



**RIVER DISTRICT DESIGN COMMISSION REGULAR MEETING  
AGENDA**

**4<sup>TH</sup> FLOOR CONFERENCE ROOM**

**January 24, 2025**

**4:00 PM**

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. OLD BUSINESS**

1. Certificate of Appropriateness application PZ25-00079 filed by Rory Dowling to construct a hotel at Parcel 01078 (River Street).

**D. MINUTES**

1. January 9, 2025 RDDC Minutes

**E. ADJOURNMENT**



# STAFF REPORT

**DATE:** January 24, 2025  
**TO:** River District Design Commission  
**FROM:** Renee Burton, Division Director of Planning  
**RE:** Certificate of Appropriateness application PZ25-00079 filed by Rory Dowling to construct a hotel at Parcel 01078 (River Street).

## **SUMMARY**

On January 9, 2025, the River District Design Commission reviewed application PZ25-00079 . The application requests approval for construction of a 4-story, 120 room Hyatt Studio at 100 River Street. 100 River Street was previously owned by Dan River Inc, all structures were demolished over twenty (20) years ago.

The application submitted for the January 9, 2025 meeting did not meet the River District Design Guidelines. Staff noted the following items that needed to be addressed:

1. Provide a landscape screen between all parking areas and the view from both the road and the river (Chapter 4 Section 3 Item 4).
2. Alter the exterior construction materials so that brick is the predominant exterior material on all sides (Chapter 4 Section 4 Item 3).
3. The window construction must be wood, wood clad in vinyl or prefinished metal, or form aluminum or other appropriate metals (Chapter 4 Section 5 Item 5).

An alternative elevation and site plan was presented by the applicant for the Commissioner's to review during the meeting. The new plans were created to address the concerns presented by Staff. After presentation and conversation the following actions were taken:

- Mr. Ranson made a motion to issue a Certificate of Appropriateness for PZ25-00079 as amended. Mr. Davis seconded the motion. The motion failed by a 2-3 vote.
- Ms. Nicholas made a motion to postpone P25-00079 as submitted to allow the applicant to come back with amended design. Mr. Hessler seconded the motion. The motion passed by a 4-1 vote.
- Mr. Davis made a motion to have a special meeting on 1/24/25. Mr. Hessler seconded the motion. The motion was approved by a 5-0 vote.

The applicant will return on January 24, 2025 for an additional review of PZ25-00079. The application presented does not alter the elevation or site plan from the submittal presented during the January 9, 2025 meeting. After a meeting with the design team at Hyatt Studios,

the applicant received notification that the colors nor the roof line may not be altered as presented by the RDDC.

**RECOMMENDATION**

Staff believes the proposed design meets the River District Design Guidelines and recommends that the River District Design Commission carefully review PZ25-00079 and submit a motion.

**ATTACHMENTS**

1. Hyatt Studios Danville\_RDDC Meeting\_1.9.25\_Final



# Hyatt Studios Riverfront - Danville VA

River District Design Commission

*1/9/25*



# Project Overview

- Joint venture between LMG and 1<sup>st</sup> & Main Development - \$30M investment
- 120-room, 4-story Hyatt Studios hotel at 100 River St.
- River District's first branded hotel
- Redevelopment of existing brownfield site
- Direct access to Riverwalk



# Existing Conditions



100 River St – looking SW



100 River St – looking South



220 River St – looking South



210 River St – looking South



200 River St – looking South

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- A BUFFER HEDGE
- B EXISTING STREET TREES
- C NATIVE SHRUBS
- D EXISTING WETLAND AND VEGETATION
- E CONNECTOR WALK TO GREENWAY
- F EXISTING WALK TO GREENWAY
- G OUTDOOR GATHER DECK
- H POOL
- I TRASH ENCLOSURE

## HYATT STUDIOS

JANUARY 9, 2025

0 10 20 30 40 50  
SCALE IN FEET

# Preliminary Rendering

LMG

Lansing  
Melbourne  
Group



Metal Windows

60% Brick Exterior (all elevations)

Landscape Screen

- Lightweight, higher strength engineered brick
- Matches size and texture of clay
- Customizable colors and grout



*Example of NewBrick - Tru (Manchester, NH)*

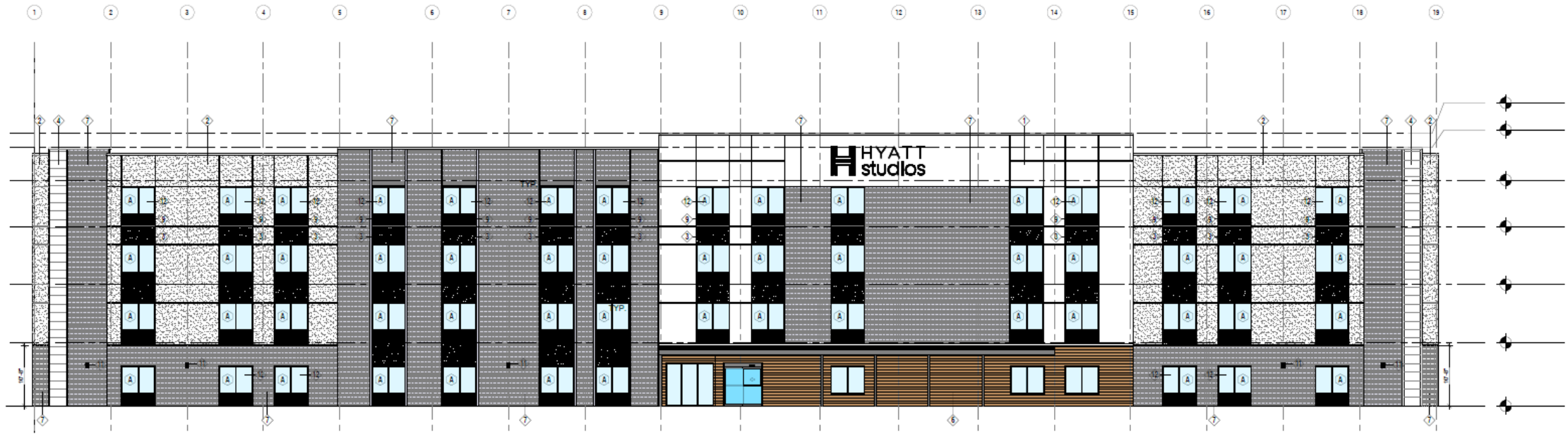
# North Elevation & Materials

# LMG

Lansing  
Melbourne  
Group

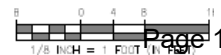


KEYNOTE LEGEND - EXTERIOR ELEVATIONS			
TAG #	MATERIAL	MANUFACTURER	SIZE / COLOR
1	EIFS	STO CORP	TO MATCH BENJAMIN MOORE 1471 SHORELINE COSTA
2	EIFS	STO CORP	TO MATCH BENJAMIN MOORE HC-172 REVERE PEWTER
3	EIFS	STO CORP	COLOR TO MATCH #4 & #5
4	FIBER CEMENT 5/16" SMOOTH 'PANEL-IN-CHANNEL'	JAMES HARDIE PANEL & CHANNEL	18"H x 72"W, COLOR PLUS TECHNOLOGY, AGED PEWTER, WITH PREFINISHED RECESSED METAL TRIM
6	7 1/2" FIBER CEMENT LAP SIDING - CEDAR MILL	JAMES HARDIE	6"H EXPOSURE, CEDARMILL LAP SIDING w/ PREFINISHED RECESSED METAL CORNER TRIM COLOR PLUS FINISH, STATEMENT COLLECTION, RICH ESPRESSO ALTERNATE OPTIONS: • DREAM COLLECTION, WOODPILE, • STATEMENT COLLECTION, KHAKI BROWN
7	THIN BRICK - MODULAR SIZE	GLEN-GERY	BLACK HILLS VELOUR WITH DARK MORTAR
8	DOWNSPOUT	BY G.C.	PREFINISHED TO MATCH ADJACENT WALL
9	PTAC LOUVER	BY G.C.	PREFINISHED TO MATCH WINDOW FRAME
10	ROOF SCUPPER	BY G.C.	PREFINISHED TO MATCH ADJACENT WALL
11	WALL SCONCE	WF1 FIXTURE - REFER TO LIGHT FIXTURE SCHEDULE	
12	METAL WINDOW FRAME	BY G.C.	TO MATCH LACANTINA DOORS, DARK BRONZE ANODIZED



**C6 NORTH ELEVATION**

SCALE: 1/8"=1'-0"



# APPENDIX



**Peter Flotz**  
CEO & Founder, LMG

Mr. Flotz is managing member of Florida-based Lansing Melbourne Group, LLC (LMG). LMG has developed over 22 million square feet of projects in the United States since 2003 and has partnered with many well-known institutions such as Fortress, Goldman Sachs, Wachovia and General Electric.

LMG has consulted throughout the world on real-estate development operations and large-scale parking solutions.

Prior to starting LMG, Mr. Flotz ran the parking and design finance practice for the largest design firm in the world, HNTB. Among his many accomplishments there, he grew division revenues from \$2 million to \$26 million in three years (a 1,200% increase). Career highlights include his work on large development projects for the Howard Hughes Estate, Killington Ski Resort, Mel Simon Properties, Forest City Enterprises, the Broward County Convention Center, the Fashion Mall at Plantation, and Quantum Park in Boynton Beach.



**Rory Dowling**  
Owner, First & Main Development

Mr. Dowling is owner of NC-based 1<sup>st</sup> & Main Development. 1<sup>st</sup> & Main focuses primarily on urban, mixed-use projects involving public – private partnerships and unique financing techniques. As both owner and consultant, Rory has gained significant experience in structuring and executing complex projects in unique markets across VA, NC and SC. His work has spanned across many different project types including mixed-use, adaptive reuse, hotels, ground-up multi-family, townhomes, municipal complexes, community centers, and even a parking garage.

Rory has completed over \$75M and consulted on over \$250M of redevelopment efforts including the adaptive reuse of 5 prominent historic structures, master developing 20-acres of riverfront property for a mixed-use town center, and the adaptive reuse of an historic black commercial corridor across the street from two HBCUs.

Rory received a dual master's degree from UNC Chapel Hill in Business and City & Regional Planning and holds a Bachelor's degree from Washington & Lee University. He lives with his wife and two children in Durham, NC.

# Projected Schedule

LMG

Lansing  
Melbourne  
Group



**April 2025**



Close on Financing

**April 2025**



Begin Sitework

**July 2025**



Begin vertical  
construction

**July 2026**



Complete  
construction

**August/Sept 2026**



Grand Opening

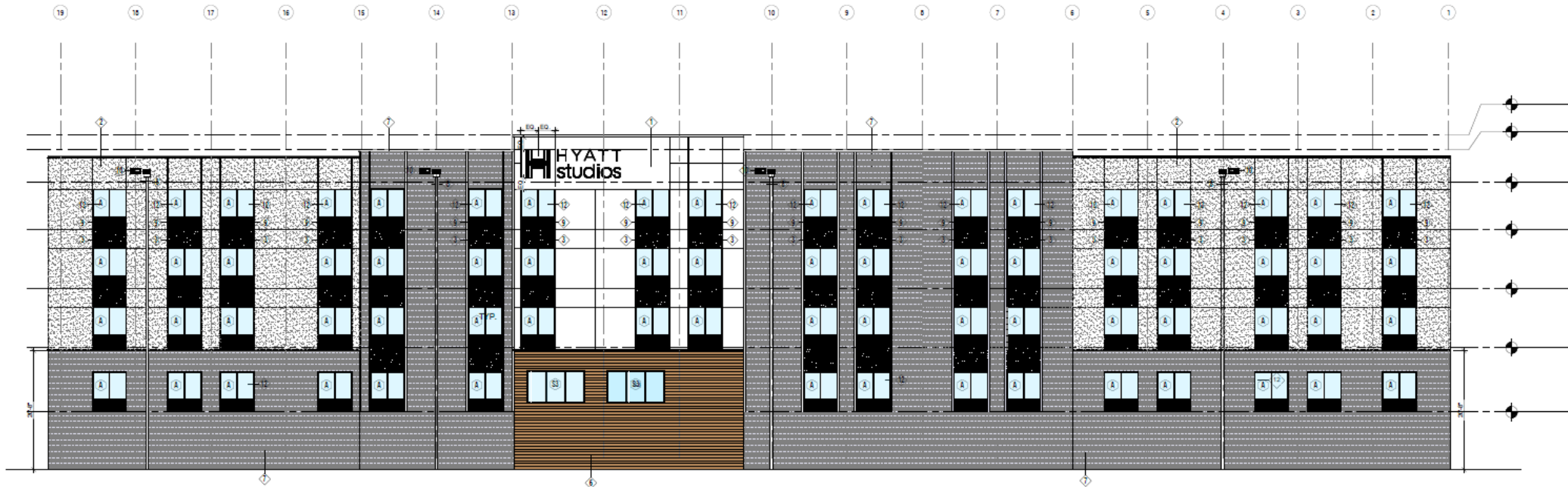
# South Elevation & Materials

# LMG

Lansing  
Melbourne  
Group



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**A6** SOUTH ELEVATION

SCALE: 1/8"=1'-0"

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

**JANUARY 9, 2025**

Members Present

George Davis  
John Ranson  
Courtney Nicholas  
Andrew Hessler R  
Adam Jones

Members Absent

R. J. Lackey  
Peyton Keesee

Staff

Cynthia Lester  
Renee Burton  
Ryan Dodson  
Shanika Williams

**ELECTION OF OFFICERS**

Mr. Dodson called for nominations for Chairman.

**Mr. Davis nominated Mr. Jones as Chairman. The nomination was approved by a 4-0 vote.**

Mr. Dodson called for nominations for Vice Chairman.

**Mr. Jones nominated Mr. Hessler as Vice Chairman. The nomination was approved by a 4-0 vote.**

Mr. Dodson called for nomination for Secretary.

**Mr. Davis nominated Ms. Nicholas as Secretary. The nomination was approved by a 5-0 vote.**

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

**ITEMS FOR PUBLIC HEARING**

1. *Certificate of Appropriateness request PZ24-00638 filed by Trophy and Sign Center to approve freestanding sign at 424 Memorial Drive (Parcel 21344).*

**Mr. Jones opened the Public Hearing.**

Mr. Hundley stated. I think there were questions about the size and concrete base. That is where the measurements got mixed up as far as sq feet.

Ms. Burton stated. It is in compliance.

Mr. Ranson stated. It is just the one sign?

Ms. Burton stated. Yes, there are multiple signs on site but those are directional, or you can't see from the public right away. So, within your purview it is just one sign.

**Mr. Jones closed the Public Hearing.**

**Mr. Davis made a motion to issue a Certificate of Appropriateness for PZ24-00638. Mr. Ranson seconded the motion. The motion was approved by a 5-0 vote.**

2. *Certificate of Appropriateness request PZ25-00079 filed by Rory Dowling to construct a hotel at (Parcel 01078) River Street.*

**Mr. Jones opened the Public Hearing.**

Mr. Dowling stated. I am with 1<sup>st</sup> & Main Development. I have a presentation.



inspectionsfax@da  
nvilleva.gov\_202501

Mr. Davis stated. This particular piece of property is there no concern with flooding?

Mr. Dowling stated. Yes, there are significant concerns we are in the middle of working through flood mitigations, the building will be built on a crawl space to allow flood waters to come through that crawl space with a slab on the bottom of it for easy permeation and we are building on a level above flood elevation. We do feel comfortable with where we are building it and how we are doing it. We are building it on a site knowing it will get wet.

Ms. Nicholas stated. Is that a trail path you are building so people can access it from the road?

Mr. Dowling stated. It's actually existing. River Street looking south the main 3 things from the recommendations; metal windows and 60% brick exterior (all elevations) and the landscape screen.

Ms. Nicholas stated. Staff, is this considered brick or something like forma stone?

Ms. Burton stated. I would say this follows the guidelines, I would not say this is a forma stone I think it's more of a synthetic substitute material for brick, which can be allowed if you guys so chose. I would not consider it forma stone that would be more a smooth surface and not have the individual grout lines that we have in this product.

Mr. Ranson stated. What type of material the brick is made of? Is it concrete?

Mr. Dowling stated. Individual EIFS bricks.

Mr. Ranson stated. Are they panelized?

Mr. Dowling stated. No, they are individual bricks with custom grout and columns. Real grout and individual brick.

Mr. Jones stated. Prior to the revision you said it would be 60% exterior brick.

Mr. Dowling stated. Prior it was going to be 0% brick.

Mr. Ranson stated. The elevation we have in our package looks very much like the elevation you showed just the gray area.

Ms. Burton stated. Is that 60% overall or is it 60% per elevation?

Mr. Dowling stated. It is 60% each elevation.

Mr. Ranson stated. Are the spandrels going to be the lightweight brick or some other material?

Mr. Dowling stated. I think the spandrels are EIFS.

Ms. Nicholas stated. Did the colors come from our list of guidelines.

Ms. Burton stated. Yes, this does meet regulations.

Mr. Jones stated. The Hyatt Studios and the Hyatt Regency same family?

Mr. Dowling stated. Yes, same family. Studios are mostly extended stay so we expect anyone staying there to be there 3 to 10 days.

Mr. Jones stated. Roughly how many rooms?

Mr. Dowling stated. 120.

Mr. Hessler stated. I looked up to see what some of the other Hyatt's look like and I understand from a branding point why they would choose the grayish white. They may have limited corporate wiggle room.

Mr. Ranson stated. I think it is a nice color scheme.

Ms. Nicholas stated. Can you tell us about the landscape screen, what are you planning on using?

Mr. Dowling stated. We will have the screening hedges, not sure what kind.

Mr. Ranson stated. What is your schedule for the project?

Mr. Dowling stated. Glad you asked. We will close on financing and break ground mid-April 2025 and begin sitework immediately, hopefully begin vertical construction in July 2025 and complete construction in July 2026, with grand opening and first folks staying there in August/September 2026.

Mr. Jones stated. The only ADA parking and electrical charging is up front is that correct?

Mr. Dowling stated. Yes.

Mr. Barker stated. I have been a part of River Partnership for over 20 years and the last decade we have entertained multiple offers and developers with many levels of interest.

**Mr. Jones closed the Public Hearing.**

Mr. Davis stated. I am glad Mr. Barker spoke up and the way he is coming to endorse the historic district and maintaining that character whenever we want to make some changes to building or whatever. I know they are trying to get their design as close to the White Mill building. I personally like it, but some are not going to like it. Anything that happens in the area is going to bring some growth and people are going to want to do other things in the City of Danville.

Mr. Ranson stated. I don't think the idea is to make 19th century buildings it's the 21st century as you can see the White Mill is a contemporary building.

Mr. Jones stated. Mr. Davis, taking the Hyatt Studio branding off the table if that 60% exterior was the traditional brick color, do you think that would change the folks living in the community riding by seeing it verses the modern gray contemporary look.

Mr. Davis stated. I personally do.

Mr. Jones stated. That's mine as well, I am for the traditional brick to blend in with the landscape that is there.

Mr. Hessler stated. I don't know how this would look within the district when I open the package. This is meant to be iconic and the central point and everyone will be looking at it.

Ms. Nicholas stated. There needs to be some visual interest on the top of the building and looking at the renderings here I just see boxes, all straight lines. It is so modern I could put it anywhere; it doesn't tie into the River District itself. I am missing the part where it ties into the area. A big part of this board is aesthetics and having a hotel there is a great choice and 98% of the design is fantastic I just need something visual that ties it to the River District and I just don't see it as presented.

Mr. Hessler stated. Yes, something unique.

Mr. Jones stated. Is there any option for changing the color?

Mr. Dowling stated. I don't know, we will bring it to them and see what they say.

Mr. Jones stated. Mr. Ranson, anything you see with the schematic that would bring more of an historic look or character?

Mr. Ranson stated. I can't think of any, Ms. Nicholas talked about more changes than just the brick.

Ms. Nicholas stated. I can live with the color more so than the shape of the building.

Mr. Ranson stated. It's a 21st century building and that is how they build them.

Mr. Davis stated. It is not like this is going to be an eye sore compared to what is right around the corner.

Mr. Jones stated. Our job is to keep the historical guidelines when people come in and want to enhance the City of Danville.

Mr. Ranson stated. It is a contemporary building.

**Mr. Ranson made a motion to issue a Certificate of Appropriateness for PZ25-00079 as amended. Mr. Davis seconded the motion. The motion failed by a 2-3 vote.**

**Ms. Nicholas made a motion to postpone P25-00079 as submitted to allow the applicant to come back with amended design. Mr. Hessler seconded the motion. The motion passed by a 4-1 vote.**

**Mr. Davis made a motion to have a special meeting on 1/24/25. Mr. Hessler seconded the motion. The motion was approved by a 5-0 vote.**

**APPROVAL OF MINUTES**

**The December 12, 2024, minutes were approved by a unanimous vote.**

With no further business, the meeting adjourned at 5:35 p.m.

Approved By: \_\_\_\_\_

DRAFT