs", Section N entitled "Permitted signs in the CB-C Central Business Commercial District" and Section O entitled Permitted signs in the TW-C, Tobacco Warehouse Commercial District".*
- IV. APPROVAL OF MINUTES FROM SEPTEMBER 21, 2017
- V. OTHER BUSINESS
- VI. ADJOURNMENT



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

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

**MEETING OF NOVEMBER 9, 2017**

### **SUBJECT**

A request has been filed for a Certificate of Appropriateness to complete exterior renovations per submitted design at 301 Lynn Street. The rehabilitation of this project is part of a Historic Rehabilitation Tax Credit Project. The submitted plans have been reviewed and approved by the Virginia Department of Historic Resources.

### **EXCERPT FROM DESIGN GUIDELINES**

#### 3. Windows

As with roof form and material, window types change with the architectural styles of the period. The size of individual panes in historic windows was a result of the size of glass available to the builder. The pane sizes in window sashes typically increased from the Georgian and Federal periods, where smaller panes of glass set in muntins were used to make up a sash, to the Modern period where sashes were typically made from a single large pane of glass. In each of the building periods included in these guidelines, the typical operation of window units was either double or single-hung. These types of windows had two glazed sashes, one hung above the other. In the single-hung type, only the lower sash is operable, whereas both sashes are operable in a double hung window. Some windows in both commercial and industrial buildings in the River District are also metal-framed. If these are present, they should be preserved rather than replaced with any other material. Examples of metal windows are shown at left in the photo of the commercial building (middle photo), and an industrial building (bottom left). Existing windows should be repaired if possible. Adding screens and storm windows to historic windows will make them more usable. For improved thermal resistance storm windows can be installed on the exterior or energy panels can be placed on the interior of the single-glazed (e.g. not Thermopane) sashes. Storm windows placed over original windows must not have divisions that conflict with the original window division pattern or sashes wider than the sashes of the original windows. If window replacement is necessary then new windows should match the original windows in materials, operation and glazing style. Sashes with multiple panes shall be replaced with single-glazed sashes that are truly divided to match the original pattern. If replacement windows must be used, original openings shall be maintained. Wood or metal window units in upper floors of commercial buildings and in residential structures should be replaced with like materials. Wood may be clad if not to be painted a color. In commercial storefronts, if the original structure remains or if there are records of its original appearance it shall be restored; if the storefront has been modified and there are no records of its original

appearance, renovation should reflect the likely appearance of a building of that style and period. Exceptions to these requirements may be made for rear facades of buildings or facades not visible from the street. These will be considered on a case by case basis.

### 3.7. Recommended

- Repair/restore historic materials whenever possible rather than replacing them.
- If replacement materials must be used, they should match the original materials and design. (Exception: flat roofs not visible from the street may be synthetic material.)
- Use photographs and other historic data to guide building restoration/renovation.
- Where historic photos or illustrations of the original design of an historic building are not available, consultation with a preservation architect or other historic preservation professional is advised.
- Strive to unify the storefront and upper stories through the use of similar color, details, and materials.
- Historic buildings should be preserved and restored whenever possible, but if a historic building is deemed to have been severely compromised and demolition is considered, the criteria listed in Subsection 3.3 of this chapter should guide the decision-making process.

### **STAFF RECOMMENDATION**

Staff recommends approval of the request. The project complies with the City guidelines and those of the Historic Tax Credit process.



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***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: 301 LYNN STREET, DANVILLE VA

Name of Applicant: 301 LYNN LLC

Applicant's Address: 315 LYNN ST., #305, DANVILLE VA 24541

Applicant's Phone Number: 804-937-6732 Email Address: EMERALD MARK DEVELOPMENT @GMAIL.COM

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

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Type of material(s) to be used: WINDOWS/DOORS

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? \_\_\_\_\_

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

\_\_\_\_\_  
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.



## City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

# *River District Design Commission*

**MEETING OF NOVEMBER 9, 2017**

## **SUBJECT**

629 Craghead Street

A request has been filed for a Certificate of Appropriateness to install a temporary synthetic ice skating rink in the east parking lot of the Community Market at 629 Craghead Street. The rink is to be in operation for 30 days, with an additional 15 days needed for setup and takedown. The request also includes a concession booth, port-o-lets, security barriers/fencing and picnic tables. The purpose of this event is to be a fundraiser for the River District Association.

## **EXCERPT FROM DESIGN GUIDELINES**

After careful review of the Design Guidelines, there really is no section that deals with this type of use. Chapter's 6 (Outdoor Dining/Outdoor Display) & 8 (Streetscape and Open Space Guidelines) have components that could be applicable to individual aspects, but this concept was never considered in the drafting of the document.

## **STAFF RECOMMENDATION**

Staff recommends approval of the request. The project is an innovative idea to bring a new feature to the River District. It is temporary in nature, so if it is found to be inharmonious with the Guidelines, it will go away.

Staff does recommend that a 60-day total timeframe be placed on the project to allow for review of its operation and future compatibility with the District.



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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, Danville Va 24543

Name of Applicant: River District Association

Applicant's Address: 442 Main St, Danville Va 24543

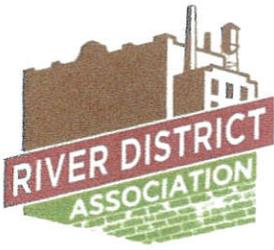
Applicant's Phone Number: 434-791-0210 Email Address: Riverdistrictassociation@gmail.com

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

Temporary (30-day) Synthetic Ice  
RINK w/ Concession Booth, port-a-lets - picnic  
tables @ Community Market -

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.



October 5, 2017

To: River District Design Commission

From: Diana Schwartz, Executive Director

RE: Additional Information for Certificate of Appropriateness – River District on Ice

As per Article 3:R.C.6, additional information as requested.

**A. Statement of proposed use and user.**

RDA has contracted Artificial Ice Events, the nation's leader in providing one-of-a-kind winter attractions, to construct a temporary ice skating rink in the parking lot between the Community Market and the Science Center. This area has been specifically coordinated with Danville Parks and Recreation to meet the specific requirements for the construction, as well as be visible to the community while not impeding the necessary business throughout the district. Primary funding of the rental of the rink project is via a Make More Happen grant from Danville Regional Foundation. The grant has been reviewed and we have been awarded the funding.

This "ice" ring is not made of ice, but instead a synthetic material that simulates ice and is used with traditional ice skates that will be provided to participants. The size of the ring will be 30x40 and accommodate approximately 100 skaters per hour.

RDA will partner with the City of Danville, who will provide the space, electricity, and assistance in constructing the lights, benches, and concession booth that will be necessary for the safety and comfort of the attendees. RDA will hire 3 to 5 temporary part time employees to manage the rink Saturday, December 2<sup>nd</sup> through Tuesday, January 2<sup>nd</sup> during the hours of 5 to 9 PM Monday through Friday, and 12 to 9 PM on Saturday and Sunday. Once the public school system releases for the holiday, additional hours may be considered. The rink would be available for private rental during the times it is not open to the public. There is also the potential to partner with the YMCA, local hospital, and all retail and restaurants through the River District.

**B. Statement of estimated construction time**

Construction of Rink takes place on November 30<sup>th</sup> and December 1<sup>st</sup>. Rink to open on Saturday, December 2 and remain open until Tuesday, January 2<sup>nd</sup> (with the exception of Christmas Day. Rink will be removed on January 3<sup>rd</sup>, 2018.

**C. Thru G.**

Attached







# ICE RINK

## FUN AND SAFETY GUIDE:

### BEFORE PARTICIPATING PLEASE READ AND FOLLOW THESE RULES.

There are inherent risks in participating with this activity. Patrons must familiarize themselves with the posted warnings. Patrons must make an informed decision whether to participate and assume all personal risks if warnings are not obeyed.

*Ice Skating is a physically demanding high active sport activity.*

**PARENTS ARE RESPONSIBLE FOR THEIR CHILDREN.**

**HEIGHT TO RIDE THIS ATTRACTION**

**WITH ADULT \_\_\_\_\_ WITHOUT ADULT \_\_\_\_\_**

**PLEASE FINISH EATING, DRINKING AND SMOKING BEFORE PARTICIPATING.**

### ATTRACTION RULES:

1. Skaters are asked to skate at a sensible and safe speed in the same direction as other skaters.
2. Nobody under the influence of drugs and/or alcohol are permitted to participate.
3. Games, tag, rough-play or speed skating are dangerous to others and are not permitted.
4. Only persons wearing skates are permitted on the ice surface.
5. All instructions from operators must be adhered to at all times. Skaters must leave the ice promptly when requested.
6. Skates are allowed only on the ice and black matting.
7. No cameras, handbags, backpacks or headphones may be taken onto the ice. Please do not hang clothing onto the boards.
8. Please do not stand along fencing or in the entrance/ exit gates.
9. No more than two skaters may join hands.
10. Carrying children while on the ice surface is not permitted at anytime.
11. The use of headsets, cell phones or hand-held electronic devices are not permitted while skating.
12. Children under 12 must be accompanied by an adult on the ice.
13. Skaters must proceed promptly to the skaters assembly area for removal of skates at the end of each session.
14. Rental skates must be returned immediately after the session.
15. Failure to follow any of the above rules will result in the immediate termination of your admission.
16. Foul language or inappropriate behavior will result in immediate removal from the facility.

**FOR YOUR PROTECTION THIS ATTRACTION IS NOT RECOMMENDED FOR GUESTS WITH:**



**RECENT SURGERY  
OR ILLNESS**



**PREGNANCY**



**UNDER THE INFLUENCE  
OF DRUGS OR ALCOHOL**



**BACK, NECK  
OR BONE INJURY**



**HIGH BLOOD PRESSURE, MOTION  
SICKNESS OR NERVOUS DISORDERS**



**HEART TROUBLE**



**NO SHIRT, NO SHOES**

SIGNAGE POSTED AT ENTRANCE



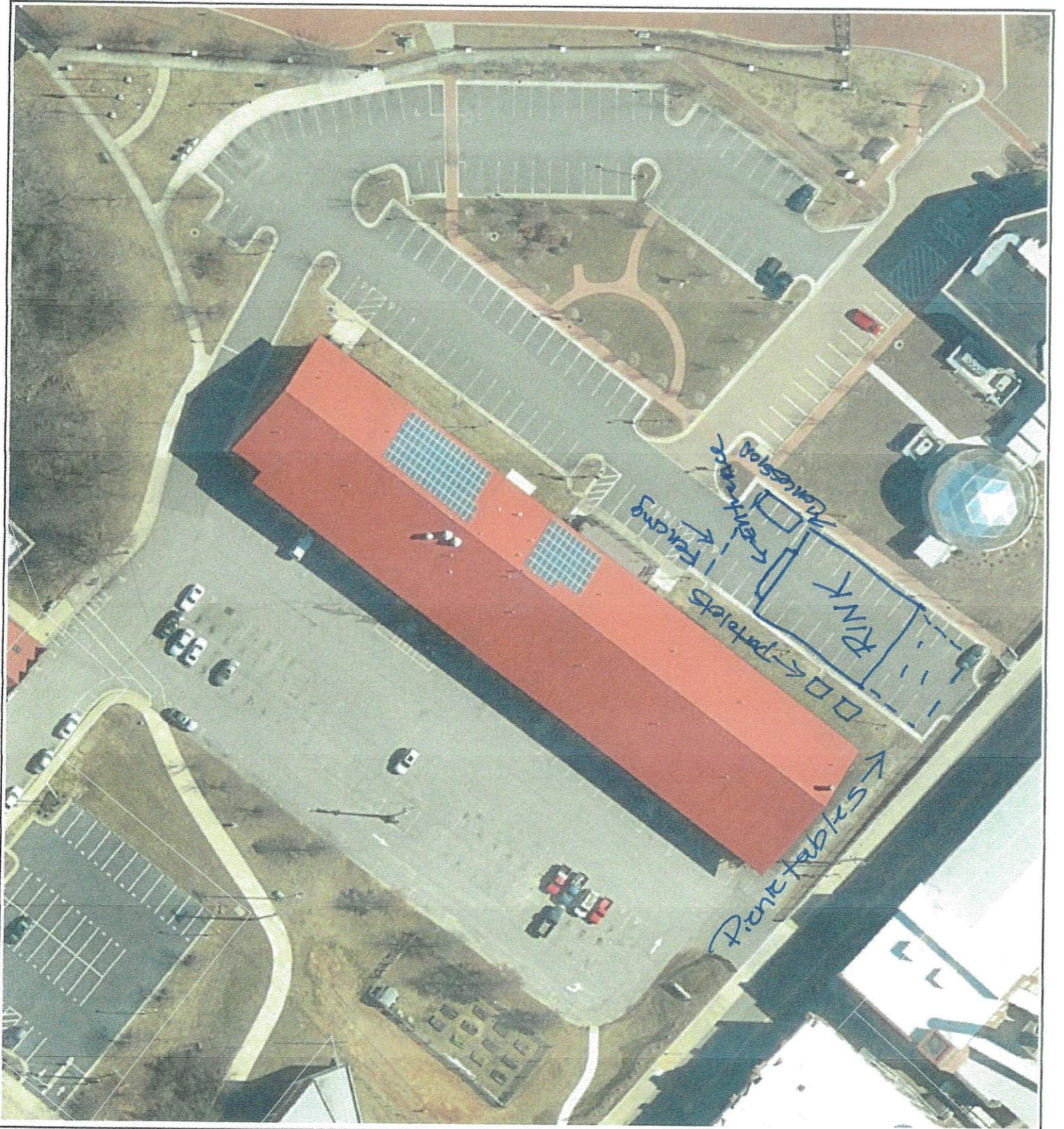
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OCALA  
COMMUNITY  
CREDIT UNION

The  
Martial Arts  
Center



Crossing At the Dan  
Community Market





Donville Arena



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

**MEETING OF NOVEMBER 9, 2017**

### **SUBJECT**

A request has been filed for a Certificate of Appropriateness to install a new projecting sign at Me's Burgers and Brews located at 215 Main Street. The proposed sign will be located at the rear of the building facing Patton Street. There is currently an awning sign above the primary entrance on Main Street. The proposed sign is 48" high and 36" wide (12 sq. ft.), double sided and to be made of Aluminum. Additional exterior solar lighting may be installed if the existing streetlight does not provide enough illumination.

### **EXCERPT FROM DESIGN GUIDELINES**

#### **7.0 SIGN GUIDELINES**

##### **7.2.2.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 4.5 feet from the building, and the bottom of the sign may be no lower than 10' from the sidewalk. Only one such sign is permitted per business. These signs may not include neon or internal illumination.

### **STAFF RECOMMENDATION**

The proposed sign is 12 sq. ft. per side whereas the Guidelines recommend projecting signs to be maximum of 4 sq. ft. per side. Therefore, it does not meet the Guidelines.

The Zoning Code permits signage of 16 sq. ft. per side in the CB-C district, and this type of signage has been approved in the past for Dellano's and most recently the Brick Running Store.

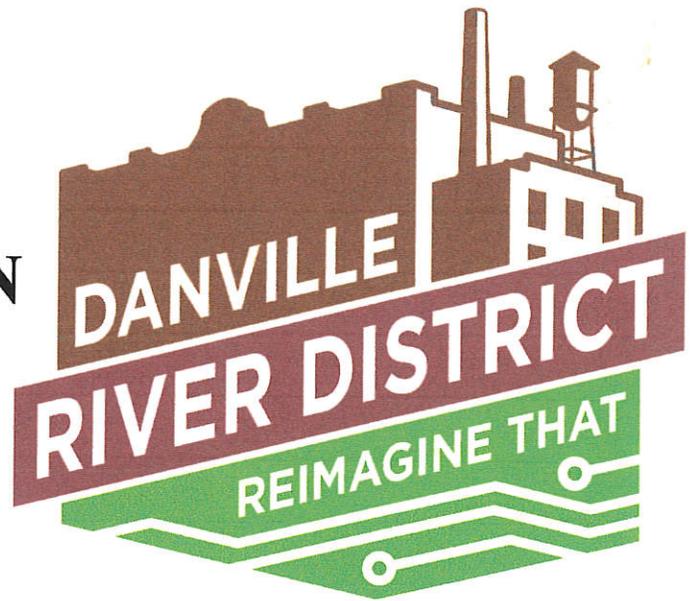
If the Commission determines the size of the sign is a minor discrepancy and issues a COA, Staff recommends that the signage be approved with the condition that it be placed a minimum of 10 ft. above the sidewalk.

# DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5261



## CERTIFICATE OF APPROPRIATENESS APPLICATION

The guidelines will be administered through the River District Design Commission (RDCC) 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: 215 Main Street

Name of Applicant: Cropp-Tomlinson LLC / DBA: Me's burgers & brews

Applicant's Address: 162 College Avenue

Applicant's Phone Number: 434-797-1063

Email Address: mesburgers@gmail.com

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

Due to our address people cannot easily find us. We would like to add a sign to the back of the building so we can stop, hopefully, people circling the bridge.

Type of material(s) to be used: Metal

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? NA

Would you like more information about these programs? NA

Which one(s)?

Signature of Property Owner (if not applicant)

Kathy Gregg & Emily Tomblinson

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)-799-5261.

258 Patton St  
Danville, Virginia

Google, Inc.

Street View - May 2016

Me's  
burgers &  
brews



Google



## City of Danville

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

# River District Design Commission

**MEETING OF**  
**November 9, 2017**

## **SUBJECT**

During the October 9, 2017 City Planning Commission meeting Planning Staff was directed to forward a request for CB-C, Central Business Commercial District Sign Code amendments to the River District Design Commission. The City Planning Commission acknowledged the effect that potential changes to the Sign Code would have on development within the River District and determined that the review should begin with the River District Design Commission.

The request for a Sign Code amendment was first brought to the City Planning Commission with a request to review the number of walls signs permitted within the CB-C, Central Business Commercial District. After research and analysis from Staff, it became evident that the City would benefit from amendments to both the CB-C, Central Business Commercial District and TW-C, Tobacco Warehouse Commercial District to create a uniform sign code between the two and throughout the River District.

Staff recommends the CB-C signage be changed to mimic that in the TW-C. with the modification to both districts allowing for more than a single wall sign. The TW-C allows for additional square footage based on the building height, but doesn't allow for more than one wall sign. This could be modified by the elimination of this requirement between the districts allowing the additional square footage, number of signs and additional square footage for taller buildings.

### **N. - Permitted Signs in the CB-C, Central Business Commercial District. modified**

*The following signs shall be permitted in the CB-C, Central Business Commercial District.*

#### *1. Freestanding Signs.*

*a. Business identification sign for a single occupant commercial building. One freestanding sign for identification of a single business establishment shall be permitted. Such sign shall be limited in area to sixteen (16) square feet. An additional area not exceeding twenty-two (22) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.*

*b. Business identification sign for a group of two or more contiguous stores or businesses per building. Permitted sign area shall be combined into a single freestanding sign advertising all businesses on the premises. The combined sign shall*

not exceed twenty-four (24) square feet in area. An additional area not exceeding thirty-two (32) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

c. *Directional signs.* Directional signs limited in area to four (4) square feet shall be permitted as accessory signs and not included in any computation of sign area. One per entrance not to exceed three (3) feet in height nor located within (5) feet of any street right-of-way line.

## 2. Building Mounted Signs.

a. *Wall signs.* One wall sign shall be permitted for each wall of the building facing a public street on the premises.

b. *Projecting signs.* One projecting sign shall be permitted for each establishment on the premises. Sign area limited to eighteen (18) square feet of area.

c. *Awning, canopy, or marquee signs.* One awning, canopy or marquee sign shall be permitted for each establishment on the premises. Sign identification affixed to an awning, canopy, or marquee sign is allowed by right.

d. *The total square footage permitted for all wall and/or signage shall not exceed two (2) square feet of sign per linear foot of building frontage.*

e. *Outdoor advertising signage will be permitted by the issuance of a Special Use Permit. Such permit may only be granted in conjunction with an approved application for Historic Rehabilitation Tax Credits and only for use on a building occupied by a non-profit corporation. Any and all such building signage, including wall, canopy, projecting and outdoor advertising, located on a building that meets the above listed criteria shall not exceed two (2) times the permitted total wall signage for said building or use.*

[f.]d. *Murals as located within the Danville Mural District and approved by the Downtown Danville Association Mural Committee and Zoning Administrator. There shall be no square footage limitations on Murals that are approved as listed above.*

## 3. Directory Signs.

a. *Business directories.* One directory sign is allowed per commercial building. Such directory signs shall not exceed eight (8) square feet in area. When directory is freestanding, an additional area not exceeding twelve (12) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

## 4. Additional Regulations.

a. *All freestanding signs in these districts shall have a maximum height of ten (10) feet and shall not be located within five (5) feet of any public street right-of-way, property line, alley, private street or driveway intersecting a public or private street.*

b. *Historic Preservation Overlay District (HP-O).* In the HP-O District, the Review Commission shall approve the design compatibility of signs in accordance with Article 3.Q and may authorize an alternative signage plan that does not strictly adhere to the area, number, height and location criteria within the HP-O District if it is determined that the design is more consistent with the architectural character of the building to

which it relates and other surrounding properties and as guided by the City of Danville's Historic District Guidelines for signs.

c. Non-illuminated signs permitted in all residential districts shall be permitted in the CB-C Commercial District, provided that signs identifying uses which are permitted in the residential districts shall be subject to the regulations set forth in that section.

#### **O. - Permitted Signs in the TW-C, Tobacco Warehouse Commercial District. modified**

The following signs shall be permitted in the TW-C, Tobacco Warehouse Commercial District.

##### *1. Freestanding Signs.*

a. Business identification sign for a single occupant commercial building. One freestanding sign for identification of a single business establishment shall be permitted. Such sign shall be limited in area to sixteen (16) square feet. An additional area not exceeding twenty-two (22) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

b. Business identification sign for a group of two or more contiguous stores or businesses per building. Permitted sign area shall be combined into a single freestanding sign advertising all businesses on the premises. The combined sign shall not exceed twenty-four (24) square feet in area. An additional area not exceeding thirty-two (32) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

c. Directional signs. Directional signs limited in area to four (4) square feet shall be permitted as accessory signs and not included in any computation of sign area. One per entrance not to exceed three (3) feet in height nor located within five (5) feet of any street right-of-way line.

##### *2. Building Mounted Signs.*

a. Wall signs. One wall sign shall be permitted for each wall of the building facing a public street on the premises.

b. Projecting signs. Four (4) projecting signs (including projecting banners) shall be permitted for each establishment on the premises with a maximum of fifty (50) square feet per projecting sign or banner, no more than two (2) projecting signs or banners per wall frontage per street or internal parking area, and a maximum total of one hundred (100) square feet per wall frontage may be used for projecting wall or banner signs. The minimum height of a projecting wall of a projecting wall or banner type signage shall be ten (10) feet over any area accessible to a pedestrian or automobile.

c. Awning, canopy or marquee signs. One awning, canopy or marquee sign shall be permitted for each establishment on the premises.

The combined sign area of wall, canopy, awning, and marquee signs shall not exceed the sum of the following:

- Two (2) square feet of sign per linear foot of primary wall frontage of the first two hundred (200) linear feet; and
- One (1) square foot per each linear foot beyond two hundred (200) total linear feet; and
- Two (2) square feet per one (1) vertical foot for every foot over twenty (20) feet in building height.

3. *Directory Signs.*

a. *Business directories.* One directory sign is allowed per commercial building. Such directory signs shall not exceed sixteen (16) square feet in area. When directory is freestanding, an additional area not exceeding twenty-four (24) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

4. *Additional Regulations.*

a. *All freestanding signs in these districts shall have a maximum height of twelve (12) feet and shall not be located within five (5) feet of any public street right-of-way, property line, alley, private street or driveway intersecting a public or private street.*

b. *Historic Preservation Overlay District (HP-O).* In the HP-O District, the Review Commission shall approve the design compatibility of signs in accordance with Article 3.Q and may authorize an alternative signage plan that does not strictly adhere to the area, number, height and location criteria within the HP-O District if it is determined that the design is more consistent with the architectural character of the building to which it relates and other surrounding properties and as guided by the City of Danville's Historic District Guidelines for signs.

c. *Non-illuminated signs permitted in all residential districts shall be permitted in the TW-C Commercial District, provided that signs identifying uses which are permitted in the residential districts shall be subject to the regulations set forth in that section.*

d. *Additional regulations for establishments with gasoline sales when permitted by right or special use permit.*

(1) *Types of signs permitted shall be flat, canopy, detached, and pump island. See regulations for this zoning district for size requirements for flat, canopy, and detached signs.*

(2) *Gasoline Pump Island signs are subject to the following additional conditions:*

a. *Two non-illuminated "self-serve" or "full-serve" signs per pump island not to exceed 2 square feet each; and*

b. *One fuel price or promotional information sign per fuel pump not to exceed two square feet.*

**STAFF RECOMMENDATION**

Staff recommends that the Sign Code be amended to reflect the changes described above. The proposed amendments are reflected below.

## **Permitted Signs in the CB-C, Central Business Commercial District and TW-C, Tobacco Warehouse Commercial District.**

The following signs shall be permitted in the CB-C, Central Business Commercial and TW-C, Tobacco Warehouse Commercial Districts.

### *1. Freestanding Signs.*

- a. *Business identification sign for a single occupant commercial building.* One freestanding sign for identification of a single business establishment shall be permitted. Such sign shall be limited in area to sixteen (16) square feet. An additional area not exceeding twenty-two (22) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.
- b. *Business identification sign for a group of two or more contiguous stores or businesses per building.* Permitted sign area shall be combined into a single freestanding sign advertising all businesses on the premises. The combined sign shall not exceed twenty-four (24) square feet in area. An additional area not exceeding thirty-two (32) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.
- c. *Directional signs.* Directional signs limited in area to four (4) square feet shall be permitted as accessory signs and not included in any computation of sign area. One per entrance not to exceed three (3) feet in height nor located within five (5) feet of any street right-of-way line.

### *2. Building Mounted Signs.*

- a. *Wall signs.* Wall signs shall be permitted for each establishment on the premises.
- b. *Projecting signs.* Four (4) projecting signs (including projecting banners) shall be permitted for each establishment on the premises with a maximum of fifty (50) square feet per projecting sign or banner, no more than two (2) projecting signs or banners per wall frontage per street or internal parking area, and a maximum total of one hundred (100) square feet per wall frontage may be used for projecting wall or banner signs. The minimum height of a projecting wall of a projecting wall or banner type signage shall be ten (10) feet over any area accessible to a pedestrian or automobile.
- c. *Awning, canopy or marquee signs.* One awning, canopy or marquee sign shall be permitted for each establishment on the premises.

The combined sign area of wall, canopy, awning, and marquee signs shall not exceed the sum of the following:

- Two (2) square feet of sign per linear foot of primary wall frontage of the first two hundred (200) linear feet; and
- One (1) square foot per each linear foot beyond two hundred (200) total linear feet; and
- Two (2) square feet per one (1) vertical foot for every foot over twenty (20) feet in building height.

### *3. Directory Signs.*

a. *Business directories.* One directory sign is allowed per commercial building. Such directory signs shall not exceed sixteen (16) square feet in area. When directory is freestanding, an additional area not exceeding twenty-four (24) square feet may be devoted to architectural elements which serve as support or base for such sign and which are not part of the message portion of the sign.

4. *Additional Regulations.*

a. All freestanding signs in these districts shall have a maximum height of twelve (12) feet and shall not be located within five (5) feet of any public street right-of-way, property line, alley, private street or driveway intersecting a public or private street.

b. Historic Preservation Overlay District (HP-O). In the HP-O District, the Review Commission shall approve the design compatibility of signs in accordance with Article 3.Q and may authorize an alternative signage plan that does not strictly adhere to the area, number, height and location criteria within the HP-O District if it is determined that the design is more consistent with the architectural character of the building to which it relates and other surrounding properties and as guided by the City of Danville's Historic District Guidelines for signs.

c. Non-illuminated signs permitted in all residential districts shall be permitted in the CB-C and TW-C Commercial Districts, provided that signs identifying uses which are permitted in the residential districts shall be subject to the regulations set forth in that section.

d. Additional regulations for establishments with gasoline sales when permitted by right or special use permit.

(1) Types of signs permitted shall be flat, canopy, detached, and pump island. See regulations for this zoning district for size requirements for flat, canopy, and detached signs.

(2) Gasoline Pump Island signs are subject to the following additional conditions:

a. Two non-illuminated "self-serve" or "full-serve" signs per pump island not to exceed 2 square feet each; and

b. One fuel price or promotional information sign per fuel pump not to exceed two square feet.

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

September 21, 2017

Members Present

George Davis  
John Ranson  
Johnathan Hackworth  
Sherry Chaney  
Peyton Keesee

Members Absent

Courtney Nicholas  
R.J. Lackey

Staff

Kenny Gillie  
Bonnie Case  
Clarke Whitfield

Chairman Davis called the meeting to order at 2:01 p.m.

**I. ITEMS FOR PUBLIC HEARING**

- 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.*

Mr. Davis opened the Public Hearing.

Present to speak on behalf of this request was Diane Schwartz, the Executive Director for the River District Association at 442 Main Street. We have submitted this request for an awning. As many of you are familiar, we can certainly use that in front of the building for not only beautification but also for recognition and branding so people will actually know where we are located. So I am here to answer any questions that you have.

Mr. Ranson asked you will have two awnings? One on the side door, are you asking for that as well?

Ms. Schwartz stated my understanding is after speaking with staff that I'm a little unclear if we can actually have the second awning but I know that we can't have any lettering on it if I understand correctly. We would like to have a second awning but if we can't we certainly want to go with the main one.

Mr. Gillie stated they can have the second awning. It's just that it would exceed the allowable square footage of signage at the moment so that's why it would be blank as opposed to having anything on it.

Mrs. Chaney stated but yet they would be allowed to have the sign on the door as you suggested.

Mr. Gillie stated yes.

Mr. Whitfield stated you're suggesting they can still have the River District sign like that just picture of the River District.

Mr. Gillie stated correct.

Mr. Ranson stated you can have the awning but no words.

Ms. Schwartz stated on the second awning that's quite alright. Actually we do not use that door for egress and ingress for the public. It's just primarily for loading and unloading at this time. I really wouldn't want to confuse anyone so on second thought after looking it over I'm not sure I would want signage on that side anyway.

Mr. Davis closed the Public Hearing.

**Mr. Ranson made a motion that the request does meet the guidelines as presented and should be issued a COA. Mr. Keese seconded the motion. The motion was approved by a 5-0 vote.**

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 Bridge Street, 214 North Union Street*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Rachel Covington. I am a fellow with Middle Border Forward. We are proposing this project called Stories of the Middle Border and it is meant to showcase the diversity in the people of our region. Our hope is to create these portraits as public art as visible murals throughout our River District. We brought a sample to show you. This is a sample of the portraits that will go on the buildings. We want to create a collage that will also serve as a mural on some of these buildings downtown in the River District. We modeled this after an international movement called Inside Out. So we have been in contact with them about their processes and logistics and I would be more than happy to answer any questions that you have about this.

Mr. Whitfield stated that I would like to add that most if not all of these are IDA properties and the IDA wholeheartedly endorsed and approved this. They want to be able to see the final product and they have approved the concept of attaching these posters to their buildings.

Mr. Ranson stated some of these are really huge.

Ms. Covington stated so there is one rather larger one that we were hoping to identify the focus of one of the themes and focal point of downtown so we wanted that to be our focal point of this project.

Mr. Ranson asked how do you make something that big?

Ms. Covington stated we would simply put these posters together to form a collage. We have 25 participants in this project.

Mr. Ranson asked what are they made out of?

Ms. Covington stated they are a type of paper and they will be pasted with something similar to wallpaper paste. I have talked with Inside Out to get the specific glue that they use, the specific paper that they use and they assured me it leaves no residue on any of the bricks on any of the walls. You would never know that the posters were up there.

Mr. Keesee stated so this is temporary.

Ms. Covington stated yes it is a temporary art project.

Mr. Whitfield stated at the IDA meeting you all said that if one was damaged you would replace it.

Ms. Covington stated yes and we will try to print a couple of extra prints in case one gets damaged and we can replace it. After that we will make sure they come down if they are damaged.

Mr. Hackworth stated it's strictly just a photograph there's no information that's beside them or on them.

Ms. Covington stated we would love to paste one that just has Stories of the Middle Border and then give a QR code that gives information about the project but we can be flexible with that as we need to be. As people see the pictures, we just want them to know what the purpose of it is and what project it is with.

Mr. Keesee stated it looks like Rachel you have a ton of different sizes looking through these pictures.

Ms. Covington stated most of them are about four to eight of these posters put together. The only one that would be different is at the central focal point. We are looking to put all the participants posters together to really create a statement for this project.

Ms. Chaney asked roughly how big would that be?

Ms. Covington stated it would be 25 of these posters.

Ms. Chaney asked what size is that?

Ms. Covington stated 24" by 36". We can be flexible on the timeline and the amount of posters that are posted in the River District.

Mr. Ranson stated this doesn't have anything to do with signs, it's just art.

Mr. Gillie stated it's just art. It closely resembles the mural portion because of the size and that's why staff put that in there. The size of it triggers what falls under those guidelines. That's why staff didn't make a recommendation. We don't regulate art. We will leave that up to you. There are guidelines for you to follow.

Mr. Keesee asked how long will these pictures be up?

Ms. Covington stated Inside Out says their posters can stay up to a year but we don't anticipate them lasting that long. If there is a specific date we need to pull them down by then that's fine. If you say three months and that's the end of the project that's okay with us. Otherwise we can monitor them and take them down as they become damaged.

Mr. Davis asked what protects them from the weather?

Ms. Covington stated it's a very temporary project. The wallpaper paste will go on the wall, the poster will be adhered to the wall and wallpaper paste will be a covering on the front of the poster. So that is essentially the cover to protect the posters. That's it so it is a very temporary project.

Mr. Gillie stated if you will notice how billboards are installed that's closest to it. Billboards are put up with a paper material or almost a vinyl coated they use a glue type structure. You'll see the person up there rolling it on so they do have a material that is weather resistant but it doesn't last. Usually billboards aren't up for a year and when they said a year, that's where we had concern because usually they change out every three to six months just because that material doesn't hold up that well outside. It's up to the Commission.

Mr. Whitfield stated the IDA has authorized the use with this project for up to a year so they have anywhere from three months, six months all the way up to 12 months.

Mr. Ranson stated so if something gets destroyed within a month or year you will put something else up.

Ms. Covington stated we will replace it with any extra prints we have. If we run out of those prints they just come down.

Mr. Davis asked if they have any kind of caption do they classify as a sign?

Mr. Gillie stated if they are advertising anything as a for-profit or product then yeah. So as just the pictures, the QR code that doesn't classify as a sign.

Mr. Ranson stated you said there was some writing you would put on it.

Ms. Covington stated the project is called Stories of the Middle Border so we would like to put our project logo on there if we could. It's not for-profit or for any product of any kind.

Mr. Gillie asked would it be on each one of them or just one?

Ms. Covington stated we were hoping to print just one of this size to put at each location.

Mrs. Chaney stated so each location would have the logo and QR code on it.

Ms. Covington stated yes to simply let people know why these posters are on the buildings.

Sheila Baynes stated I really appreciate your consideration. Several of us in here are fellows and we hope that you will do it. We wanted to emphasize to people the diversity of our localities and we thought this would be a good way to do it. Art is vital in revitalization projects and we're rebuilding our River District so we wanted to put some beauty and art and get people to thinking about what makes art and what makes things beautiful and what makes us who we are. We hope that you will approve our being able to do this.

Mr. Davis closed the Public Hearing.

**Mr. Ranson made a motion that the request does meet the guidelines as presented and should be issued a COA. Mrs. Chaney seconded the motion. The motion was approved by a 5-0 vote.**

## **II. APPROVAL OF MINUTES**

**The August 10, 2017 minutes were approved by a unanimous vote.**

## **III. OTHER BUSINESS**

Mr. Gillie stated we do have someone who would like to bring something up from the floor that came in slightly afterwards. We feel it is a rather simple request so we told him he could ask if he could be heard so it's up to you whether you let him be heard or not.

**Mr. Hackworth made a motion to add these requests to the agenda. Mr. Keese seconded the motion. The request to hear was unanimous.**

- 3. A request has been filed for a Certificate of Appropriateness at 530 Main Street to Install a new sign for the Danville Voter Registration Office.*

Mr. Davis opened the Public Hearing.

Present to speak on behalf of this request was Jordan Jones. I represent 530 Main LLC. One of the properties we own is 530 Main Street. The Danville Voter Registration office moved into this space earlier in August and the COA application in front of you all today is for a grand opening sign for them. Timing for this is rather critical as the elections are coming up in November. There are a lot of issues with citizens knowing that the voter registration office actually moved into this building. They were right across the street in the Social Services building and they even put a sign on the front door stating where the new location is and people still struggle to figure out exactly where they are. So again with the election coming up we're requesting this four foot by eight foot sign at 32 square feet. It would be a temporary banner printed by Trophy Sign Company here in Danville. It would be a white banner with red letters and it's a 13 ounce all weather banner material. So page three identifies the banner and the wording on it and roughly the location where it will be installed on the façade. Page four provides my rough dimensions of that actual space so it easily fits within that space.

Mrs. Chaney asked how long are you going to leave that up?

Mr. Jones stated my understanding from staff is that it can originally be up for thirty days and with staff approval it can remain for a second thirty day period. Our plan is to install on Monday and so election day is roughly about 46-47 days out.

Mr. Davis stated that is the first request.

Mr. Whitfield stated it might be good for you to dispose of each one of them individually.

Mr. Davis closed the Public Hearing.

**Mr. Keesee made a motion that the request does meet the guidelines as presented and should be issued a COA. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.**

4. *A request has been filed for a Certificate of Appropriateness at 530 Main Street to install a new directional sign to inform public of the primary entrance for building's Tenants other than First Citizens Bank.*

Mr. Davis opened the Public Hearing

Present to speak on behalf of this request was Jordan Jones. My second request is for the same property. The challenge we have with this building is no one knows where the main entrance of the building actually is. Most people assume the primary entrance to the building for all tenants is right there along on Main Street which is the bank's lobby. So in front of you is a COA to install a directional sign that I believe meets the requirements being four square feet total and installed at least a minimum of five feet from public right of way. It is just primarily a directional sign where the wording basically states Primary Building Entrance and it directs them down the sidewalk to reach that side door. The total whole request is to advertise that the Voter Registration office is in that building but it's also to let them know which door to go into. The second COA is to provide a sign to point them into the primary building.

Mr. Davis stated so this will be sitting on the sidewalk.

Mr. Jones stated yes it will be anchored. I'm assuming we will have to drill a little bit into the sidewalk that we own to put a two foot PVC pipe that is white, two inches wide with this four foot sign standing on top of it with an arrow basically stating Primary Building Entrance down that sidewalk.

Mr. Gillie stated it meets the requirements according to the Zoning Code.

Mr. Jones stated this is kind of a short term solution for us and we are working with staff on a larger solution in terms of signage for the entire property. We are trying to help the Voter Registration office and direct people as efficiently as possible to their door.

Mr. Keesee stated why wouldn't you put that sign to direct where to go on that side of the building where the sign is going to be. It looks like you are on the side of the building by your arrow here.

Mr. Jones stated the typical location of that I would default to my installer. I am assuming it will be installed roughly kind of close to where the parking space is so when people are walking into the building they will hopefully catch the sign and acknowledge that they should be walking down that sidewalk. It's going to be a relatively small sign so hopefully it will catch peoples' eyes.

Mrs. Chaney stated so it will be on your sidewalk on your property but will be at the edge of the sidewalk.

Mr. Jones stated that is correct. I think it needs to be five feet from the public right of way.

Mr. Davis closed the Public Hearing

**Mrs. Chaney made a motion that the request does meet the guidelines as presented and should be issued a COA. Mr. Hackworth seconded the motion. The motion was approved by a 5-0 vote.**

#### **IV. OTHER BUSINESS**

Mr. Gillie stated there is a request that the Planning Commission has directed staff to look at changing the number of signs permitted on buildings in the Central Business District. Currently they are permitted one wall sign. It didn't take into account the scale of some buildings the way the code is written so we are going back and looking at that. Since you have control over much of the Central Business District, while that will come back to Planning Commission, it will also come to you just to let you know what is being proposed so I wanted to give you a heads up on that.

With no further business the meeting adjourned at 2:26 p.m.

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Approved By: