



## **RIVER DISTRICT DESIGN COMMISSION REGULAR MEETING AGENDA**

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

**September 11, 2025**

**4:00 PM**

#### **A. CALL TO ORDER**

#### **B. ROLL CALL**

#### **C. OLD BUSINESS**

1. Certificate of Appropriateness application PZ25-00393 filed by L Studio Gallery to install a sign at Parcel 21451 (610 Craghead Street).  
Council Letter Number CL - 2249.

#### **D. NEW BUSINESS**

1. Certificate of Appropriateness application PZ25-00420 filed by 411 Craghead Street LLC to allow signage at Parcel 21481 (411 Craghead Street)
2. Certificate of Appropriateness application PZ25-00421 filed by 501 Craghead LLC to allow signage at Parcel 21355 (501 & 539 Craghead Street).
3. Certificate of Appropriateness application PZ25-00425 filed by William Fuller and Frederick Meder for exterior renovations at Parcel 21691 (410 Patton Street).
4. Certificate of Appropriateness application PZ25-00452 filed by Tommy Conner and Phillip Decker to install signage at Parcel 24853 (315 Lynn Street).
5. Certificate of Appropriateness application PZ25-00435 filed by Melinda Sims to allow signage at Parcel 23310 (318 Craghead Street).

#### **E. STAFF UPDATES**

#### **F. MINUTES**

1. Approve minutes from August 14, 2025 meeting

**G. ADJOURN**



# STAFF REPORT

DATE: September 11, 2025  
TO: River District Design Commission  
FROM: Renee Burton, Division Director of Planning  
RE: Certificate of Appropriateness application PZ25-00393 filed by L Studio Gallery to install a sign at Parcel 21451 (610 Craghead Street).

## **SUMMARY**

This application was postponed at the August 14, 2025 RDDC meeting as the commissioners had questions that could not be addressed in the applicant's absence.

Louise Bendall, on behalf of L Studio Gallery, has submitted a request for approval to repaint an existing wall sign at 610 Craghead Street. The existing sign is located to the right of the staircase at the front of the building. The proposed repainting will feature the L Studio Gallery logo. The proposed sign meets sign regulations set forth in Article 10 of the zoning code.

L Studio Gallery is a ceramics studio, as well as a gallery and art events space.

## **DESIGN GUIDELINES EXCERPTS**

### Section 7.2 – Commercial Signs

Wall signs are encouraged as the primary sign type for commercial buildings. They should be located above or near the main entrance and designed to fit within the existing architectural features of the building façade.

Signs should be produced by a skilled sign professional to ensure legibility and attractive design.

Colors for signs should generally be limited to three and should harmonize with or compliment the colors of the building.

Traditional materials are appropriate for signs in the River District, including wood, glass, metal, gold leaf, raised dimensional letters, and painted designs.

Metal signs and plaques should be constructed of brushed bronze, antique bronze, aluminum, stainless steel or painted cast iron.

## **RECOMMENDATION**

While the proposed repainting of the existing sign is generally consistent with the River District Design Guidelines, certain elements of the design do not meet the recommended standards. Staff recommends the applicant revise the proposal to replace the existing signage with a new

metal sign, which will prevent natural weathering and chipping paint. These revisions would help ensure that the sign supports the historic character of the River District.

## **ATTACHMENTS**

1. Application
2. L Studio
3. L Studio 2



**CITY OF DANVILLE**  
Community Development  
Division of Planning and Zoning

**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

**PLANNING DIVISION PROVIDED INFORMATION**

Application #: \_\_\_\_\_ RDDC Meeting Date: \_\_\_\_\_  
Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_  
Parcel ID: \_\_\_\_\_ Address: \_\_\_\_\_  
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: 610 Craghead St, Commercial Space  
Applicant: Louise Bendall - L Studio Gallery  
Applicant's Address: 135 College Ave, Danville  
Applicant's Phone Number: (206) 643-8480  
Applicant's Email: LStudioGalleryLLC@gmail.com

Proposed Improvement:

- Alteration     Addition     Rehabilitation     New Construction     Sign

Describe Proposed Request: \_\_\_\_\_

Paint new logo over old sign

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

Christie Bendall    7/10/25  
Applicant's Signature    Date

Austin Ben    7/11/25  
Property Owner's Signature    Date  
(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.

*Temptations*  
GOURMET



STUDIO GALLERY LLC



# STAFF REPORT

DATE: September 11, 2025  
TO: River District Design Commission  
FROM: Renee Burton, Division Director of Planning  
RE: Certificate of Appropriateness application PZ25-00420 filed by 411 Craghead Street LLC to allow signage at Parcel 21481 (411 Craghead Street)

## **SUMMARY**

The applicant has requested approval of three existing wall signs at 411 Craghead Street. The signs, which display the street address, are pin-mounted, unlit, and located at the Newton Street entrance, the corner of Craghead and Newton Streets, and the corner of Craghead and Wilson Streets. The Danville Fire Department requested the installation of street number signs to improve building identification and entrance visibility. While the Fire Department does not mandate specific sizes, they request that signs be legible from the street.

Address signs up to thirty (30) square inches are exempt from permitting under the sign regulations of the zoning ordinance. The installed signage, with a combined area of seventeen (17) square feet, require both a sign permit and a Certificate of Appropriateness from the RDDC.

## **DESIGN GUIDELINES EXCERPTS**

### Section 7.2 – Commercial Signs

Wall signs are encouraged as the primary sign type for commercial buildings. They should be located above or near the main entrance and designed to fit within the existing architectural features of the building façade.

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

## **RECOMMENDATION**

Planning Staff recommends approval of PZ25-00420 to allow signage at Parcel 21481 (411 Craghead Street).

## **ATTACHMENTS**

1. RDDC APPLICATION - 411 Craghead Street 080725



**CITY OF DANVILLE**  
Community Development  
Division of Planning and Zoning

**RIVER DISTRICT DESIGN COMMISSION  
CERTIFICATE OF APPROPRIATENESS APPLICATION**

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Please reference Design Guidelines Section 1.3 for Commission information and Section 1.7 for COA procedures

**PLANNING DIVISION PROVIDED INFORMATION**

Application #: \_\_\_\_\_ RDDC Meeting Date: \_\_\_\_\_  
Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_  
Parcel ID: \_\_\_\_\_ Address: \_\_\_\_\_  
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: 411 Craghead Street, Parcel 21481  
Applicant: 411 Craghead Street LLC  
Applicant's Address: 501 Craghead Street, Suite 100  
Applicant's Phone Number: 434-441-1560  
Applicant's Email: aossaustin@gmail.com

Proposed Improvement:

Alteration     Addition     Rehabilitation     New Construction     Sign

Describe Proposed Request:

Building street address numbers for 411 Craghead. Three total signs, located at: Newton Street entrance (5 sqft), corner of Newton and Craghead (6 sqft), and corner of Craghead and Wilson (6 sqft). These are pin mounted, green, unlit signs. The signs were installed at the request of the Fire Marshal to aid EMS in building identification.

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

    8/7/25  
\_\_\_\_\_  
Applicant's Signature                      Date

    8/7/25  
\_\_\_\_\_  
Property Owner's Signature              Date  
(if not applicant)

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Newton Street Entrance



Corner of Newton and Craghead



Corner of Craghead and Wilson



# STAFF REPORT

DATE: September 11, 2025  
TO: River District Design Commission  
FROM: Renee Burton, Division Director of Planning  
RE: Certificate of Appropriateness application PZ25-00421 filed by 501 Craghead LLC to allow signage at Parcel 21355 (501 & 539 Craghead Street).

## **SUMMARY**

The applicant has requested approval of three existing wall signs at 501 & 539 Craghead Street. The signs, which display the street address, are pin-mounted, unlit, and located at the Newton Street entrance, the corner of Newton and Craghead Streets, and the corner of Craghead and Colquhoun Streets. The Danville Fire Department requested the installation of street number signs to improve building identification and entrance visibility. While the Fire Department does not mandate specific sizes, they request that signs be legible from the street.

Address signs up to thirty (30) square inches are exempt from permitting under the sign regulations of the zoning ordinance. The installed signage, with a combined area of seventeen (17) square feet, requires both a sign permit and a Certificate of Appropriateness from the RDDC.

## **DESIGN GUIDELINES EXCERPTS**

### Section 7.2 – Commercial Signs

Wall signs are encouraged as the primary sign type for commercial buildings. They should be located above or near the main entrance and designed to fit within the existing architectural features of the building façade.

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.

## **RECOMMENDATION**

Planning Staff recommends approval of PZ25-00421 to allow signage at Parcel 21355 (501 & 539 Craghead Street).

## **ATTACHMENTS**

1. RDDC APPLICATION - 501 Craghead Street 080725



**CITY OF DANVILLE**  
Community Development  
Division of Planning and Zoning

**RIVER DISTRICT DESIGN COMMISSION  
CERTIFICATE OF APPROPRIATENESS APPLICATION**

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Please reference Design Guidelines Section 1.3 for Commission information and Section 1.7 for COA procedures

**PLANNING DIVISION PROVIDED INFORMATION**

Application #: \_\_\_\_\_ RDDC Meeting Date: \_\_\_\_\_  
Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_  
Parcel ID: \_\_\_\_\_ Address: \_\_\_\_\_  
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: 501 Craghead Street, Parcel 21355  
Applicant: 501 Craghead LLC  
Applicant's Address: 501 Craghead Street, Suite 100  
Applicant's Phone Number: 434-441-1560  
Applicant's Email: aossaustin@gmail.com

Proposed Improvement:

- Alteration
- Addition
- Rehabilitation
- New Construction
- Sign

Describe Proposed Request:

Building street address numbers for 501 & 539 Craghead. Three total signs, located at: Newton entrance (6 sqft) Corner of Newton and Craghead (40 sqft), and corner of Craghead and Colquhoun (40 sqft). These are pin mounted, yellow, unlit signs. The signs were installed at the request of the Fire Marshal to aid EMS in building identification.

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

 8/7/25  
 \_\_\_\_\_  
 Applicant's Signature Date

 8/7/25  
 \_\_\_\_\_  
 Property Owner's Signature Date  
 (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.



Newton Entrance



Newton and Craghead



Craghead and Colquhoun



# STAFF REPORT

DATE: September 11, 2025  
TO: River District Design Commission  
FROM: Renee Burton, Division Director of Planning  
RE: Certificate of Appropriateness application PZ25-00425 filed by William Fuller and Frederick Meder for exterior renovations at Parcel 21691 (410 Patton Street).

## SUMMARY

The applicants propose renovations at 410 Patton Street to restore the façade to its historic appearance. Phase one of construction includes removal of the mansard roof, dormers, cornice, and soffit to expose the original concrete upper façade. Any remaining glass block windows behind the mansard roof will be repaired. The concrete wall will be repaired as needed, including correction of gaps, and the coping will be evaluated for replacement in kind. Painting of the brick exterior is proposed to visually unify the historic upper façade with the later-added lower façade. The shutters will be removed from the lower windows, and those windows will be repainted. Additional work proposed in phase one includes installation of trim on the upper level, an awning with spotlighting beneath, and signage. The applicants have submitted plans for consideration as part of this request.

## DESIGN GUIDELINES EXCERPTS

### Section 3.2 – General Guidelines

Every reasonable effort should be made to preserve and enhance the historically significant elements of a building.

Restoration of the original storefront is preferred, but proposals for restoration or renovations will be considered on an individual basis.

In general, masonry buildings should not be painted if they are not currently painted.

Strive to unify the storefront and upper stories through the use of similar color, details, and materials.

### Section 4.5 - Architectural and Site Guidelines for Small Buildings

Awnings are an excellent way to introduce color and texture into the commercial street/building environment. Fabric awnings are recommended (and vinyl awnings are permitted with review and approval), and a range of acceptable colors should be agreed upon.

## RECOMMENDATION

Staff recommends approval of PZ25-00425 with the condition that the storefront brick remain unpainted or, alternatively, that the stone tile cladding be installed to replicate the original

storefront. Sign approval is not recommended at this time; the applicant will need to return with detailed renderings and dimensions for consideration.

## **ATTACHMENTS**

1. Application
2. AA.06 410 Patton St Layout 2025.07.23 lo res
3. 410 Patton\_16
4. 410 Patton\_1
5. 410 Patton\_2
6. 410 Patton\_3
7. 410 Patton\_4
8. 410 Patton\_5
9. 410 Patton\_6
10. 410 Patton\_7
11. 410 Patton\_8
12. 410 Patton\_9
13. 410 Patton\_10
14. 410 Patton\_11
15. 410 Patton\_12
16. 410 Patton\_13
17. 410 Patton\_14
18. 410 Patton\_15

Deadline August 28<sup>th</sup>



CITY OF DANVILLE  
Community Development  
Division of Planning and Zoning

RIVER DISTRICT DESIGN COMMISSION  
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Please reference Design Guidelines Section 1.3 for Commission information and Section 1.7 for COA procedures

PLANNING DIVISION PROVIDED INFORMATION

Application #: P225-00425 RDDC Meeting Date: 09-11-2025  
Date Received: 08/12/25 Received By: SEJ  
Parcel ID: 81691 Address: 410 Patton St.  
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: 410 Patton Street  
Applicant: William H. Fullitt  
Applicant's Address: 116 Westhampton Ave  
Applicant's Phone Number: (434) 489-8389  
Applicant's Email: \_\_\_\_\_  
*CE*  
OUTDOOR DESIGN INC  
FREDERICK L. MEDER JR  
918 GREEN ST.  
DANVILLE VA 24541  
334-207-0434

DANVILLE, VA

Proposed Improvement:

- Alteration     Addition     Rehabilitation     New Construction     Sign

Describe Proposed Request: photos attached of facade rehabilitation

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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

William H. Fultz    8-22-25  
 Applicant's Signature    Date

OUTDOOR DESIGN INC  
FREDERICK L. MEDER JR  
 \_\_\_\_\_  
 Property Owner's Signature    Date  
 (if not applicant)  
F. Meder Jr    22 Aug 25

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**GENERAL NOTES**

**VIRGINIA MAIN STREET:** This community is a designated Virginia Main Street Community and as such these drawings are provided at no charge to the property owner. The Virginia Main Street program is sponsored through the Virginia Department of Housing and Community Development. Design recommendations must follow the Secretary of the Interior's Standards for Rehabilitation when the project is a designated historic building.

**SCHEMATIC DESIGN:** This drawing is conceptual and is not a working drawing for construction. The notes are intended as guidelines for rehabilitation. Any changes to the conceptual design should be reviewed and approved by the Main Street Designer and the local Program Manager. Some aspects of the design may require further drawings prior to construction. It is the responsibility of the owner and contractor to acquire additional technical or professional assistance as needed before or during construction. Field check any dimensions shown on this drawing.

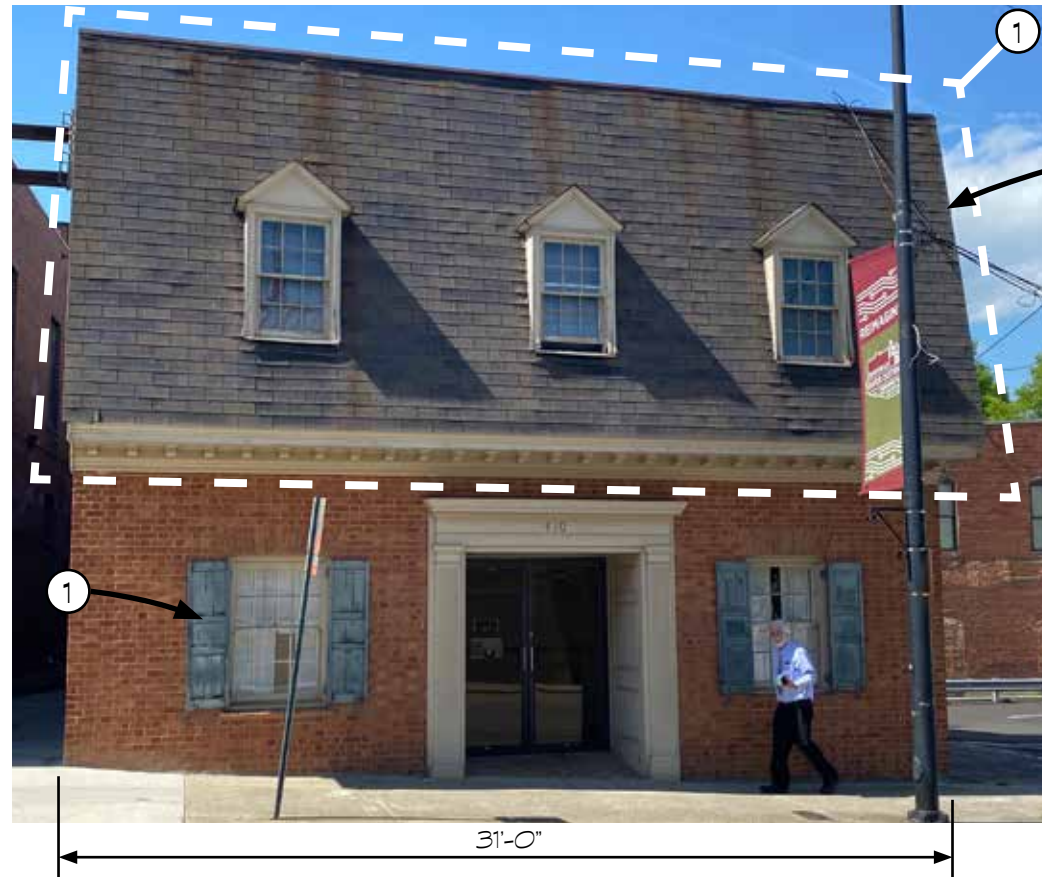
**STATE AND FEDERAL HISTORIC TAX CREDIT PROJECTS:** If this project is seeking historic rehabilitation tax credits, it is the owners responsibility to submit all required forms and secure any and all approval from state and federal agencies for proposed work prior to beginning any construction. Contact staff at the Virginia Department of Historic Resources (VDHR) for general guidance and understanding the approval process for state and federal tax credits -- [www.dhr.virginia.gov/tax-credits/](http://www.dhr.virginia.gov/tax-credits/). Changes to these drawings and additional drawings will likely be required.

**ADA GUIDELINES:** It is the owner's responsibility to ensure that the entire building meets the ADA Guidelines. Efforts are made in these drawings to meet the Guidelines when applicable.

**LEAD PAINT & HAZARDOUS MATERIALS:** The Owner & Contractor are responsible for total compliance of the Virginia Occupational and Health Administration regulations regarding protection for workers from and removal of lead paint, asbestos and all other hazardous materials.

**PAINT AND AWNINGS:** If new paint colors and awnings are shown for this building, they will be specified on an attached or separate Colors and Materials Chart. Paint colors can be matched to paint brand of the owner's choice as long as the color is the same and a high quality paint is chosen. If an exact color match is not possible, please contact the Virginia Main Street Designer for assistance in choosing new colors. See the back of the Colors and Materials Chart for paint specifications.

**SIGNS:** Verify compliance of sign size, mounting, and location with municipality's sign ordinance prior to manufacturer and/or purchase. All efforts were made to comply with all information provided by owner and owner representative at the time of this drawing.



**EXISTING PATTON STREET FAÇADE**

Dimensions provided by other. Verify all dimensions in field.



**EAST END OF MANSARD ROOF**

Dimensions provided by other. Verify all dimensions in field.

**PHASE ONE CONSTRUCTION KEYNOTES:**

1. Remove mansard roof, window dormers, cornice, soffit, and shutters. Contact Main Street Designer if unexpected materials or conditions are discovered, and provide photographic evidence for further recommendations.
2. Patch and repair precast concrete to match the existing texture, and repaint. Coping may need to be replaced to match the existing coping, ensuring water will not infiltrate through the repair cracks.
3. If existing, repair glass block windows, framing, and mortar joints to match existing conditions. If the framing needs painting, paint to match the lower facade windows or precast cladding. Contact Main Street Designer for further recommendations if missing.
4. Once the storefront cornice and soffit are removed, provide the Main Street Designer with photographs and measurements of the gap between the precast cladding and the brick for further recommendations. A trim detail with flashing will be recommended, such as a simple trim board with a beveled edge and/or simple trim such as cove, bullnose, or brick mould. Elaborate moulding, such as crown, should be avoided.
5. Scrape, prime, and paint existing double-hung windows, entry trim and paneling.
6. If lower façade brick remains, consider priming and painting the brick facade with a high-quality breathable paint appropriate for masonry applications to visually unify the 1970s lower façade with the historic 1940s upper facade; see Sheet A.3. While the lower facade brick was added in the 1970s and is therefore considered modern, painting unpainted brick is typically not recommended due to the potential to cause conditions issues and increase maintenance needs. Seek Certificate of Approval (COA) from the River District Design Commission (RDDC) for this option. If a Federal or State Tax Credit project, also seek approval from tax credit staff.
7. Provide and install a new fabric awning and an 8" valance with crenulated edge.
8. Sign program example shown:
  - A) Wall sign with example laser-cut metal sign letters and logo;
  - B) Directory sign panel;
  - C) Door sign using window decals.
9. Lighting examples shown:
  - A) Contemporary, surface-mounted LED fixture;
  - B) Bullet-style sign lighting with surface-mounted conduit painted to match the wall surface;
  - C) Wall-washing, spot lighting under awning.



**ORIGINAL FAÇADE, 1948**

Original precast concrete upper façade

**COMMONWEALTH PRESERVATION GROUP**  
 536 West 35th St. Norfolk, VA 23508  
 Phone: 757.923.1900  
[www.commonwealthpreservationgroup.com](http://www.commonwealthpreservationgroup.com)

**VIRGINIA MAIN Street**  
 VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

**DANVILLE RIVER DISTRICT**  
 REIMAGINE THAT

Schematic Design for:

410 Patton Street  
 Danville, Virginia

Date: 07/24/2025

VMS No.: AA.06

A.1

SHEET 1 OF 3

**SCHEMATIC DESIGN ONLY  
 NOT FOR CONSTRUCTION**

**COLOR & MATERIALS CHART**

Acquire paint chip or material sample to confirm recommendation listed below on building surface at different times of day before making final decision on color or material.

**PAINT:**

Benjamin Moore paint or equivalent

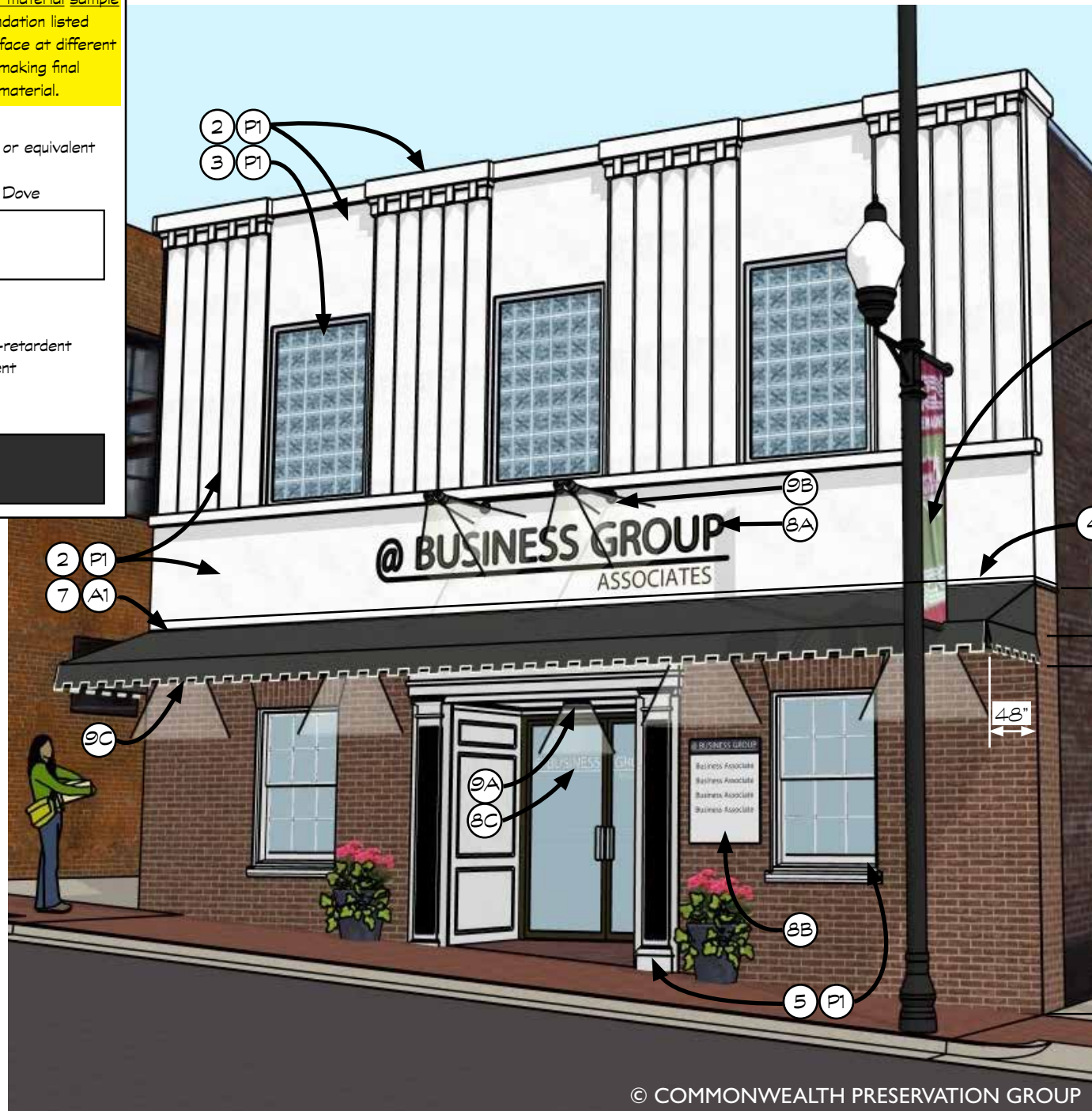
P1: BM OC-17 White Dove



**AWNING FABRIC:**

Sunbrella Firesist fire-retardant fabrics or equivalent

A1: 82008 Black



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**PHASE ONE REHABILITATION - UNCOVER AND REPAIR UPPER FAÇADE**

See Sheet A.3 for other Painted Façade Options.



© COMMONWEALTH PRESERVATION GROUP

**N.I.C. - PHASE TWO REHABILITATION - LOWER FAÇADE AND STOREFRONT**

This drawing shows a rebuilding of the original storefront, not in contract (N.I.C.)



536 West 35th St. Norfolk, VA 23508  
Phone: 757.923.1900  
www.commonwealthpreservationgroup.com



SCHEMATIC DESIGN FOR:

410 Patton Street

Danville, Virginia

Date: 07/24/2025

VMS No.: AA.06

A.2

SHEET 2 OF 3

**SCHEMATIC DESIGN ONLY  
NOT FOR CONSTRUCTION**

**COLOR & MATERIALS CHART**

Acquire paint chip or material sample to confirm recommendation listed below on building surface at different times of day before making final decision on color or material.

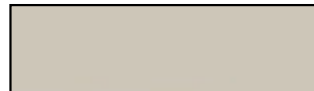
**PAINT:**

Benjamin Moore paint or equivalent

P1: BM OC-17 White Dove



P2: BM HC-172 Revere Pewter



P3: BM 1628 Comet



**AWNING FABRIC:**

Sunbrella Firesist fire-retardant fabrics or equivalent

A1: 82008 Black



A2: 8755 Pacific Blue



See Sheet A.2 for all other work, except paint and alternative awning color options shown on Sheet A.3.



PHASE ONE REHABILITATION -  
PAINT OPTION 'A' OF UPPER & LOWER FAÇADE



PHASE ONE REHABILITATION -  
PAINT OPTION 'B' OF UPPER & LOWER FAÇADE

**COMMONWEALTH PRESERVATION GROUP**  
536 West 35th St. Norfolk, VA 23508  
Phone: 757.923.1900  
www.commonwealthpreservationgroup.com

**VIRGINIA MAIN Street**  
VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

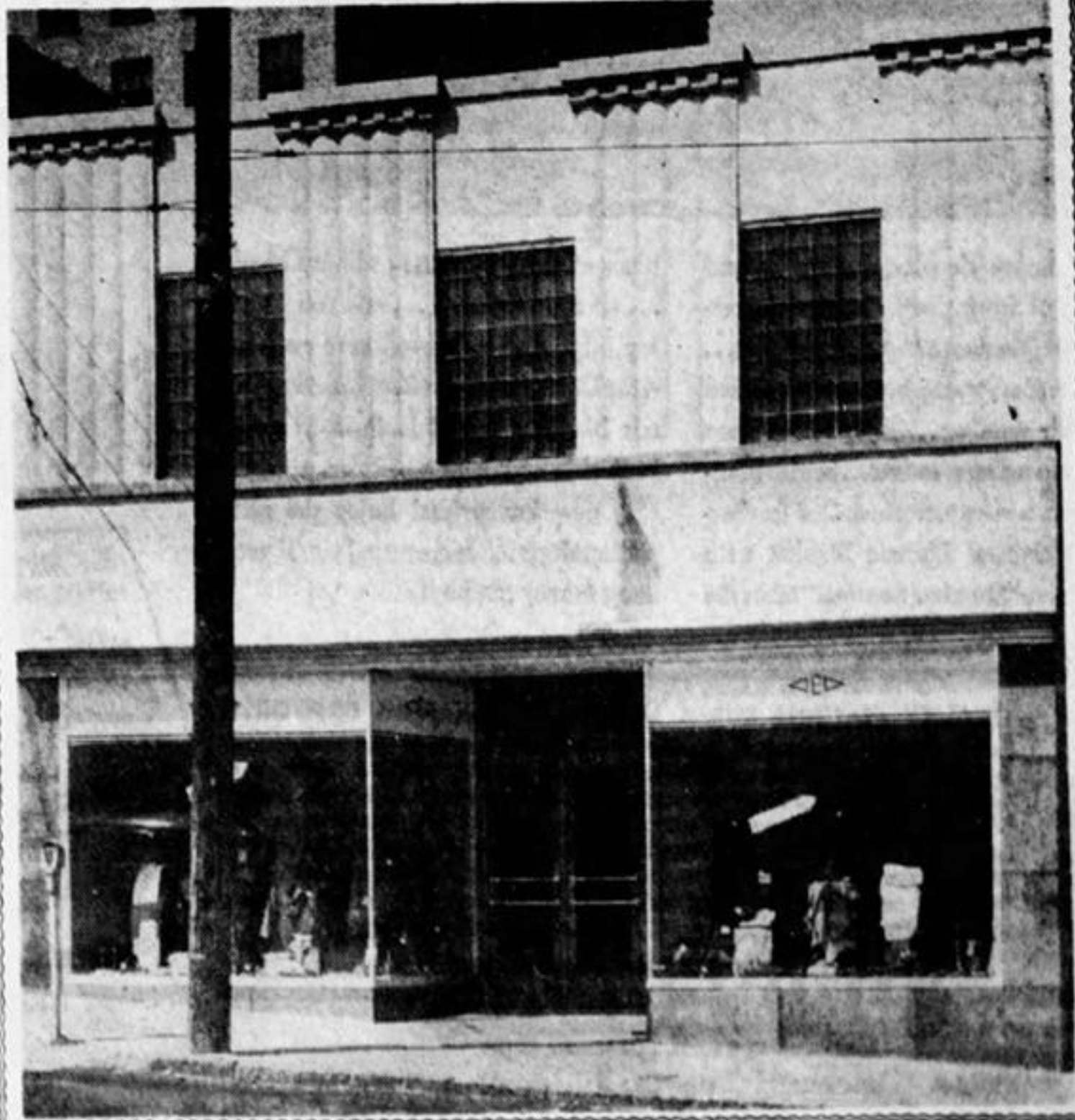


SCHEMATIC DESIGN FOR:  
410 Patton Street  
Danville, Virginia

Date: 07/24/2025  
VMS No.: AA.06

**A.3**  
SHEET 3 OF 3

**SCHEMATIC DESIGN ONLY  
NOT FOR CONSTRUCTION**



OUR NEW PATTON STREET STORE





REIMA

DANVILLE RIVER DISTRICT

**PRIVATE**  
FOR EMPLOYEES  
BY  
ALL UNAUTHORIZED  
PERSONS







PRIVATE PARKING

FOR EMPLOYEES, CIVIL SERVICE  
WORKERS AT 400-400  
AS INDICATED BY THE SIGN  
POSTED AT THE ENTRANCE

BIL-JAX



**PRIVATE PARKING LOT**  
FOR EMPLOYEES, CUSTOMERS, AND VENDORS WITH  
BUSINESS AT 415 PATTON STREET.  
ALL UNAUTHORIZED VEHICLES WILL BE TOWED. VEHICLE UNLAWFUL.  
TOWING ENFORCED 24 HOURS PER DAY.























# STAFF REPORT

DATE: September 11, 2025  
TO: River District Design Commission  
FROM:  
RE: Certificate of Appropriateness application PZ25-00452 filed by Tommy Conner and Phillip Decker to install signage at Parcel 24853 (315 Lynn Street).

## SUMMARY

The applicant intends to reface the existing signs at 315 Lynn Street, the former home of Old 97 Tavern. The reface will include the projecting sign located on the corner of the building and measuring 4.91 square feet, and two vinyl door signs at the entrance measuring 1.77 square feet.

## DESIGN GUIDELINES EXCERPTS

### Section 7.2 – Commercial Signs

Projecting signs between the first and second floors: These signs can add great visual interest to the streetscape. Their size is limited to 4 square feet per side, or 8 square feet total for a two-sided sign. This does not include the bracket. They should project no more than 4.5 feet from the building, and the bottom of the sign may be no lower than 10' from the sidewalk.

Lettering can also be applied to the doors of shops, and to upper floor 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% or a door or double hung window.

## RECOMMENDATION

Planning Staff recommends approval of PZ25-00452 to reface the existing signs at Parcel 24853 (315 Lynn Street).

## ATTACHMENTS

1. Meat Market RDDC Application
2. Existing Door Signs
3. Existing Projecting Sign
4. Proposed Signage



**CITY OF DANVILLE**  
Community Development  
Division of Planning and Zoning

**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

**PLANNING DIVISION PROVIDED INFORMATION**

Application #: P225-00452 RDDC Meeting Date: 09/11/2025  
Date Received: 09/02/2025 Received By: SEJ  
Parcel ID: 24853 Address: 315 Lynn St., Ste B  
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: 315 Lynn St Suite b, Danville, VA 2454  
Applicant: Tommy Conner & Phillip Decker  
Applicant's Address: 1095 Walnut Creek Rd Danville VA 2454C  
Applicant's Phone Number: 434-688-7527  
Applicant's Email: Tommyconner1@gmail.com

DANVILLE, VA

Proposed Improvement:

- Alteration
- Addition
- Rehabilitation
- New Construction
- Sign

Describe Proposed Request: Simply replacing the current Old 97 Tavern signage  
with the River District Meat Market signage which will be the same  
dimensions and color. Attached is our logo vs the current logos  
The replacement would be on the front door and the sign on the front of the  
building.

Are you aware of the federal and state tax credits for potential reimbursement or credit of  
substantial rehabilitation project expenses?  Yes  No

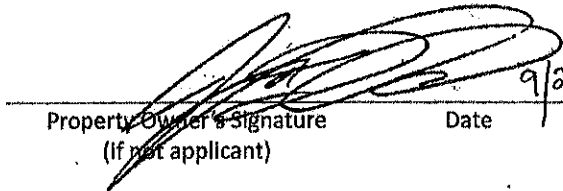
Would you like more information about these programs?  Yes  No



08/30/2025

Applicant's Signature

Date



9/2/25

Property Owner's Signature  
(if not applicant)

Date

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.

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ANNIVERS









**CITY OF DANVILLE**  
Community Development  
Division of Planning and Zoning

**RIVER DISTRICT DESIGN COMMISSION**

**CERTIFICATE OF APPROPRIATENESS APPLICATION**

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**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#): 318 Craghead St Danville VA 24541

Applicant: Melinda Swins

Applicant's Address: 318 Craghead St Danville VA 24541

Applicant's Phone Number: 434-770-6560

Applicant's E-mail: whiskeyriver/westernwear@gmail.com

Proposed Improvement:

- Alteration
- Addition
- Rehabilitation
- New Construction
- Sign

Improvement Description:

- 46" x 42" Main door side windows in Gold leaf at eye level to say Whiskey River Western Wear
- 8' x 12" Main door hours of operation and Logo on opposite door
- 69" x 28" above main door printed gold leaf border around edge of window - Yell Come on in 318

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

*Melinda Dinger*  
Applicant Signature

*[Signature]*  
Property Owner Signature  
(if not applicant)

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# Invoice #66411

**PAID**

Melinda Simms - Whiskey River - Storefront Lettering, Rug

Thank You for choosing TSC. Your Satisfaction is Our Priority!



**Trophy & Sign Center**  
 199 Sandy Court  
 Danville, Virginia 24541  
 (434) 793-7446  
<https://trophyandsigncenter.com>  
[kb@trophyandsigncenter.com](mailto:kb@trophyandsigncenter.com)

<b>Delivery Method</b>	Installation/Service
<b>Created</b>	June 4, 2025
<b>Customer Due Date</b>	June 11, 2025
<b>Invoice Date</b>	June 4, 2025
<b>Terms</b>	50/50
<b>Payment Due Date</b>	June 4, 2025
<b>Total</b>	\$1,631.83
<b>Outstanding</b>	\$0.00

**Customer Billing**

Whiskey River Western Wear  
 Melinda Simms  
 4347706560  
[WhiskeyRiverWesternWear@gmail.com](mailto:WhiskeyRiverWesternWear@gmail.com)

**Customer Shipping**


Whiskey River Western Wear  
 Melinda Simms

Category	Color	Description	Qty	Items	Price	Taxed	Total
Storefront Graphics		8" (w) x 12" (t) Main Doors Hours of operation  Left Door: Tuesday - Saturday 11:00 - 8:00 Sunday & Monday Closed  Right Door: (Logo)	2	2	\$34.91	X	\$69.82

Category	Color	Description	Qty	Items	Price	Taxed	Total
Storefront Graphics		46" (w) 42" (t) Main Door Side Windows  Dual-Layer: Printed & Gold Leaf  Installed center of window  To Say: Whiskey River Western Wear	2	2	\$194.78	X	\$389.56

Category	Color	Description	Qty	Items	Price	Taxed	Total
Storefront Graphics		69" (w) x 28" (t) Above Main Doors  Dual-Layer: Printed & Gold Leaf  Decorative border around edge of window  To Say: Y'all Come On In (Line) 318 <--Previous size: 7.5" (w) x 10" (t)	1	1	\$262.30	X	\$262.30

Category	Color	Description	Qty	Items	Price	Taxed	Total
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Category	Color	Description	Qty	Items	Price	Taxed	Total
Blue Label Products		5'(w) x 3'(t) Sublimated Rug	1	1	\$289.50	X	\$289.50
							

Category	Description	Qty	Items	Price	Taxed	Total
Installation/Service	318 Craighead St - Danville, VA 24541  ⚠ TSC shall not assume responsibility for any required permits. TSC is not liable for any damages during signage installation, including drilling, hanging, or unintended damage to structures. While we take precautions, accidents like falling objects or equipment mishaps may occur. TSC cannot be held responsible for such incidents within reasonable limits. Safety is a priority, but installation involves inherent risks. Customers must ensure the area is clear and that all permissions are in place before our team arrives. Please notify us of any sensitive areas requiring special care. By proceeding, you accept these terms. We appreciate your understanding. Thank you for trusting TSC with your signage installation.	1	1	\$475.00	X	\$475.00

Fee	Description	Qty	Amount	Taxed	Total
Process / Handling	Our process and handling charge covers the essential steps involved in preparing and fulfilling your order, to ensure a smooth experience.	1	\$52.02	-	\$52.02

<b>Item Total</b>	\$1,486.18
<b>Fees Total</b>	\$52.02
<b>Sub Total</b>	\$1,538.20
<b>Tax</b>	\$93.63 ( 6.3% )
<b>Total Due</b>	\$1,631.83
<b>Paid</b>	\$1,631.83
<b>Outstanding</b>	\$0.00

Accepted Payment Types: Check, ACH, and all major credit cards. Make checks payable to TSC, with Invoice/Quote Number. Payment due per agreed terms.

Design & Production: Once the quote is approved and deposit made, we'll provide proofs before starting production.

Spoilage Rate & Placement: Spoilage rate is 3% per print location or 5 pieces, whichever is higher. Placement may vary by .25" - .5". Dye migration is possible; TSC isn't responsible for migrated garments, even if spoilage rate is exceeded.

Estimates are Valid for 30 days. Prices are guaranteed during this period; TSC reserves the right to adjust after 30 days. Due dates aren't valid until quote approval and may change.



**RIVER DISTRICT DESIGN COMMISSION**

**MEETING OF**

**AUGUST 14, 2025**

**Members Present**

Peyton Keesee  
Adam Jones  
John Ranson  
Courtney Nicholas  
R.J. Lackey

**Members Absent**

Andrew Hessler  
George Davis

**Staff**

Cynthia Lester  
Shanika Williams  
Ryan Dodson

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

**ITEMS FOR PUBLIC HEARING**

1. *Certificate of Appropriateness request PZ25-00393 filed by L. Studio Gallery to install a sign at 610 Craghead Street (Parcel 21451).*

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

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

**Mr. Ranson made a motion to postpone the Certificate of Appropriateness for PZ25-00393 till the next meeting. Ms. Nicholas seconded the motion. The motion was approved by a 4-0 vote.**

2. *Certificate of Appropriateness application PZ25-00426 filed by River City Optical to install window signs at 308 Craghead Street Suite 102B (Parcel 26775).*

Ms. Amber stated. I'm here, excited to be down in the River District.

Ms. Nicholas stated. Is there a sign on the enter door?

Ms. Amber stated. No, just the outside door.

Mr. Jones stated. Same as the United Way sign in the bay window.

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

Mr. Lackey stated. Staff the recommendation doesn't seem to recommend anything.

Ms. Williams stated. We felt that because of the number of existing window signs we would leave them to your discretion.

Ms. Nicholas stated. The whole ideal of visual harmony of multiple signs.

Mr. Ranson stated. Certain amount of clutter is good for us.

Mr. Jones stated. It is very clean and easy and blends well with the other business around it.

Ms. Nicholas stated. Especially what's going on with windows being just white.

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

**Mr. Ranson made a motion to issue a Certificate of Appropriateness for PZ25-00426 it complies with the guidelines. Ms. Nicholas seconded the motion. The motion was approved by a 4-0 vote.**

**APPROVAL OF MINUTES**

**July 10, 2025, minutes were approved by a unanimous vote.**

With no further business, the meeting adjourned at 4:10 p.m.

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