

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

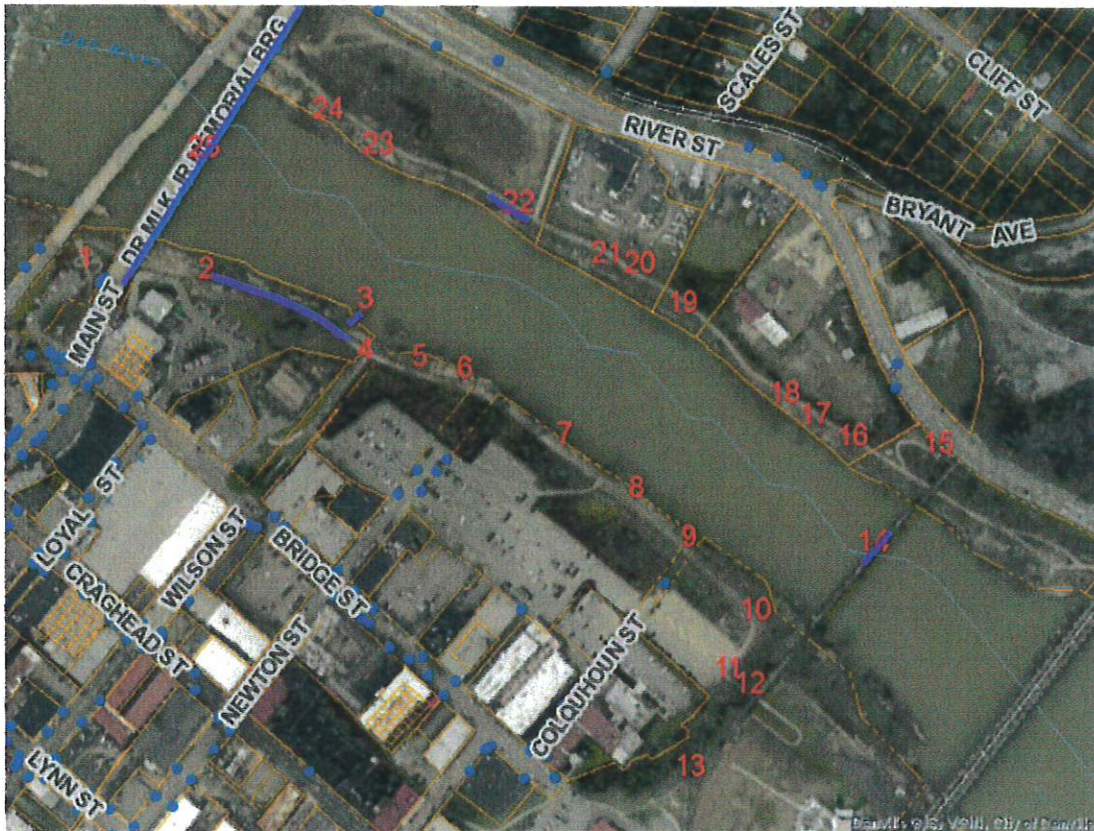
A Site Proposal



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.

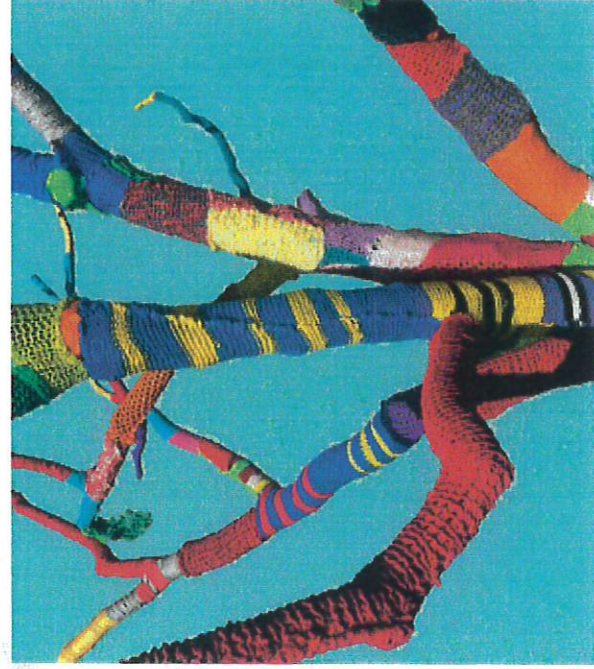
This project is supported in part by the Virginia Commission for the Arts



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.

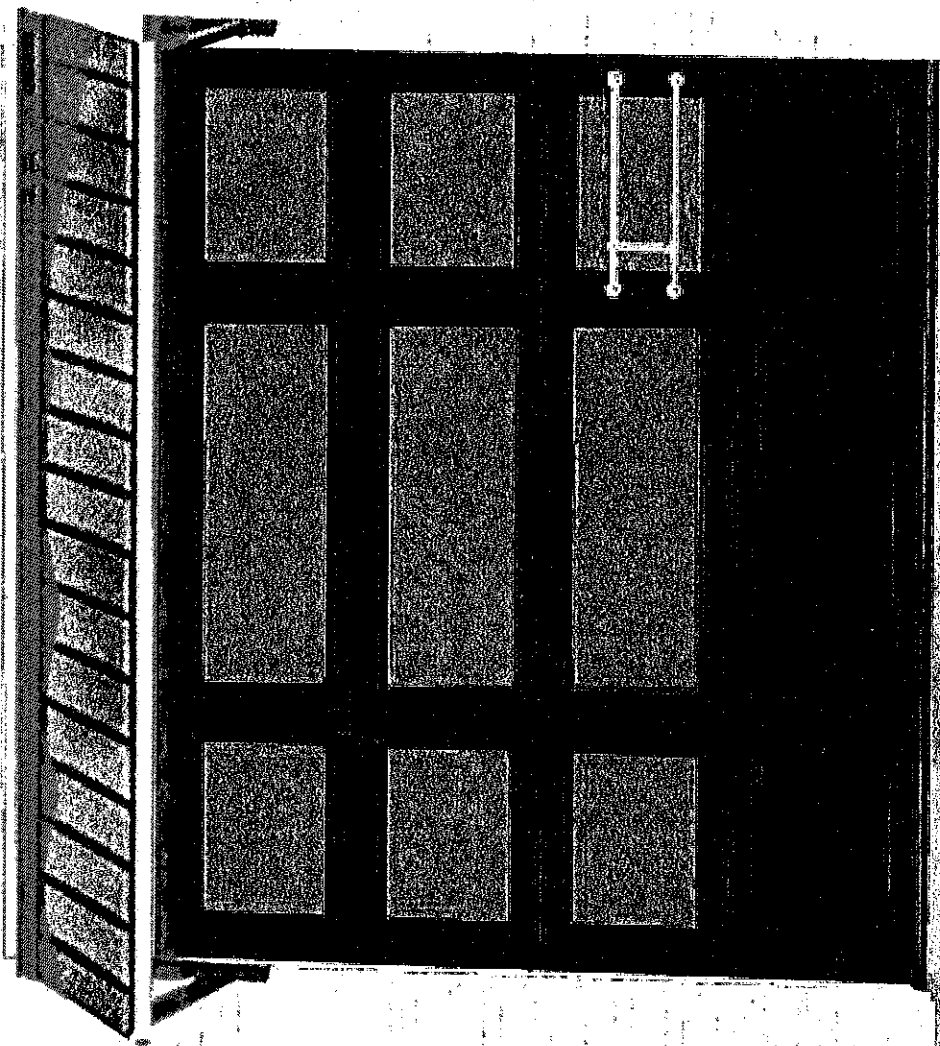
Mr. Mark Lavinder stated I am with Lavinder Group. The brick stuff, I came in a few months back to get approval on painting the brick white. It is just white paint on the brick and everything else is going to be black. Doors, windows, black frame, awnings, lights, and the lettering is black. It will 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?

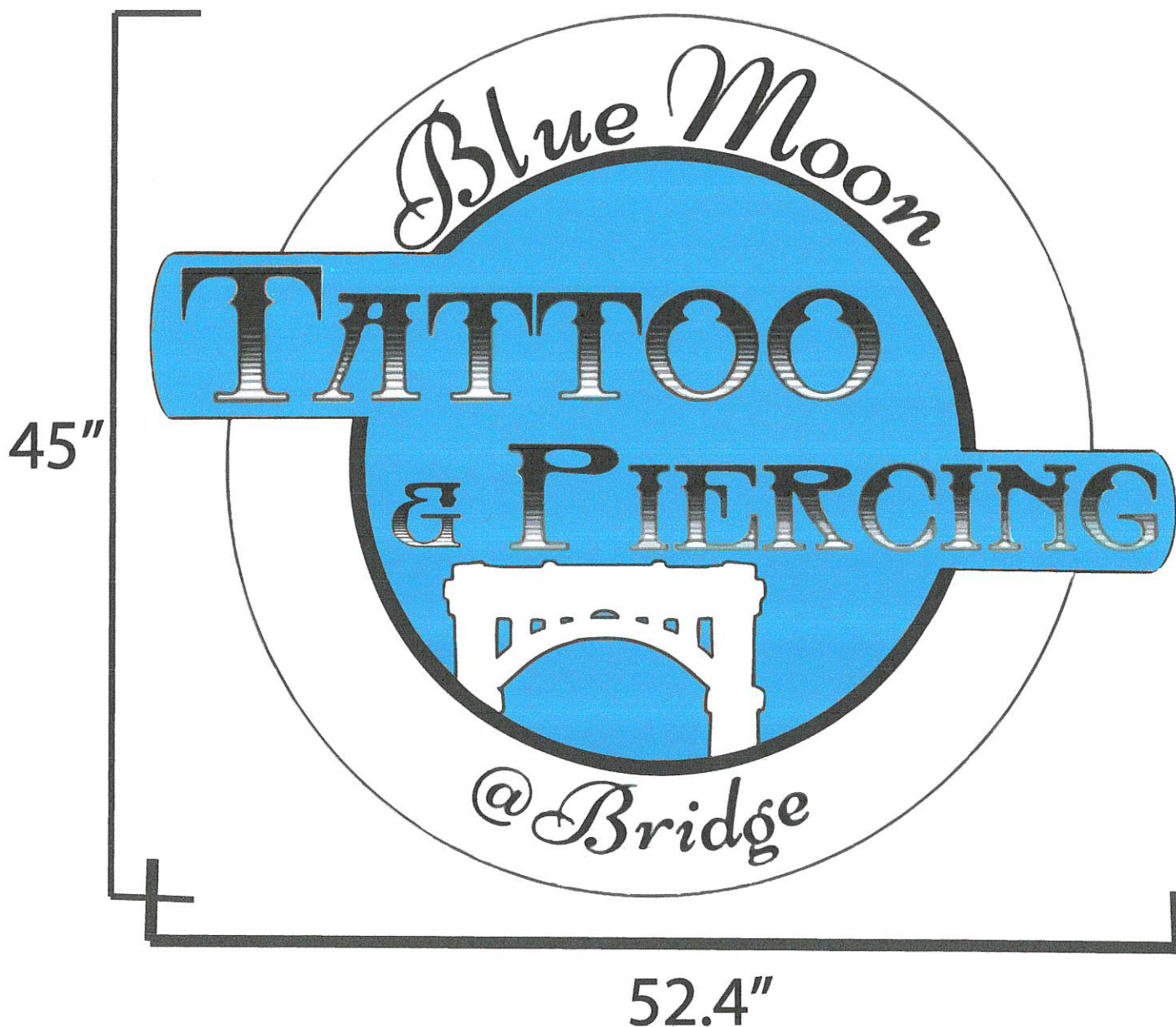
Mr. Perdue stated yes.

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"



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!

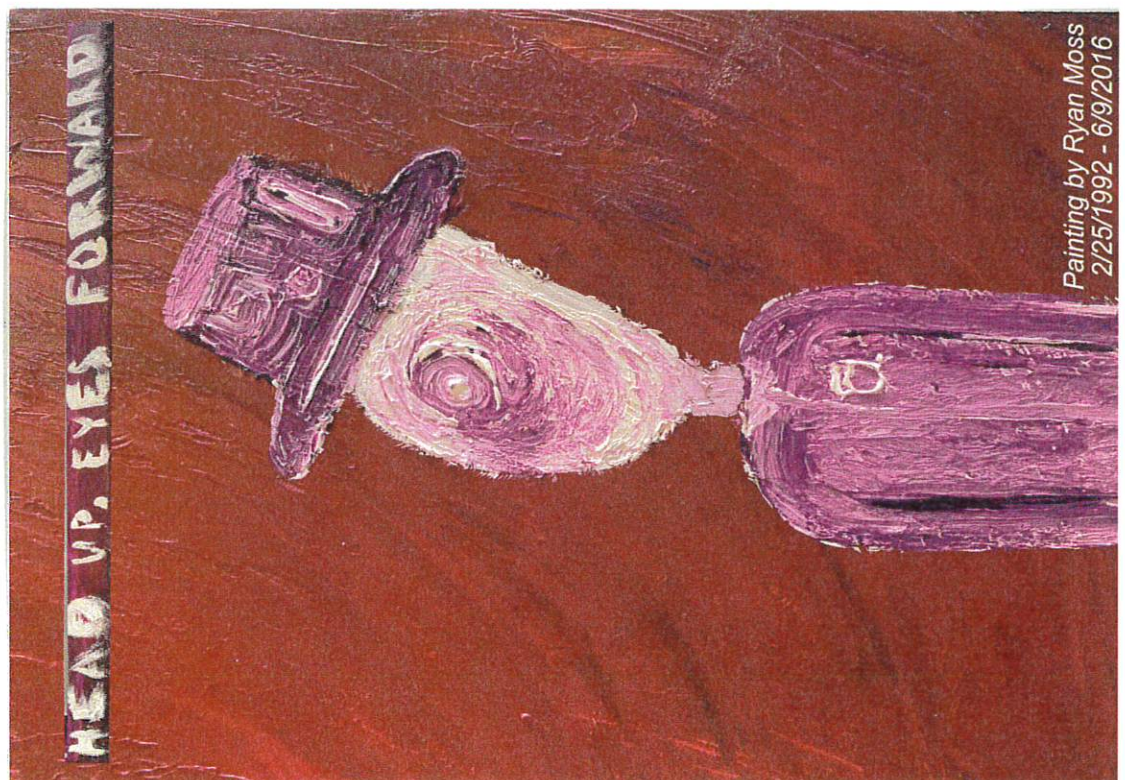
May we never forget.
headupeyesforward.com



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: