



RIVER DISTRICT DESIGN COMMISSION REGULAR MEETING AGENDA

4TH FLOOR CONFERENCE ROOM

May 9, 2024

4:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. NEW BUSINESS

1. Certificate of appropriateness request PZ24-00210 filed by Dustin and Katie Haberer to install signs at 545 Main Street (Parcel 20887).

D. MINUTES

1. Review Minutes from the April 11, 2024 Meeting

E. REPORT FROM THE DIRECTOR OF PLANNING

1. PLANDanville Block Party: May 22, 2024 5:00 - 7:00

F. ADJOURN



STAFF REPORT

DATE: May 9, 2024
TO: River District Design Commission
FROM: Renee Burton, Division Director of Planning
RE: Certificate of appropriateness request PZ24-00210 filed by Dustin and Katie Haberer to install signs at 545 Main Street (Parcel 20887).

SUMMARY

The applicants, Dustin and Katie Haberer, are requesting to install a wall sign and two (2) window signs at 545 Main Street. The wall sign will be located above the entrance, and measures 2 feet by 6.6 feet. The window decals will be placed on the door and storefront window and measure 2 feet by 2.3 feet each.

DESIGN GUIDELINES EXCERPTS

Section 7.2 Section 2 Sign Type, Placement and Size

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

j. Window Signs: Lettering applied to the windows of commercial or industrial buildings should be either at or slightly above eye level, or near the bottom of display windows ... Store window lettering should be no more than 6" tall, and should probably be no more than 4" on doors and upper floor windows, and may cover no more than 15% of the total area of a display window, and 20% of a door or double hung window.

Article 10 Section O of the Zoning Ordinance

a. Wall signs allowed: one (1) per wall facing public street, one (1) square foot per linear foot of primary wall frontage, maximum sign 32 square feet.

The total square footage of the proposed signs is more than what is allowed by the Zoning Ordinance. The window decals are taller than what is recommended by the Design Guidelines.

RECOMMENDATION

The Planning Staff recommends that the River District Design Commission deny PZ24-00210 at 545 Main Street as submitted. The proposed signs do NOT meet the River District Design Guidelines or the requirements set forth in the Sign Regulations of the Zoning Ordinance. Reducing the height of the lettering of the window decals and overall total square footage would put the proposed signage in compliance.

ATTACHMENTS

1. River District Design
2. Screen Shot 2024-04-17 at 9.39.54 AM



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

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.

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.

PLANNING DIVISION PROVIDED INFORMATION

Application #: _____ RDDC Meeting Date: _____

Date Received: _____ Received By: _____

Parcel ID: _____ Zoning District: _____

Additional Information: _____

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#): 545 Main Street Danville VA 24541

Applicant: Dustin and Katie Haberer (Additional restaurant under the Nana Karen's umbrella)

Applicant's Address: 222 Randolph St. Danville VA 24541

Applicant's Phone Number: 434-770-4949

Applicant's E-mail: nanakarens434@gmail.com

Proposed Improvement:

☐ Alteration ☐ Addition ☐ Rehabilitation ☐ New Construction ☒ Sign

Improvement Description:

Large overhead signage - 24 in. tall x 238 in. wide

Front Window Decal - 24 in tall x 28 in wide. [total window size: 105 in. tall x 46 in. wide]

Door Decal - 24 in tall x 28 in wide [total door size: 74 in. tall x 30.5 in. wide]

Pics attached

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)

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 williss@danvilleva.gov.



godfather's *downtown deli* BY Nana Karens

Vogue
Beauty

godfather's
downtown deli

godfather's
downtown deli BY Nana Karens

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

APRIL 11, 2024

Members Present

Peyton Keesee
John Ranson
Courtney Nicholas
Adam Jones
R.J. Lackey
Andrew Hessler
George Davis

Members Absent

Staff

Cynthia Lester
Ryan Dodson
Renee Burton

ITEMS FOR PUBLIC HEARING

OLD BUSINESS

1. *Certificate of Appropriateness request PZ24-00120 filed by Rivermont Danville, LLC to construct a parking garage at 403 Spring Street.*

Mr. Davis opened the Public Hearing.

Mr. Dincin stated. I'm with Catapult State Solution, project manager for the proposed parking garage. I wanted to reintroduce myself and let you all know comments from last meeting were very helpful, we rolled up our sleeves and made quite a few changes to the plan. Our architect is here. Mr. Freeman can walk you through the changes better than I can.

Mr. Davis stated. Before we get started, would you say the main change to the parking garage itself would be putting the brick façade on or was that already anticipated?

Mr. Freeman stated. The original scheme we had, we probably had more exposed precast concrete in the lighter color, and what we are doing is focusing on pedestrian experience. We have a lot of brick at the base level and brick on the two elevator towers. We took away from the comments were definitely more brick, so we added a significant amount of brick, we also recolored, as they are building precast concrete and color scheme is what we're trying to do is come close to what you might find on Craghead Street. The Craghead brick color seemed to appeal to most people. We tried to bring more verticality to the entire scheme. All the columns are now clad brick, a little bit wider, we are proud of the façade of the building. Trying to find a balance of not adding too much detail, given this is a larger structure but enough details that still fits into, primarily because Union Street we have the facts that are actually flat. So, it feels more like a normal structure. And on Spring Street we have slope, and we try to smooth that out a little bit vertically, but it started to actually accentuate the sloped ramps and look like jacked windows.

Mr. Jones stated. Did that change anything as far as how many spaces going back?

Mr. Freeman stated. Yes, all the details, its more concrete and more brick. We have a 6-foot landscape strip on the side we have grown. We have room to grow outside.

Mr. Ranson stated. What is the schedule for construction?

Mr. Freeman stated. Next year starting in August.

Mr. Ranson stated. So, you are raring to go.

Mr. Freeman stated. Yes.

Mr. Jones stated. Mr. Freeman I will be the first to tell you from the original design you guys obviously took away what was discussed, its night and day, giving a historic feel with a modern edge it's like a hybrid so to speak. One thing is those exposed brick columns we get a vertical kind of size there. That really looks good.

Mr. Hessler stated. The trash.

Mr. Freeman stated. For the district guidelines and trash enclosures included in this primer too. We're still working on transformers.

Mr. Davis stated. The Martinizing place how close is it going to be to their building? Is it going to be right up against it or leave a little alleyway?

Mr. Freeman stated. We still trying to figure it out. There is going to be 2 transformers there behind the screen wall, a generator, and we're probably at 8 feet from there to the wall. So overall, we're going to be 15 feet approximately.

Mr. Davis stated. So, some breathing room.

Mr. Freeman stated. Yeah, we are trying to create some pedestrian access through there as well. You just don't have the organized survey throughout the typography you have to get a scale factor. The ideal is that people will be able to see the building.

Mr. Dincin stated. The annex to the Belk building was demolished in anticipation of the parking deck and that was right up next to the Martinizing and when that came down it actually exposed windows that hadn't been exposed for years so there's going to be 15-20 feet, they will have more breathing room than they used to.

Mr. Lackey stated. Does it have to be that big? The Martinizing building is a perfect segue and then it looks like a gigantic thing out of place in that area today being 6 story.

Mr. Freeman stated. We didn't plan the scale of it, but my understanding is with the number of new residents and some of the things happening along the river the demand will certainly be there.

Mr. Davis closed the Public Hearing.

Mr. Jones stated. We have 2 options here.

Ms. Burton stated. The city recommends option 2.

Mr. Jones made a motion to issue a Certificate of Appropriateness request.

PZ24-000120 option 2. Ms. Nicholas seconded the motion. The motion was approved by a 6-1 vote.

NEW BUSINESS

- 1. Certificate of Appropriateness application PZ24-00143 filed by River City Fitness LLC to approve facade updates at 418 Lynn Street.*

Mr. Davis opened the Public Hearing.

Mr. Terry stated. I am standing in for Josh here to answer any questions. Basically, this is the second floor of 416 Lynn Street, first of all this is a separate part of the building you can't access one floor from the other, the only access to this floor is a side door at Newton Holiday and it will be operated as a separate business with a separate name. It has 14 windows on that floor, a door that has to be replaced.

Mr. Ranson stated. The last time you were here you wasn't doing the second floor.

Mr. Terry stated. I wasn't doing the second floor, but I had to do the windows.

Mr. Ranson stated. We approve the window on the first floor I assume you could do the windows on the second floor. What about the door?

Mr. Terry stated. The door is going to be replaced by a black 11x7 foot sectional garage door.

Mr. Ranson stated. The storage is off the second floor.

Mr. Terry stated. Yes.

Mr. Ranson stated. Is there an elevator?

Mr. Terry stated. No, a ramp. We have a black theme on the building all windows and doors for rehab.

Mr. Davis closed the Public Hearing

Ms. Nicholas made a motion to issue a Certificate of Appropriateness request. PZ24-00143. Mr. Hessler seconded the motion. The motion was approved by a 7-0 vote.

- 2. Certificate of Appropriateness application PZ24-00130 filed by Atlantic Union Bank to update signage at 628 Main Street.*

Mr. Davis opened the Public Hearing.

Ms. Pasola stated. I am here on the behalf of Jay Perlmutter, who owns Carolina Permits Incorporated. The current signs are going to be switched out for new signs of like size and like materials.

Mr. Davis closed the Public Hearing

Mr. Jones made a motion to issue a Certificate of Appropriateness request PZ24-00130. Mr. Ranson seconded the motion. The motion was approved by a 7-0 vote.

3. Certificate of Appropriateness application PZ24-00155 filed by Nicholas Sturdifen to install wall sign at 308 Craghead Street.

Mr. Davis opened the Public Hearing

Mr. Sturdifen stated. We have been in suite B, and we have move to suite D, we are looking to move our current sign off the front window on Craghead and move to exactly where Premier Aesthetics which was the business that was there in Suite D. So, exactly where the signs were we're just trying to get it right where it works back to front side.

Mr. Davis stated. Ms. Burton what's the city's apprehension with, according to the guidelines that they're not to be anything above the doorway is that the main concern?

Ms. Burton stated. That is correct. It does not meet the guidelines as black and white.

Mr. Davis stated. The only comment that I have about the question about it being above the door, according to the guidelines, is that if you look at Zinc next door, they have a big sign right over the doorway.

Ms. Burton stated. Yes.

Mr. Davis stated. They probably did it on their own.

Ms. Burton stated. I can't speak to that for certain, possibly Zinc has been there for a very long time. I can't say specifically, the time. Zoning wise, we do not have a problem with the proposed signage. Just want to make sure that's clear. Just the guideline states the location.

Mr. Jones stated. Premier Aesthetics was there after the guidelines, placing their signs.

Ms. Burton stated. Could be deemed a reface.

Mr. Jones stated. That's what I'm hearing to take you down the Premier Aesthetics and putting up.

Ms. Burton stated. It's not technically a reface by zoning code, because it's not an actual structure, that you're taking out a face and putting the new one in. It's a decal on the window. Therefore, it's pretty flexible.

Mr. Jones stated. If staff has recommended to deny and Premier Aesthetics was already there. That's what I'm not understanding.

Ms. Nichols stated. Staff has to recommend because it is happening.

Mr. Jones stated. Would it be refacing?

Mr. Davis stated. Is there a sign above the doorway right now.

Ms. Nichols stated. Yes.

Mr. Lackey stated. Please explain to me why the guidelines don't like signs above the doorway.

Mr. Jones stated. I see signs above the doorway all the time.

Mr. Davis stated. There were a lot of these guidelines made before we started thinking about any of that stuff. It was just their thinking.

Ms. Burton stated. I would like to make a little note that if everything goes well budget wise, we will be updating these soon. If that helps anyone at all.

Mr. Davis stated. We would want to make a one stop.

Ms. Burton stated. They are roughly 8 or 9 years old at this point. So, we are due some updates.

Mr. Davis stated. I save my opinion because I rather hear from you all.

Mr. Jones stated. I feel that in this a case, it is more of a refacing of consider that Premier Aesthetics. I don't think it is fair for them to have had it ended up in kind of argued or have to take it down.

Ms. Nichols stated. If these returned to be refaced, do we have to do the 2-step vote. Or do we have to reject it.

Ms. Burton stated. No, you would be able to state that it's a reface by zoning code and planning definition it would not be a reface. If you deem it as a reface then you can do it as a vote.

Mr. Davis closed the Public Hearing

Ms. Nicholas made a motion to approve Certificate of Appropriateness request. PZ24-00155 as a reface. Mr. Ranson seconded the motion. The motion was approved by a 7-0 vote.

4 Certificate of Appropriateness application PZ24-00168 filed by Belk Architecture to install monument sign at 227 Lynn Street.

Mr. Davis opened the Public Hearing.

Mr. Andrew stated. We are working with Dr. Mark Herman on the Fitzgerald project. There is a parking lot that's currently under construction that's going to be part of the project behind the building on Loyal Street. We are proposing a monumental sign that's within the landscape islands as you enter the parking lot off the street. The freestanding sign material is steel, it's called a slender rusted steel with a stainless-steel layer behind it and the landscaped in front of it as well as behind it with some trunks and will be illuminated also with landscape lighting.

Mr. Davis closed the Public Hearing

Mr. Jones made a motion to approve Certificate of Appropriateness request. PZ24-00168. Mr. Ranson seconded the motion. The motion was approved by a 7-0 vote.

APPROVAL OF MINUTES

The March 14, 2024, minutes were approved by a unanimous vote. With no further business, the meeting adjourned at 4:50 p.m.

Approved By: _____