



City of Danville

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

River District Design Commission

MAY 13, 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 PLRDD2021-12 at 530 Main Street to relocate the main HVAC chiller exterior appliance from the rooftop to the ground adjacent to the northwest corner of the building. The applicant proposes screening the unit with fencing.

IV. NEW BUSINESS

1. Certificate of Appropriateness Request PLRDD2021-174 at 742 Wilson Street to install a new wall sign not to exceed 32 square feet.
2. Certificate of Appropriateness Request PLRDD2021-175 at 424 Memorial Drive for a mixed-use building rehabilitation and site design.

V. APPROVAL OF MINUTES FROM MARCH 11, 2021

VI. ADJOURNMENT



City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

River District Design Commission

STAFF REPORT

MEETING DATE: MAY 13, 2021

RE: CERTIFICATE OF APPROPRIATENESS APPLICATION - 530 MAIN STREET

Certificate of Appropriateness Request PLRDD2021-12 at 530 Main Street to relocate the main HVAC chiller exterior appliance from the rooftop to the ground adjacent to the northwest corner of the building. The applicant proposes screening the unit with fencing.

DESIGN GUIDELINES EXCERPT:

Section 4.4.5 Architectural and Site Guidelines for Large Buildings-Building Elements *Equipment and Technology:*

Modern building systems and technological conveniences make everyday life and work easier and more pleasant. However, the equipment that makes these conveniences possible can create substantial visual clutter. Mechanical equipment should be located at the rear of buildings in well-screened enclosures.

STAFF RECOMMENDATION:

The applicant must replace and modernize the building's HVAC system. The Planning Division recommends the River District Design Commission approve the Certificate of Appropriateness at 530 Main Street to relocate the main HVAC chiller exterior appliance from the rooftop to the ground adjacent to the northwest corner of the building as presented in their UPDATED application submitted on April 8, 2021, including a treated wood screening fence around the mechanical unit.



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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#): 530 Main St

Applicant: Dan River Renaissance, LLC

Applicant's Address: PO BOX 1063, Danville, VA 24543

Applicant's Phone Number: 434-251-1101

Applicant's E-mail: cperkins@rivermont.com

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

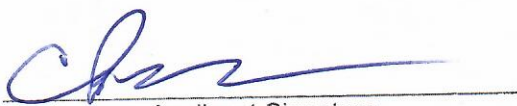
Improvement Description: Installation of wood screening for outside air unit

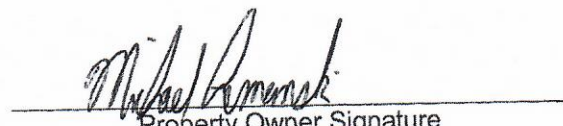
Installation of wood screening for outside air unit

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

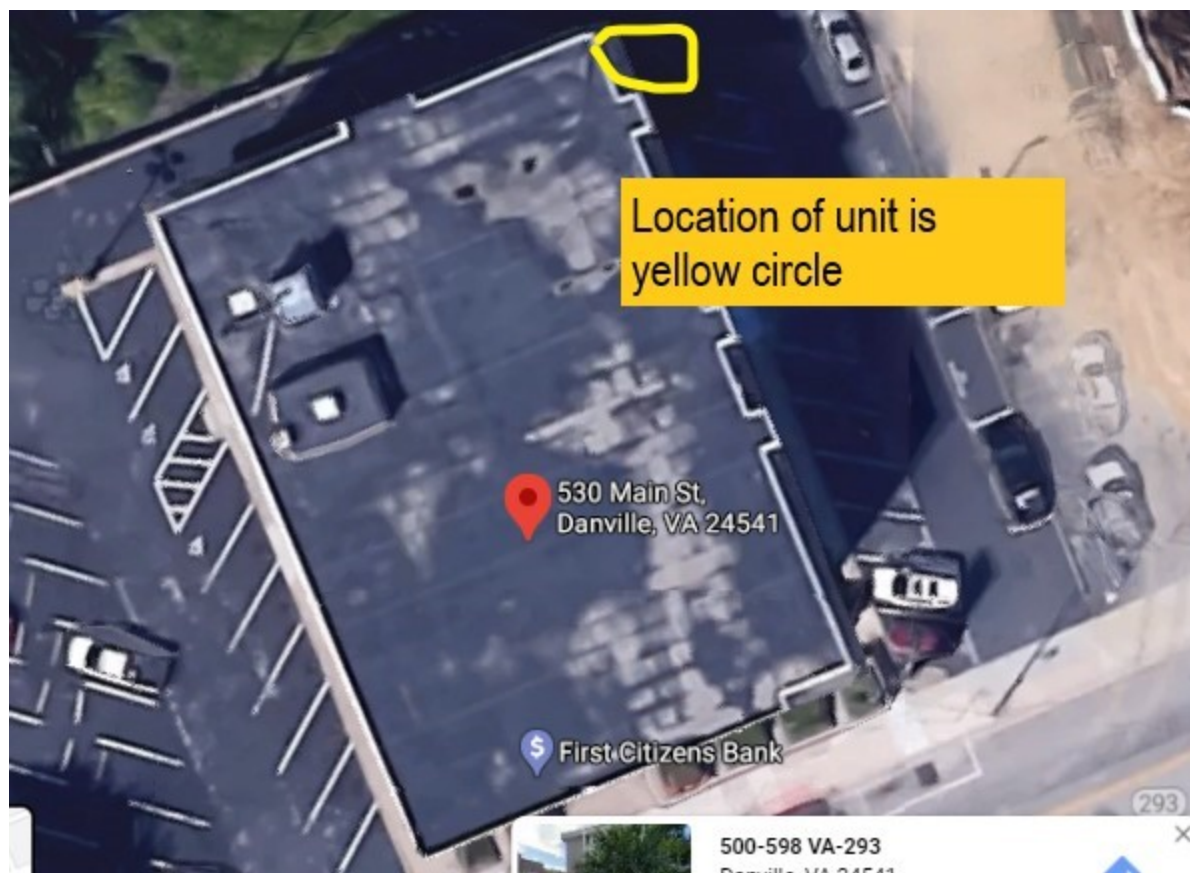
Application #: _____ RDDC Meeting Date: _____
Date Received: _____ Received By: _____
Parcel ID: _____ Zoning District: _____
Additional Information: _____

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.



Location of unit is
yellow circle

530 Main St,
Danville, VA 24541

First Citizens Bank

500-598 VA-293
Danville, VA 24541





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River District Design Commission

STAFF REPORT

DATE: May 7, 2021
TO: River District Design Commission
FROM: Doug Plachcinski, Planning Division Director + Zoning Administrator
RE: CERTIFICATE OF APPROPRIATENESS APPLICATION - 742 WILSON ST

Certificate of Appropriateness Request PLRDD2021-174 at 742 Wilson Street for signage by Danville Speech and Hearing Center.

DESIGN GUIDELINES EXCERPTS:

Section 7.2.2.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). New flat or painted signs on industrial buildings should be evaluated on a case by case basis. Greater square footage and/or signs on more than one face of the buildings may be allowed depending on the buildings size. 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).

STAFF RECOMMENDATION:

The Planning Division recommends the River District Design Commission approve the Certificate of Appropriateness Request PLRDD2021-174 at 742 Wilson Street for signage Danville Speech and Hearing Center submitted on March 23, 2021, with the condition the proposed wall sign does not exceed the 32 square foot maximum size allowed under the RDDC guidelines.



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Property Location (address/ID#): 742 Wilson Street

Applicant: Danville Speech and Hearing Center

Applicant's Address: 742 Wilson Street Danville, VA 24541

Applicant's Phone Number: 434-793-8255

Applicant's E-mail: danvillespeech@gmail.com

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

Improvement Description: New sign with new logo to create a more attractive exterior and attract potential new patients

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

J. Madley, mscc-sd
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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DANVILLE

SPEECH & HEARING CENTER



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River District Design Commission

STAFF REPORT

DATE: May 7, 2021
TO: River District Design Commission
FROM: Doug Plachcinski, Planning Division Director + Zoning Administrator
RE: CERTIFICATE OF APPROPRIATENESS APPLICATION - 424 MEMORIAL DR

Certificate of Appropriateness Request PLRDD2021-175 at 424 Memorial Drive for a mixed-use building rehabilitation and site design improvements.

DESIGN GUIDELINES EXCERPTS:

Section 3.5. Industrial Buildings

While many commercial buildings have changed substantially over time, the industrial buildings in the River District have remained largely intact, representing a priceless resource for the City.

They have remained intact largely because the tobacco and textile uses were often replaced with storage uses, which allowed many buildings to remain at least marginally productive and required few physical changes. Other buildings are vacant, but demolition costs and lack of alternative uses have allowed these buildings to remain. Modern uses for these buildings will in many cases involve subdivision of very large floorplates and addition of (in some cases) multiple entries and additional windows. This presents challenges to finding opportunities for adaptive reuse while respecting the historic integrity of the buildings. These guidelines suggest ways in which new uses can be accommodated within the historic context of the buildings.

3.7. Recommended

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

Site Design Guidelines 5.1: Purpose

Site design standards are essential to enhancing the historic architecture, creating an attractive and uncluttered appearance, and tying together the various areas within the River District. Site design refers not only to the design of private property but also of the arrangement of buildings on a site and the relationship between on property and/or building and adjacent buildings, and to the street.

STAFF RECOMMENDATION:

The Planning Division recommends the River District Design Commission approve the Certificate of Appropriateness Request PLRDD2021-175 at 424 Memorial Drive for a mixed use building rehabilitation and site development improvements.

White Mill – Special Use Permit

Existing Site and Area

Dan River Mill No. 8, commonly known as the White Mill, encompasses approximately 18.75 acres on the south bank of the Dan River, a major tributary of the Roanoke River and historically the source of power used by the mill complex. The 1920 four-story rectangular industrial building of reinforced concrete construction measures 832 feet long and 144 feet wide. The building is a simplified version of Gothic Revival, with segmental arches, off-set block motifs, and peaked details cast into its concrete envelope. The long elevations of the mill, each with twenty-seven banks of windows (many of which have been filled in), are divided into thirds by two projecting 5-story elevator towers on the north elevation as well as two 5-story stair towers on the on the south elevation. The south elevation also has 4-story stair towers on the east and west corners of the building.

The upper floors of the building currently have an identical configuration to that of the first floor. Each floor is a long, open space with high ceilings supported by rows of 20" diameter concrete columns with inverted conical caps spaced 28'-0" apart in both directions and set atop a reinforced concrete floor. These floors do not retain their original wood finish floor as it has all been removed. A parapeted flat roof runs the length of the center of the building with a clerestory above the fourth floor running that entire length.

- See Appendix A for Existing Conditions Photos
- See Appendix B for Site Historical Photos

Exterior Materials and Design

The project will be rehabilitated in accordance with the National Park Service's Historic Preservation Standards. All existing elements have been surveyed and identified on the plans to be either rehabilitated or replaced, including walls, windows, structure, and flooring. The exterior concrete shell will be cleaned, patched, repaired, and replaced as necessary and then repainted to match the original White Mill color.

Windows will be retained or replaced, and the frame components will be painted black. New glazing will be selected to visually match the restored glass.

New entrance locations will be provided for both the residential and commercial components of the building. The entries will include new stairs and ramps with steel railings and canopies.

LED lit signage will be mounted on the canopies. Any additional building-mounted or ground-mounted signage will be submitted as a future amendment following coordination of tenant needs and branding.

Parking lot and walkway lighting will be LED throughout and conform to International Dark-Sky Association Standards. Fixtures will be equipped with cut-offs to shield the light source from excess light pollution and skyward facing light emissions.

Environmental Statement

The existing structure of the White Mill is 100 years old. Having been almost entirely of made from cast-in-place concrete, it is extremely robust and has held up very well. During preliminary site reviews of the existing structure, it appears that nearly all of the building structure can be reused as is and should continue to hold up well into the future once the building has been weather stabilized.

While concrete is of one of the largest sources of CO₂ emissions in the construction industry, it can also be one of the longest lasting materials, when properly detailed and maintained. Reusing the existing structure at the White Mill reduces the carbon footprint of the project by more than 7,500 tons of CO₂.

The existing windows have been surveyed as part of the National Park Services Historic Rehabilitation Application process and it has been determined that 45% of windows will be able to be restored. Windows that are too far deteriorated or were previously removed will be replaced with thermally broken aluminum windows with extrusion profiles that will match the existing building windows. The new windows will utilize insulated glazing and will be 130% more efficient than the existing windows. The proposed window restoration and replacement plan have been preliminarily approved by the State Historic Preservation Office and the National Park Service

New Mechanical, Electrical and Plumbing systems will be specified to exceed building code efficiency requirements.

Proposed Uses

The Lower Level of the building will include 219 interior parking spaces and will be accessed from the partially exposed north elevation with a flood-proofed garage entry system. The parking is a permitted use in the Tobacco Warehouse Commercial District (TWC) Zoning. The west end of the building will contain the entrance lobby, leasing office and amenities spaces for the proposed upper floor residential use.

The First Floor will contain approximately 110,000SF of commercial space. The tenants will be permitted uses that conform to the TWC Zoning.

The Upper Three Floors of the building will initially include 150 apartments, consisting of one-, two- and three-bedroom units. A future phase will include up to 100 additional apartment units. The proposed upper floor residential and related first floor amenity space requires approval of this Special Use Permit in the TWC Zoning.

Economic Impact

The \$62.5 Million initial phase of the building's redevelopment will create approximately \$52 Million of construction activity to Danville and provide approximately 300 construction-related jobs to the region. The future phase and the related sitework will add to those figures.

The residential portion of the project will employ at least 2 full-time on-site personnel and include multiple local vendor contracts. The commercial uses in the property will employ an estimated 100 full and part time personnel.

The 2020 property taxes on the building and site were \$11,293 in 2020. It is estimated that the property taxes (excluding personal property taxes) will increase to over \$50,000 in the first year, incrementally increasing to \$200,000 in 5 years and to \$435,00/yr. at the end of the property tax abatement period.

The project partnership will be donating approximately 6.2 acres of land to the city of Danville for the extension/expansion of the Riverfront Park and providing an easement over approximately 1.12 acres of land fronting the Dan River for the extension of the Riverwalk Trail.



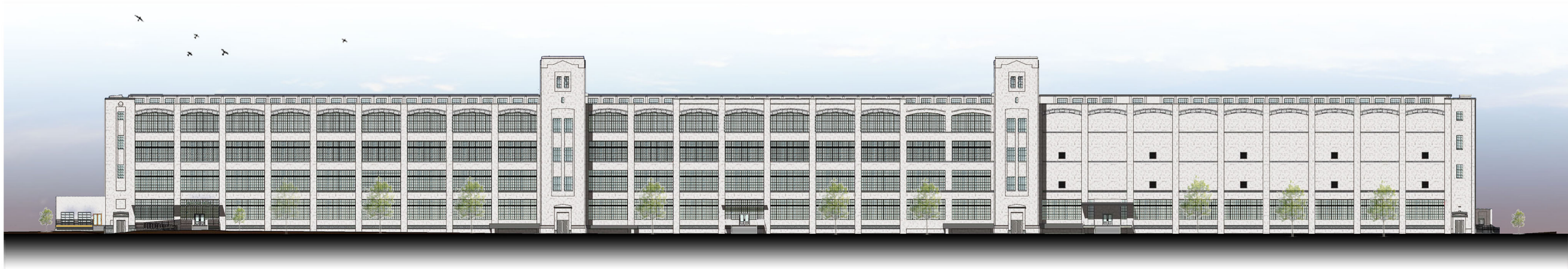
WHITE MILL REDEVELOPMENT PHASE I SITE DEVELOPMENT
DANVILLE, VA 24541
SPECIAL USE PERMIT



WHITE MILL REDEVELOPMENT PHASE II SITE DEVELOPMENT
DANVILLE, VA 24541
SPECIAL USE PERMIT



WHITE MILL REDEVELOPMENT OVERALL SITE DEVELOPMENT
DANVILLE, VA 24541
SPECIAL USE PERMIT



1 OVERALL SOUTH ELEVATION - PHASE 1
1" = 80'-0"



2 OVERALL NORTH ELEVATION - PHASE 1
1" = 80'-0"



3 EAST ELEVATION - PHASE 1
1" = 80'-0"

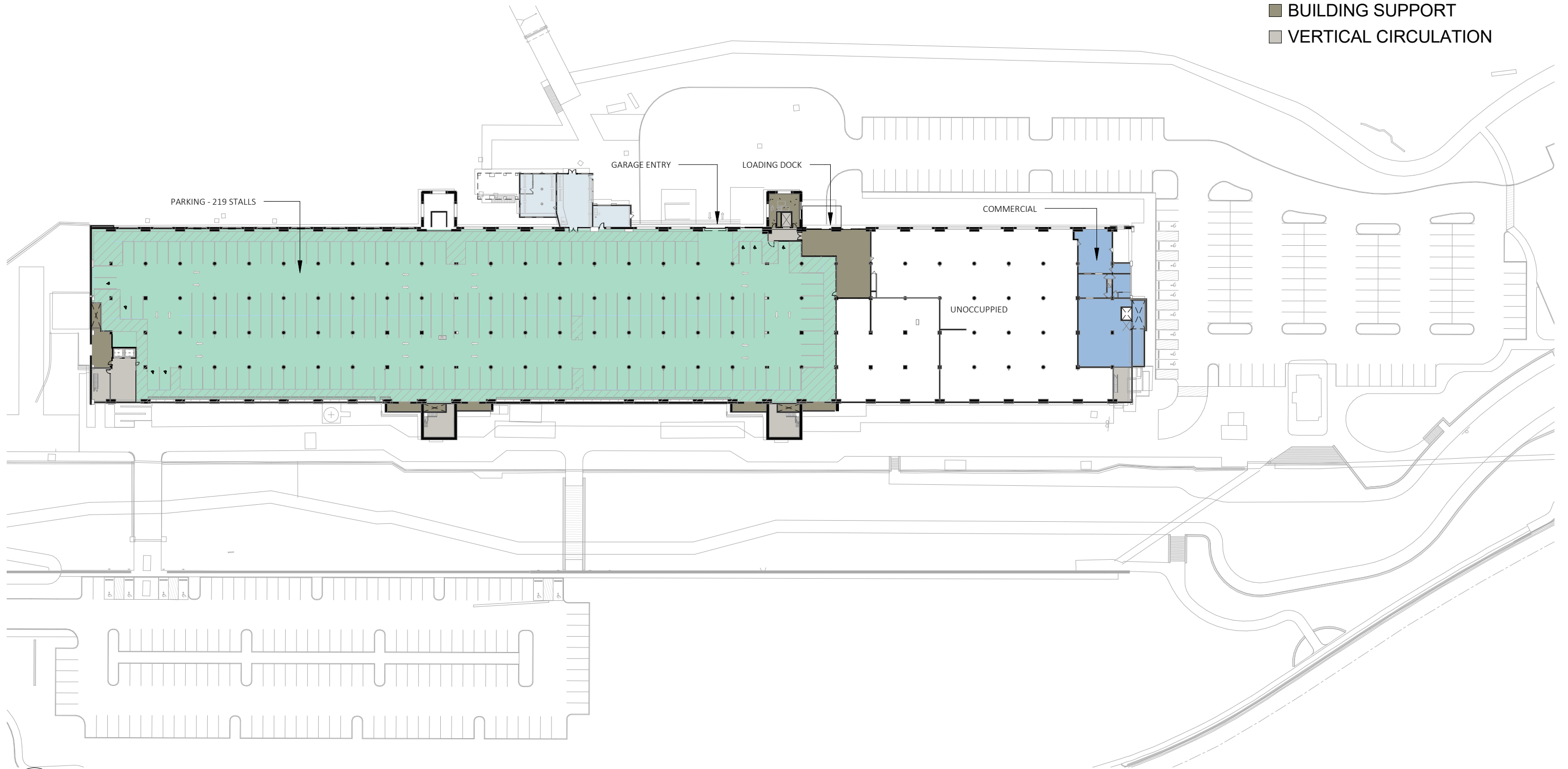


4 WEST ELEVATION - PHASE 1
1" = 80'-0"

WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE
DANVILLE, VA 24541
04/07/21

- RESIDENTIAL
- COMMERCIAL
- PARKING
- STORAGE
- BUILDING SUPPORT
- VERTICAL CIRCULATION



1 LOWER LEVEL PLAN
1" = 80'-0"

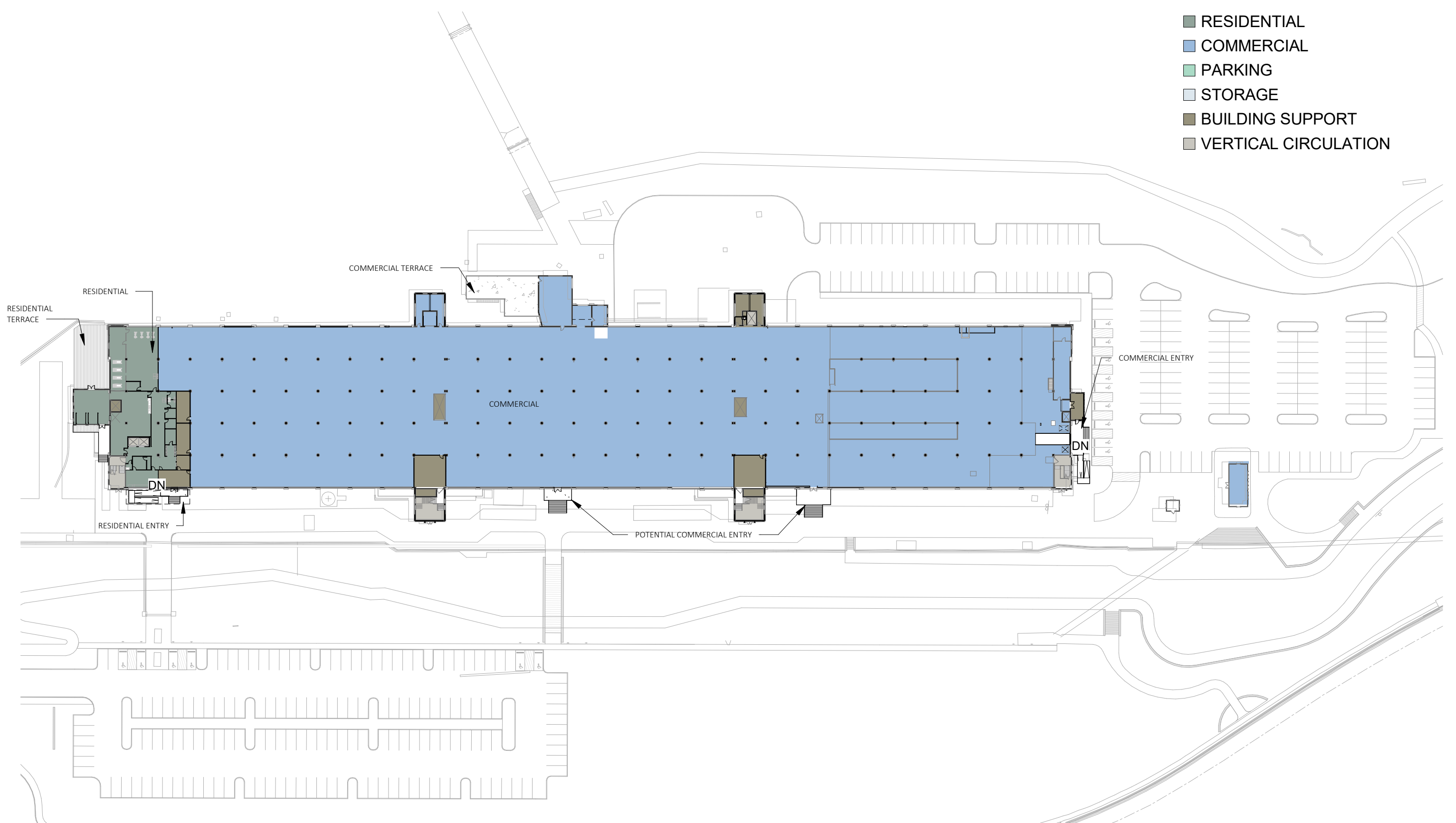
WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE

DANVILLE, VA 24541

04/19/2021

- RESIDENTIAL
- COMMERCIAL
- PARKING
- STORAGE
- BUILDING SUPPORT
- VERTICAL CIRCULATION



1

FIRST FLOOR PLAN

1" = 80'-0"

WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE

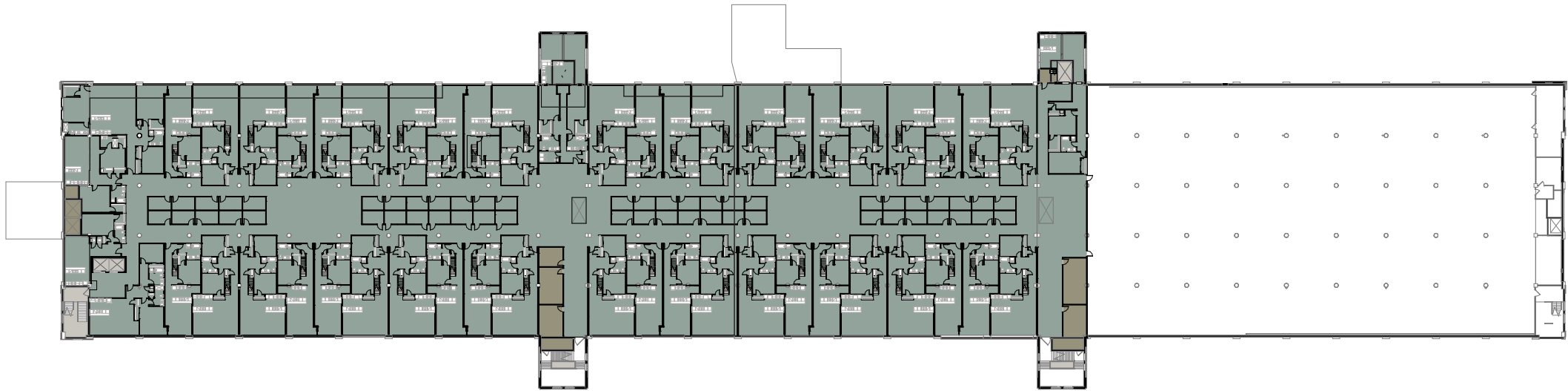
DANVILLE, VA 24541

04/19/2021

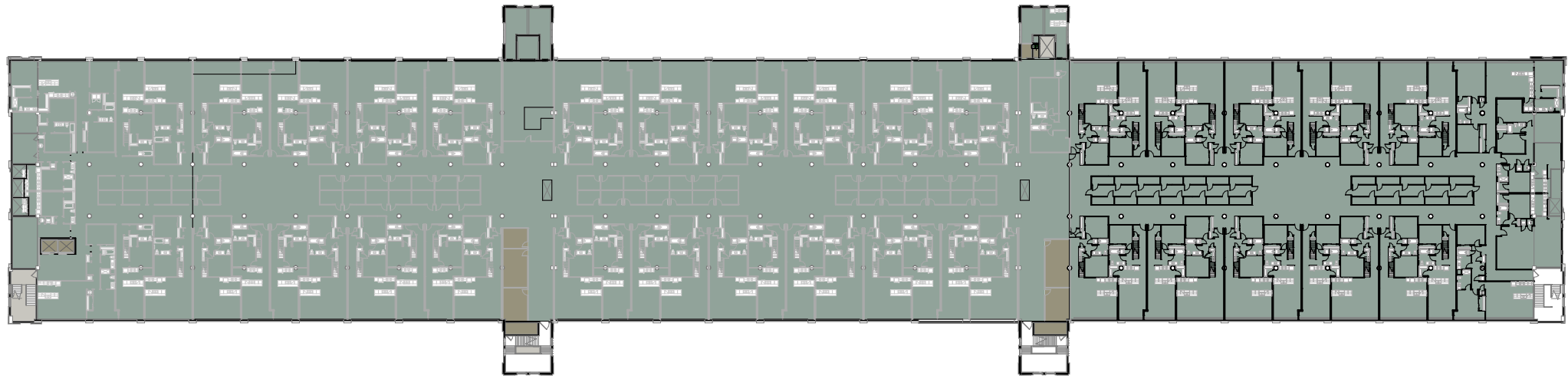
Alexander
Company

SiTE
COLLABORATIVE
analysis + engagement + planning + design

- RESIDENTIAL
- COMMERCIAL
- PARKING
- STORAGE
- BUILDING SUPPORT
- VERTICAL CIRCULATION



1 2ND - 4TH FLOORS PLAN - PHASE 1
1" = 80'-0"



2 2ND - 4TH FLOORS PLAN - PHASE 2
1" = 80'-0"

WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE
DANVILLE, VA 24541
04/19/2021



1 Bedroom Loft - (Lower Level)



1 Bedroom Loft – (Upper Level)



1 Bedroom Flat

WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE

DANVILLE, VA 24541

03/02/21



3 Bedroom Loft – (Lower Level)



3 Bedroom Loft – (Upper Level)



WHITE MILL REDEVELOPMENT

424 MEMORIAL DRIVE

DANVILLE, VA 24541

03/02/21

WHITE MILL PROJECT TIMELINE

4/18/2021	Draft Preliminary Development Agreement	
5/10/2021	Preliminary Development Agreement	
6/6/2021	Option Extension Deadline	
8/30/2021	Construction Documents for Bidding	
9/1/2021	Circulate Initial Partnership Agreements & Loan Documents	
9/29/2021	Bids Due	
10/6/2021	Draft Construction Contract	
10/19/2021	Closing Date - Construction Commencement	
6/20/2023	Targeted Placed in Service Date	
7/20/2023	Phase 1 Completion	

White Mill

Special Use Permit Submittal

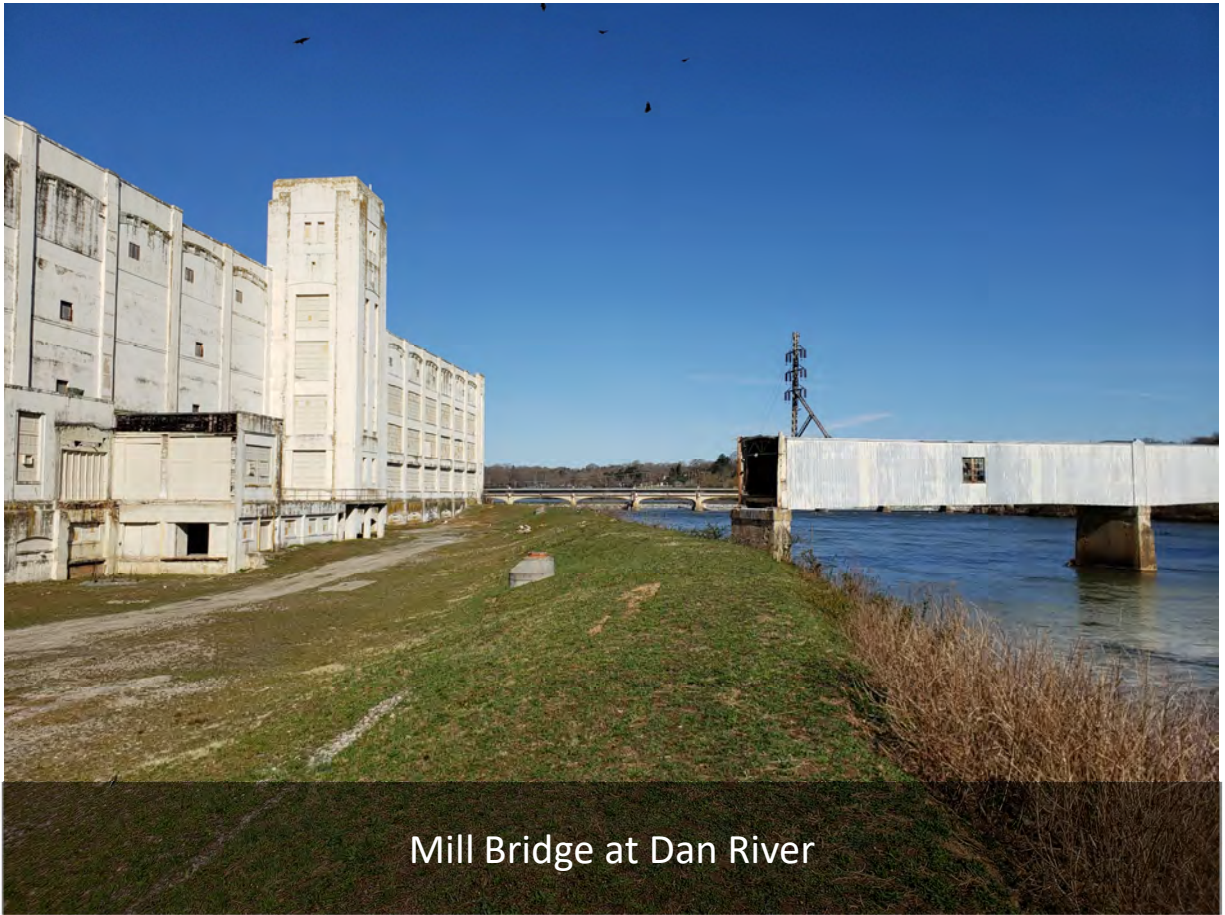
Appendix A – Existing Conditions



Existing North Facade



Existing North Facade



Mill Bridge at Dan River



Existing East Facade



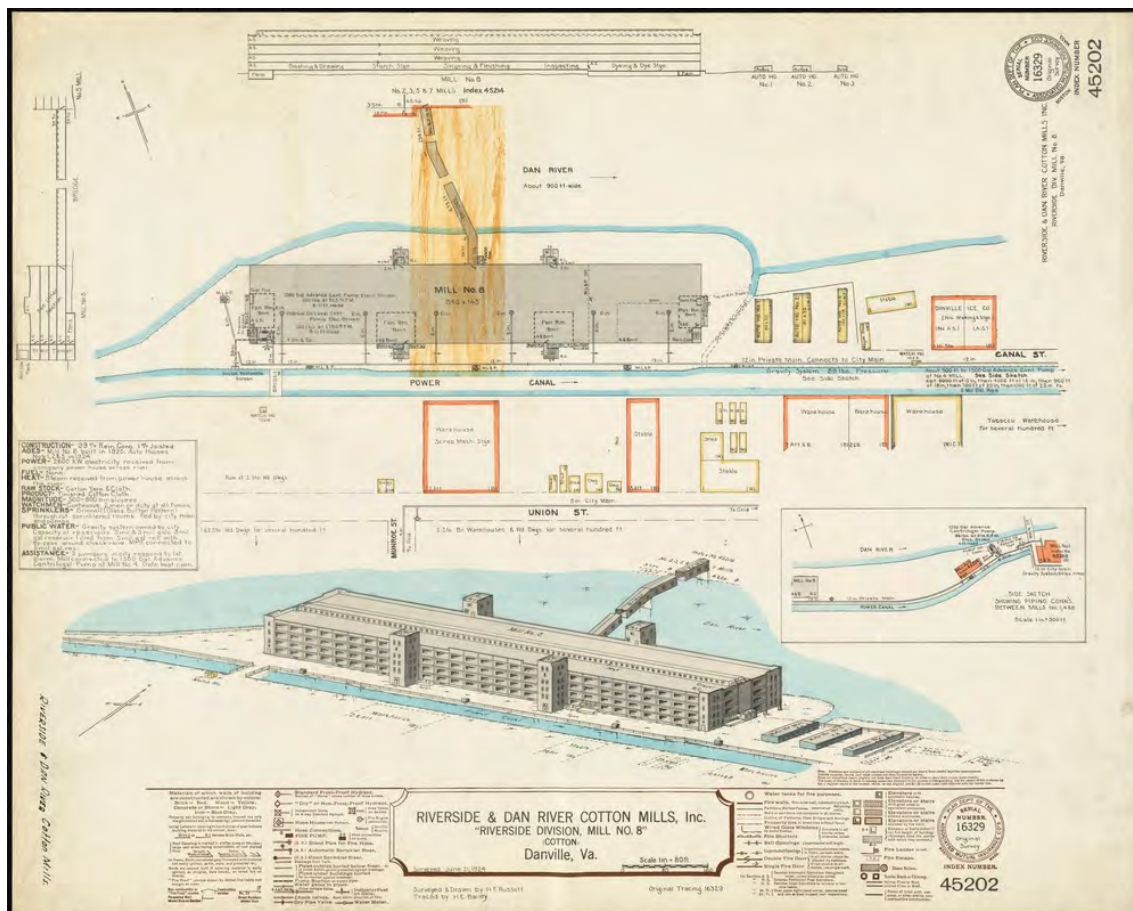


Existing North Facade

White Mill

Special Use Permit Submittal

Appendix B – Site Historical Photos



Original Schematic Sketch



Historic Aerial Photo of South Facade



Historic Photo of North Façade and Bridge



Historic Photo of West Façade and Mill Run

SPECIAL USE PERMIT REQUEST DATA SHEET PLSUP 2021-152

PUBLIC HEARING DATES:	MAY 10, 2021 PLANNING COMMISSION AT 3PM
LOCATION OF PROPERTY:	NORTH SIDE OF MEMORIAL DRIVE IN BETWEEN UNION STREET BRIDGE ROAD AND NORTH MAIN STREET
PRESENT ZONE:	TW-C, TOBACCO WAREHOUSE DISTRICT
PROPOSED ZONE:	NO CHANGE
ACTION REQUESTED:	FOR RESIDENTIAL AND COMMERCIAL USES PERMITTED BY RIGHT WITH LOT FRONTAGE ON THE DAN RIVER IN ACCORDANCE WITH ARTICLE 3.L SECTION C.11.
PRESENT USE OF PROPERTY:	VACANT INDUSTRIAL
PROPOSED USE OF PROPERTY:	MIXED-USE DEVELOPMENT
FUTURE LAND USE DESIGNATION:	MIXED USE
PROPERTY OWNER (S):	424 MEMORIAL DRIVE LLC
NAME OF APPLICANT (S):	ALEXANDER COMPANY
PROPERTY BORDERED BY:	DAN RIVER ON THE NORTH, RIVER DISTRICT ON THE SOUTH, FUTURE RIVERFRONT PARK ON THE EAST
ACREAGE:	18.98 ACRES TOTAL
CHARACTER OF VICINITY:	MIXED USE, COMMERCIAL CORRIDOR
INGRESS AND EGRESS:	MEMORIAL DRIVE
TRAFFIC VOLUME:	MEMORIAL DRIVE – 12,000 AADT (2019)

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

March 11, 2021

Members Present

Courtney Nicholas
Andrew Hessler
Peyton Keese
Adam Jones

Members Absent

George Davis
R.J. Lackey
John Ranson

Staff

Lisa Jones
Doug Plachcinski
Clarke Whitfield

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

ITEMS FOR PUBLIC HEARING

1. *Certificate of Appropriateness Request PLRDD 2021-88 to install fiber art at various entrances and along the Riverwalk by the Danville Museum of Fine Arts and History in partnership with the City of Danville.*

Mr. Keese opened the Public Hearing.

Present on behalf of this request was Elsabe Dixon, who stated I am the Executive Director of the Danville Museum of Fine Art and History. I would like to thank the Commission for giving me this opportunity to present this program. It is a yarn bonding that we are proposing for the River District. The focus being the River District would be good because we can make this yarn bonding visible from both sides, at the present we have the entire Danville knitting already. I have just spoken to Goodwill and they will be supplying recycled sweaters towards this program. We have got a Commission for the Art's grant pending as well. I do have some Smithsonian Art in restores that are currently because of Covid-19 out of work that are willing to come and put this exhibition up for us in July. Right now like I said we are just doing community outreach and we are working with small diverse groups. Our main scopes are Parks and Rec, the Chamber, who allowed us to get our first grant which is an advertising grant of \$10,000 from the Virginia Tourism History, and we have got a recent local grant of \$7,000 to supplement that local advertising as well. This is a big campaign and we are super excited about it. I took a walk with Ranee Brown from Parks and Rec and we walked the River District with Kristin as well with the River District Association and Sonja from the Dan River Basin Association. We are trying to work with other organizations so this is a program that we can monitor on all fronts. The map that you see at present is all the little spots and basically what we would be aiming at would be picnic area and if you take a look at your very last page it actually has photographs of what these picnic tables might look like, what trees might look like. We have sort of have targeted trees along the River

Walk. There are some very specific areas in the River District that we want to yarn bomb. The first is the Worsham Bridge entrance and what we will be focusing on is the River District, and all the entry ways to the River Walk. In the River District itself, there is the Worsham Bridge entrance to the River Walk and there is of course the Carrington Pavilion entrance from the River Walk. So everyone coming in from the Farmer's Market will be able to enter it. We have also targeted the flag poles outside the DRF and the Averett building. What we are planning to do is give all these different knitting groups a site they can then participate in. We also targeted, which is not in here, the garage on the corner of Patton and Bridge, it has a post box and wonderful pillars that could be covered with yarn. What this project does is it draws attention in a big way. We already have a wonderful ad in one of the best magazines of Virginia. What it does it puts a spot light on Danville and this is a very large Virginia is for Lovers Campaign. This is a very large entry and there will be a lot of eyes on Danville during this time installation. We will be knitting from now until June and then from July to September we are installing and like I said, we already have our stores, our artist, and our knitting groups. I don't know how to sell this other than saying that it can involve everybody. There is not one group that can be left out of this.

Mr. Jones stated what is the reason for moving it from the roof to the ground?

Ms. Dixon state we are super excited about this and we hope that you like this idea as much as everybody else. The City seems to like it, and as much as the knitters that are coming, and the crochet people that are currently involved.

Mr. Jones stated Ms. Dixon so I'm clear with the different points on the map from let's say 1 to 24. Am I clear that say somebody might have section 1 geared towards a certain charity and they would do it their way, and have a sign out front for that particular group. Then as you are going down the trail different group have different sections. Am I correct?

Ms. Dixon stated right. They would have a hand in the color that they use for instance. There is another thing the Martin Luther Bridge has all these lamp posts and the City of Danville Flag Pole is red, dark blue and white. Our suggestion is for instance with that specific area we would only use those colors to be dyed in a very synced way. This is a yarn bombing and it's colorful, anything goes but there is a design behind it. It is easy to take down but it's not that easy to put up. There is going to be a concern and effort to put it up and like I said the Smithsonian stores will come in very handy once July hits. Every group has authority over their specific site and we will have other stores go through to make sure that it is neat, tidy and that it looks the way it is supposed to look.

Mr. Jones stated and this is a 3 month window?

WANDERLOVE: A Stitch in Time

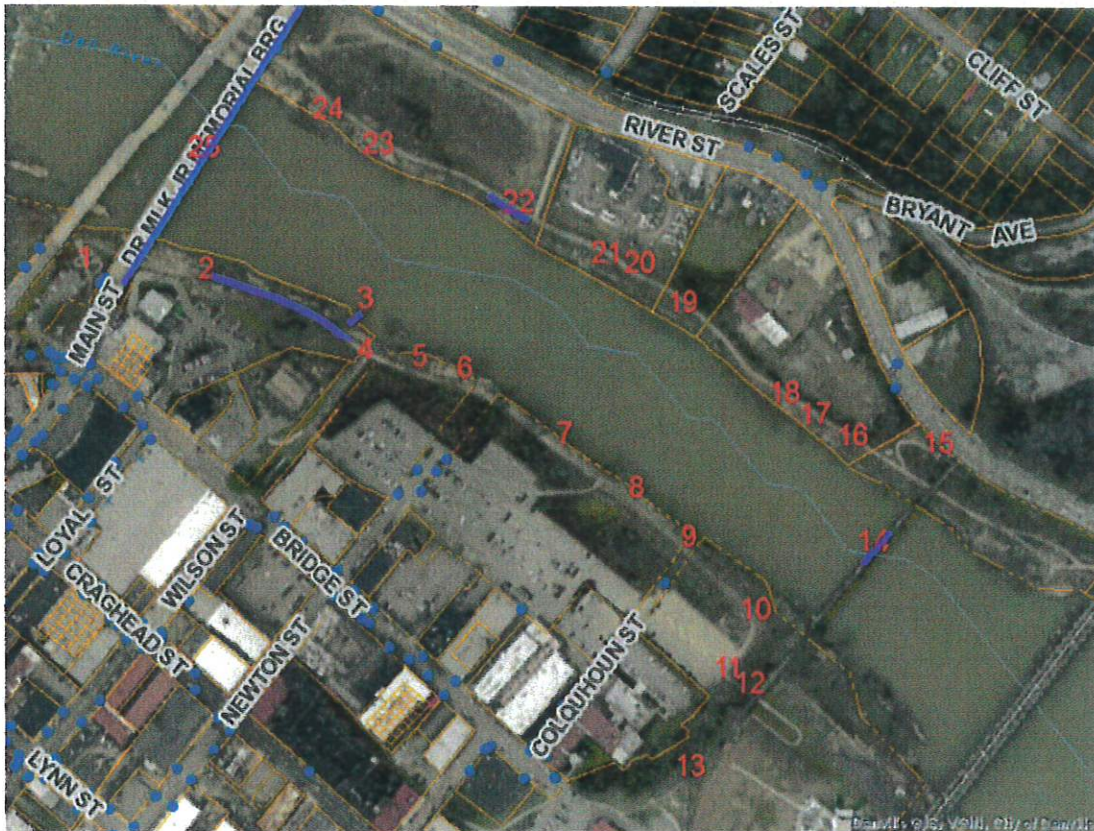
A Site Proposal



For More Information on the WANDERLOVE project:

<https://www.danvillemuseum.org/community-outreach-2020-2021>

(Please see below the River District and River-walk map – not included are the River-walk entrances. Also note the Yarn installation will be up for three months from July-September and that June will be an installation month)



1. The **Riverwalk Entry just below the River District Fountain**. The entryway structure could be yarn bombed as could the rails and trash cans at this particular location
2. The railing leading toward the small fishing/ outlook peer just opposite the Cotton Restaurant building.

3. The **fishing Peer/ Outlook** itself can be yarn bombed
4. Some dead trees between the Outlook and the pedestrian Bridge.
5. Some dead trees/trees with large trunks between the Outlook and the pedestrian Bridge.
6. Some dead trees/ trees with large trunks between the Outlook and the pedestrian Bridge.
7. Some dead trees/ trees with large trunks between the Outlook and the pedestrian Bridge.
8. Some dead trees between/trees with large trunks the Outlook and the pedestrian Bridge.
9. Some dead trees/trees with large trunks between the Outlook and the pedestrian Bridge.
10. The **two boulders** (very large) leading to the pedestrian bridge entry
11. **Two black poles** holding a grid (a sign for trains to slow down and a historical marker) can be highlighted with a yarn bomb installation and possible extra signage.
12. Rail leading up to the Pedestrian Bridge.
13. River-walk entry from the community market (Old Train Waiting Station)
14. There are three sections to the **pedestrian Bridge** and the middle section would be ideal for a yarn bombing. However we would need a small cherry picker/ lift for that particular section. We would also need to enlist the aid of an electrician with a cherry picker or appropriate scaffold to help install.
15. On the opposite side of the river we exited the pedestrian bridge and encountered the first **two public benches** on the opposite side just as you come off the bridge. These two benches would make excellent yarn bombing sites.
16. We identified **three picnic benches** along the River-walk (on the YMCA side but below the Martin Luther King Jr. Bridge). We could designate a cluster of trees at each picnic site to be yarn bombed.
17. We also identified an **iron rail** along this part of the River trail - which can be seen from the Worsham Bridge Entry way on the opposite side of the river.
18. We identified about **four manholes** that could be covered with yarn (not covering the Manhole itself).
19. We identified picnic areas/ tree clusters around picnic areas
20. We identified picnic areas/ tree clusters around picnic areas
21. We identified picnic areas/ tree clusters around picnic areas
22. We identified picnic areas/ tree clusters around picnic areas
23. We identified one more River-Walk entry adjacent to private property owned by Rick Barker.
24. A **cluster of 20 trees right next to the MLK bridge**
25. **Twelve light poles along the MLK Bridge.** This design needs to be uniform and should hold the city colors of Danville's city flag in a cohesive knitted ensemble. We might want to also put WANDERLOVE flags on every second pole. It should say WANDERLOVE: A Stitch in Time and then possibly the Distx app info and community spoke logos.

26. The **Worsham Bridge Entry** (the cement lower bases) in River District
27. The **Flag poles just outside the DRF and Averett building** in River District
28. The **entry to the Parking garage** in River District

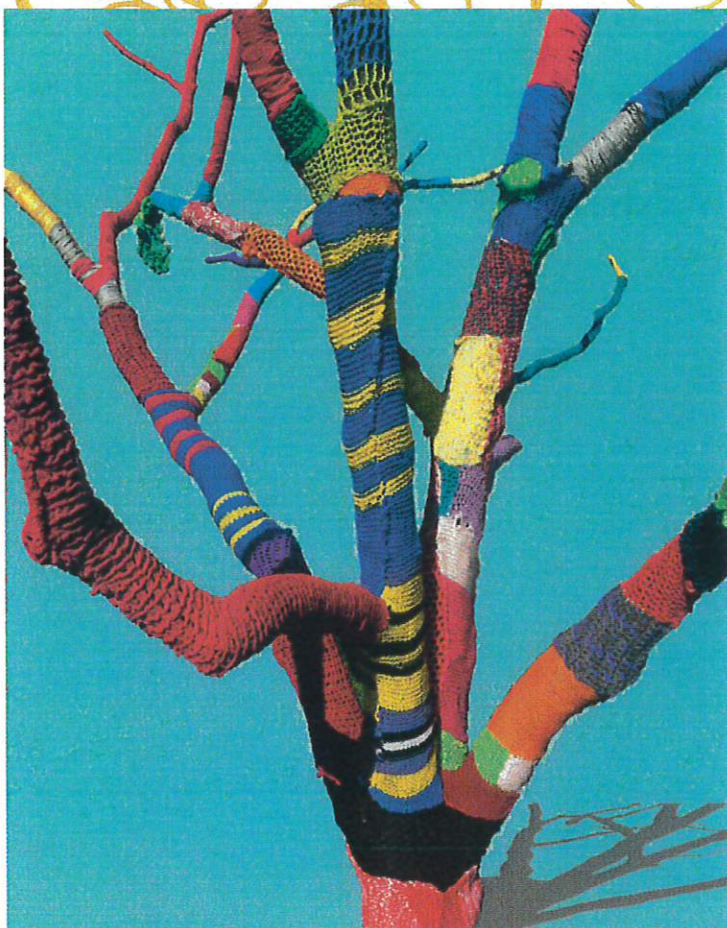
***We would like to include all 11 River-walk entries.**

WANDERLOVE

VIRGINIA IS FOR LOVERS

presents

A Stitch in Time



**Be a part of the largest
yarn bombing Fiber Art
Exhibition coming to
Danville this summer.**

We're looking for knitters, crocheters, sewers, knotters, macramés, t-shirt yarners, fiber artists... anyone who wants to be involved!

Areas along the Riverwalk and River District will be spotlighted for yarn bombing. The creation of the designs will be held from now until June. We will then install the Fiber Art during June for enjoyment by all from July - September. We will connect you to a group, who will meet via Zoom or in-person, depending on their preference.

For more information, email the Museum at: info@danvillemuseum.org, or call 434-793-5644.

**Working together
while staying apart.**



A Stitch in Time

Scan (or click on) this QR Code and go to **A Stitch in Time** page on the Museum's Website. You will find a sign-up form for individuals that you can fill out and send in to the Museum.



Danville Museum of
Fine Arts & History

Sponsored by: the DMFAH, Danville Pittsylvania County Chamber of Commerce, Danville Parks & Rec., the Dan River Basin Association, the River District Association, the Danville-Pittsylvania County Libraries, and Sovah Health - Danville.

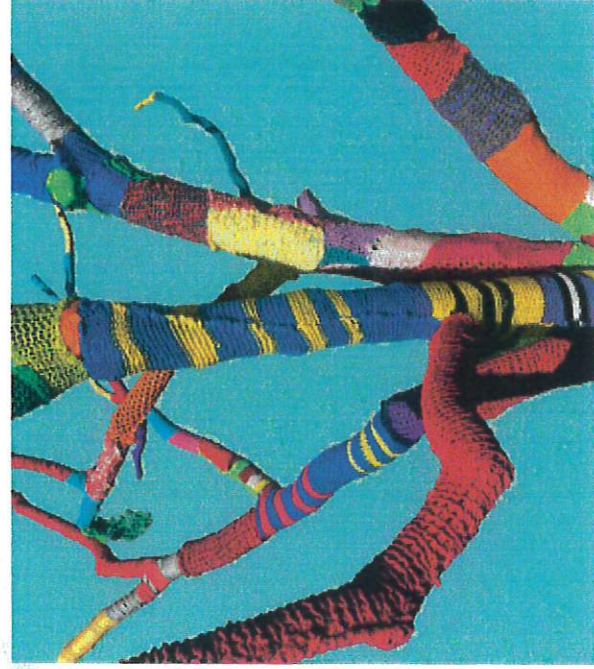
This project is supported in part by the Virginia Commission for the Arts



WANDERLOVE
VIRGINIA IS FOR LOVERS

presents

A STITCH IN TIME



This Riverwalk Yarn Bombing installation, created as a Community Knit from January - May 2021, can be viewed on the Riverwalk Trail in Danville, VA. July - September 2021

Sponsored by the Danville Museum of Fine Arts & History, Danville-Pittsylvania Chamber, Danville Parks & Rec., Dan River Basin Association, River District Association, and Danville-Pittsylvania County Libraries.

This project is supported in part by the
Virginia Commission for the Arts.



July 4 - September 26, 2021

Community Knit will take place between Jan. - May, 2021

Please contact the Danville Museum at:

info@danvillemuseum.org

434.793.5644 | danvillemuseum.org



Danville Museum of
Fine Arts & History

Example Photos of what the Installation Sites will look like:

Here are some mock-ups of possible yarn bombing opportunities that we can create in Danville.



Ms. Dixon stated it's a 3 month window. It opens in July 4th and closes September 28. It is supposed to be an outdoor event that is good for everybody and we hope to bring a lot of people into town because of this.

Mr. Keesee closed the Public Hearing.

Mr. Hessler stated no pressure but I did see the flyer this morning and this has already been handed out to all of rotary in town. No pressure, in addition to this advertisement too.

Mr. Jones stated I kind of like the idea and I think it is neat. I have never seen anything like a yarn bombing before and this is the first that I have heard of it. I think it is obviously big in other places.

Ms. Nicholas stated if you go to the museum right behind the museum there is a tree that has already been yarn bombed. You can see that it's the tree that's in the handout. My daughter, that is her favorite thing in the whole City of Danville.

Mr. Jones stated I think it will do what it is designed to do, that is to bring attention, give some pop, and I like that it is a 3 month window so we can see how the community responds.

Mr. Jones made a motion that it meets guidelines as presented and to issue a Certificate of Appropriateness to install the fibers and according to the protocol which we have for the River District. Mr. Hessler seconded the motion. The motion was approved by a 3-0-1 vote. (Ms. Nicholas abstained)

2. Certificate of Appropriateness Request PLRDD2021-90 at 410-412 Lynn Street for façade improvements and signage by Lavinder Group.

Mr. Keesee opened the Public Hearing.

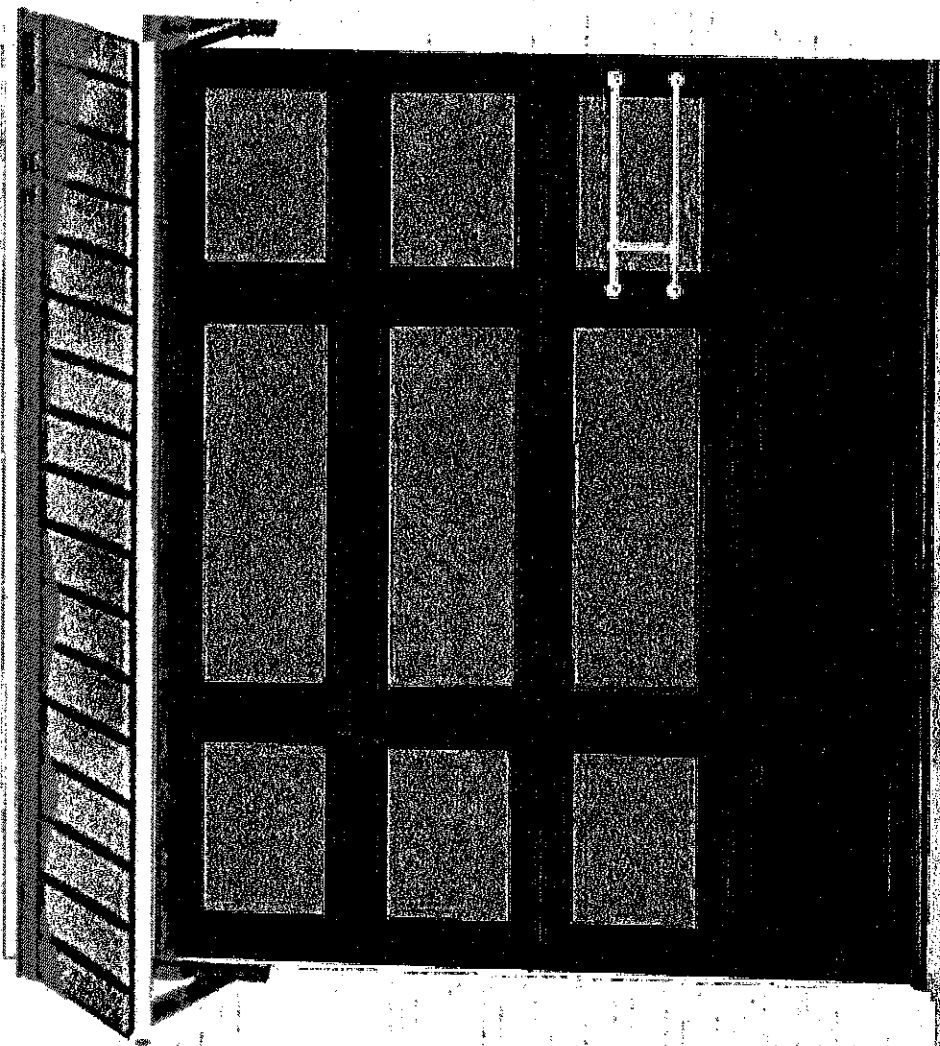
Mr. Mark Lavinder stated I am with Lavinder Group. The brick stuff, I came in a few months back to get approval on painting the brick white. It is just white paint on the brick and everything else is going to be black. Doors, windows, black frame, awnings, lights, and the lettering is black. It will only say Lavinder Group and not Associates.

Ms. Nicholas stated are you going to have the extending sign with the LGA and the window sign?

Mr. Lavinder stated we will have some window signs but not the extending signs or logo on the right. It will be simple more like what I just passed out.

Ms. Nicholas stated with it just being this to Lavinder Group, if they include window sign there does that still in terms of hit the square footage requirements?

● ● ●
Lavinder Group



Mr. Plachcinski stated it will.

Mr. Keese stated are you just going to have one entrance to your building?

Mr. Lavinder stated this is just the one side of our building. We have the other side that another business is going in there.

Mr. Keese stated do you have a picture of what is going there?

Mr. Lavinder stated that is not our business and we are not painting the brick on that side. They will have to come to get the signage approved.

Mr. Keese closed the Public Hearing.

Ms. Nicholas made a motion that the River District Design Commission grants a Certificate of Appropriateness to request PLRDD2021-90 at 410-412 Lynn Street for façade improvements and signage by Lavinder Group with the condition that the proposed signage does not exceed the maximum size allowed under RDDC guidelines. Mr. Jones seconded the motion. The motion was approved by a 4-0 vote.

3. *Certificate of Appropriateness Request PLRDD2021-92 at 401 Bridge Street for signage by Blue Moon Tattoo.*

Mr. Keese opened the Public Hearing.

Present on behalf of this request was George Perdue who stated I do have a rendering. It has been reduced down a little bit from what was presented. We did reduce the sign down a little bit after talking to the owner of the business. It seemed to be appropriate to bring it down just a little bit to 45 by 52.4 inches. We kept the sign simple and the color will be more like the color that you have.

Ms. Nicholas stated so it will only be that one sign?

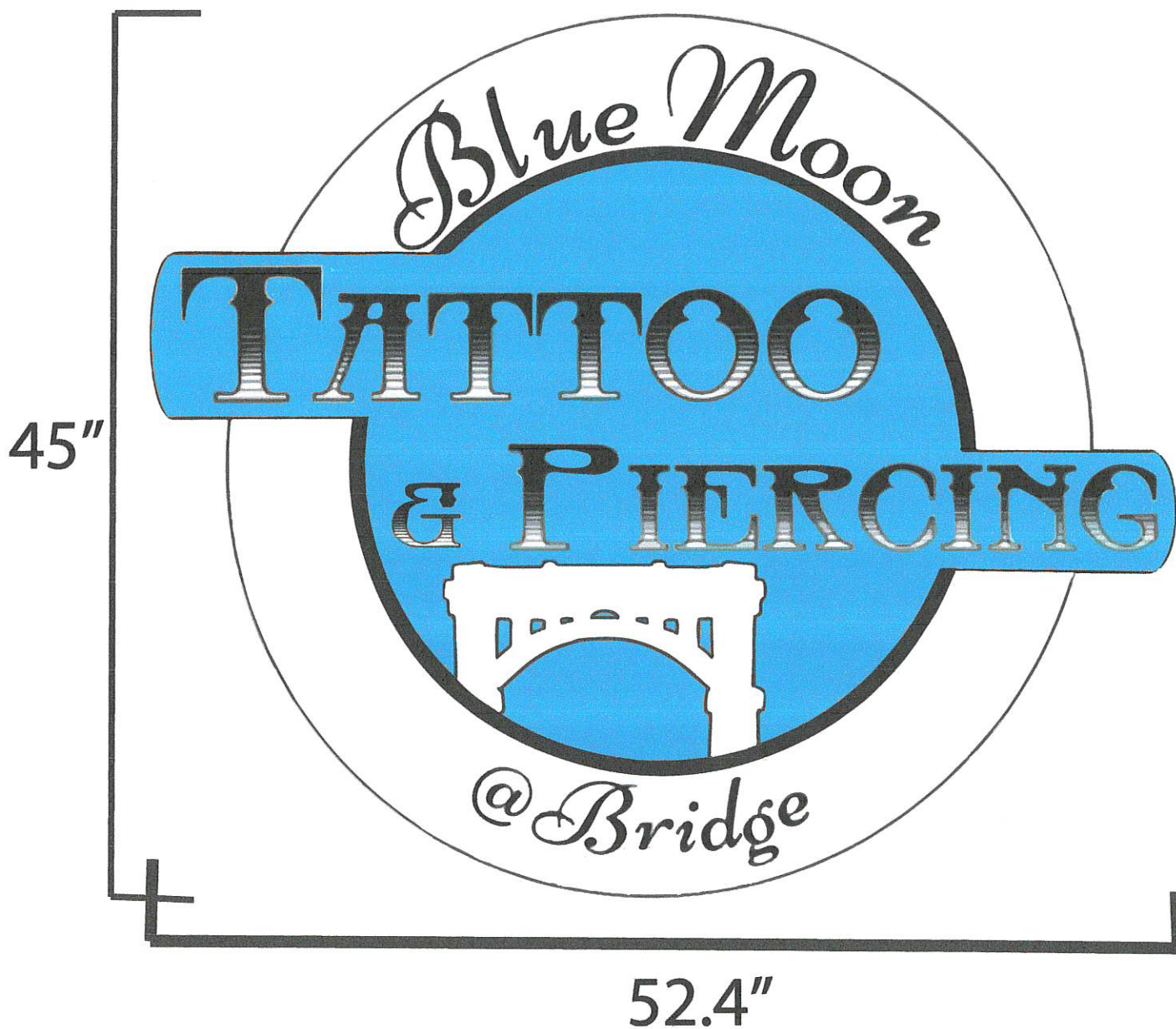
Mr. Perdue stated yes.

Ms. Nicholas stated what material will it be?

Mr. Perdue stated it will be dyed cut and wrapped. It will probably going to be aluminum type.

Mr. Keese closed the Public Hearing.

Mr. Jones made to motion to issue a Certificate of Appropriateness to be granted for request PLRDD2021-92 at 401 Bridge Street for signage by Blue Moon Tattoo. Mr. Hessler seconded the motion. The motion was approved by a 4-0 vote.





45"

52.4"

COMMERCIAL



RIVER DISTRICT LOFTS

AVAILABLE

contact@riverdistrictlofts.com
www.riverdistrictlofts.com

Ms. Nicholas made a motion to amend the agenda by adding those two items. Mr. Hessler seconded the motion. The motion was approved by a 4-0 vote.

4. *Certificate of Appropriateness Request PLRDD-2021-96 at 543 Main Street to add signage.*

Mr. Keesee opened the Public Hearing.

Present on behalf of this request was Susan Moss and Landon Moss, who stated we are opening up a business at 543 Main Street. On the hand out you will see what our proposal sign design is and it will be a 3 by 6 sign with the name of our company "HUEF" which stands for Head up Eyes Forward. The second picture is where the proposed sign placement will be on the building.

Ms. Nicholas stated what materials will be used for the sign?

Ms. Moss stated the sign will be aluminum with a vinyl wrap. There will be a smaller sign inside of the window.

Ms. Nicholas stated is there any kind of illumination?

Mr. Moss stated no.

Mr. Keesee stated what do you do there? You sell clothes?

Ms. Moss stated we will be selling apparel like hiking, athletic wear, tee shirts and maybe some other good stuff that we come up with.

Mr. Keesee stated where are you from?

Ms. Moss stated I grew up in Danville and moved away and decided to come back here. We lived in Winston Salem for most of my kids' growing up lives. Then the boys moved to Colorado and so now we are back.

Mr. Keesee stated great and we are glad to have you back.

Mr. Jones stated only the HUEF is going on the building?

Ms. Moss stated that is correct.

Mr. Jones stated the little guy with the hat is not attached to that?

Ms. Moss stated it is not attached to that. There is a logo sign that you can't see because it is inside the window on the wall. That is the original logo that we have right there on the page.

Ms. Nicholas stated do you have any plans to add any signage to the windows?

Ms. Moss stated so you guys might have to educate me on what that really means.

Ms. Nicholas stated there is a certain amount of signage allowed per square footage.



City of Danville
Community Development
Planning Division

SIGN PERMIT APPLICATION

Job Address: 543 Main St. Danville, VA 24541

SIGN CONTRACTOR INFORMATION

Business Name: Powers Signs Inc
Contact Person: Tom Powers Sr
Address: 807 Industrial Ave #2153
City, State, ZIP: Danville, VA 24541
Phone: 434-793-6351
E-mail: sr@powerssigns.com

PROPERTY / SIGN OWNER INFORMATION

Contact Person: Susan Moss/ Head Up Eyes Forward
Address: 48 Old Farm Rd
City, State, ZIP: Danville, VA 24541
Phone: 336-978-2669
E-mail: moss2070@yahoo.com

GENERAL INFORMATION

Number of Existing Signs –	Wall: 0	Freestanding: _____
Existing Sign Area in Square Feet –	Wall: 40	Freestanding: _____
Proposed Number of New Signs –	Wall: 1	Freestanding: 1
New Sign Area in Square Feet –	Wall: 20ft	Freestanding: 6ft

Estimated Job Cost: unknown

*** The Planning Division will contact you to verify your permit fee once we receive your completed application and review it according to City standards. Please do not begin work until we issue the permit. For fastest service, please make sure your sign contractor registration and local business license are up to date. Please contact the Planning Division with any questions at (434) 799-5260 or plachhd@danvilleva.gov.



Original logo



Proposed sign design



36 in

72 in

Proposed sign placement





Apparel with purpose!

HEAD UP EYES FORWARD is a lifestyle brand created in memory of Ryan Moss with a purpose of giving back a portion of the proceeds to worthy non-profit organizations. We strive to live as he lived by getting outside, staying active - and DRESSING THE PART!

We also understand the power of the encouragement that he gave so many... keep your head up, eyes forward and NEVER GIVE UP!

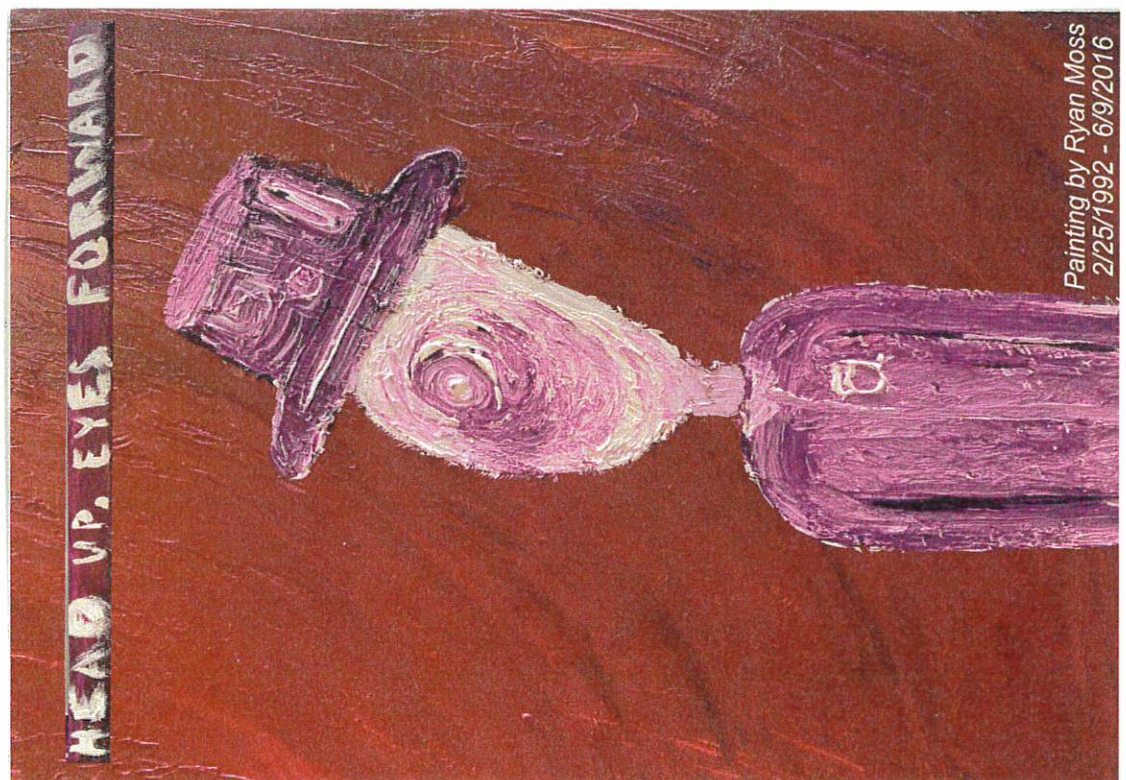
May we never forget.
headupeyesforward.com



A lifestyle brand created by people who are passionate about outdoor adventure, active lifestyles, and healthy living while wearing the perfect apparel!

www.headupeyesforward.com

Photo by Daniel Benjamin @danielbenjaminphoto



Ms. Moss stated there is no sign per say but we did put a decal of a mountain on the bottom of the window for effect because we are a hiking company. I don't know is that considered a sign?

Mr. Plachcinski stated I have not reviewed this before the meeting. Is this already on the window?

Ms. Moss stated yes, so I may either have to remove it or ask for forgiveness. I'm not sure.

Mr. Keesee stated just ask for forgiveness.

Mr. Whitfield stated if I was you I would add that as an amendment to the application

Ms. Moss stated I will send you a picture, Doug.

Mr. Plachcinski stated as long as we have documentation.

Mr. Keesee closed the Public Hearing.

Ms. Nicholas made a motion that the River District Design Committee approve Certificate of Appropriateness request PLRDD2021-96 for signage at 543 Main Street perusing that all signage including any signage added to the windows meets the square foot maximum size allowed as decided with the help of Planning Director. Mr. Keesee seconded the motion. The motion was approved by a 4-0 vote.

5. Certificate of Appropriateness Request PLRDD-2021-97 to place a 3' x 6' vinyl sign along the front of the lot facing Spring Street.

Present on behalf of this request was Ron Ford, who stated if you have any questions.

Mr. Hessler stated is this a temporary sign?

Mr. Ford stated our plan is to leave it until it leases. If it is a year before it leases then we will take it down in a year.

Mr. Hessler stated wouldn't it have to be reinstated after a certain amount of time? Is it 6 months or 12 months?

Ms. Nicholas stated I thought we usually set the time.

Mr. Plachcinski stated I think last time it was set at a year.

Ms. Nicholas stated where would the sign be placed?

Mr. Ford stated where the outdoor patio area is going on the side of the building. It will be in the ground with two posts right in front of the lot.

Mr. Hessler stated so the open space where the future patio would be?

Mr. Ford stated correct.



PLRDD 2021-97

City of Danville

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

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: 510 Spring St. Danville, VA 24541

Name of Applicant: 510 Spring Street, LLC

Applicant's Address: 306 Laurel Woods Dr. Danville, VA 24540

Applicant's Phone Number: (336)240-4094 Email Address: r.d.ford34@gmail.com

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

To place a 3' x 6' vinyl sign along the front of the lot facing Spring Street

Type of material(s) to be used: Vinyl banner with typical metal banner post

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)

R Ford
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.

510 Spring Street



Design and Build by
RJ Ford and Family, LLC
Licensed VA Class A CBC
#2705169953

For Leasing Information
Contact Joie Ford
(434) 728 - 0225
joiesford@gmail.com

Ms. Nicholas stated street facing then, sideways or up against it?

Mr. Ford stated street facing side.

Mr. Keesee closed the Public Hearing.

Ms. Nicholas made a motion that River District Design Commission approve a Certificate of Appropriateness for request PLRDD 2021-97 at 510 Spring Street in order to allow a placement of a 3' by 6' vinyl sign standing along the front of the lot facing Spring Street for the time period of 1 year. Mr. Keesee seconded the motion. The motion was approved by a 4-0 vote.

APPROVAL OF MINUTES

The January 14, 2021 minutes were approved by a unanimous vote.

With no further business, the meeting adjourned at 4:35 p.m.

Approved By: