



## City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

# ***River District Design Commission***

SEPTEMBER 9, 2021

4:00 P.M.

FOURTH FLOOR CONFERENCE ROOM

## AGENDA

I. WELCOME AND CALL TO ORDER

II. ROLL CALL

III. OLD BUSINESS

1. Certificate of Appropriateness Request PLRDD2021-282 by Mark Lavinder on behalf of River City Tans at 410 Lynn Street to include window graphics.

IV. NEW BUSINESS

2. Certificate of Appropriateness Request PLRDD2021-318 by Piedmont Credit Collections at 204 Boatwright Avenue (Parcel # 20113) to remove mansard roof shake shingles and replace with asphalt architectural shingles.
3. Certificate of Appropriateness Request PLRDD2021-319 by Aeolian Products at 209 Main Street to replace the awning.

V. APPROVAL OF MINUTES FROM AUGUST 12, 2021

VI. ADJOURNMENT



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# ***River District Design Commission***

## STAFF REPORT

DATE: September 2, 2021  
TO: River District Design Commission  
FROM: Doug Plachcinski, Planning Division Director  
**RE:** CERTIFICATE OF APPROPRIATENESS APPLICATION – 410-412 LYNN

Certificate of Appropriateness Update Request PLRDD2021-282 at 410-412 Lynn Street for façade improvements and signage, door decals.

### DESIGN GUIDELINES EXCERPTS:

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

### STAFF RECOMMENDATION:

The Planning Division recommends the River District Design Commission approve the revised Certificate of Appropriateness Request PLRDD2021-282 at 410-412 Lynn Street for door decals.



LGA Lavinder  
Group &  
Associates

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INSURANCE AGENCY

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[www.lavindergroup.com](http://www.lavindergroup.com)

434.792.4244

Monday-Friday 9am-5pm

Or By Appointment

Decal Size: 18x14"

river city tans   
tanning + wellness

434.888.8888

[www.rivercitytans.com](http://www.rivercitytans.com)

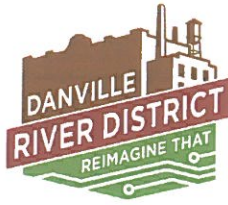
  @rivercitytans

Monday-Friday 9am-8pm

Saturday 10am-5pm

Sunday 10am-4pm

Decal Size: 19x16.8"



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## River District Design Commission

### CERTIFICATE OF APPROPRIATENESS APPLICATION

The Danville City Council appoints the River District Design Commission (RDDC) to administer the River District Design Guidelines. The RDDC reviews building and site alterations within the District and issues a Certificate of Appropriateness (COA) if the alterations meet Design Guideline standards. Work on buildings and sites within the River District cannot begin until the RDDC issues a COA and the applicant receives all other required permits and approvals. Please reference Design Guidelines Section 1.3 for Commission information and Section 1.7 for COA procedures.

### APPLICANT PROVIDED INFORMATION

1. Please completely answer all application questions.
2. The property owner(s) or an authorized representative must sign the application.
3. A complete application along with drawings, photos, plans or sketches of your proposed improvements, including dimensions, is important for the RDDC to quickly and accurately act on your application. Please attach all additional materials.

Property Location (address/ID#): 204 Boatwright Ave.

Applicant: Piedmont Credit Collections

Applicant's Address: 204 Boatwright Ave.

Applicant's Phone Number: 434-792-4022

Applicant's E-mail: brian.k.finney@gmail.com or john@danielbuildersllc.com

Proposed Improvement: ☒ Alteration ☐ Addition ☐ Rehabilitation ☐ New Construction ☐ Sign

Improvement Description: Remove wood shake shingles from front Mansard roof area and install architectural shingles

Have you read and understand Danville's River District Design Guidelines?: ☒ Yes ☐ No

Are you aware of the federal and state tax credits for potential reimbursement or credit of substantial rehabilitation project expenses? ☒ Yes ☐ No

Would you like more information about these programs? ☐ Yes ☒ No

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

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

## PLANNING DIVISION PROVIDED INFORMATION

Application #: \_\_\_\_\_ RDDC Meeting Date: \_\_\_\_\_  
Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_  
Parcel ID: \_\_\_\_\_ Zoning District: \_\_\_\_\_  
Additional Information: \_\_\_\_\_

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All buildings, structures, or improvements visible from a public right-of-way and in the River District must not be located, constructed, reconstructed, altered, or repaired without a Certificate of Appropriateness. The RDDC meets on the second Thursday of each month at 4:00 PM in the Municipal Building's fourth floor City Council Conference Room. Submit questions or applications to the Planning Division, Municipal Building, 427 Patton Street, Room 207, Danville, VA 24541, call us at (434)-799-5260 or e-mail us at [plachhd@danvilleva.gov](mailto:plachhd@danvilleva.gov).

## ZONING ORDINANCE RDDC APPLICATION STANDARDS

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

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



PIEDMONT CREDIT &  
COLLECTION SERVICES

R  
M  
A

204

Parking for Retail Merchants,  
Associates, Piedmont Credit &  
Collection Services Customers and  
Employees ONLY.  
Others will be removed at  
owner's expense.

Existing



Proposed

Proposed Shingle Color  
Certainteed - Weathered Wood





## City of Danville

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# River District Design Commission

## CERTIFICATE OF APPROPRIATENESS APPLICATION

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

### **INFORMATION TO BE PROVIDED BY APPLICANT**

*Important-Please read before completing application*

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

Property Location: 209 Main St.

Name of Applicant: Keith Silverman / Acclaim Products & Services

Applicant's Address: P.O. Box 3552, Danville, VA 24543

Applicant's Phone Number: (434) 250-4655 Email Address: acclaim208@comcast.net

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

Replace awning with awning of same pattern but of one continuous piece

Type of material(s) to be used: fire resistant awning-pole  
supports

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

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

Would you like more information about these programs? no

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

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

  
Signature of Applicant

**INFORMATION TO BE PROVIDED BY PLANNING DIVISION**

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

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

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

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

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

GENERAL NOTES:

**VIRGINIA MAIN STREET:** This community is a designated Virginia Main Street Community and as such these drawings are provided at no charge to the property owner. The Virginia Main Street program is sponsored through the Virginia Department of Housing and Community Development. Design recommendations must follow the Secretary of the Interior's Standards for Rehabilitation when the project is a designated historic building.

**SCHEMATIC DESIGN:** This drawing is conceptual and is not a working drawing for construction. The notes are intended as guidelines for rehabilitation. Any changes to the conceptual design should be reviewed and approved by the Main Street Designer and the local Program Manager. Some aspects of the design may require further drawings prior to construction. Field check any dimensions shown on this drawing. It is the responsibility of the owner and contractor to acquire additional technical or professional assistance as needed before or during construction

**MATERIALS & MAINTENANCE CHECKLIST:**  
See Materials & Maintenance Checklist when individual keynote is marked by asterisks ( \*\*\*) for rehabilitation methods. Any and all questions regarding rehabilitation methods should be addressed to the Virginia Main Street Designer.

**ADA GUIDELINES:** It is the owner's responsibility to ensure that the entire building meets the ADA Guidelines. Efforts are made in these drawings to meet the Guidelines when applicable.

**SIGNS:** Verify compliance of sign size, mounting, and location with municipality's sign ordinance prior to manufacturer and/or purchase. All efforts were made to comply with all information provided by owner and owner representative at the time of this drawing.

**PAINT AND AWNINGS:** If new paint colors and awnings are shown for this building, they will be specified on an attached or separate Colors and Materials Chart. Paint colors can be matched to paint brand of the owner's choice as long as the color is the same and a high quality paint is chosen. If an exact color match is not possible, please contact the Virginia Main Street Designer for assistance in choosing new colors. See the back of the Colors and Materials Chart for paint specifications.

**LEAD PAINT & HAZARDOUS MATERIALS:** The Owner & Contractor are responsible for total compliance of the Virginia Occupational and Health Administration regulations regarding protection for workers from and removal of lead paint, asbestos and all other hazardous materials.

**STATE AND FEDERAL HISTORIC TAX CREDIT PROJECTS:** If a project to be submitted for rehabilitation tax credits, it is the owners responsibility to submit all required forms and secure any and all approval from state and federal agencies for proposed work prior to beginning any construction. Contact the Virginia Department of Historic Resources (VDHR) for more information.



EXISTING FACADE PHOTO  
WITH MODIFICATIONS

Dimensions provided by other. Verify all dimensions in field.

KEYNOTES:

1. Paint over sign band to match panels below storefront windows. Actual existing color unknown at time of drawing. Acquire paint chips and compare in-person for accurate match, or consider repainting this area at same time
2. Replace awning fabric to match existing. See "Awning Notes for Code Compliance;" OR  
Remove awnings and replace with new frame and fabric. New frame to match profile of existing but extend across both storefronts. See "Awning Notes for Code Compliance;.

AWNING NOTES FOR CODE COMPLIANCE:

Your awning replacement will depend upon your local building code official's interpretation of the current Virginia Construction Code for New Construction and the current Virginia Existing Building Code.

Referencing the Virginia Construction Code, Section 3105:  
If you remove both awnings and replace with one large awning, your building code official may require you to use code-compliant fire retardant awning fabric as per Virginia Construction Code for New Buildings. The existing awning fabric is Sunbrella 4939 Brass/Black Cherry Classic (see Color & Materials Chart) which is not available as a fire retardant fabric. You may be required to select from the limited fire retardant fabric selection, which are typically is solid or textured colors.

Referencing the Virginia Existing Building Code, Section 501:  
If you retain the existing frames and only replace the fabric, you may be able to use the non-fire retardant fabric, Sunbrella 4939 Brass/Black Cherry Classic. Fabric is discontinued at Sunbrella, but fabric may be available to your awning manufacturer/installer. See Color & Materials Chart.

COLOR & MATERIALS CHART

Acquire paint chip or material sample for more accurate color or material representation.

PAINT:  
Benjamin Moore paint or equivalent

PI: Match existing Maroon below storefront windows



AWNING FABRIC:

A1: Sunbrella 4939 Brass/Black Cherry Classic



A2: Firesist 82006 Sand or similar by other manufacturer



A3: Firesist 82012 Toasty Beige or similar by other manufacturer



FRAZIER ASSOCIATES

ARCHITECTURE • COMMUNITY DESIGN • WAYFINDING  
213 NORTH AUGUSTA STREET, STAUNTON, VA 24401  
PHONE 540.886.6230 ■ www.frazierassociates.com



209 Main Street  
Danville, Virginia

07/27/2021  
86002.AA.13

A.1  
SHEET 1 OF 1

**SCHEMATIC DESIGN ONLY**  
**NOT FOR CONSTRUCTION**

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

AUGUST 12, 2021

Members Present

George Davis  
Adam Jones  
Peyton Keesee  
John Ranson  
Andrew Hessler  
Courtney Nicholas

Members Absent

Peyton Keesee  
R. J. Lackey

Staff

Lisa Jones  
Doug Plachcinski  
Ryan Dodson

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

**ITEMS FOR PUBLIC HEARING**

1. *Certificate of Appropriateness Request PLRDD2021-281 by William Fuller on behalf of 410 Patton LLC to build a parking lot.*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Mark Johnson with LED Professionals, who stated I am here to represent Mr. Bill Fuller on this parking lot project. I know you probably have all seen it or rode by it and it is a mess out there now. From what I understand a building was demolished there years ago and this is what he is left with and he desperately needs parking for his building which adjoins the alley there on the west. We met with Doug and his group and Brian Dunevant and discussed; this is probably I don't know the fifth or six lay-out that we ended up with. The latest change was we shifted the location for the handicap space which is required for the parking lot. We intend to utilize the private joint alley for people to enter and exit those four spaces. As you can see, we are using the new city's parking requirements the twenty-four spaces and we are tight as we can be there. According to Brian Dunevant he is okay with everything that he sees, and I think Doug is okay with our final rendition. The lot is going to require some work and we are trying to stay off the building in the rear because it is not in the best shape if you look at it structurally. We don't do anything to damage or potentially damage that building or footings. We squeezed out some planting areas to try to get as close as compliance that we could with this parking lot. I think that between the efforts of Doug with his group and us we kind of worked up a reasonable solution for that lot. I do have photos of it if you guys want to look at the existing lot you probably have seen up close in person.

Mr. Hessler stated you can almost look outside the window right now.

Mr. Johnson stated exactly. I don't think anyone here wants the lot to remain in the condition that it is in now. It is not feasible to try to build anything in there and everybody here knows that parking is rare on Patton. Mr. Fuller only has one space in front of his building, and it is right on the street.

Mr. Ranson stated is that a dumpster over on the right-hand corner?

Mr. Johnson stated yes, and that is temporary. Jeff Bond is doing some doing some work behind it and they are using that for structuring. It is not intended to be for our use it is temporary construction dumpster.

Mr. Ranson is this picture looking north?

Mr. Johnson stated this is straight across the street looking straight on into the lot if standing on Patton.

Mr. Hessler stated so you are saying that Jeff Bonds building with the new apartment upstairs that the foundation is not stable?

Mr. Johnson stated it is from an exterior visual and I don't want to attempt to put anything if it causes any damage that is not already there. Mr. Fuller is present today if you have any questions for him.

Ms. Nicholas stated right here where there is this kind of white pediment going up. Where would that be on this drawing?

Mr. Johnson stated it is between one and the handicapped from the wall and it will be taken out.

Ms. Nicholas stated that makes sense. I'm just making sure what I visualize here is what I am recognizing here.

Mr. Johnson stated everything is only to have to go behind that concrete and the footings foundation and we will have to build it from scratch.

Ms. Nicholas stated okay.

Mr. Plachcinski stated the city will be reworking all the crosswalks from there.

Ms. Nicholas stated okay.

Mr. Johnson stated that is what I was going to mention that Brian had indicated he was going to shift the current crosswalk in configurations so this wouldn't have any in effect on that.

Ms. Nicholas stated so you will be able to access spaces four, five, six and seven and you would be able to come in from the joint alley?

Mr. Johnson stated yes.

Ms. Nicholas stated and directly into those spaces that way?

Mr. Johnson stated yes. It is my understanding that those spaces are solely intended for his tenants.

Ms. Nicholas stated for my curiosity or trying to understand. I see space one, two, three, four, five, four and six. What is the extra for?

Mr. Johnson stated the four would show four spaces back there and I know it is a little confusing, but we should have taken that off.

Ms. Nicholas stated okay.

Mr. Johnson has far as storm water goes, we intend to have a turf along space one or seven and there is an inlet back there in the alley and there is one there now, that we intend to let the storm water enter in that existing inlet. Brian with Engineering came up with a good solution on that. There is also a bunch of roof drains dumping back there behind Jeff's building just from his and the joining buildings and we need to leave space there to get the water out.

Mr. Hessler stated is it going to run off in the end of the alley and out into the street or under?

Mr. Johnson stated the intend for all of this to flow back into the inlet as it does now. We don't intend to run anything into the back street at all.

Ms. Nicholas stated the proposed shrubbery next to the handicapped space and on the other side to plant your boxes. Is that your tactic to kind of create the screening that is required per the guidelines?

Mr. Johnson stated yes that space is all we got available to us so we just tried to max out whatever we could get in there and just to have some landscaping.

Mr. Davis stated any other questions about planters or access to the parking lot or whether they are going to paint murals on the walls or anything like that?

Mr. Johnson stated no sir, no signs by the way.

Ms. Nicholas stated space one, two, and three you directly come in from Patton Street.

Mr. Johnson stated right.

Ms. Nicholas stated at the end there will be concrete wheel stops?

Mr. Johnson stated yes and wheel stoppers on all the parking spaces and to the right as well.

Mr. Davis closed the Public Hearing.

**Ms. Nichols made a motion that a request for PLRDD 2021-281 by William Fuller on behalf of 410 Patton LLC to build a parking lot does not meet the guidelines as presented. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.**

**Ms. Nichols made a motion that a Certificate of Appropriateness still be granted for PLRDD 2021-281 by William Fuller on behalf 410 Patton LLC to build a parking lot as specified within this submission as it does not adversely impact the district. Mr. Hessler seconded the motion. The motion was approved by a 5-0 vote.**

*2. Certificate of Appropriateness Request PLRDD2021-282 by Mark Lavinder on behalf of River City Tans at 410 Lynn Street for a wall sign.*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Mark Lavinder on behalf of River City Tans, who stated I am just here for approval of the wall sign. They are fifteen-inch letters, and they are the same size as the letters we put on the office right next to it. The only difference is these are in lower case letters.

Mr. Ranson stated are those lights above it and were they already there?

Mr. Lavinder stated yes sir and the letters are just black matte finished acrylic letters.

Ms. Nicholas stated so they will be pinned mounted signs?

Mr. Hessler stated will they be flush or raised off?

Mr. Lavinder stated they are raised up a little bit, but they are flush on the wall and they are not floating. They are the same size and color as the sign right next to it.

Ms. Nicholas stated just a different font?

Mr. Lavinder stated yes.

Mr. Jones stated Mark it looks good, and it is good to see another business open down there. I had a chance to walk through the other day and that whole block really looks good. I am curious why did you go with lower case letters?

Ms. Cathy Lavinder stated because I wanted them, and it would be something different.

Mr. Jones stated that is awesome.

Mr. Davis stated Doug what about the area does it still have to be within that 8 by 32 framework?

Mr. Plachcinski stated yes, and this will not exceed the 32 square foot size.

Mr. Davis stated it looks good to me.

Mr. Davis closed the Public Hearing.

**Ms. Nicholas made a motion that a Certificate of Appropriateness be granted for PLRDD 2021-282 by Mark Lavinder at 410 Lynn Street for a wall sign with the condition that it does not exceed the 32 square foot size maximum. Mr. Jones seconded the motion. The motion was approved by a 5-0 vote.**

#### **APPROVAL OF MINUTES**

**The July 12, 2021 minutes were approved by a unanimous vote.**

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

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Approved By: