



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

River District Design Commission

MAY 16, 2022

4:00 P.M.

FOURTH FLOOR CONFERENCE ROOM

AGENDA

- I. WELCOME AND CALL TO ORDER
- II. ROLL CALL
- III. OLD BUSINESS
- IV. NEW BUSINESS
 - 1. Certificate of Appropriateness request PZ22-105 at 326 B Main Street for a wall sign.
- V. APPROVAL OF APRIL 14, 2022 MINUTES
- VI. ADJOURNMENT



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River District Design Commission

STAFF REPORT

DATE: May 13, 2022
TO: River District Design Commission
FROM: Doug Plachcinski, AICP, CFM Planning Division Director
RE: CERTIFICATE OF APPROPRIATENESS APPLICATION – 326 B MAIN ST

Certificate of Appropriateness request PZ22-105 at 326 Main Street Suite B for a wall sign.

DESIGN GUIDELINES EXCERPTS:

The Commission should review Chapter 7.0 Guidelines for Signs in the River District. The applicant proposes a matte finish wall sign.

STAFF RECOMMENDATION:

The Planning Division recommends the River District Design Commission approve Certificate of Appropriateness request PZ22-105, not to exceed 32 square feet.



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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#): 326 Main Street #102

Applicant: Susan Moss / Landon Moss

Applicant's Address: 48 Old Farm Rd

Applicant's Phone Number: 336-978-2669 / 336-978-2955

Applicant's E-mail: landon@headupeyesforward.com

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

Improvement Description:

New sign for retail store - formerly Head Up Eyes Forward. We are rebranding DBA Moss Mountain Outfitters

New sign for retail store - formerly Head Up Eyes Forward. We are rebranding DBA Moss Mountain Outfitters

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: _____

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.

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.

Moss Mountain Outfitters

100 MAIN STREET UNIT 100

MIDDLE BRIDGE
FORWARD
434-483-2894

MONDAY - FRIDAY
9:00am - 5:00pm
SATURDAY
9:00am - 4:00pm
CLOSED SUNDAY
434.791.4797

SEES · JEWELRY · POTTERY

COLLECTOR'S · JEWELRY · POTTERY



Estimate

DATE	ESTIMATE #
4/15/2022	34400

NAME / ADDRESS
Heads Up Eyes Forward 543 Main Street Danville VA 24541

NOTES	REP
WE	SR

CITY

DESCRIPTION	QTY	COST	TOTAL
LETTERS FOR 326 MAIN ST " MOSS MOUNTAIN OUTFITTERS" 15 INCH FLAT CUT AND PAINTED MATTE FINISH ACRYLIC LETTERS 3/8" THICK	1	1,149.97	1,149.97T
BACKGROUND OF BLACK MATTE FINISH ACM ALUMINUM COMPOSITE MATERIAL	1	750.00	750.00T
INSTALLATION	1	600.00	600.00
SIGN PERMIT AT COST	1	53.04	53.04
STAFF TIME FOR SIGN PERMIT AND LANDLORD APPROVAL WHERE REQUIRED		75.00	75.00
5.3% SALES TAX		5.30%	100.70

TOTAL	\$2,728.71
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SIGNATURE

ESTIMATE IS GOOD FOR 30 DAYS

A 50% DEPOSIT IS REQUIRED TO START THIS PROJECT BALANCE DUE UPON COMPLETION

Electronic Message Centers require 50% deposit of the EMC cost balance when EMC is ready to ship

Visa and MC accepted plus 3% fee

A late fee of 1.5% APR 18%, or the maximum by law, on the unpaid balance, and the reasonable cost of collection, including attorney's fees will be imposed on all invoices past 30 days.

Electrical service to any lighted sign, awning, etc is not included unless written as an item above. Any electrical service existing or new must conform to the National Electrical Code in that it provides a proper ground to operate secondary protected transformers. . Any correction to electrical service is at the buyers expense. Any under ground obstacles that would add cost to the digging of a foundation will be at the buyers expense, (rocks, utility lines, water etc).

NEW ELECTRICAL SIGNS HAVE A FULL ONE YEAR WARRANTY, PARTS & LABOR, IF PAYMENT TERMS ARE MET.

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

APRIL 14, 2022

Members Present

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

Members Absent

R. J. Lackey
Adam Jones

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 PZ22-078 at 651 Loyal Street to renovate an existing building.*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Lenny Keesee, owner of River City Systems and we purchased the building at 651 Loyal Street to be our new headquarters. Mr. Keesee stated it will be a small renovation. The building itself is about 1200 square feet total. We have plans included and there will be nothing out of the ordinary. The window designs are the same that were used at 510 Spring Street recently and there is a picture of it in your packet as well. We will use white paint and black trim very similar to the Lavinder Group building that was just recently done.

Ms. Nicholas arrived at 4:04 p.m.

Mr. Keesee stated it looks like he is keeping it the way it is with no big changes that I see.

Mr. Hessler stated is the paint color going to be different than it already is?

Mr. Lenny Keesee stated it will be just white exterior and black on all the trim.

Ms. Nicholas stated so does that mean you are painting the existing brick?

Mr. Lenny Keesee stated yes, it is multi colors right now.

Mr. Hessler stated it is like an elephant grey and a lot of those places, the block was broken out.

Mr. Ranson stated is the sign already there?

Mr. Lenny Keesee stated no.

Mr. Ranson stated is the sign part of this project?

Mr. Lenny Keesee stated I was curious from a size standpoint what are the sizes and our limits that we can do?

Mr. Plachcinski stated 32 square feet for wall signs.

Mr. Lenny Keesee stated if I could come back later for the signs because it would be a different design than the logo that's on there now.

Ms. Nicholas stated I have been looking at these plans and if you will forgive me because I have not been able to get the text large enough to read without it getting blurred. I know that it says that it is multiple changes, and it should be taken in context. Can you be specific on what changes are being made and what are you exactly asking for. The internal things are not in our purview. So, what on the exterior are you asking to do?

Mr. Larry Keesee stated the exterior would be painting of all the cinder blocks white, new store front glass and there are 3 on the front and 1 on the side. There should be an example in the packet of what those windows would look like.

Mr. Keesee stated is that your finished product right there?

Mr. Larry Keesee stated that is what it will be, yes.

Mr. Keesee stated that's what I thought.

Ms. Nicholas stated but it wouldn't have the wood below, or the exposed brick, or anything like that?

Mr. Larry Keesee stated no. It is just cinder block just like the store right by us.

Mr. Hessler stated not to be confused are you replacing like the garage doors, because the Lavinder Group did replace the garage door with a lot of glass.

Mr. Larry Keesee stated the garage doors will stay.

Mr. Hessler stated you will still have the garage doors and windows, but they will be that style window?

Mr. Larry Keesee stated yes.

Ms. Nicholas stated are the doors being painted at all?

Mr. Larry Keesee stated the doors are being replaced as well.

Ms. Nicholas stated can you tell me what they are being replaced with?

Mr. Larry Keesee stated here is a sample because they came in after we had sent everything for the packet.

Mr. Hessler stated are the existing more like a sectional panel style?

Mr. Larry Keesee stated the side door will be a metal door.

Ms. Nicholas stated the garage doors on page 13.

Mr. Keesee stated are the garage doors that are there now metal?

Ms. Nicholas stated yes, those too.

Mr. Larry Keesee stated the garage doors are not changing, they are just white.

Ms. Nicholas stated are they being painted or anything like that?

Mr. Larry Keesee stated no.

Mr. Hessler stated like now just a solid metal door on the front, and you want to change it to a full glass window style?

Mr. Larry Keesee stated so that would be a change.

Mr. Keesee stated the little awning is on the front now?

Mr. Larry Keesee stated it is not.

Mr. Keesee stated okay.

Mr. Plachcinski stated is it going to be a canvas awning?

Mr. Larry Keesee stated yes. I have a full set of architectural plans if somebody needs to see it.

Mr. Ranson stated I'm sorry what did you say about the awning or did you?

Mr. Larry Keesee stated it would be as it is shown in the picture.

Mr. Ranson stated is it made of metal or canvas?

Mr. Larry Keesee stated it would be like a metal or steel trim but with a black vinyl.

Ms. Nicholas stated is there any demolition that's happening to the outside or anything that you are trying to remove as part of it?

Mr. Larry Keesee stated no.

Ms. Nicholas stated just so I am correct in what I am asking for because I just want to make sure that it is spelled out. You are asking to paint the building white, to put in new doors, add a vinyl awning, add windows with black trim.

Mr. Larry Keesee stated we would like to paint the parapet black as well to match that trim.

Mr. Will Mackaman stated, I have been here for a couple of meetings just working with Mr. Keesee and River City Systems on their grants as well for their façade projects. I am just here in support of the project and the approval of it. We will work with Mr. Keesee and kind of help financially with the project as well. I am just here for support.

Mr. Davis closed the Public Hearing.

Ms. Nicholas made a motion to issue a Certificate of Appropriateness for PZ22-079 at 541 Bridge Street, Suite 2 to renovate an existing building involving the painting of the building white with the addition of a black vinyl awning added, with addition of white windows with black trim, and new doors. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.

2. Certificate of Appropriateness request PZ22-079 at 541 Bridge Street Suite 2 for exterior improvements lighting, railing, and sign.

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Joie Ford who stated I recently left Wilkins and Co. Realtors and I just want to give you a background of why we are asking for this. We have partnered with Ross Fickenscher and Garrett Shifflett, and we have started our own Real Estate firm. I am now managing the bulk of the properties in the River District. We are looking to add another 200 in the next twelve months. We need to look like an office rather than an abandoned space right now. So, we are asking for some polishing, improvements and I guess the biggest thing is the signage on the outside. That is what it looks like now and it's not that clean right now.

Mr. Davis stated which I think it looks wonderful.

Ms. Ford stated if they intend to find us.

Mr. Ranson stated you said the sign was a problem and there is a picture of a metal address plaque?

Ms. Ford stated we just have to have address numbers. Those house numbers would go to the right of the entrance door and to the left of the entrance door is a mailbox and fire department lock box. Our house numbers like that plaque would go on the right side of the door.

Mr. Ranson stated but there's not a sign that identifies your business?

Ms. Ford stated it's on that glass.

Mr. Ranson stated for some reason I thought that was part of the floor display.

Ms. Ford stated we want to keep the historic door that is there, and it has a hundred coats of paint on it. I have this bright idea that I would like to take it back down to the natural wood. My wonderful husband has been blessed with that wonderful task.

Mr. Plachcinski stated does he have a heat gun?

Ms. Ford stated he is going to need a lot, I think.

Mr. Plachcinski stated a lot of elbow grease.

Ms. Ford stated it would go back to the natural wood and Wilkins & Co., had vinyl lettering on the glass there. We would like to do the one logo on the glass with vinyl lettering. That top logo is the one that we would like to put in vinyl on the glass. I gave given the dimensions of that and we don't want it too big because people tend to find us, so we don't need it that much for them to find where we are. The Trex decking I would like to use that material. Last year we replaced all the decking boards and repainted them and they just look really bad even when you are layering the paint. It is peeled up and it will not hold up. It is all painted black and this is as close to black as you can get as far as the colors. It will not change the colors of the porch decking and it will be laid in the exact same pattern that is on there now. The lattice we don't want to change it other than the color, right now it is kind of a khaki tan color, and we just want to paint it black. The rails we are not changing. The look of the rails again they are wood the maintenance is not stained, and the paint won't stay for more than a year. We want to do all that black. We would like to change that to metal and composite just for the upkeep.

Mr. Ranson stated the railings will be white and the columns will stay white?

Ms. Ford stated Mr. Shifflett told me to do whatever I wanted with them, and I would prefer to take them off, but I am fine with painting them because it does give it character. The trim work and the window trim and all the casing we are proposing to paint it olive cream because that is the same color that is going on 618 Craghead and that went on 401 Bridge Street. It is a greenish kind of color, and that color also matches the green in the new logo. The logo there that says Riverfront Real Estate that is the logo that we are proposing to paint above the office on the brick where it says Davis Storage. It was not my idea.

Mr. Davis stated I will show you where my grandfather's grave is so you can go talk to him.

Ms. Ford stated where he just rolled over.

Mr. Davis stated it is your building so you can do whatever you want. Ms. Ford state the lighting, those are just some of the examples. It will resemble what is already there. We just want to replace it. Some of those lights that are around the property have started to become damaged. If I could replace the two that are on my porch then that will give me two extras to use for a couple that are already damaged at tentative entries and things.

Mr. Ranson stated the sign I mean it's big but the fact that it is on the wall makes a difference?

Mr. Plachcinski stated it would be just replacing the size of the existing sign that is there.

Mr. Ranson stated I am glad that we are not giving her a hard time over that.

Mr. Plachcinski stated it is basically refacing a little differently.

Mr. Davis stated you are just going to paint over the Davis Storage and that is fine. The sign that you are putting up are we just talking about something basically that is going to be right in the middle. What is going to be off to the side of it or according to what Doug has said you are going to make the sign that you want there pretty much encompass the entire area of where the sign is now.

Ms. Ford stated it will cover the existing sign that is there now.

Mr. Hessler stated the same footprint, and the background now is black with a white border. Are your intentions to have like a completely white block out and then have a white background instead of black.

Mr. Davis stated I think that is the only way that you are going to be seen is to do something like that.

Mr. Hessler stated are we into single digits of how many Davis Storage signs are left in the River District?

Mr. Davis stated no we are not but thank you for asking though.

Ms. Nicholas stated Doug, with replacing the Davis Storage sign with like in terms of size, does that affect the ability to put the sign on the door in terms of total square footages per building front?

Mr. Plachcinski stated no because the window signs are treated differently. There is a cap on the percentage of window signage based on the size of the windows. It is not on the façade of the building.

Ms. Nicholas stated because the Davis sign is already so big as long as she doesn't exceed that she can work within the borders that are already established.

Mr. Plachcinski stated precisely.

Mr. Davis closed the Public Hearing.

Ms. Nicholas stated I have been spending my time looking at the RDDC guidelines specify on the Trex, and it does say at least for fencing Trex can be allowed with review and approval. I remember at one point there was something about the material type and RJ got out the fisticuffs.

Mr. Plachcinski stated no please.

Ms. Nicholas stated I did want to ask the picture on the last page where it shows the bridge that is just so we can see the color. That is not part of the request?

Mr. Plachcinski stated correct.

Mr. Jones made a motion to grant a Certificate of Appropriateness that was requested for PZ22-079 at 541 Bridge Street, Suite 2 for exterior improvements including lightning, railing, and sign as detailed in the request published here. Mr. Hessler seconded the motion. The motion was approved by a 5-0 vote.

3. Certificate of Appropriateness Request PZ22-080 at 411 Craghead Street for a 32 SF wall sign.

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Joie Ford who stated this one should be easy compared to the other one. This is the next project that they have already started on scheduled to be completed in about twelve months from now. The 618 Craghead building that they are working on now just to give you an idea the 88 units I am about 48 leased already and we are over halfway on that building that will be opening in June. That is exciting and there's 3 units left on the top floor, and it will probably open fully occupied. River District Lofts changed their logo in March and the banner that we used on 618 is not the correct logo so 411 we would like to kick it off with a new logo. So, that is what this is.

Ms. Nicholas stated I do see within the packet it has that one and then followed by the is that managed by, and this Realtors endorsed are they all going on the same sign?

Ms. Ford stated no. I don't know why that is in there but the management banner one of them we want on the Craghead Street side of the building and the other banner will want to put on the Bridge Street facing side of the building.

Ms. Nicholas stated there are two banners?

Ms. Ford stated yes. I know that two can't go on one side of the building and we were trying to catch the Craghead Street interest as well as the Bridge Street interest.

Ms. Nicholas stated do we have the sizes of each sign that they are within the property.

Mr. Plachcinski stated they should be as long as they are on different faces of the building on different blocks, they can each be up to thirty square feet.

Ms. Nicholas stated I see written for one sign that is why I was asking. Are they printed on vinyl?

Ms. Ford stated yes.

Ms. Nicholas stated you understand that there will be a time limit that they can be up?

Ms. Ford state yes.

Mr. Plachcinski stated I proposed 24 months in the packet. I think maybe in the past that is what we have gone with.

Ms. Nicholas stated I did want to double check; she said the Realtor commitment that one is not coming in. What about the R Realtor or Equal Housing Opportunity signs, are they also part of this?

Ms. Ford stated no.

Mr. Davis closed the Public Hearing.

Ms. Nicholas made to motion to issue a Certificate of Appropriateness be granted for request PZ22-080 at 411 Craghead Street for two signs involving the River District Lofts and the River Front Real Estate on vinyl with the understanding that they are not up for a period exceeding 24 months and are within the allowable square footage size. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.

APPROVAL OF MINUTES

The March 17, 2022, minutes were approved by a unanimous vote.

With no further business, the meeting adjourned at 4:46 p.m.

Approved By: