



OLD WEST END DESIGN GUIDELINES

The City of Danville, Virginia
Allison Platt & Associates
December, 2014

Commission of Architectural Review

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Acknowledgement

The publication that is the subject of these design guidelines has been financed in part with federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

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Table of Contents

NOTE: each of these sections is a separate file. Print or download applicable sections. Click on Section heading to link to that file. Click on “Return to Table of Contents” at the end of each section to return here.

1.0	Introduction, Standards and Process	1.0
1A	Purpose	1.1
1B	Old West End Boundaries	1.3
1C	The Commission for Architectural Review (CAR)	1.3
1D	Historic Properties within the District	1.4
1E	Non-Historic Properties within the District	1.5
1F	The Secretary of the Interior’s Standards	1.5
1G	Routine Maintenance	1.7
1H	Procedure for Obtaining a Certificate of Appropriateness	1.7
2.0	OWE Architectural Overview	2.0
2A	Purpose	2.1
2B	Description of the District	2.1
2C	Significance of the District	2.3
2D	Predominant Styles in the District	2.4
3.0	Historic Building Restoration/Renovation Guidelines	3.0
3A	Introduction	3.1
3B	General Guidelines	3.1
3C	Residential Structures	3.2
3D	Criteria for Restoration/Renovation vs. Demolition	3.8
3E	Historic Apartment Buildings	3.9
3F	Historic Commercial Buildings	3.10
3G	Civic/Institutional Buildings	3.11
3H	Recommended	3.11
3I	Not Recommended	3.12
3J	Routine Maintenance	3.12
3K	Certificate of Appropriateness Required	3.13
3L	Procedure for Obtaining a Certificate of Appropriateness	3.14
4.0	Non-Contributing Buildings Guidelines	4.0
4A	Definitions	4.1
4B	Allowed Uses	4.1
4C	Architectural Guidelines for Con-Contributing Buildings	4.2
4D	Routine Maintenance	4.5
4E	Certificate of Appropriateness Required	4.5
4F	Procedure for Obtaining a Certificate of Appropriateness	4.6
5.0	New Buildings Guidelines	5.0
5A	Purpose	5.1
5B	Allowed Uses	5.1
5C	New Buildings Types	5.1
5D	Architectural Guidelines for New Buildings	5.2
5D	Routine Maintenance	5.9
5E	Certificate of Appropriateness Required	5.9
5F	Procedure for Obtaining a Certificate of Appropriateness	5.9

Table of Contents

NOTE: each of these sections is a separate file. Print or download applicable sections. Click on Section heading to link to that file. Click on “Return to Table of Contents” at the end of each section to return here.

6.0	Site & Public Space Guidelines	6.0
6A.	Purpose	6.1
6B.	Site Guidelines for Existing Residential Buildings	6.1
6C.	Site Guidelines for New Residential Buildings	6.4
6D.	Site Guidelines for Other Building Types	6.5
6D.	Site Guidelines for Non-Contributing Buildings	6.7
6E.	Guidelines for Public Spaces	6.8
6F.	Routine Maintenance	6.11
6G.	Certificate of Appropriateness Required	6.11
6H.	Procedure for Obtaining a Certificate of Appropriateness	6.11
7.0	Sign Design Guidelines	7.0
7A.	Purpose	7.1
7B.	Sign Types	7.1
7C.	Existing Signs	7.5
7D.	Routine Maintenance	7.6
7E.	Certificate of Appropriateness Required	7.6
7F.	Procedure for Obtaining a Certificate of Appropriateness	7.6

1.0: Introduction, Standards and Process

A. Purpose

This document sets out design guidelines for the Old West End (OWE) in Danville, an area shown on the next page. The document is a major rewrite of the original design guidelines prepared for the district in 1999. The original guidelines were one of the earliest sets of guidelines prepared for any historic district, and served the district well since implementation. They set forth many of the terms and definitions for elements of historic residential buildings and included discussions of rehabilitation techniques. The preparers could not have foreseen the changes in building technologies and methods, nor the changing availability of some materials and the required skills needed to install them. For this reason a review and redrafting of the guidelines was undertaken.

The Secretary of the Interior's Standards for Rehabilitation (see page 1.6) will apply to all historic buildings within the OWE historic district. Separate sections are provided for non-contributing and new buildings within the district, and for site design.

The guidelines will be administered through The Commission for Architectural Review (CAR) 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 are approved. 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 1C for information on the Commission and Section 1H for more information on the process).

The foreward to the Ellicott City, Maryland design guidelines includes a statement that is worth quoting here:

Design Guidelines are no substitute for good design. To achieve effective design in a historic district, the principal participants needed are a property owner or applicant responsive to the goals of historic preservation, a good designer (for projects where a design professional is employed), and an alert and sympathetic governing body. The glue of community understanding holds them together and, in most cases, contributes the ingredients required for a good project to emerge. . . Many responsive applicants and good designers are apprehensive about government regulations and/or review boards. Review groups such as the... [Commission for Architectural Review] should be understanding and helpful in applying regulations and review principles.

The guidelines set standards for site and building rehab and improvements, new development, streetscapes and open space, and site design including signs. They provide a framework within which the Commission members can review applications and assist property owners to plan projects within the District.

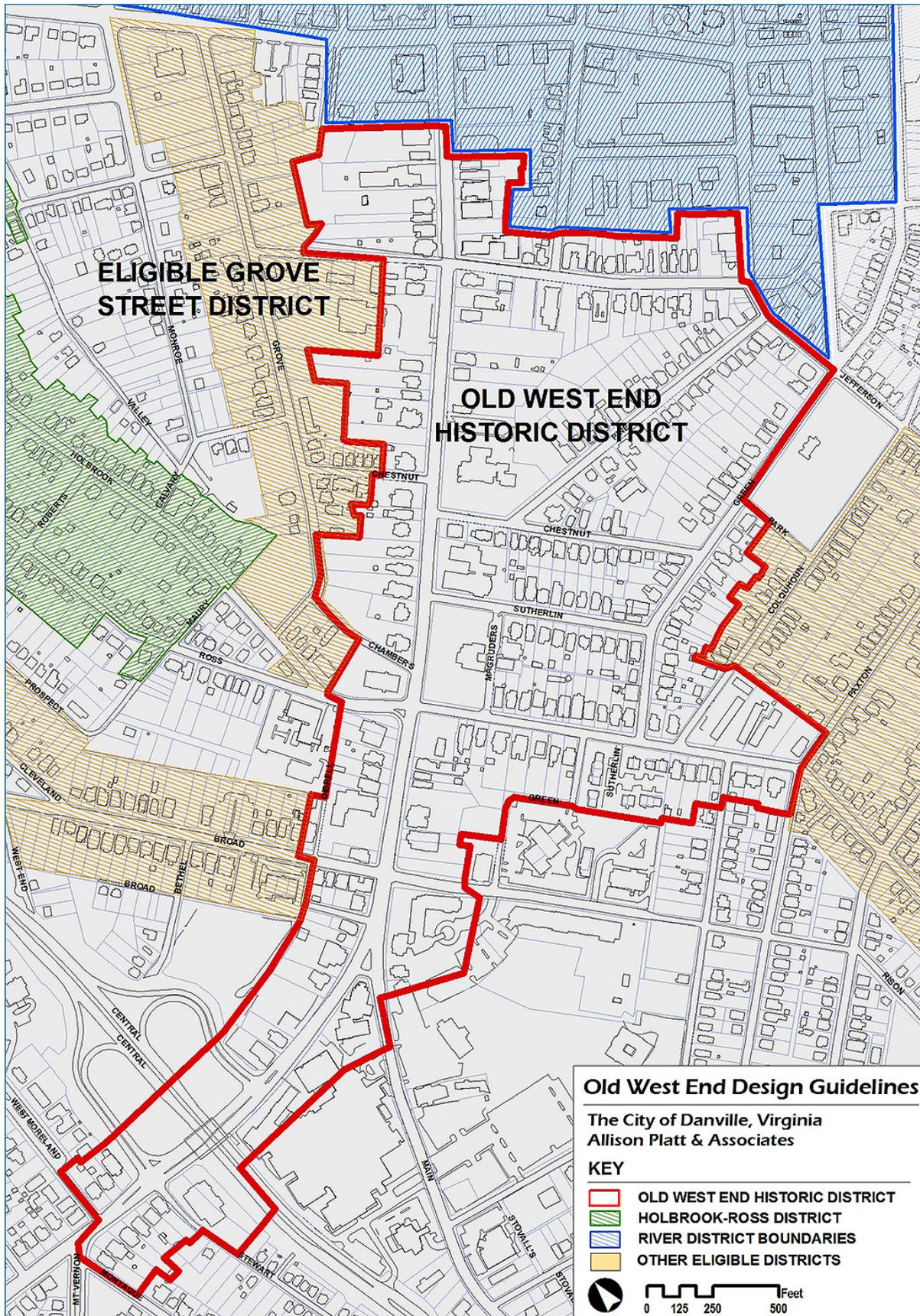


Figure 1.1: The map above outlines the Old West End Historic District in red. The newly established River District is shown in blue and the Holbrook-Ross Historic District is shown in green. The others areas shown in beige indicate eligible districts. The eligible Grove Street District immediately to the west and north of the OWE, plus properties on the eastern edge of the District on Loyal Street have been proposed as additions to the OWE.

Guidelines do not dictate specific solutions that are not open to interpretation; they are not regulations. They provide a starting point for property owners and Commission members, while encouraging creativity and individual solutions.

The people who built Danville had no hard-and-fast rules about construction except the materials available, their skillsets, and the regional styles popular at the time. No two historic buildings are exactly the same, and so no two buildings are likely to be rehabilitated in exactly the same way.

Danville and its buildings have grown and changed over time. The purpose of these guidelines is not to preserve historic buildings exactly as they were when built, as a sort of museum, but rather to allow them to adapt gracefully to new uses and new technologies and materials. Commission members must balance modern needs (parking lots, energy efficiency, new technology, building codes, changing uses) with historic preservation goals.

B. Old West End Boundaries

The boundaries for the Old West End and the Design Guidelines are shown on the previous page. These boundaries were set when the District was established locally in 1972 and by the State and nationally in 1973.

Recently there has been a recommendation to expand the District to include the Grove Street Area and several parcels on Loyal Street, including 762, 764, 766, and 770 Loyal Street, and vacant parcel ID 22493. Some pictures of properties of interest in the Grove and Loyal Street areas are therefore included in this document.

Over time, it may be advisable to adjust the boundaries based on current issues or opportunities as they may arise. This can be done by recommendation of Planning Staff, the Planning Commission, or the CAR, with approval by Council.

C. The Commission for Architectural Review (CAR)

Article 3R, Section F, Item 3A of the Danville Code states: *“The Commission of Architectural Review (“Review Commission”) shall consist of seven (7) citizens, three of whom own property or are residents within a City HP-O District and all of whom shall be residents of the City of Danville.”*

The members are appointed by City Council and serve without compensation. Consideration should be given to contractors, architects and other design professionals, attorneys, bankers, business owners and realtors and interested and informed citizens. Terms limits shall be in accordance with Section 2-44 of the Code of the City of Danville, Virginia, 1986, as amended.

Meetings will be monthly and will only be held if there are applications to be considered. A staff person from the Community Development Department will be the initial point of contact for those seeking COAs, and that person will advise applicants on materials and procedures, notify the members of meeting dates and agendas, maintain minutes of the meetings, and present the applications at the meetings.

D. Historic Properties within the District

The contributing buildings within the Old West End District have been designated as part of the OWE national, state and local historic district. This provides:

- Eligibility for federal income tax credits for approved rehabilitation of income-producing properties;
- Eligibility for Virginia income tax credits for approved rehabilitation of income producing buildings or private residences; and
- Eligibility to apply for local real estate tax abatements.

It is important to know that the National Register listing does not impose any design requirements or regulation on property owners unless the owner applies for and accepts tax credits, loans, or other benefits. The same is true if the building is on the Virginia Landmarks Register. It is also important to understand, however, that with local designation and the implementation of these guidelines, the design guidelines apply to **all** properties within the Old West End District whether or not the owner applies for state or federal tax credits or other benefits, and whether or not the property is historic. See more about the requirements for non-historic and new properties in Sections 4 and 5 of this document.

Before beginning work that will change the exterior of any historic property, owners must obtain approval from the CAR, after which other approvals and permits on the local and state level must be obtained as appropriate. The Commission will review the work and issue a Certificate of Appropriateness, which states that the proposed changes are compatible with the historic character of the property and the district. A COA is required for exterior changes to portions of buildings visible from the public right-of-way, new construction (e.g. additions), demolition, and changes or additions to other elements such as signs and site design.

Owners of historic properties are not required to maintain or restore their properties (although clearly this is encouraged), and CAR approval is not required for interior alteration of buildings (permits and inspections may be required by the City, but these are separate processes). "Routine Maintenance" to historic properties does not require a COA, and tasks that fit this definition are listed in each chapter of these guidelines.

E. Non-Historic Properties within the District

A small percentage of the buildings in the OWE District are not historic, yet they are included in the OWE Design Guidelines. Many of these properties may have had historic buildings on them at one time, but through neglect or purposeful demolition buildings have been removed. Although this problem is much less severe in the OWE than in many areas of the City, there are still some vacant and underutilized properties and existing newer buildings of varying quality. Section 4.0 deals with appropriate changes and upgrades to existing non-contributing buildings, and Section 5.0 sets out design criteria for new buildings.

A COA must be obtained for major changes to or redevelopment of any non-historic properties before obtaining other approvals and permits from the City. Current uses, approved site plans, and existing buildings are grandfathered, but substantial renovations or changes of use will trigger compliance with these guidelines.

F. The Secretary of the Interior's Standards

The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures. Listed in Figure 1.3 are the standards for Rehabilitation, which would probably be the most common criteria for consideration by the CAR. However, there are additional standards that might be more appropriate for an individual building. Only one set of standards would apply to a particular building. The other standards that might apply include Preservation, Restoration, and Reconstruction. The standards apply to historic buildings of all periods, styles, types, materials, and sizes that are 50 years old or older and meet certain criteria for significance.

More information and the criteria for the other categories can be found on the National Park Service web site. Guidelines also accompany each of the standards to interpret their meaning. This site is a good place to start when planning work on historic buildings.

If a property owner wishes to obtain tax credits for rehabilitation of a property, they should contact the state office of the Virginia Department of Historic Resources (VDHR) for information on the approval process before work begins (www.dhr.virginia.gov). In this situation a COA must still be obtained and local review is still required. If a property owner does not plan to apply for tax credits, state review is not required, but these guidelines still apply.

The Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property shall be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, shall not be undertaken.
4. Changes to a property that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new features shall match the old in design, color, texture, and where possible, materials. Replacement of missing features shall be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, shall be undertaken using the gentlest means possible. Treatments that cause damage to historic materials shall not be used.
8. Archaeological resources shall be protected and preserved in place. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the historic materials features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Figure 1.3: The Secretary of the Interior's Standards for Rehabilitation. There are also standards for Preservation, Restoration, and Reconstruction. In the majority of cases the Rehabilitation Standards are appropriate. The National Park Service also has an updated section of their website with **Illustrated Guidelines to the Standards for Rehabilitation**. You can access this at <http://www.nps.gov>

G. Routine Maintenance

The Commission has the power to review all changes, even minor ones, that effect exterior appearance of buildings and sites within the district. However, there are some repairs and maintenance that do not require approval by the Commission for Architectural Review (CAR). These are listed in each chapter, but are also listed here:

- Repainting previously painted surfaces in the same color;
- Minor landscaping that does not substantially alter the appearance of the property;
- Replacement or installation of locks, window panes, or other such minor elements;
- Temporary measures to protect a building that has been damaged;
- Repairs or replacement of roofs, gutters, siding, doors, windows, trim, lights, or other items with like materials (unless the items to be repaired or replaced are not period-appropriate).
- The installation of exterior storm windows.
- ***Please note that if building elements are to be removed for repair that staff must be contacted. These items may not be removed for more than 30 days without Administrative approval and for more than 60 days without a COA. Removal for more than 6 months constitutes a zoning violation.***

If there are questions about maintenance and repair, property owners are encouraged to discuss them with the Commission's staff person. If the Commission decides that the repairs alter the appearance of the building or site significantly, the City can require that work be stopped until a COA is obtained. It is the goal of the Commission and the City, however, to provide assistance rather than impede rehabilitation.

H. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and

- so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA. If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.
 5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
 6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)

2.0: Old West End Architectural Overview



Figure 2.1: The Greek Revival Lanier House at 770 Main Street is one of the oldest houses in Danville, dating back to 1830.

Figure 2.2: This is 225 Jefferson Street (the Robert Ross House), one of the oldest surviving houses in Danville, built in 1830 in the Federal style. This was probably a farmhouse with the later addition of covered porches.



A. Purpose

This section provides an overview of the types of buildings present in the Old West End. The following two sections, 2B and 2C, are taken from the first set of design guidelines for the OWE. The introduction and text on significance are those that were used to obtain the historical district status for the OWE, and they are an excellent overview.

B. Description of the District

Architectural styles and periods of construction in the Danville Historic District [Old West End] cover the full spectrum of design preferences in favor during Danville's history as a city. Based on available historic research, two early nineteenth century houses, in all probability the oldest in Danville, 770 Main Street and 225 Jefferson Avenue, are located in the District. The architectural kaleidoscope continues with examples of the Greek Revival, Gothic Revival (notably 879 Pine Street), Italianate, Romanesque, Eastlake, American Queen Anne and the Beaux Arts Classicism of the early twentieth century. The District contains examples of virtually all styles and periods which exist in Danville, with the exception of industrial structures and mill-housing.

Existing land and building use in the District is confined to residential, public and institutional and office uses, with only a small concentration of commercial, at Jefferson and Loyal. Main and West Main Streets are characterized by a high number of public uses (primarily churches and related) medical--the hospital--and a great number of doctor's offices, clinics and medically oriented uses, sometimes combined with residential, Stratford College, and quality, rather large scale residential uses interspersed along the entire length of the two streets. The area to the east of Main Street is almost exclusively residential, one and two family structures, with a somewhat uniform character and quality. There are no incompatible uses of major proportions within the District. There are, however, pressures beginning to manifest themselves that may be injurious to the character of the District if proper land use planning is not followed.

Building heights in the Historic District are limited to three stories, with the exception of a new hospital addition and the many church steeples and towers. The predominant height, both along Main and West Main Streets and in the residential area to the east is two stories to two and one-half stories. This factor must be taken into account in



Figure 2.3: This house at 879 Pine Street is a nice example of a Gothic Revival Style house and the property is individually listed in addition to being part of the OWE.



Figure 2.4: 767 Main Street is an excellent example of Romanesque Revival Architecture. Construction was completed in 1873 and the Romanesque tower and detailing was added in 1890-91.

any new architectural controls that are proposed for the District.

Structural conditions and environmental quality of properties in the District are for the most part excellent. Concentration of deficient structures are limited to Green Street, between Park and Sutherlin Streets, a section of Pine near Jefferson, and a one block long strip along Jefferson, Loyal to Patton Streets. Most of the properties in these limited areas are in need of only minor repairs such as painting and general maintenance work, with a relatively small number in need of major repairs, which might include structural replacements, new siding or roofs, etc. The environmental quality of the proposed district is, in general, high, with Green and Jefferson suffering from lack of maintenance, overcrowding on individual

lots of small size, lack of maintenance of lawns and planting, and sidewalk deficiencies.

Facade materials vary throughout the Historic District and include brick, clapboard, shingle, stucco, stone and artificial sidings such as asbestos, asphalt shingle and aluminum. The predominant facade material along Main and West Main Streets is brick, with a smaller number of clapboarded and stucco structures. Clapboard is the predominant material in the residential area to the east of Main Street, with some brick, shingle, and artificial siding interspersed. One of the least pleasing visual aspects of the proposed District is this use of artificial siding materials--asbestos, asphalt and aluminum, a mid-twentieth century phenomenon.

Building coverage and setback are fairly constant, with most buildings maintaining a common setback line along the street frontage. This is particularly true in the residential area east of Main Street, where the only changes to the setback line occur at the school and large open lot on Holbrook Avenue, and two vacant lots along the west side of Green Street. The east side of Main Street is broken visually in the 800 block, with vacant lots between residences and the deeper setback for the Church. The Sutherlin House, or Confederate Memorial is set back to its rear lot line, but because of the visual importance of the structure itself, and the well kept grounds, this break in main Street is a welcome open space...

C. Significance of the District



Figure 2.5: A fine example of Second Empire architecture at 918 Main Street on “Millionaires’ Row.”



Figure 2.6: The house at 926 Main Street is in the Queen Anne patterned masonry style. It is notable for its beautiful stonework and terra cotta detailing.

The Danville Historic District [Old West End] boasts perhaps the finest and most concentrated collection of Victorian and Edwardian residential architecture in the Commonwealth. Lining Main Street and adjacent side streets is a splendid assemblage of the full range of architectural styles from the Ante-Bellum era to World War I. The District is particularly rich in distinguished examples of the post-Civil War styles such as the High Victorian Italianate, the High Victorian Gothic, French Renaissance Revival, Romanesque Revival, Eastlake, Queen Anne and Beaux Arts; styles in which good example are generally rare in the South. The existence of these impressive dwellings can be explained by the fact that Danville remained unusually prosperous throughout the late nineteenth century. While most of Virginia was suffering an economic depression brought on by the War and Reconstruction, Danville was thriving from its

tobacco trade and other industries. In the 1850’s, Thomas Neal instigated the “Danville System”, an auction warehouse method which revolutionized the sale of tobacco throughout the South. This method took on new dimensions after the Civil War and many new warehouses were put up in Danville. The leaders of the tobacco industry were among the first groups to erect handsome mansions along Main Street, and the sumptuous Penn-Wyatt house, erected in 1876 by James Gabriel Penn at 862 Main Street [see Figure 2.16], stands as visual evidence of the wealth and taste of the tobacconists.

The houses of the tobacco industrialists soon began to vie in splendor with those of the leaders of Danville’s growing textile industry. In 1882, the three Schoolfield brothers along with Thomas Fitzgerald founded the textile mills now known as Dan River, Inc., makers of world famous Dan River fabrics. The Schoolfields erected several fine houses in the District, and 844 Main Street (the Schoolfield-Compton House) ranks among the finest High Victorian dwellings in the state.

Most of this post-Civil War residential growth took place on the hill to the south of the commercial district, in farm land that once was dominated by the Italianate villa-style house of Major William T. Sutherlin. Long used as the public library, the house now serves as the headquarters of the Danville Chapter of the Virginia Museum of Fine Arts. The Sutherlin Mansion received fame in 1865 when it served as the last official residence of President Jefferson Davis.

*(Wright, Russell, AIP, “Danville, Virginia: An Architectural Inventory and Program Recommendations for the Creation of an Historic District,” July 1971.)

D. Predominant Styles in the District

Styles in the District are as mentioned in Section 3C, and include predominantly Italianate, Colonial Revival, Classical Revival, and Queen Anne, with smaller numbers of Second Empire, Romanesque Revival, and Beaux Arts. This section will include photographs of each style, and where possible will include examples as seen in some of the smaller houses in the District as

Italianate



well as the prominent houses.



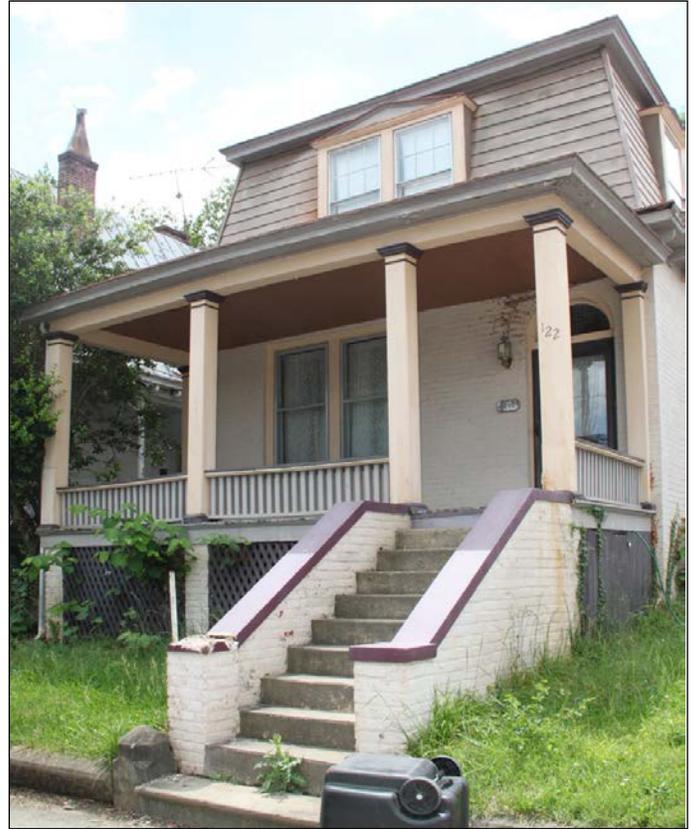
Figures 2.7-2.11: Italianate buildings, clockwise from top left: The Sutherland House at 975 Main Street; 811 Main Street; 864 Pine Street; 842 Grove, and 870 Pine Street.

Queen Anne



Figures 2.12-2.15: There are many fine examples of Queen Anne style Victorians in the OWE. Clockwise from top left: 114-116 Holbrook Avenue; 879 Green Street; 249 W. Main Street; 1012 Main Street; and 1031 Main Street.

Second Empire



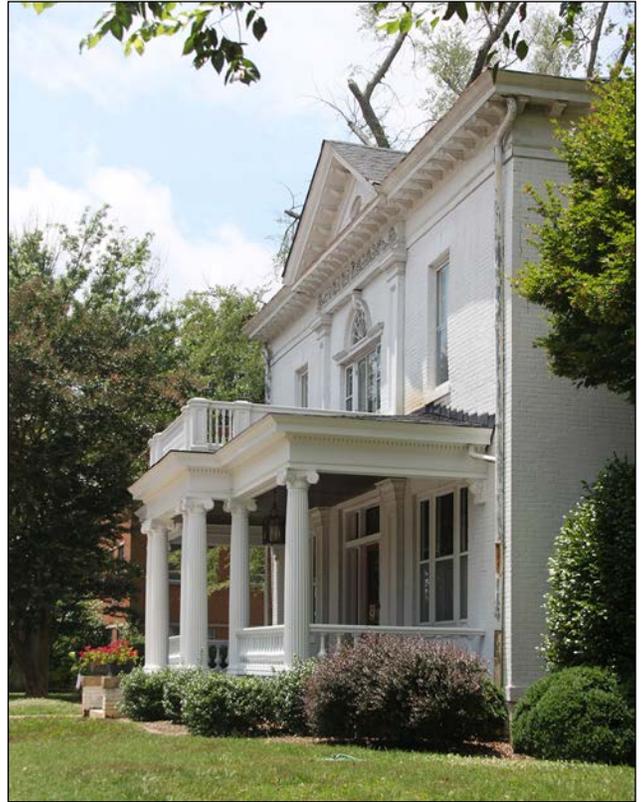
Figures 2.16-2.19: Second Empire Victorians clockwise from top left: 862 Main Street; 122 Chestnut Street; 800 Grove Street (originally townhouses, now apartments); 878 Main Street.

Stick Victorian



Figures 2.20-2.23: Stick style Victorians clockwise from top left: 157 Holbrook Avenue; 826 Green Street; 142 Holbrook Avenue; 830 Green Street.

Classical and Greek Revival



Figures 2.24-2.28: Clockwise from top left: Lawson-Overbey House, 782 Main Street (Neoclassical); 968 Main Street (Classical Revival); First Presbyterian Church, 937 Main Street (Greek Revival); 924 Grove Street (Greek Revival); Kennedy Hall, Stratford College, 103 South Main Street (Greek Revival).

Colonial Revival



Figures 2.29-2.34: Colonial Revival examples, clockwise from top left: 840 Main Street; 13 Chestnut Place (Dutch Colonial); 155 Sutherlin Avenue; 136 W. Main Street; 244 W. Main Street; 954 Main Street.

Gothic Revival



Figures 2.35-2.38: Clockwise from top left: First Baptist Church, 937 Main Street; 140 Chestnut Street (or Folk Victorian); 879 Pine Street; 124 Chestnut Street.

Victorian Cottages

Figures 2,39-2.42: From top to bottom: 130 Chestnut Street; 729-731 Grove Street; 906 Green Street; 133 Sutherlin Avenue.



Romanesque



Figures 2.43-2.44: 767 Main Street (left) and 129 Sutherlin Avenue (right)

Craftsman



Figures 2.45-2.46: 802 Green Street (left) and 243 W. Main Street (right).

Unique Buildings and Places



Figure 2.47: 1124 Main Street, the only example of Mission/Spanish architecture in the OWE.



Figure 2.48: 108 W. Main Street. The Tudor Revival building is the only example of this type of architecture in the OWE.



Figure 2.49: 834 Grove Street is a Pattern House with three symmetrical wings at 120-degree angles. The house was built in 1877 from plans acquired at the Philadelphia Exposition in 1876.

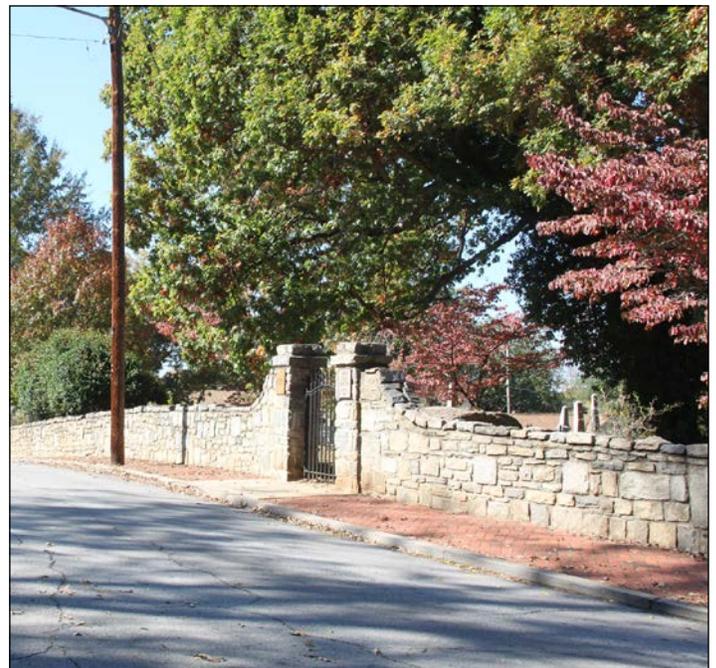


Figure 2.50: The Grove Street Cemetery is the oldest municipal cemetery in Danville, with headstones dating back to approximately 1830.

[Return to Table of Contents](#)

3.0: Historic Building Restoration/Renovation Guidelines



Figure 3.1: The steeples on the churches at 767 and 781 Main Street are visual anchors along Main Street. When this area was first built the church steeples were the only structures above 3 1/2 stories in the district.



Figure 3.2: This house at 878 Main Street is in the Gothic Revival style.

A. Introduction

The Old West End Historic District includes primarily single-family residential buildings and institutional buildings (mostly churches), with a smaller number of office, apartment, and commercial buildings. Many (but not all) of the latter categories of buildings are more recent additions to the district.

The development patterns within the Old West End are fairly typical of a City of this size. As businesses related to agriculture and agriculture-related manufacturing prospered in Danville, successful entrepreneurs, workers, and professionals built houses that reflected their success. Many of the houses along and near Main Street in the District are among the most beautiful and interesting residential and institutional buildings in Virginia. And in addition to these architectural gems, there are a large number of interesting and unique smaller buildings of great character. See Section 2.0 for an overview of the history and architecture of this district.

B. General Guidelines

- Every reasonable effort should be made to preserve and enhance the historically significant elements of a building.
- Architectural restoration, rather than renovation, is the preferred option when feasible.
- Qualities such as massing and scale, verticality or horizontality of architectural lines and rhythm of the fenestration are all critical to overall design. These qualities should be studied and retained when possible.
- Before replacing historic elements of a building, preservation and consolidation should be considered.
- All additions and renovations to existing structures should as much as possible complement the original elements in terms of material, size, shape, texture and color.
- New construction (e.g. additions) must be appropriate to the period and style or character of the building and the district as a whole.
- To avoid deterioration and possible loss, all elements, especially the historically significant elements must be carefully maintained.
- Repairs should match as much as possible in terms of materials, size, shape, texture and color.
- Façade details such as cornice ornamentation should never be covered or removed to avoid the need for maintenance, painting or refinishing.
- Technology is an important part of modern life, but it should be shielded from view. All antennas, satellite dishes, solar panels and other such items attached to buildings should be screened from view as much as possible (typically by placing these items where they are not visible from the street).

Building owners should be particularly aware of the importance of the following guidelines as they consider improvements and changes to their properties.

C. Guidelines for Residential Structures

The guidelines below address primarily residential structures, since they are the majority of buildings in the OWE. The particular elements of a building that apply to commercial and institutional buildings may be interpreted from this section; elements unique to other building types are addressed in sections 3E-G.

1. Roofs, Gutters and Downspouts

Roofing material, historic or modern, has a finite life span and is one of the few things that may need to be replaced on almost any building over the course of its lifetime. As roofs are replaced the original material installed is often changed to a more modern replacement material. Historic roofing materials included wood shingles, slate, terra-cotta tiles, asbestos, metal and asphaltic membrane. Modern replacement materials include metal, asphalt shingles, cement tiles and rubber, asphalt or man-made membrane roofing. Selection of original roof materials was based availability on materials and on the form of the roof and the architectural style of the building. On historic and modern pitched roofs, shingles, slate or metal may be installed, but due to the nature of the materials and attachment techniques, flat roofs require that metal or membrane be used.

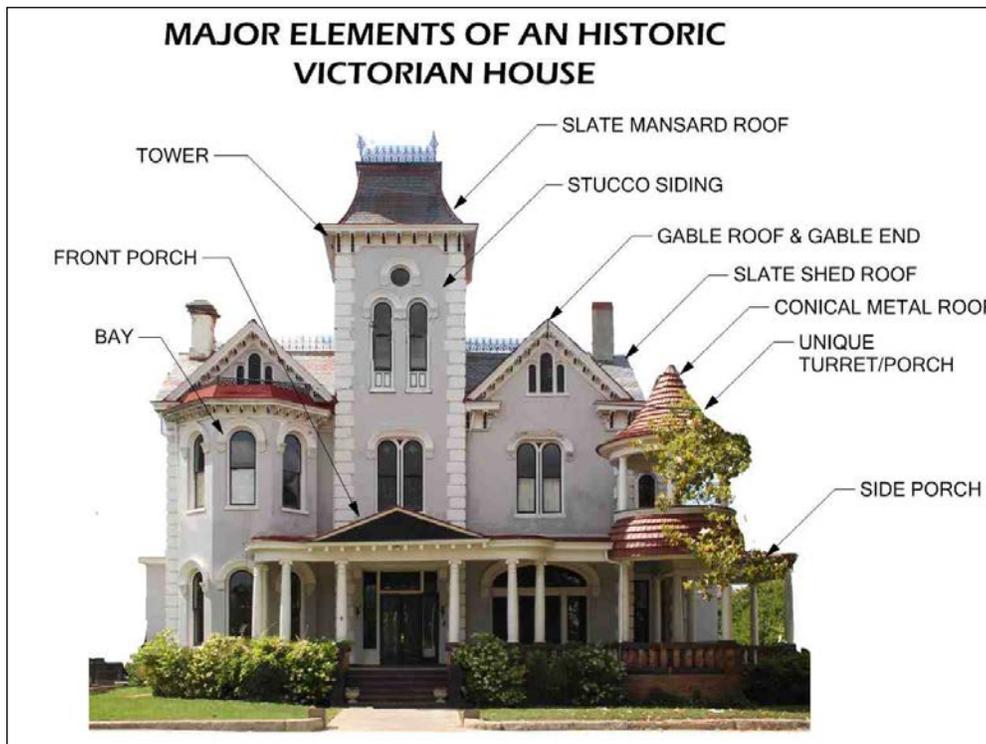


Figure 3.3: This illustration highlights the major elements of a residential structure. Although this house is Italianate/Second Empire, the terms would apply to any style of house.

Existing roof materials determined to be original or historically accurate should be repaired or replaced in-kind to match existing materials if possible. If repair is not possible then replacement with historic materials appropriate to the roof form and style are recommended but not required due to cost considerations. If a slate or standing seam metal roof must be replaced, replacement materials should match as closely as possible the original materials. If flat or very low-pitched roofs are not seen from the ground, then a rubber or man-made material may be used. All roof repairs or replacement must be in compliance with the current edition of the USBC.

When replacing non-historic roof material or historic material that cannot be repaired, the existing roofing material (not roof structure) should be removed.

Many older buildings have gutters that are integral with the roof structure. These should be repaired rather than replaced if possible. If repair or replacement is not possible then the gutters may be covered and replaced with half round or period-appropriate metal gutters. Those buildings with half-round metal gutters and round downspouts should retain or repair them. Appropriate metals are copper, terne-plated metal or aluminum. Corrugated downspouts and gutters with architectural profiles are not allowed. Galvanized steel is not allowed because it rusts quickly.

Georgian and Federal Revival and other Victorian-era buildings constructed after 1870 typically had pitched roofs with

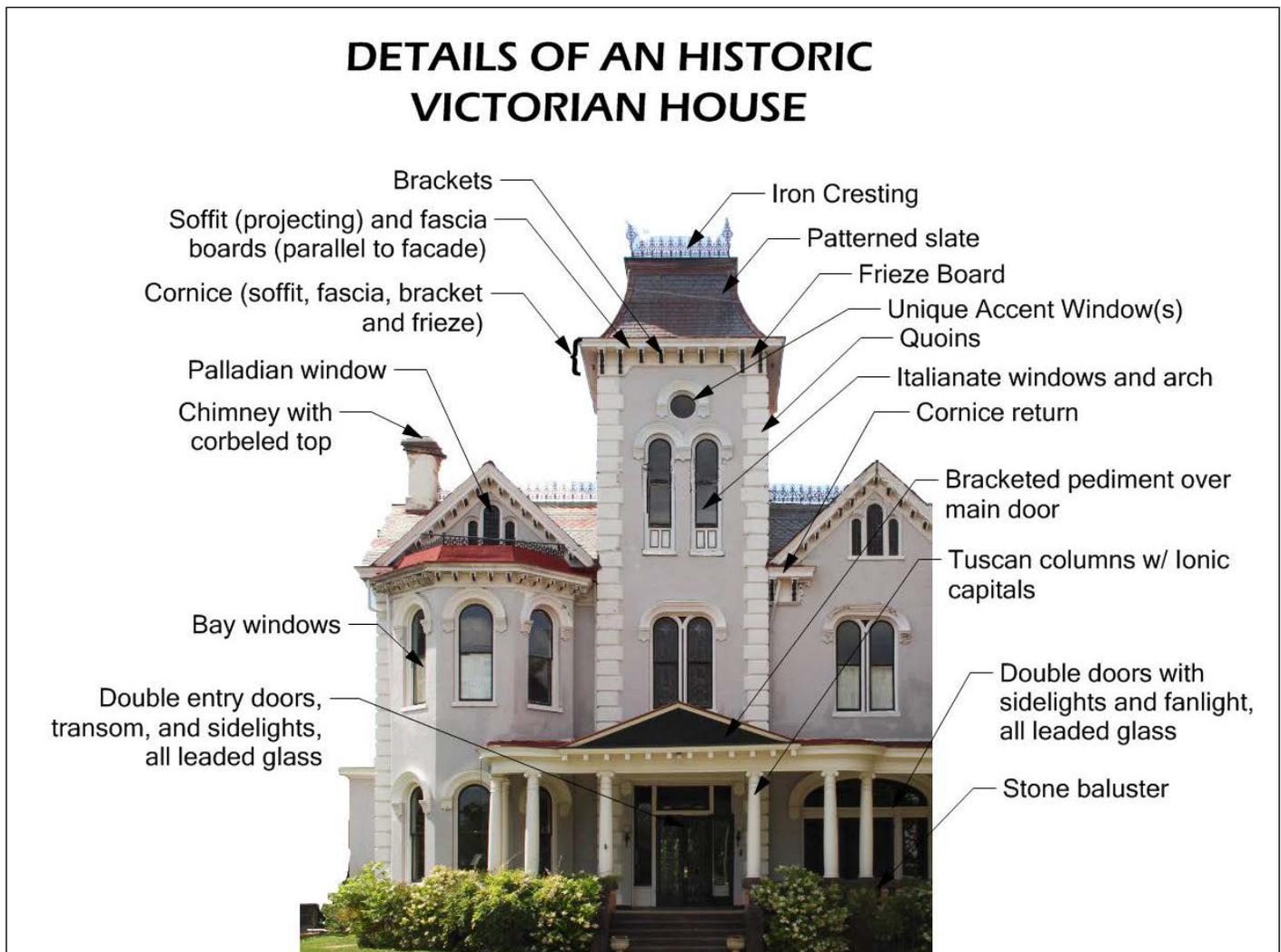


Figure 3.4 This photo illustrations shows the component parts of an historic and in this case Victorian-era house. The style of this particular house, which is located at 862 Main Street, is Italianate/Second Empire. Many elements apply to any era residential structure, but some, such as the patterned slate roof, “oculus” window in the tower, mansard roof, paired windows and iron cresting on the roof are typical of the period and style of this type of house.



Figure 3.5-3.8: Architectural details such as friezes, brackets and spindles add character to Danville archi-



shingle, metal, or slate roofing; Italianate roofs in urban settings often had very low pitch and were originally clad in asphalt membrane or metal. Where low-pitched roofs are not visible from the street, replacement with rubber or other membrane roofing is acceptable.

Changes to roof form or to historic roof elements are generally inappropriate, including the removal or addition of dormers on the front of buildings or skylights on the roof. If skylights were an original feature of the building, these should be preserved or restored whenever possible.

There may be specific cases where alterations to existing roof form are appropriate, such as when additions are planned or when problems with the integrity of the roof must be addressed through a change in form. These situations will be reviewed on a case-by-case basis.

2. Cornices, Friezes, and Dormers

Dormer and cornice details often reflect and enhance the architectural style of a building. Details such as dentils, brackets, and pilasters shall not be covered over or enclosed to reduce the need for maintenance. Dormers and cornices in new construction and additions should relate appropriately to the details of the original building. Many times, especially if the cornice was constructed of wood, the original cornice is missing. In this case, historic photographs or examples from similar buildings may be of help in reconstructing a facsimile. If the cornice and/or brackets or other features are missing, it is acceptable to construct a new cornice using more modern materials such as MDF, Azek, pressure-treated wood or laminated wood. There are also many examples in Danville of cornices and friezes built entirely from brick or terra cotta, and these are more likely to have survived (see examples in Figure 3.6 and 3.7).

3. Porches and Entries

Porches and front entries are highly individual and are an essential part of the architecture of the house. Porches can be



Figure 3.9-3.11: A few examples of entries. It might be argued that the entire center portion of the building at near left is part of the entry/portico.



Figure 3.15: The tile and wrought iron of this front porch are an essential part of the character of the building.



Figure 3.12-3.14: Some examples of Victorian-era windows, from elaborate Palladian (top and center) to simple arts and crafts (lower left). Stained and leaded glass is often seen in windows in the OWE.

constructed of wood, stone, brick and stucco, or cast iron and often have interesting details that complement and/or embellish the detail seen elsewhere in friezes and cornices. They vary from very plain porches and entries to elaborate porticos. Because these porches are essential to the overall character of the structure, every effort should be made to restore or reproduce porch and entry features rather than simplifying, changing, or modifying them. If the original porch is missing, study of similar homes or historical records can assist with reproduction of the original details. Modern vinyl or clad wood doors are discouraged. Substitute materials will be considered on a case-by-case basis; if these are preferred, the overriding concern in approval should be authentic appearance and maintenance of historic details.

4. Windows

As with roof form and material, window types change with the architectural styles of the period. The pane sizes in window sashes vary widely from smaller panes of glass set in muntins to single large pane of glass. Many variations of sash sizes and divisions were used in the Victorian era for decorative effect, including leaded and stained glass windows.

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 the OWE are also metal-framed. If these are present they should be preserved rather than replaced. Metal casing was often used for stained glass and leaded glass windows OWE houses for sidelights, fan lights, and transoms. If these have been removed, a facsimile of the original window (if known) is preferable, but clear glass in harmony with the remaining historic windows is allowed.



Existing windows should be repaired if possible. Often, deteriorated sash can be repaired using epoxy consolidants and/or putties. 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 true divided light sashes to match the original pattern. If replacement windows must be used, original openings shall be maintained.



5. Exterior Wall Materials and Trim

Maintaining or restoring original material for the exterior walls is required, with certain exceptions noted below.

New materials shall match original materials when repairing or repointing historic masonry buildings. Brick installed in openings created by inappropriate modifications or damaged material shall be toothed into the original brick pattern to minimize the appearance of the repair. Special care must be used in the selection of new brick used to rebuild facades. Simply selecting salvaged brick or patterns termed “historic” often produces results in the wrong color or texture for the building.



Repointing of historic masonry should be done with a mortar that is as soft as or softer than the material originally used. Testing of the original material should be done to determine the strength that the existing masonry can tolerate. New mortar joints shall match the tooling, color and joint size of the original joints, and any trim constructed of masonry, like brick corbelling, shall be repaired or reconstructed rather than covered.

In general, masonry buildings should not be painted if they are not currently painted. Exceptions would be for buildings which must be repaired where it is not possible to match the existing brick. Buildings that are currently painted should probably remain so because of issues with paint removal, but these will be evaluated on an individual basis.

Figure 3.16-3.18: The top photo shows wood German Lap siding, the most common siding profile in Danville (868 Green Street). The middle photo shows stucco in a Mission/Spanish style house at 1124 Main Street, and the bottom shows a simple but elegant brick Folk Victorian house at 150 Holbrook Avenue. See also the shingle siding shown in Figure 3.12, previous page.

In some cases in the OWE, brick facades have been covered partially or completely with stucco. Removal of these materials to improve the integrity of the building should be considered carefully and is recommended if the original brick will not suffer significant damage in the process. If removal of stucco will damage the integrity of the building, or if the brick beneath the stucco is not salvageable, solutions will be considered on a case-by-case basis.



Figure 3.19: An example of inappropriate replacement shutters. The shutters, even if inoperable, should still be the correct size to fit the windows if they were operable.



Figure 3.20: An excellent example of an appropriate 3-color paint palette for a Victorian-era house with middle-tone base, lighter trim, and darker accents.

Wood siding and trim shall be repaired and then repainted in lieu of installing new siding and/or trim. Patching areas of deterioration with materials to match the existing materials is recommended rather than re-siding or replacing the entire wall surface unless the extent of deterioration requires that more than 50% of the siding be replaced. In these cases, non-vinyl replacements such as HardiePlank will be allowed if the profile of the siding matches the existing siding.

Covering existing wood siding or masonry with aluminum or vinyl siding is not permitted within the OWE. Other inappropriate materials include textured plywood, vertical siding and composite shingles.

Corner boards, window trim, and door surrounds shall be reused or recreated in the original material. Covering detailed wood trim with flat stock aluminum or vinyl is unacceptable. The cadence or spacing of the original siding shall be recreated. For example, if the original siding had a four-inch exposure then new siding with the same spacing should be installed. Where it is not possible to save existing clapboard and trim, HardiePlank and other appropriate modern equivalents may be used to replicate original woodwork, with approval of the CAR. Because the technology of modern restoration is advancing, substitute materials will be considered on a case-by-case basis.

6. Shutters

Wooden shutters were common on many types of historic buildings. Shutters should follow their historic purpose, which was to provide covering for windows in varying conditions throughout the year. First-floor shutters in some buildings had solid panels to provide security for the street level. Shutters on the upper levels were typically louvered to ensure ventilation while also shielding the rooms on those levels from the weather. Shutters were proportioned to completely cover the windows and were always operable. This functionality shall be followed in any replacement shutters if possible. Shutters that are inoperable will be allowed as long as the proportions and placement are exactly as they would be if operable. As with siding and trim, it is acknowledged that building technologies are advancing, so that substitutes will be considered on a case-by-case basis. The overriding criteria for replacement materials must be authentic appearance for the period and style of the house and sizes appropriate to the window dimensions.

7. Paint Colors

Historically, paint colors varied with changes in tastes reflected in changes of period and style. The following are guidelines for selecting paint colors based on the specific period and style of each building type.

Paint schemes for Federal, classical and Greek Revival buildings often used light natural colors in an attempt to replicate traditionally used marble and stone materials. In paint schemes for Italianate-style buildings facades were often painted to re-



Figure 3.21: Without a willing owner or buyer, it is an unfortunate fact that some historic structures in the OWE will be lost.

semble masonry with grays and earth tones being most popular. Trim was painted in contrasting colors including browns, blues, grays and fawn. Victorian-era buildings often used bright colors, with the darkest colors reserved for the trim, and often with the use of more than two colors. There are many printed and online resources discussing color palettes for Victorian-era buildings. There is information available locally and nationally about period-appropriate color choices, and many paint brands now carry historic or even “National Trust”-approved colors.

Color is highly subjective, and these guidelines do not dictate color choices, but consideration should be given to adjacent properties and historic precedents when choosing colors.

D. Criteria for Restoration/Renovation vs. Demolition

Before discussing subcategories of buildings, a discussion of the criteria for saving or demolishing buildings may be valuable. The reader is also referred to Article 3R, Section C, Item 13 (Provisions for Demolition) of the Code of the City of Danville, VA, 1986, as amended.

Demolition is always a controversial and emotional subject. There are those who think it is essential to save every building, and there are those who think vacant and deteriorating buildings should be demolished. Neither position is particularly useful or productive. There are strong arguments for saving as many historic buildings as possible:

- It would be financially implausible if not impossible to replace almost any historic building with a comparable new building;
- Historic buildings embody the history of the City and its people;
- Historic buildings and historic districts are a powerful draw for tourism, population growth, and business recruitment, not only for the district itself, but for the entire community.

With the abundance of square footage available in historic buildings in Danville, some decisions will have to be made about how best to preserve buildings. It is noteworthy that the OWE was created as a reaction to demolishing some of the homes on what is now known as “Millionaires’ Row.”

It is unfortunately fairly certain that not all can be saved, so criteria must be established to allow the City and the CAR to make informed decisions. Many of the criteria are the same ones that are used to evaluate whether a building is worthy of individual listing on the Historic Register, and others have to do with the urban design form of the area in which the building is located. A list of possible criteria are as follows:

- What is the architectural merit of the building?
- What is the historic significance of the building?
- What is the rarity of the style or workmanship of the building (are there many other examples or none)?
- What is the condition of the building, and if it is seriously



Figure 3.22: The Caswell Apartments at 1100 Main Street were built in 1920. Buildings like this and others like it in the district offer an attractive alternative to modern buildings.



Figure 3.23: This attractive Folk Victorian brick apartment on Jefferson was highly desirable when built.



Figure 3.24: This Second Empire building on Grove Street has been compromised by the concrete exterior stairs and walls added to the front, but the attractive architecture of the original building remains.

deteriorated, how financially feasible is it to restore/renovate (i.e. is the cost of rehabilitation likely to be much higher than the probable sale value of the building, even with tax credits and other incentives)?

- How does the building relate to other buildings around it? For instance, a less significant building that forms part of an otherwise intact block or urban corridor is more valuable than one standing alone on an otherwise vacant block. And a corner building can be an essential visual anchor for a block or neighborhood.
- Are there any restraints on reuse imposed by limitations of the building itself? How might these be overcome, and will the cost of overcoming these limitations make a project financially implausible? Examples might be difficult interior layout or a building with serious environmental issues.
- Is there a new use planned (e.g. in an adjacent building) that requires the land on which a less significant, deteriorated, or otherwise endangered building is located? If the new use is economically significant to the City, then these questions should at least be asked.

If public health, safety and welfare are an issue regarding a particular building, the City is permitted to demolish the building without review based on USBC--Uniform Statewide Building Code.

It is best to reiterate that the historic buildings in the OWE could never be built to the same quality today, which means that all historic buildings, even relatively undistinguished historic buildings, have value. Saving them, or stabilizing and mothballing them for the future (in accordance with Virginia Historical Standards), is favored over demolition unless the weight of the criteria above favor demolition.

E. Historic Apartment Buildings

There are only a small number of Multifamily and Apartment buildings in the OWE. Multifamily in this definition includes buildings that were built as such, not single-family structures converted at a later time. With a couple of notable exceptions most apartment buildings in the district are brick or stucco, and most have wooden or stucco porches. See Figures at left for examples of these types of buildings. The proportions of these apartment buildings are pleasing and the layout of the interiors is generous by modern standards. The problem with many of them is that they have not been well-maintained, so many are not presently in good condition.

There are a few apartment buildings that have interesting design and are in fairly good condition. One in particular is the building at 212 Jefferson Avenue, which is a Folk Victorian 2-story brick building with attractive outside staircases and porches.(Figure 3.23). Another example can be found on Grove Street. The exterior of this brick Second Empire structure appears to be in good condition behind the unfortunate addition of open-work concrete stairwells on the facade. The more distinguished examples of apartment buildings in the OWE should be



Figure 3.25: The Classical Revival style duplex at 992-994 Green Street should be saved if possible.



Figure 3.26: This multifamily structure has been well maintained and complements other buildings on Holbrook.



Figure 3.27 (above): The Midtown Market is one of the oldest remaining commercial buildings in Danville.

retained if possible.

A few interesting examples of historic duplexes exist in the district. Like the apartment buildings, many are in questionable condition, but should be saved if possible. Two examples are shown at left. Given that many new apartments and duplexes that have been added are noticeably non-contributing, it would be worth the effort to try to save these historic multifamily units. The structure shown in Figure 3.25 still retains many of the original details. The porch railings and other elements on the building in 3.26 have been replaced or modified, although this building is still much more attractive than the modern brick boxes inserted elsewhere on Holbrook Avenue.

F. Historic Commercial Buildings

There are only a small number of historic commercial buildings in the OWE. Most were built in the same era as many of the houses and were meant to provide auxiliary services, since the main commercial area of Danville was immediately adjacent to the OWE.

Buildings on American Main Streets typically evolved and changed over time so that today they are a mixture of newer and older buildings and the layers of alterations made to them over time. This is particularly true in the commercial core where merchants have modified their storefronts, perhaps several times, to reflect the latest marketing approaches. Architecturally, historic commercial buildings often have “split personalities” where the upper floors remain largely untouched, retaining their historic character, and the first floors have been modernized, masking their original appearance.

If many of the original details of buildings to be restored have been lost with successive modernizations, it is recommended that the owners try to find photographs of the building from near the time it was built, or study examples of similar buildings that have been restored in order to gather information on appropriate architectural details for each building type.

It may be advisable for building owners to work with an architect or historic preservation specialist when attempting to restore a building about which there is little photographic or other historic information. Such professionals would be most skilled at approximating original details if these are unknown.

Where storefronts have been substantially changed over the years, a decision must be made whether to restore the current storefront, or try to restore the original details, if known. In some cases changes made to storefronts may now have historic significance in their own right. Decisions on these matters must be guided by a variety of factors, including current usage, presence or absence of photographs or drawings illustrating original conditions, and so on. Significant features such as transom lights (especially leaded or stained glass transoms), recessed entries, original frieze or signboard details, original bulkhead details, and entryway paving should be preserved or restored. Restoration



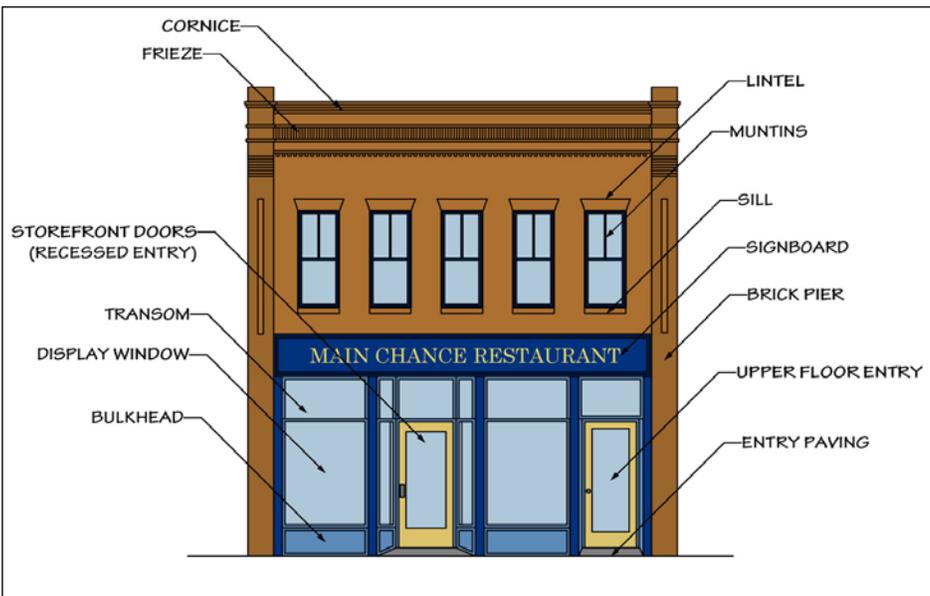
Figure 3.28: The photo above shows the Jungle Box building (left) which was the first drive-through bank building in Danville, and a brick warehouse with a vehicle ramp to the second floor in the rear. These are three of the buildings being considered as an addition to the original OWE Historic District.

of the original storefront is preferred, but proposals for restoration or renovations will be considered on an individual basis.

G. Civic/Institutional Buildings

Most civic and institutional buildings are intended to be unique and distinctive. There are many examples of such buildings in the OWE, primarily Danville’s outstanding collection of churches and a few institutional building such as the Federal Building and the original buildings of Stratford College. There are also a number of non-contributing institutional buildings such as the YWCA and YMCA and annexes to the historic churches. Guidelines for non-contributing buildings in the OWE are in Section 4.0.

Figure 3.29: Parts of an historic Commercial Storefront.



All historic civic and institutional buildings in the OWE should be preserved if possible. In the case of government buildings, this is assured unless uses change, or the loss of sufficient parishioners to maintain a church. When uses do change, every effort should be made to ensure the viability of these buildings by finding a new use as quickly as possible.

Additional photos and discussion of churches in the OWE can be found in Section 2.0.

H. Recommended

- Repair/restore historic materials whenever possible rather than replacing them.



Figures 3.39-3.41: The Art Deco Federal Building (top) houses the Post Office and Federal Court; The Neo-classical 1st Presbyterian Church (middle); the Greek Revival Stratford College building (bottom), now part of a senior living center.

- If replacement materials must be used, they should match the original materials and design. Use of modern materials will be reviewed on a case-by-case basis, with the exception of vinyl replacements windows, which are not allowed.
- 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.
- 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.
- Additions to historic buildings are not required to match the original building exactly, but such additions should complement the original building in proportions, style and materials. If the addition(s) are visible, a complementary and harmonious style is even more important. See Figure 3.42 for an example of an attractive addition/conversion to an historic house.

I. Not Recommended

- Additions in a style or with materials, proportions and/or design not in harmony with the existing building. (The Secretary of the Interior's Standard suggest that an addition should be "compatible but differentiated".)
- Replacement of original windows with windows with internal or snap-on muntins, or window divisions or sizes that differ from the original in design or size.
- Removal of original building details (cornice, frieze), or covering with sheet aluminum to avoid maintenance.
- Adding materials that were not present in the original buildings, such as stucco, tinted glass, different style window, or roof/cornice details.
- Painting of masonry that has not previously been painted. (Exception: if repairs to the masonry, despite best efforts, do not match the original).
- Replacement of any visible exterior door with a flat or other incompatible modern style door. (Exception: metal security or fire doors are permitted in the back of buildings, but not on the primary facades of the building.)
- Changing the size of door and window openings.
- Filling in transoms or sidelights.

J. Routine Maintenance

(No COA Required)

- Repairing or repointing masonry with like materials (see Section C-5, page 3.6, for more on this).
- Repainting painted surfaces with the same color paint.
- Roof repairs with like materials.
- Window repairs with glass and putty.



Figure 3.42: This house on Main Street was converted from residential to office use, and the enclosure of the front porch to create an office “lobby” was very well designed and executed to harmonize with the historic character of the house. This is a good example of a “compatible but differentiated” addition.

- Repairing building details including windows with the same materials and design if the existing elements are period appropriate.
- Installing technology or equipment that is properly screened from view.
- Installing electronic security systems.
- Physical security items (bars, screens and so on) are only allowed on the inside of windows, not on the outside, except on facades not visible from the street.
- Installing minor hardware such as mailboxes, address numbers, and door and window locks.
- Installing window air conditioners (note, window air conditioners are strongly discouraged on the front facade of buildings).
- Installing storm windows.
- **Please note that if building elements are to be removed for repair that staff must be contacted. These items may not be removed for more than 30 days without Administrative approval and for more than 60 days without a COA. Removal for more than 6 months constitutes a zoning violation.**

K. COA Required

- For rehabilitation of historic buildings, measured, professionally executed drawings of all requested changes for major work is strongly recommended, including notation of materials, historic photos if needed, colors, and pertinent details. For partial work, such as replacement of windows or restoration of a cornice, a partial drawing or samples is sufficient.
- Replacement rather than repair of historic materials or features. As with repair of architectural details, such work must be completed within six months or it will be considered a zoning violation.
- Building additions.
- Building demolition of any kind, either of the entire structure or a portion of the structure. However, if public health, safety and welfare are at issue regarding a particular building, the City is permitted to demolish the building without review based on USBC--Uniform Statewide Building Code.
- Alteration of any historic element or feature.
- Painting of any previously unpainted masonry building.
- A significantly altered color palette for previously painted buildings or facade details.
- Failure to obtain appropriate permission will be considered a zoning violation.

L. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA. If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.
5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)

4.0: Non-Contributing Buildings

A. Definitions

Non-contributing buildings are those buildings that fall into two main categories: 1) they were once historic but have been altered to the extent that there is not sufficient historic materials to allow the building to be considered historic; or 2) they are not historic by virtue of being less than 50 years old. Buildings less than 50 years old may or may not contribute to the district when they are eligible to be listed based on their own merits.

This section will establish criteria for evaluating requested changes to the architecture and materials of non-contributing buildings. All existing non-contributing buildings are grandfathered in their current condition (as long as the building meets the HSW requirements of the state). If any changes require approval of the CAR, then these guidelines will apply. If the building is to be replaced, the design guidelines for new buildings (Section 5) will apply.

Many of the buildings that are non-contributing in the OWE are nevertheless substantial buildings, most of which respond in varying degrees to the historic context through detailing and building materials (see Figure 4.2 at left). Other buildings, like the medical office building at 990 Main (see photo left, Figure 4.3), do not attempt to mimic the style of the district but instead are examples of their own time (990 Main is in the Beaux Arts style).

Some buildings are less successful at “fitting in.” One example of a non-contributing and problematic building is the YMCA, which is undistinguished in style but very much at odds with the nearby context because of the way the building is sited and the placement of parking in the front. Two other examples are the cluster of apartment buildings at 605-662 Holbrook Avenue (top left photo) and the apartment at 7 Jefferson Avenue in the Grove Street area. These buildings are without architectural merit, inexpensively constructed, and the site plans and parking, like the YMCA, are completely at odds with the mostly residential character of the buildings around them.

B. Allowed Uses

Uses for existing non-contributing buildings are grandfathered, but when any change of use is requested, the change will be subject to review by the CAR if it includes any change to the outward appearance of the building or the use or layout of the site.

Drive-through facilities, if not already in place, are discouraged. If the drive-through use is to remain, expansion will not be allowed unless the requirements mentioned in Sections 5: New



Figure 4.1-4.2: These apartment buildings (above) are incompatible with the historic context both in style and in placement on the site. The house/doctors' office at 150 W. Main Street (below), although not historic or contributing (built in 1965), has still been designed in scale, proportion, and details to fit within the historic context.



Figure 4.3: This building at 990 Main Street is in the Beaux Arts style. This could be considered a contributing building.



Figure 4.4: The design of the gas station at 1009 Main attempts to fit in by the use of appropriate materials and some design elements, but the function and siting required of a gas station make fitting in difficult.



Figure 4.5: This office building at 747 Main uses appropriate brick materials, but the single story design, flat roof and unornamented facade next to a 2 1/2 story Victorian building is not a comfortable fit.

Buildings, and 6: Site Guidelines are met, specifically that drive in facilities should be placed at the back of buildings or on the side with screening from the street.

Building uses for existing non-contributing buildings in the OWE include single-family residential, multi-family residential, office, commercial and institutional.

C. Architectural Guidelines for Non-Contributing Buildings

Existing architecture and site plans for non-contributing buildings are grandfathered. If any changes are requested to the exterior of the buildings or the site, these guidelines will apply. Please note, however, that since these buildings are non-contributing, it is not the intention of these guidelines to dictate major changes in the buildings to comply with guidelines intended for historic buildings. Rather, the intent is that new materials, if needed, will at least match or will exceed the quality of the existing materials (i.e. replacing wood windows with vinyl is not acceptable, but replacing vinyl with vinyl, vinyl with wood, or wood with wood of similar or better quality is acceptable).

1. Materials. Recommended materials include:

Construction Materials:

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted.
- Wood or HardiePlank siding
- Stone, cast stone or architectural concrete
- Light stucco finish

Trim or accent materials:

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as panelled storefronts and entries)
- Metal framing for commercial storefronts only (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
- Cast or wrought iron
- Sheet metal (standing seam roofs, parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or other synthetic materials as discussed in Section 3.0).

Awnings:

- Fabric awnings, either fixed or retractable.
- Metal for commercial structures only with review and approval.



Figure 4.6: This apartment building at 605-621 Holbrook lacks detail but matches nearby historic buildings in height, roof forms, setbacks, and landscaping, allowing it to fit the context quite well.

Glazing Materials:

- Clear glass
- Textured, faceted or stained glass as an accent.
- Glass block may be acceptable with review and approval on a case-by-case basis.

Roofing Materials:

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles, Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight architectural shingles are preferred.
- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.) but only in areas hidden by parapets or other building elements.

Not Recommended:

- “Mirrored” or opaque glass
- Colored glass (other than stained glass)
- Heavily textured stucco
- Vinyl siding
- Imitation stone texturing (formstone)
- Backlit canopies or awnings

2. **Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components.

Windows:

Acceptable windows for this district would be single-hung or double-hung (except storefronts, see next section). Windows should be taller than they are wide. Additional configurations such as casement sash or fixed windows may be acceptable with review or if present in building. Windows may have further dividing members, but such divisions shall be either “true divided light” construction or exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood, wood clad in prefinished metal, or from aluminum or other appropriate materials.

Storefronts/Building Fronts on Retail Buildings Only:

On commercial/retail buildings, the first floor storefront should be composed of large expanses of glazed openings (60% or more). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Metal framing for storefront glazing should be a minimum of 2” wide. Storefront security grates, if needed, must be open grillwork rather than solid, must be installed on the interior of buildings and must be hidden from view when the store is open.



Figure 4.7: The funeral home at 215 W. Main is substantial and very well maintained. Given the location next to a road overpass, the deep setback works better with nearby buildings. The Colonial Revival style is complementary to the district; and the dormers on the roof help the building relate better to taller buildings nearby.

Doors:

Doors in residential structures and the architectural elements around them are an important part of the building. Doors in single family residences should be appropriate to the historic context. Unadorned flat doors (e.g. plywood-faced doors) or crossbuck-type doors are inappropriate.

A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for “commercial” doors. The use of door configurations more typically found on residential structures such as paneled doors or “crossbuck” doors is not appropriate. If aluminum storefront doors are used, only the “wide stile” type of door is appropriate. “Narrow” or “medium” stile aluminum doors should not be used.

Shutters:

Shutters would generally be most appropriate for new single-family structures. If used, they should be operable or should be of a size that even if not operable, they would be the appropriate size.

Shutters are generally not appropriate for small commercial buildings, but may be considered with review and approval.

Awnings:

Awnings are an excellent way to introduce color and texture into the commercial street/building environment. In some cases they can also be appropriate for residential structures. Each should be considered on a case-by-case basis.

6. Equipment and Technology

Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Careful selection of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective

screen.

Many buildings require satellite dishes for business or entertainment purposes. Television antennae, solar panels, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street. Such equipment is not allowed in the front yards of buildings, and if located on the side of buildings must be screened from view.

D. Routine Maintenance

(No COA Required)

- *Repairing or repointing masonry with like materials.*
- *Repainting painted surfaces with the same color paint.*
- *Roof repairs with like materials.*
- *Window repairs with glass and putty.*
- *Repairing storefront or other building details including windows with the same materials and design.*
- *Installing technology or equipment that is properly screened from view.*
- *Installing electronic security systems.*
- *Installing storm windows on the exterior of buildings.*
- *Physical security items (bars, screens and so on) are only allowed on the inside of windows, not on the outside, except on facades not visible from the street.*
- *Installing minor hardware such as address numbers and door and window locks.*

E. COA Required

- *Design and siting of all buildings additions and changes other than those listed in Section D above must be reviewed and approved by appropriate City agencies and commissions and by the CAR. Measured, professionally executed drawings of all architecture and site work is preferred, including information on materials, colors, plant materials, and so on. For partial work, such as a building addition or change in signage or colors, a partial drawing or samples is sufficient.*
- *Building demolition of any kind, either of a structure to be replaced or an entirely new structure or a portion of the structure.*
- *Painting of any previously unpainted masonry building.*
- *Failure to obtain appropriate permission will be considered a zoning violation.*

F. Procedure for Obtaining a COA

F. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA. If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.
5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)

5.0: New Building Guidelines

A. Purpose

The historic urban design fabric of the Old West End (OWE) is amazingly intact, even given the noticeable gaps and non-contributing replacement buildings along Main Street and throughout the District. In many locations historic buildings have been removed and replaced by buildings of varying quality and often incompatible style. Non-contributing buildings are discussed in Section 4.0.

The purpose of this chapter is to provide guidance for new residential, commercial, office and institutional buildings. The goal will be to create a harmonious district of the highest quality. New buildings are not required to be historic reproductions, rather, they should complement the scale, proportions, and materials of adjacent buildings or of the district as a whole in order to avoid jarring contrasts, poorly designed buildings or generic architecture.

B. Allowed Uses

Uses allowed in the OWE include commercial, residential, institutional and office. New gas stations and auto-related businesses are discouraged in the Old West End. Existing auto-related businesses must conform to the existing zoning code and if improvements are made, they must meet these guidelines. New uses primarily oriented to drive-through business will only be allowed if drive-through windows are not visible from primary streets. It is not anticipated that parking structures will be needed in the OWE, but if in the future they are needed then the guidelines for parking garages in the River District should apply (Section 4.0 of the River District Design Guidelines).

In addition to new buildings, there will also be requests for changes in uses for existing buildings (e.g. single-to-multi-family residential or residential to office conversions). Guidelines for these changes can be found in other sections of this document. Requests for conversion of existing buildings and for new infill buildings are more likely to take place either near large institutional uses such as the hospital, or adjacent to the River District.

C. New Building Types

New buildings will vary in size, use, and ownership patterns, from low- to medium-density residential or residential/mixed use to office and institutional buildings, with some commercial buildings in limited locations. Given the existing largely residential development patterns in the OWE it is expected that single- and multi-family conversions will predominate, with some additional office and institutional. Because of the availability of these uses in the adjacent River District, it is hoped that the need for these latter types of uses can be kept to a minimum. In nearly all cases new buildings will be predominantly infill and should

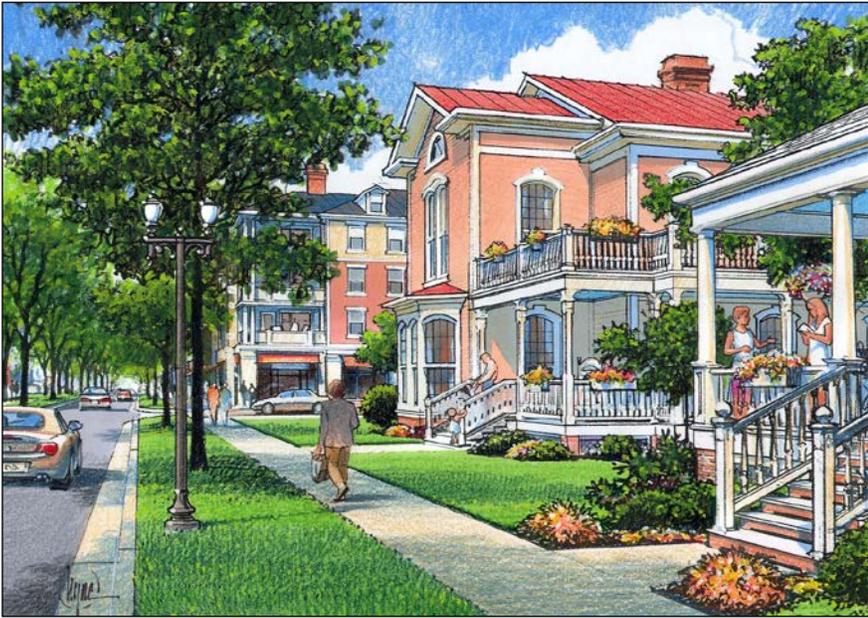


Figure 5.1: The above illustration shows proposed low-density residential and medium-density mixed use near the downtown of Goldsboro, NC. These buildings are sympathetic to the historic context.

Figure 5.2: The building shown below is an infill home in an historic neighborhood in Greensboro, NC. The style, proportions and details fit perfectly with the context. Photo by Fred Meder.



therefore respond to nearby historic architecture. Each of the building types will be discussed in a separate section below, followed by general guidelines that apply to all buildings. See Section 3 for conversions of existing historic residential buildings and Section 4 for existing non-contributing buildings.

1. New Low Density Residential

No new single-family residential buildings have been built in the OWE for many years, but as property values rise this may become a possibility. If new residential buildings are constructed near existing historic buildings, then materials, proportions, window openings, and roof lines should harmonize with adjacent/nearby historic structures.

In this context, a new house made of brick, stucco or wood with a pitched roof and traditionally-proportioned wood windows and a front porch would be appropriate, but a concrete building with vertical siding and large horizontal single-paned windows would not. Although this is an extreme example, it illustrates the intent of the guidelines. In the same way that the *Secretary of the Interior's Guidelines for Historic Rehabilitation* suggest that an addition to an historic building should not be constructed to appear identical to the original building but complementary to it, these guidelines suggest that new buildings need not be exact re-creations of historic buildings, but should complement them.

2. Medium Density Residential/Mixed Use

Because of the growing inventory of apartment opportunities in the the River District, it is not anticipated that any large number of medium density apartment or condo buildings will be built in the OWE. There are, however, a few possible locations for such uses, including the YMCA site on Main Street and the Five Forks area.

The YMCA site is of particular interest because of it's prominence, and because any new uses on this site need to be more sympathetic to the context than the current use. During the course of the Grove Street Study, recommendations were made for this site. The text and portion of the master plan for this area are included in the box on the next page.

The fate of the bakery complex at Five Forks is uncertain, but the building may not be salvageable. If the site becomes available, a residential/mixed use for this site would be appropriate, as the neighborhoods have few services available to them within the District.



Site and Building Considerations for New Uses: Medium Density Housing

This site extends from Grove Street to Main Street just south of Jefferson Avenue, and is presently the location of the former YMCA building. This site plan is included in the Grove Street Study and is included here not as a definite recommendation for the site, but rather to show how a larger building or set of buildings could be placed on the site and still remain in harmony with the adjacent historic residential buildings.

Because this site is between some of the finest and largest historic homes in Danville (Millionaires' Row), the design of these buildings must particularly address fitting into the context of these homes. Here are the important principles embodied in the site plan:

- *The buildings are articulated in a way that breaks up what would otherwise be a monolithic facade into a series of smaller elements that relate to the scale of the nearby houses;*
- *Sloped roofs should be used to relate to nearby architecture;*
- *It is assumed that the materials and the rhythm of windows and doors would harmonize with the context;*
- *The buildings are set back at the same distance as nearby buildings;*
- *All parking is behind the building on Main Street and screened from the adjacent properties;*
- *The landscaping for the buildings is similar in style to the adjacent buildings;*
- *The second building behind the first is considerably lower in elevation than the building fronting on Main, allowing the building to be more effectively screened from adjacent properties and potentially allowing a slightly taller building without overpowering the buildings on either side.*



Figure 5.3: This medical clinic on Main is set back appropriately, but the building is not appropriate for the historic context in style, number of stories, side setbacks, and site design.

As some buildings are lost to demolition, or other circumstances, there may be additional opportunities for medium-density housing. The considerations detailed on page 5.3 should guide review of proposals for these areas. In addition, scale and proportion must be sympathetic with the context.

Although residential is preferred, other uses or mixed uses are not prohibited with review and approval, which should be based on the context of immediate and nearby uses.

3. New Office, Commercial and Institutional Buildings

These type of buildings will most likely occur along Main Street (especially at both ends of the district near downtown and the hospital) and at Five Forks. Because this is primarily a residential district, these uses are not encouraged, but if allowed, must be sensitive to the context. See Section 4.0 for guidelines for existing uses of this type. Site guidelines are in Section 6.0.

New office and commercial buildings should be of a scale that complements the context, which in the OWE will probably mean 2-3 stories, 4 in some cases. Because of the uses, such buildings are more likely to be constructed of brick or stucco than of wood. Institutional buildings are more likely to be taller and present a larger floorplate, so care will be needed to site the buildings so they do not overwhelm nearby historic buildings. The Stratford House senior living complex (see photo this page and page 3.12) is a good example of the successful integration of a larger, modern building into a complex with the historic Stratford College buildings.

4. Parking Garages

It is not anticipated nor desirable that parking garages will be needed in the OWE District. If one is required, it should adhere to the guidelines for parking garage found in the River District Design Guidelines.

D. Architectural Guidelines for New Buildings

New construction in the OWE should be “traditional” in character, while reflecting the time period of its creation. Consistency in the use of materials and details can help define a sense of place.

- 1. Massing and Height.** New smaller-scale buildings shall be one-three stories, or more with review and approval of the reviewing agencies. If the buildings are to be commercial (restaurant or retail), the guidelines for percentage of transparency on the ground floor will apply (at least 60% on the first level, at least 25% on the upper levels). If the buildings are to be used for office or residential, only 25% on each



Figure 5.4: The original historic structure of Stratford College (see picture, page 3.12) stands prominently near the sidewalk to the right and forward from this building, to which it is connected. In this way the new building “takes a step back” and complements, but does not overpower, the historic building.



Figure 5.5: This downtown neighborhood in Columbia, SC demonstrates how similar buildings and similar setbacks can create a pleasing architectural and site rhythm.

level is required, but welcoming entries and lobbies with a larger percentage of transparency are encouraged.

2. The Use of Porches and Traditional Details. Front porches are an almost universal feature of residential architecture in the South. This regional tradition should be incorporated into the design of all detached homes and townhouses.

3. Articulation of Facades within the block. The visual strength and pedestrian comfort of traditional neighborhoods arises from the human scale of buildings, and also from the landscaped setting of the buildings. In addition to the articulation of each facade, consideration should be given to the rhythm

and symmetry of the entire block. An excellent example of rhythm within a block can be seen in the photo at left, above. If the block consists of a group of small separate buildings, consideration should be given to the scale, mass and setback of existing buildings likely to remain in order to create a pleasing assemblage of buildings.

4. Materials. Recommended materials include:

Construction Materials:

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted.
- Wood or HardiePlank siding
- Stone, cast stone or architectural concrete
- Light stucco finish

Trim or accent materials:

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as panelled storefronts and entries)
- Metal framing for commercial storefronts only (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
- Cast or wrought iron
- Sheet metal (standing seam roofs, parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or other synthetic materials as discussed in Section 3.0).

Awnings:

- Fabric awnings, either fixed or retractable.
- Metal awnings for commercial buildings only with review and approval.

Glazing Materials:

- Clear glass
- Textured, faceted or stained glass as an accent.
- Glass block may be acceptable with review and approval on a case-by-case basis.

Roofing Materials:

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles (Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight architectural shingles are preferred.
- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.) but only in areas hidden by parapets or other building elements.

Not Recommended:

- “Mirrored” or opaque glass
- Colored glass (other than stained glass)
- Heavily textured stucco
- Vinyl siding
- Imitation stone texturing (formstone)
- Backlit canopies or awnings



Figure 5.6: This historic house in Goldsboro, NC shows an appropriate use of retractable canvas awnings.



Figure 5.8: The windows in this commercial building on Loyal are metal and should be preserved. Although the lower opening have been covered, it would not be difficult to restore the storefront windows in this former car showroom. See Figure 3.29 for an illustration of parts of a commercial building.

4. Building Scale and Proportion.

In general, building facades should have windows that have a vertical emphasis, that is, windows that are taller than they are wide. Windows should be organized into regularly spaced patterns within the wall surface.

5. Building Elements. The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various building components.

Windows:

Acceptable windows for this district would be single-hung or double-hung (except storefronts, see next section). Windows should be taller than they are wide. Additional configurations such as casement sash or fixed windows may be acceptable with review. Windows may have further dividing members, but such divisions shall be either “true divided light” construction, permanent, or snap-in exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood, wood clad in prefinished metal, or from aluminum or other appropriate metals.

Storefronts/Building Fronts on Retail Buildings Only:

On commercial/retail buildings, the first floor storefront should be composed of large expanses of glazed openings (60% or more). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Metal framing for storefront glazing should be a minimum of 2” wide. Storefront security grates, if needed, must be open grillwork rather than solid, must be installed on the interior of buildings and must be hidden from view when the store is open.

Doors:

Doors in residential structures and the architectural elements around them are an important part of the building. Doors in single family residences should be appropriate to the historic context, so that unadorned flat doors (e.g. plywood- faced doors) or crossbuck-type doors are inappropriate.

A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for



Figure 5.9: This otherwise attractive historic home is diminished by the placement of an a/c unit and a satellite dish on the front facade. Care should be taken with both new and historic buildings to screen or relocate this type of equipment if possible.

“commercial” doors. The use of door configurations more typically found on residential structures such as paneled doors or “crossback” doors is not appropriate. If aluminum storefront doors are used, only the “wide stile” type of door is appropriate. “Narrow” or “medium” stile aluminum doors should not be used.

Shutters:

Shutters would generally be most appropriate for new single-family structures. If used, they should be operable or should be of a size that even if not operable, they would be the appropriate size.

Shutters are generally not appropriate for small commercial buildings, but may be considered with review and approval.

Awnings:

Awnings are an excellent way to introduce color and texture into the commercial street/building environment. In some cases they can also be appropriate for residential structures. Each should be considered on a case-by-case basis. Fabric awnings are appropriate in the OWE, and metal awnings are appropriate only for commercial buildings.

6. Equipment and Technology

Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Careful selection of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective screen.

Many buildings require satellite dishes for business or entertainment purposes. Television antennae, solar panels, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street. Such equipment is not allowed in the front yards of buildings, and if located on the side of buildings must be screened from view.

E. Routine Maintenance

(No COA Required)

- Repairing or repointing masonry with like materials.
- Repainting painted surfaces with the same color paint.
- Roof repairs with like materials.
- Window repairs with glass and putty.
- Repairing storefront or other building details including windows with the same materials and design.
- Installing technology or equipment that is properly screened from view.
- Installing electronic security systems.
- Installing storm windows on the exterior of buildings.

- Physical security items (bars, screens and so on) are only allowed on the inside of windows, not on the outside, except on facades not visible from the street.
- Installing minor hardware such as address numbers and door and window locks.

F. COA Required

- Design and siting of all new buildings must be reviewed and approved by appropriate City agencies and commissions and by the CAR. Measured, professionally executed drawings of all architecture and site work is required, including information on materials, colors, plant materials, and so on. For partial work, such as a building addition or change in signage or colors, a partial drawing or samples is sufficient.
- Building additions.
- Building demolition of any kind, either of a structure to be replaced or an entire new structure or a portion of the structure.
- Painting of any previously unpainted masonry building.
- Failure to obtain appropriate permission will be considered a zoning violation.

G. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will

not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA. If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.

5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)

6.0: Site & Public Space Design Guidelines

A. Purpose

With a few exceptions, the Old West End was built as a residential area, so the most important consideration in evaluating the appropriateness of site design is context. Neither strip commercial nor downtown commercial with their particular site requirements is likely to occur often in the OWE. When site plans are submitted for existing sites and uses, or when new single-family or multi-family residential, commercial or institutional uses are proposed, the primary concern in review should be that such uses complement the historic residential context. Locations for parking and driveways, siting of buildings, and screening from adjacent properties must be reviewed.

The purpose of this chapter is to provide guidance for review of site plans (with or without use modifications) changes to existing buildings, new residential buildings, and new commercial, office, and institutional uses. The goal will be site designs that integrate a variety of uses into the historic context.

B. Site Guidelines for Existing Residential Buildings

This section includes existing residential structures including apartments. The historic organization of the site should be preserved as much as possible, although materials may change and allowances can be made for modern requirements and changing uses.



Figure 6.1: The driveway shown here at 136 Chestnut Street is probably original to the house. The two-track concrete drive with grass in the middle was common in the early 20th Century.

Driveways. In the OWE vehicular access was often either from an alley or by a driveway through the front yard and along the side of the property to a garage in the rear. Many of the side access drives that existed when these buildings were constructed are now too narrow to accommodate vehicles. In these situations, vehicles are often parked to one side in the front yard. If adequate parking is not available on the street, this condition is not ideal, but probably necessary. Where adequate side yard is available, parking in the rear is preferred.

Garages and Other Outbuildings. Many of the original outbuildings, if they existed, are no longer present or are in poor condition. Where they are salvageable, historically significant and/or complementary to the primary structure, it would be desirable to keep them. If they are not of adequate size to serve as a garage, they may be useful as garden sheds or similar uses. Some properties also had outbuildings that served as servant quarters, and such buildings could be pre-



Figure 6.2: This house at 240 W. Main shows a typical side drive with garage in the rear.



Figure 6.3-6.4: This house at 1050 Main Street (above) has been converted to a commercial use, but is now vacant. The lack of any landscaping in front of this structure seems inappropriate. By contrast, the example below from Hilton Village in Newport News, VA shows houses converted to stores with landscaping in the front.



served or adapted for use as garden buildings, sheds, or “mother-in-law” apartments.

Lawns, Gardens, Pathways. Most often there is no record of the layout of lawns, planting beds, and pathways. Given this, the review of such elements should be flexible and guided by use and context. For example, if a residential building has been converted to office use, a simpler layout with paved pathways is more appropriate than elaborate beds and pea gravel walks. If residential uses are on either side of a residential-to-office conversion, paving the entire front yard in brick (or any other solid surface) would not be appropriate, nor would parking in the front yard.

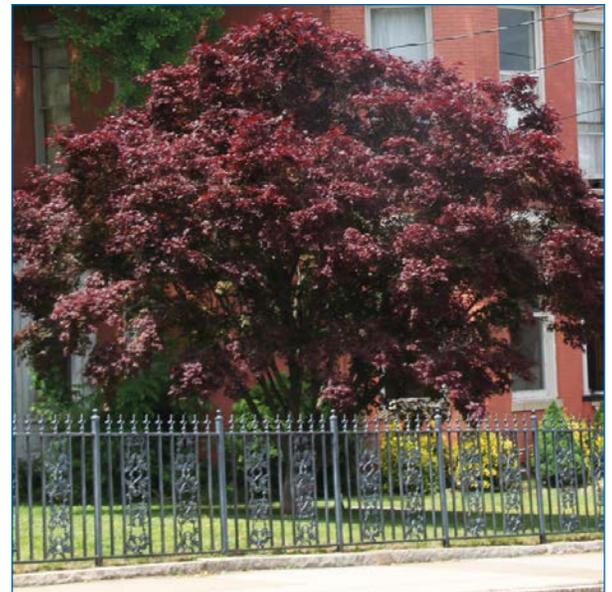
Retaining Walls and Curbs. Although not unique to Danville, the stone curbing and cornerstones used in the front yards and along the driveways of houses in the OWE are distinctive and should be retained whenever possible. The styles of this curbing are highly individual and very interesting. It would always be preferable to restore and re-set stone curbs in poor condition rather than replace them with modern materials. If possible when a home must be demolished, it would be desirable to devise a way to salvage these materials for use in other homes in the district.

Where existing historic retaining walls have failed and cannot easily be repaired, more modern materials are acceptable. Using historic materials such as brick would be preferred, but because there are some steep grades in the OWE modular concrete walls with built in accommodations for tie-backs are acceptable. For this application, tumbled or “broken face” block or other finishes that appear more like natural stone are preferred. Concrete block or poured concrete with flat surfaces is not allowed, although they are allowed if faced with brick or appropriate stone or stone-patterned concrete modular units.

Fences and Hedges. Many front yards in the OWE do not have fences or hedges, perhaps because the front yards are often quite small. Where they are fences, there is a variety, from wooden pickets to elaborate wrought iron. Some pictures of these appear on the next page. Original wooden fences are likely not to have survived, but if a fence is desired there may be historic images of the property illustrating the original style. There are also many sources available illustrating historic picket fence styles, and a variety of styles might be appropriate.

There is a wide variety of wrought iron fences in the OWE. It is preferable to restore existing fences rather than replace them, but since it may be difficult to fabricate fences to match, it is acceptable to replace damaged or missing fencing with new fencing. Wrought iron or aluminum picket fencing is acceptable.

Fencing should not exceed 30-48” in front yards, and 6’ in side and rear yards. An additional 2’ of open work may



Figures 6.5-6.9: Clockwise from top left: Wood picket fence at 975 Main Street; Wrought iron fence at 781 Main; Picket-and-Panel iron fence at 936 Main (this detail can also be seen on some porch railings in the OWE); Stone wall surrounding the Grove Street Cemetery; Elaborate wrought iron fence at 878 Main (this fence is not original to the house--it was purchased elsewhere and installed here). Most fences in the OWE are built on a stone curb base.



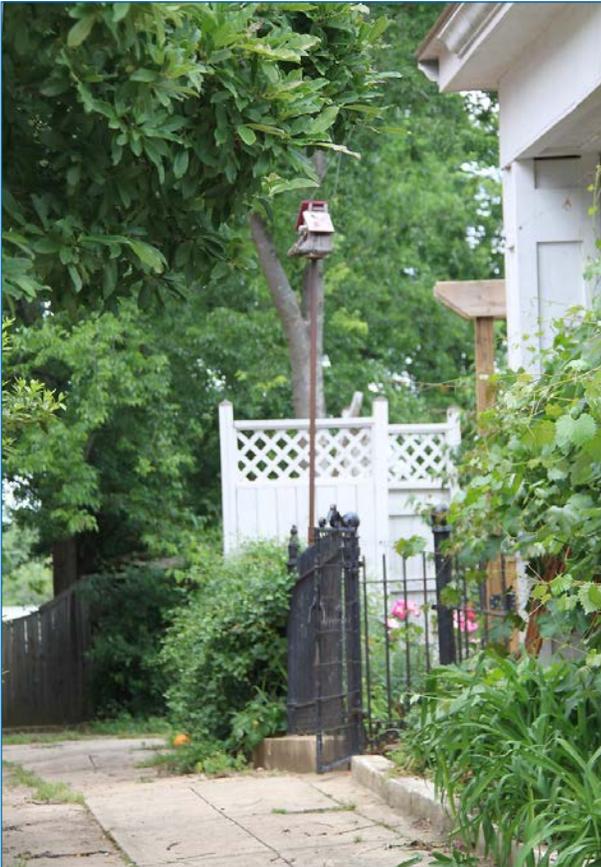


Figure 6.10: These fences along Sutherlin Alley show how taller wood fences can provide privacy where needed (in the back yard) and how shorter iron fences can welcome visitors near entries (at the side entrance off the alley).



Figure 6.11: This brick fence at 604 Holbrook is too tall. It obscures the architecture and shuts the house off from the street. If the solid lower portion of the fence were only about 8-12" high, the fence would fit the guidelines.

be added to the top of a 6' wood fence, as shown in the photo to the left. If one side has supports showing, this must face the owner building the fence. Solid fencing is not permitted in front yards, but is permitted in side yards behind the facade of the main building and in rear yards. Solid fencing may be considered in the side yards in front of the facade of the main building where a non-residential use abuts a residential use. The same height guidelines apply to hedges.

Chain link and welded wire fencing is not allowed in the front or visible side yards of any buildings in the OWE, except as a temporary measure with staff approval. PVC are also not permitted.

C. Site Guidelines for New Residential Buildings

New residential building site guidelines include both single-family and multi-family buildings. See Section 5.0 for guidelines on the buildings themselves.

- 1. Buildings oriented to the street.** The front façade of the architecture in residential areas should be oriented to the street. Where lot and block configurations allow, vehicular access from the rear is favored. Where driveways must be placed in the front, garages and/or parking areas should be set back from the front facade. If lot size permits, garages may be located next to the main structure (attached) but it is preferred that the garage entrance be oriented away from the street. Permanent parking areas are only permitted in front yards by exception and with review.
- 2. The use of porches and traditional detailing.** Front porches are an almost universal feature of residential architecture in the South. This regional tradition should be incorporated into the design of all detached homes and townhouses.
- 3. Front yards.** Homes in the OWE should include front yard setbacks that fall within the range of setbacks on houses nearby. Generally, a minimum of 20' (measured to the front porch, not the main wall of the building) for detached structures, and 15' (to the porch) for townhouses is recommended. For larger structures such as apartments, a larger landscaped setback (approximately 25' front and 20' side) is recommended.
- 4. Suburban design elements such as frequent curb cuts for driveways should be avoided.** On lots with single family detached homes and a minimum of 50' of frontage, direct access from the main road is acceptable, although orientation of the garage away from the street or set back from the main facade is recommended. In areas where smaller homes, townhouses or attached units will be constructed, frequent curb cuts are unfriendly to pedestrians and give visual and physical preference to vehicles. To address this problem in areas where townhouses or small lot



Figure 6.12: These townhomes would be completely inappropriate in the OWE. Incompatibilities include inadequate setbacks, vinyl siding on the side of the buildings, no variation in the facades, no front porches, and roof forms that do not match the district.

detached units are planned; access from alleyways behind the buildings or on side streets is preferred.

6. No privacy fences, chain link, PVC or welded wire fences in front yards will be permitted, but historic-style picket fences, low brick or stone walls, metal pickets (“wrought-iron”) or combination masonry/metal picket fences will be permitted. Small, well-kept front yards are the hallmark of an attractive, stable residential community. The combination of front porches and front yards invites neighborly interaction and creates an attractive image of the community.

- 7. Parking for larger structures shall be located in the rear (preferred) or the side of the buildings.** Apartments and condominium complexes should have parking areas located to the rear if possible, or to the side. Parking lots must be screened from the street and from adjacent residential properties with a 30-36” wall or evergreen hedge. See Figures 6.15-6.17 for photos of appropriate screening for parking. See page 3, Section 5.0 for an appropriate example of parking for a larger structure.

D. Site Guidelines for Other Building Types

New mixed use, office and institutional buildings may be added to the OWE over time. Given the existing largely residential development patterns in the OWE it is expected that single- and multi-family conversions will predominate, with only a few additional commercial, office and institutional uses.

- 1. Placement of structures in areas with historic context.** New buildings sited adjacent to historic buildings in the OWE should match the average setbacks of adjacent buildings.
- 2. Off-street parking.** Parking must meet all applicable City standards, and the following guidelines also applies within the OWE. Parking should be located to the rear of buildings, or by exception on the side. Access to parking should be from the rear or from side streets if possible. Parking must be screened from the street and sidewalks with a 30-48” evergreen hedge or masonry wall, or with a taller fence of masonry and metal pickets. Only by exception should parking be screened with solid materials taller than 48” because of the need for security and surveillance. Parking must meet all applicable City standards, and be set back a minimum of 5’ from all property lines. Parking should only be allowed in front of buildings if it already exists and when appropriately screened. New parking to the side of buildings should only be allowed by exception, and only if appropriately screened and landscaped.



Figure 6.13: Dumpster enclosures should match the materials of the building.



Figure 6.14: Well-lit pedestrian connections between commercial, office and institutional parking and the public right of way are essential for safety.

3. **Service areas.** Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. Enclosures near buildings should be constructed of materials similar to the building, and must be high enough to completely block views from the street and from the first level of adjacent buildings. Gates should be wood or solid metal. Enclosures further from buildings should be of approved masonry or wood fencing. See example at left
4. **Pedestrian access.** Parking areas for commercial businesses must have clearly marked and well-lit pedestrian access from parking to public sidewalks and building entries. See Figure 6.14.
5. **Rear entries.** Attractive rear entries to businesses are encouraged. If residential units occur in the upper floors of commercial buildings, entries adjacent to parking areas are required. In large developments, rear entries and interior or exterior passageways to the primary streets are encouraged.
6. **“Drive-Through” businesses.** Businesses that rely solely on drive-through traffic are not allowed in the OWE. Drive-through windows for all businesses (e.g. restaurants, banks and pharmacies) should be located to the rear of the buildings or to the side and screened from the street with access and egress configured to minimize disruption of pedestrian movement. All drive-through configurations should be allowed only as exceptions and must be reviewed and approved by the reviewing agencies.
7. **Adjacent residential uses.** Where commercial, office or institutional uses abut residential areas consisting primarily of detached or attached homes, an approved 6’ masonry or wooden fence should be installed to screen parking and service areas. Where the parking area to be screened is two bays or more in size, a 10’ setback with trees in addition to a fence is also required.
8. **Retaining walls.** Retaining walls should harmonize with any nearby buildings and especially with any attached architecture. In the OWE, that means many walls will be brick-faced block. Style and color of brick should complement the brick in nearby buildings. For taller retaining walls, segmental concrete retaining wall systems are acceptable. Split-face block is also acceptable. Concrete block and unfaced poured concrete is not appropriate.
9. **Approved Fencing and screening materials.**
 - Double staggered row of approved hedge material in minimum 5’ bed.
 - Landscaped beds acting as screens with approval and appropriate ongoing maintenance.
 - Masonry piers and low foundation walls with metal pickets (for parking or landscaped areas only, not storage areas)



- Metal picket fencing with or without masonry piers or foundations walls around garden and park areas.
- Approved wooden privacy fencing (for areas not abutting the public right of way).
- Materials such as “Trex” allowed for fencing with review and approval.
- Stucco if appropriate to the architecture.

10. Not Recommended:

- Chain or chain link, razor wire or barbed wire (except temporary installations at construction sites)
- Unfinished pipe railings
- Split rail, stockade, welded wire, picket or other suburban/rural or residential styles of fencing.
- Prefabricated PVC fencing
- Unfinished concrete block (whether painted or not).

E. Site Guidelines for Non-Contributing Buildings

There is a wide range of building types that fall under the “Non-Contributing” category. The uses and site plans that exist are grandfathered, but if site changes are desired, then these guidelines will apply. Which set of site guidelines apply will be dictated by the building type.



Figures 6.15-6.18: The three photos on the left illustrate different types of fencing that would be appropriate for screening parking (top), screening front yards (middle), and screening parking from adjacent uses (bottom). The photo above shows a good example of a brick retaining wall at 244 W. Main.



Figure 6.19: There are several very attractive types of sidewalk paving in the OWE. This is on Grove Street near the Grove Street Cemetery.

F. Guidelines for Public Spaces

The property owners within the OWE have an obligation to respect and preserve the valuable historic resources of the district. These resources are valuable not only to the property owners, but also to the City as a tourist attraction, as the physical embodiment of the history of Danville, and as a legacy for future generations. The City has the City-wide responsibility of administering infrastructure, sanitation, and health, safety and welfare. Within the historic districts of the City, they are also responsible for administering design guidelines through appointed commissions (the CAR) and zoning. Lastly, the City should also strive to preserve or restore the historic public realm within the district to the extent that modern transportation, utility requirements, and budget allows.

The purpose of this section is to provide an overview of some of the historic streetscapes within the OWE, and to suggest that they be preserved or restored whenever possible. Further, we suggest that when considering the placement (or replacement) of utility poles, overhead lines, and signage, thought should be given to minimizing the visual impact of these necessary but often unattractive elements.

Figure 6.20: This view looking north on Main Street from near the Main Street/West Main Street split illustrates that utilities, though necessary, can distract from the historic architecture.

Although the City is not required to come under CAR review to replacement or upgrading of utilities and signage, these guidelines suggest a closer collaboration to ensure the best outcomes for the OWE.





Figure 6.21: This historic photo of Main Street looking toward the Mt. Vernon Church shows the primary street materials were probably cobblestones, granite curbs, and brick sidewalks.



Figure 6.22: Herringbone patterned brick on Chestnut Street between Main and Grove Streets.



Figure 6.23: This sidewalk design can be seen in many locations in the OWE. This pattern or brick should be retained in future sidewalk replacements. The small grass strip should be removed to assist with maintenance (see drawing next page).

1. Sidewalks

There are a variety of historic sidewalk paving patterns and materials within the OWE. The postcard photo shown at left shows more trees, cobblestone roads, granite curbs, and brick sidewalks. These materials have been preserved in some locations in the Tobacco Warehouse District to great effect. It appears that there are portions of pavement in the OWE that have the original cobblestones under the asphalt. Although it is not possible to consider restoring the cobblestone roads, it might be possible to restore them in certain locations such as intersections along Main Street. The new streetscape on the commercial portion of Main Street in the River District utilizes cobblestone and brick as accents, so this might be done in the OWE over time as well.

There are many locations along Main and on other streets in the OWE that have remnant sections of brick paving, and others where it appears new brick has been used in the sidewalk to replicate the historic patterns. Another interesting set of sidewalks are on some of the side streets east of Main, and consist of diamond-patterned concrete combined with a smaller grid pattern on the driveways. See Figure 6.23. The concrete sidewalks with the diamond pattern are probably more recent than the brick, but they are distinctive and attractive, so they should be replaced as needed and expanded over time.

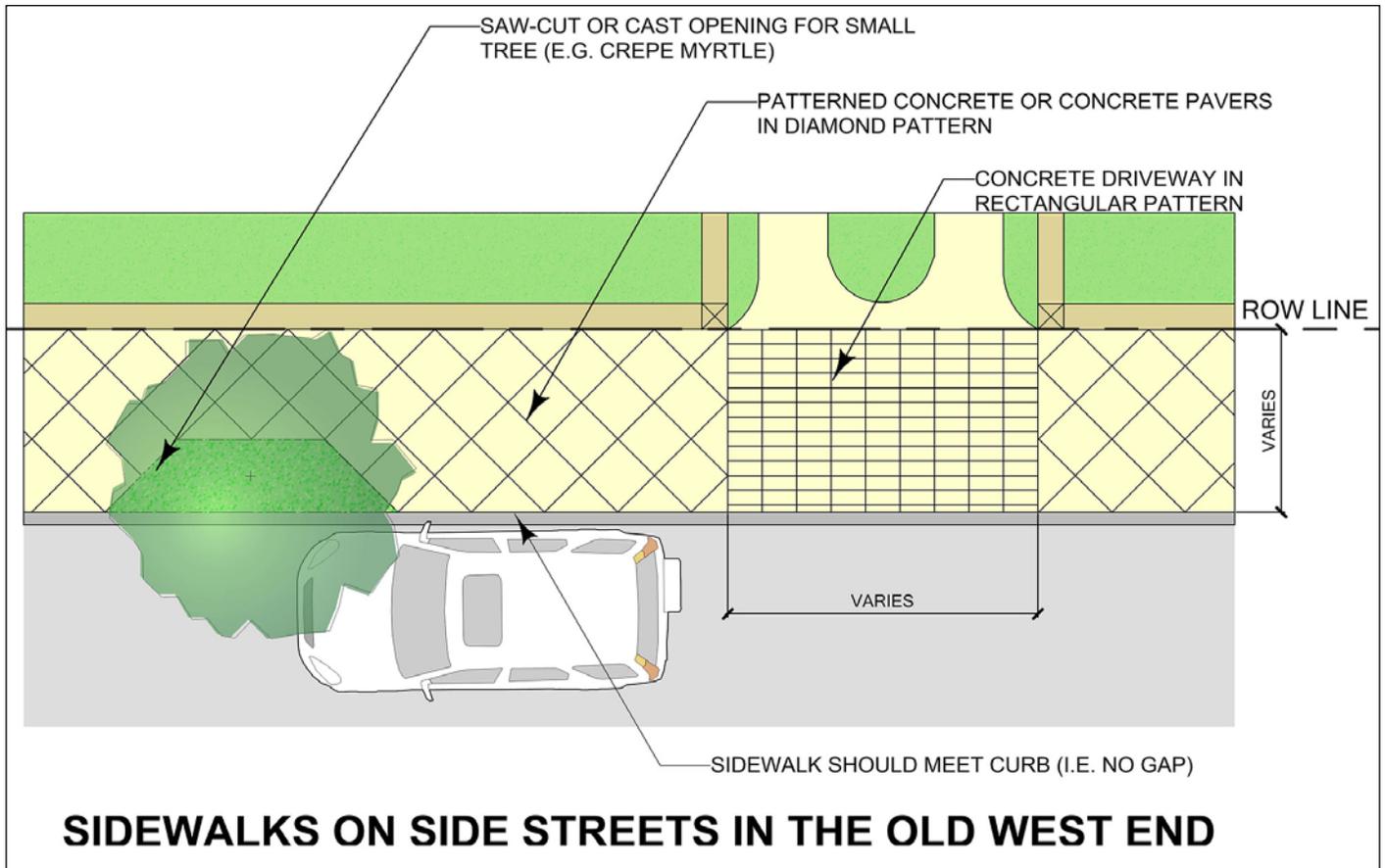
The recommendation going forward is to restore herringbone brick on Main Street sidewalks. In other locations where repairs or utility work requires removal and replacement of walks, evaluate if the existing remnant brick paving can be replaced and/or extended when repairs are made. When new sidewalks are being installed for whatever reason, an evaluation should be done to see if there is an opportunity to install historic brick or historic-patterned concrete sidewalks rather than plain concrete sidewalks.

On the following page there is a drawing of the recommended pattern for new concrete walks. At the present time most of the walks have a very narrow grass strip at the curb, and it is recommended that this be removed as maintenance is difficult.

In order for a strategy such as this to succeed, it will be necessary to take an inventory of the sidewalks within the OWE, and to develop a strategy for replacement or upgrading over time. Since repairs or demolition of a section of walk often occurs at unpredictable intervals and locations, such a plan would help with decision-making on short notice.

2. Utilities

It is unlikely that the overhead utility lines on many streets in the OWE can be relocated underground, but it might be possible to consider consolidation of lines to one side of the street or the other and relocation to the backs of properties were feasible. If



Figures 6.24-6.25: The top drawing shows recommended layout and pattern for concrete walks in the OWE. The photo above shows an existing rectangular pattern driveway in the OWE.

it were possible, burying the overhead lines along Main Street in the OWE is recommended since the houses on Main are not only some of the best architecture in Danville, but also a major gateway into the downtown.

Even if lines will stay where they are, when poles are replaced consideration should be given to relocating some poorly-placed poles so that they fall between properties rather than right in the in front of a building where they prevent or interfere with clear views to some of the buildings and appreciation of the architecture. See Figure 6.26.

The same holds true for utility cabinets. If they can be placed where they are least noticeable, that is ideal. Otherwise, there are a variety of methods for minimizing their visual impact. One very interesting “disguise” for a utility cabinet is shown in Figure 6.27, where adhesive super-graphics of the area around the cabinet were attached to the outside of the cabinet.

3. Other Environmental Concerns

The City is actively involved in working with owners to improve derelict properties throughout the City. This effort is aided by citizens who report zoning and historic district issues such as unapproved replacement of windows, problems of vacant and open properties, deteriorating properties, and problems with trash.

There are some problems that require more than one individual property owner to address. A significant problem in the OWE



Figures 6.26-6.27: The top photo shows how the view of this attractive historic house at 321 W. Main could be improved by moving the utility box and pole to the right at the property line. The utility box shown below is disguised by attaching pictures of the actual surroundings of the box.



is the kudzu that is spreading in the center of many blocks, most notably between Main and Grove Street, but also in several blocks in the OWE Rental District. This is not a problem that can be solved without the cooperation of all adjoining property owners, and because some absentee or multiple and/or rental property owners have historically been unwilling to participate willingly, the best chance of solving the problem probably rests with the City. Refer to the discussion of this problem in both the OWE Rental District study and the Grove Street study. If this issue is not addressed, it will have a negative effect on properties in the OWE.

G. Routine Maintenance (COA not required)

- Painting, mortar pointing, or other repair of existing appropriate walls or fences.
- Replacement of landscape materials in previously approved hedges and landscaping beds (e.g. replacement of plant materials that have died).
- Mulching, lawn seeding or sodding, maintenance, and placement of annuals or seasonal plantings in previously approved or grandfathered landscape areas.

H. COA Required

Entire Site Plans: A professionally prepared and measured site plan of any major site work for new construction or significant renovation to existing sites must be approved by the OWE and then by the relevant City agencies.

Partial Site Plans. City staff will determine the designation for partial site plans as either major or minor. **Major changes** might include such elements as reconfigured parking, or the addition of retaining walls, freestanding walls and/or fences. These must be approved first by the CAR and then by other agencies as appropriate. **Minor changes** might include new planting beds, minor landscaping improvements, or removal of existing trees endangering a structure. These may be approved at staff level.

Failure to obtain appropriate permission will be considered a zoning violation.

I. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA. If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.
5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)

7.0: Sign Design Guidelines

A. Purpose



Figure 7.1: The historical marker shown above is the traditional way many historic sites are interpreted.



Figure 7.2: This numbered tobacco leaf marker marks significant historic buildings in the OWE. This system of markers was conceived and implemented by district property owners. Photo by Fred Meder.

The City has a sign ordinance in place (Article 10 of the Zoning Code). These guidelines are meant to supplement and modify those regulations as they relate specifically to the OWE. While the sign-related portion of the zoning code encompasses a wide variety of circumstances, the conditions in the OWE require a narrower set of rules to ensure that signs do not detract from the historic district, while still providing necessary information to visitors and residents. Where questions arise, the CAR 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.

While each of the categories of signs discussed in the Zoning Code may be needed in the OWE in some form, it is essential to remember that the OWE is primarily residential in character, so signs need to be more subdued in materials, colors, and size than one would expect to see along a commercial strip or even in an historic downtown.

The purpose of this section 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.

B. Sign Types

Most signs are associated with businesses, especially retail and restaurant businesses that need to project an identity and to assist people in finding them. An illustration showing typical locations for commercial signage is on the next page. Signs associated with residential uses are seldom needed. This section will address signs that are used on residential properties that have been converted to an office, retail, or institutional use, and also to existing and new buildings of this type.

Wayfinding signs are usually prepared as an overall plan for a city, so any impact these would have on the OWE would be beyond the scope of these guidelines, except that OWE residents could certainly request or suggest appropriate places for wayfinding signs within the district. For more general information on wayfinding signs, refer to Section 7 of the River District Design Guidelines.



Figure 7.3: These illustrations show where commercial/retail sign elements are traditionally placed on buildings. Top, left to right: Signboard; Projecting; Window. Second row, left to right: Awning; Large Vertical Projecting; Directory.

Gateway signs may or may not be part of a wayfinding system, or may be more closely aligned with the historic significance of the district. Historic markers are an entirely different category, and range from the placards signs such as in Figure 7.1 on the previous page, to more innovative systems such as the one prepared by residents in the district to mark historic properties. See Figure 7.2.

Other types of signs include freestanding signs, temporary (event) or permanent (sign) banners, sandwich boards, temporary window or free-standing signs (e.g signs advertising sales) and mural signs (painted directly on buildings).

The most likely business signs to occur in the OWE are small freestanding signs in front of converted residential structures. A range of other signs might be appropriate for commercial, non-contributing, and potential new signs.



Figure 7.4: The freestanding sign shown here at bottom right is a little smaller than would be permitted, but the style and design are excellent examples of an appropriate sign for the OWE.

1. 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. **Existing Historic Signs** of any type: Existing signs should be preserved and/or restored whenever possible, even if these signs do not conform to the existing guidelines and/or ordinances.
- c. **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 if the space in front of the building allows it without obscuring the architecture or dominating the space. Since this type of sign will probably be the most common in the district, care should



Figure 7.5: This freestanding sign feels too big for the building it serves. A background for the individual signs closer to the color of the frame and more consistent lettering would probably fit better in the OWE.



- be taken in evaluating the size, colors, and materials to ensure they complement the building. Additional square feet are allowed for sign supports. Examples might be for residential conversion to a Bed & Breakfast, permitted home-based professional services, and so on. Freestanding signs greater than 12 square feet (not including supports) are only allowed where buildings are set back further than the norm from the right of way, but in general are not encouraged within the OWE. 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 CAR.
- 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). 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 (although this is discouraged).
 - 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. Example at lower left shows a pin-mounted building sign (letters attached directly to building), and Figure 7.10 shows a pin-mounted sign.
 - 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. See Figure 7.7 on the next page.
 - 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. See Figure 7.8 on the next page.
 - 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

Figure 7.6 (left): The pin-mounted letters on the buildings (that match the period and style of the building) and the freestanding sign on the corner are both appropriate in size, materials and colors.



Figure 7.7: This is an example of a projecting sign placed between the first and second floor of a commercial building.



Figure 7.8: These are hanging signs, which work better than projecting signs where there are awnings and canopies.

- 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 10% of the total area of a display window, and 10% of a door or double hung window.
 - k. **Murals and Mural Signs:** Large murals such as can be seen downtown are not likely to be in the OWE, but painted signs might be appropriate. 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.
 - l. **Directory Signs:** The rules for directory signs are 8 square feet for most commercial buildings. Larger buildings may be allowed up to 16 square feet by review and approval of the CAR.
 - m. **"Sandwich Board" Signs:** A-frame or sandwich board signs are allowed in front of stores or restaurants, but materials and construction for the sign itself must be approved in advance. Once approved, the message on the sign can change as needed. 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.
 - n. **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 CAR and can be subsequently changed without the need for further approval.

2. 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 OWE, 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



Figure 7.9: This is a good example of a sandwich board sign. Plastic sandwich board signs are not allowed.



Figure 7.10: This is an example of halo-lit pin letters. They are more readily seen at night without creating glare.

or metal is preferred over these.

- **Colors** for signs should generally be limited to three and should harmonize with or compliment the colors of the building.
- **Illumination** for signs should be from shielded incandescent or LED lights. Halo-lit pin letters are allowed (see Figure 7.10 at left). Ground-mounted spotlights are allowed for illuminating monument or freestanding signs.
- **Neon Signs** was an historic sign material, so 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.
- **Fabric awnings and sign banners** are allowed, as are canvas and other fabrics that have been treated with waterproofing material.
- **Fabric banners for light poles** are allowed. At the present time there are probably not a sufficient number of street lights to create an attractive display of banners, but this may change over time. See Section 7 of the River District Design Guidelines for more on this.
- **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.
- **Metal signs** and plaques should be constructed of brushed bronze, antique bronze, aluminum, stainless steel or painted cast iron.

3. Not Recommended:

- Plastic sign components (e.g. backlit sign panels, plastic letters, or prefabricated plastic sandwich boards).
- Backlit awnings.
- Plywood as a material for signs.
- Backlit plastic panel signs.
- Digital signs.
- No sign or parts of signs may flash or move.
- Highly reflective metallic signs are not recommended in order to avoid driver distraction.

C. Existing Signs

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

D. Routine Maintenance

(COA not required)

- Repainting or repair of previously approved or grandfathered 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.

E. 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.

Sign permits and possibly electrical permits are necessary for any new sign installation or message change. A COA for temporary installation may be issued Administratively.

F. Procedure for Obtaining a COA

The following is a list of procedures needed to obtain a Certificate of Appropriateness from the Commission for Architectural Review.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some minor approvals can also be made at staff level.
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property or business owners affected may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the guidelines but the Commission deems that the project will not have an adverse effect on the structure or the District then a COA may be issued. If the Commission deems that the project will have an adverse effect on the structure or the District, then the Commission may fail to issue a COA.

If a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.

5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. VDHR for tax credits, or the City Planning Board for new development, and Inspections for permits and approvals).
6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Article 3R, Section C, Item 11 of the Code of the City of Danville, VA, 1986, as amended. Contact the staff person in Community Development for the procedure to file an appeal.

[Return to Table of Contents](#)