

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

February 20, 2014

Members Present

Courtney Nicholas  
George Davis  
Sheri Chaney  
John Ranson  
Peyton Keesee

Members Absent

R.J. Lackey  
Justin Ferrell

Staff

Ken Gillie  
Renee Burton  
Scott Holtry  
Clarke Whitfield  
Christy Taylor

Chairman Davis called the meeting to order at 4:00 p.m.

**ITEMS FOR PUBLIC HEARING**

1. *A request for a Certificate of Appropriateness to install a 150" x 20" wall sign (block lettering "Danville Public Schools Innovative Learning Community") on the building face of 341 Main Street.*

Open the Public Hearing.

Present on behalf of the request Ms. Melany Stowe, Director of Communications for Community Outreach with Danville Public Schools. I do apologize that I am here showing a bad example to the YMCA as to how not to do this. We do want to follow the protocol. I am fully aware of the guidelines that are on the website. I appreciate Mrs. Burton bringing that to my attention in January. I wish she and I had met in December. We have a sign installed; however, we are fully prepared to do whatever is necessary and I am being very sincere. We want to be good neighbors in the River District. We enjoy our location and we understand that there are guidelines to follow. If you have particular questions with regards to the sign, I would certainly be willing to discuss that.

Close the Public Hearing.

**Mr. Ranson made a motion to approve the request. Mr. Keesee seconded the motion. The motion was approved by a 4-0 vote.**

2. *A request for a Certificate of Appropriateness to install a 12' x 14' wall sign (YMCA) on the structure at 115 Riverside Drive. The proposed sign will be on the south facing wall (towards downtown).*

Mrs. Nicholas arrived at 4:05 p.m.

Open the Public Hearing.

Present on behalf of the request was Mr. Brad Dula with Signage Industries. Let me start by saying that we also want to meet any requirements for the River District. When we started, the YMCA was in a rebranding process. They have pretty strict guidelines with the corporate YMCA of America on how their signage should be done. We started with that and was not aware if we were meeting the City of Danville's specifications, but we understand that we were not. We had originally proposed a sign, option A. We want to withdraw that because in that example the letters would be face lit which means the light would flow out from the letter. After reading through the district guidelines, we understand that the preferred method would be that no direct light would flow from the sign and that it would be indirect light around each element. Option B, which I think you have a copy of, the letter would all be solid metal and the only illumination would be a halo illumination around each portion. No light would flow out directly towards the river. It would all flow back towards this panel. This panel structure is part of the YMCA corporate branding because their goal would be to maintain a certain amount of clear space around the logo and to also allow the logo to stand out against any surface. Obviously if this is against a red brick wall the colors would not be very visible. We did modify our drawing so all the lighting would be indirect and be haloed. I think that was mentioned as part of the River District Guidelines. We hope that you will find that to be a fair compromise. If not, we will certainly be open to do whatever we need to do to be in compliance.

Close the Public Hearing.

Mrs. Nicholas stated I have a conflict. My husband is on the Board of the Y.

Mr. Whitfield stated if you will abstain from it I will prepare the appropriate paperwork.

**Mr. Keesee made a motion to approve the request for the modified (B) sign. Mrs. Chaney seconded the motion. The motion was approved by a 4-0-1 vote (Mrs. Nicholas abstained).**

- 3. A request for a Certificate of Appropriateness to install a 3' x 4' wall sign on the north side of the structure at 539 Main Street. The proposed sign will be in the alley and is a historic interpretation of activities that once took place in the alley and the neighboring structures.*

Open the Public Hearing.

No one was present on behalf of the request.

Close the Public Hearing.

**Mrs. Chaney made a motion to approve the request. Mrs. Nicholas seconded the motion. The motion was approved by a 5-0 vote.**

## **APPROVAL OF MINUTES**

**The January 9, 2014 minutes were approved by a unanimous vote.**

## **OTHER BUSINESS**

There was discussion about selecting member terms at the next meeting.

There was discussion about the types of requests that should be submitted to the Commission for approval and giving people the opportunity to oppose requests.

There was discussion about possibly placing items on a consent agenda. Mr. Whitfield recommended continuing voting on items and the Commission agreed.

Mr. Gillie stated we had an inquiry from the Autism Association to do some painting on the storefronts on Main Street for Autism Awareness month. They have a 5K coming up. The guidelines state that you can paint 10% of a store window but that is really for a commercial message. I don't know if this would really be art work. Our rules are 10% of the storefront and 2 weeks. They would like to go a little longer. Would you have a problem if they painted the storefronts longer than 2 weeks?

Mrs. Chaney asked so you are saying that the City only allows it for 2 weeks at a time?

Mr. Gillie responded yes, but that is for commercial signage. It is questioned under the guidelines whether this is commercial or not commercial.

Mrs. Chaney asked it is advertising for the run, is it not?

Mr. Gillie responded no, it is Autism Awareness month. It is a whole month for Autism support.

Mr. Keesee stated it is coming down though.

Mr. Gillie stated it will come down. They would like to have it for about a month.

Mr. Keesee stated I see no problem with that.

Mrs. Nicholas asked is it going to be restricted that it has to be down by May 1<sup>st</sup>?

Mr. Gillie responded I can tell them whatever. At this point I told them I would look into it further and get back with them.

Mrs. Nicholas stated I have no problem with it other than just wanting to say to them "this can't stay here indefinitely." Someone has to eventually clean it up.

Mr. Ranson asked does that mean anybody can?

Mr. Whitfield stated then you get into the situation of United Way, etc.

Mr. Davis stated you are going to open up a sticky wicket.

Mrs. Chaney stated Breast Cancer or whatever else.

Mr. Gillie stated maybe so, but that is a different month. Do I stick with the 2 weeks? I am looking for guidance from you guys.

Mr. Keesee stated if you did what she said and on this date it is coming down.

Mrs. Nicholas stated they've got 2 weeks regardless. It is going to happen it is just how long they are going to allow it to happen.

Mr. Davis stated the fall out is really going to come with the store owners. They are the ones that are going to open Pandora 's Box. You are going to have a different sign up every month.

Mr. Whitfield asked Ken, is something you and I can talk about and bring back on the 13<sup>th</sup>?

Mr. Gillie responded yes we can. I was just trying to get a feel for it.

Mr. Davis stated I think most of the group really has no problem with it.

Mr. Ranson stated that particular group, but that is the problem.

Mrs. Chaney stated right, if you open it for one you are going to have to open it for all.

Mrs. Nicholas asked does City Council make a proclamation that this is Autism Awareness month?

Mr. Whitfield stated I don't remember them doing that.

Mr. Gillie stated if they ask for it, they do.

Mrs. Nicholas stated that would be a way to simply limit it to only groups that get proclaimed by City Council or causes that get proclaimed by City Council, so the Spagettitarians don't put the flying spaghetti monster all over.

Mr. Davis stated that is a good idea.

Mr. Gillie stated I have never heard of that one. I am going to have to do some research.

Mrs. Nicholas stated it is a protest religion.

With no further business the meeting adjourned at 4:25 p.m.

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Approved By: