



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

River District Design Commission

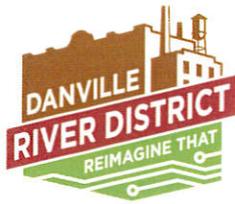
MAY 11, 2017

4:00 P.M.

CITY COUNCIL CONFERENCE ROOM

AGENDA

- I. WELCOME AND CALL TO ORDER
- II. ROLL CALL
- III. ITEMS FOR PUBLIC HEARING
 1. *A request has been filed for a Certificate of Appropriateness at 400, 401, 501, and 601 Craghead Street to install 24 sq. ft. "Use Your Re-imagination" signs to collect citizen input on what kinds of businesses are desired in vacant river district storefronts.*
 2. *A request has been filed for a Certificate of Appropriateness at 614 Lynn Street to install a 14 sq ft aluminum sign and a 16.8 sq ft aluminum sign on the north side of the building. Both signs will advertise for Newground Church.*
 3. *A request has been filed for a Certificate of Appropriateness at multiple River District locations to install wayfinding signage for the Riverwalk Trail system.*
 4. *A request has been filed for a Certificate of Appropriateness at Main Street Plaza and the Crossing at the Dan to install bike stations as a part of the Danville Rides bike share program. One bike station will be installed at Main Street Plaza and two will be located at the Crossing at the Dan Trailhead.*
 5. *A request has been filed for a Certificate of Appropriateness at 515 Spring St, the Crossing parking lot, and at the Science Center to install aluminum signage to promote the trolley bus service that is to begin in August of 2017. The composite aluminum signs will be 2' x 3' and will be installed on 8 ft steel poles.*
- IV. APPROVAL OF MINUTES FROM APRIL 13, 2017
- V. OTHER BUSINESS
- VI. ADJOURNMENT



City of Danville

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

River District Design Commission

MEETING OF MAY 11, 2017

SUBJECT

400, 401, 501, and 601 Craghead Street

A request has been filed for a Certificate of Appropriateness at 400, 401, 501, and 601 Craghead Street to install 24 sq. ft. "Use Your Re-imagination" signs to collect citizen input on what kinds of businesses are desired in vacant river district storefronts.

The signs will be made of weatherproof PVC and will have spaces for citizens to write in what they would like to see go into particular vacant storefronts. The signs will be monitored daily for inappropriate messages and inappropriate messages will be removed. Signs are to be in place through August of 2017.

EXCERPT FROM DESIGN GUIDELINES

7.2.2.d Building Mounted Flat Signs

Building signs for commercial/retail building are to be mounted flat to the building or painted on the building and limited to 32 square feet per business (i.e. two businesses on a longer storefront would each have a sign). New flat or painted signs on industrial buildings should be evaluated on a case by case basis. Greater square footage and/or signs on more than one face of the buildings may be allowed depending on the buildings size. This can be mounted to the sign frieze, to a flat surface of the building above the first floor and below any second floor windows or cornice, or to a covered transom (although this is discouraged). See example of flat sign lighting on page 44.

Article 10 Section D of the Zoning Code. Sign Definitions

24. Informational Sign. A sign of a public or quasi-public nature which identifies or locates a hospital, public building, college, university, public parking area, historic area, major tourist attraction, public recreation area or similar public or quasi-public activity, which shall be approved on a case-by case basis by the Director of Planning/Zoning Administrator.

STAFF RECOMMENDATION

Staff recommends approval of a Certificate of Appropriateness at 400, 401, 501, and 601 Craghead Street to install 24 sq. ft. "Use Your Re-imagination" signs through August 2017.

DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5260



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: 400 Craghead Street

Name of Applicant: River District Association

Applicant's Address: 442 Main Street

Applicant's Phone Number: 434-791-0210

Email Address: RiverDistrictAssociation@gmail.com

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

The River District Association requests approval to hang one "Use Your Re-imagination" sign on the exterior brick facade of this vacant warehouse from May through August 2017. The 4-ft. by 6-ft. sign is made of weather-proof PVC. Dry-erase markers will be attached using a Velcro strip to allow the public to write their ideas for the building's use on the lines provided. The sign will be attached with screws, and will be checked daily to remove inappropriate messages.

Type of material(s) to be used: PVC (thin, light-weight, soft, durable and weatherproof)

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)? _____


Digitally signed by Jordan Jones
DN: cn=Jordan Jones, o, ou,
email=jordan@jajonesventures.c
om, c=US
Date: 2017.04.08.12:42:32 -04'00'

Signature of Property Owner (if not applicant)



Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____

RDDC Date: 5/11/17

Date submitted: _____

Received by: AL

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.

USE YOUR RE-IMAGINATION

What do you want to see here?



A large white rectangular area with horizontal green lines, intended for handwritten responses to the question "What do you want to see here?".





DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5260



CERTIFICATE OF APPROPRIATENESS APPLICATION

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Important-Please read before completing application

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- 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: 401 Craghead Street

Name of Applicant: River District Association

Applicant's Address: 442 Main Street

Applicant's Phone Number: 434-791-0210

Email Address: RiverDistrictAssociation@gmail.com

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

The River District Association requests approval to hang one "Use Your Re-imagination" sign on the exterior brick facade of this vacant warehouse from May through August 2017. The 4-ft. by 6-ft. sign is made of weather-proof PVC. Dry-erase markers will be attached using a Velcro strip to allow the public to write their ideas for the building's use on the lines provided. The sign will be attached with screws, and will be checked daily to remove inappropriate messages.

Type of material(s) to be used: PVC (thin, light-weight, soft, durable and weatherproof)

Have you read and understand the Design Guidelines for the River District of Danville, Virginia? yes

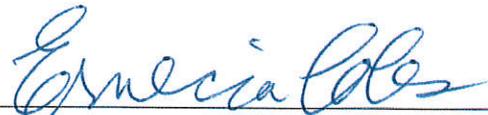
Are you aware of the federal/state tax credits for potential reimbursement/credit of money used during substantial rehabilitation projects? yes

Would you like more information about these programs? no

Which one(s)? _____


Digitally signed by Jordan Jones
DN: cn=Jordan Jones, o, ou,
email=jordan@jajonesventures.co
m, c=US
Date: 2017.04.07 08:07:32 -04'00'

Signature of Property Owner (if not applicant)



Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____

RDDC Date: 5/11/17

Date submitted: _____

Received by: AL

Tax Map Number: _____

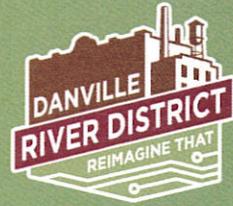
Zoning District: _____

Additional Zoning Information: _____

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USE YOUR RE-IMAGINATION

What do you want to see here?





Here →

DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5260



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- 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: 501 Craghead Street

Name of Applicant: River District Association

Applicant's Address: 442 Main Street

Applicant's Phone Number: 434-791-0210

Email Address: RiverDistrictAssociation@gmail.com

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

The River District Association requests approval to hang two "Use Your Re-imagination" signs on the exterior brick facade of this vacant warehouse from May through August 2017. The 4-ft. by 6-ft. sign is made of weather-proof PVC. Dry-erase markers will be attached using a Velcro strip to allow the public to write their ideas for the building's use on the lines provided. The sign will be attached with screws, and will be checked daily to remove inappropriate messages.

Type of material(s) to be used: PVC (thin, light-weight, soft, durable and weatherproof)

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

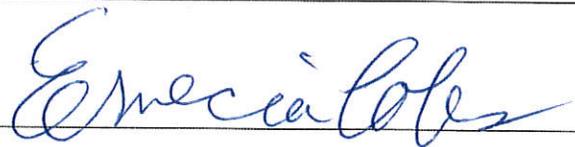
Would you like more information about these programs? no

Which one(s)? _____



Digitally signed by Jordan Jones
DN: cn=Jordan Jones, o, ou,
email=jordan@jajonesventures.co
m, c=US
Date: 2017.04.08 12:43:01 -04'00'

Signature of Property Owner (if not applicant)



Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____

RDDC Date: 5/11/17

Date submitted: _____

Received by: AW

Tax Map Number: _____

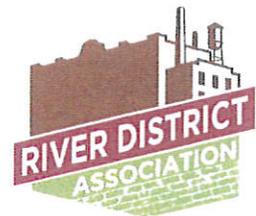
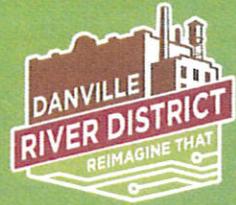
Zoning District: _____

Additional Zoning Information: _____

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USE YOUR RE-IMAGINATION

What do you want to see here?





Craghead St 500

Here X



HERE
X

WATERBURY
VETERAN
BREWERY

DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5260



CERTIFICATE OF APPROPRIATENESS APPLICATION

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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: 601 Craghead Street

Name of Applicant: River District Association

Applicant's Address: 442 Main Street

Applicant's Phone Number: 434-791-0210

Email Address: RiverDistrictAssociation@gmail.com

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

The River District Association requests approval to hang one "Use Your Re-imagination" sign on the exterior brick facade of this vacant warehouse from May through August 2017. The 4-ft. by 6-ft. sign is made of weather-proof PVC. Dry-erase markers will be attached using a Velcro strip to allow the public to write their ideas for the building's use on the lines provided. The sign will be attached with screws, and will be checked daily to remove inappropriate messages.

Type of material(s) to be used: PVC (thin, light-weight, soft, durable and weatherproof)

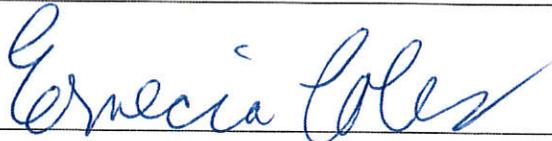
Have you read and understand the Design Guidelines for the River District of Danville, Virginia? yes

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)? _____


Digitally signed by Jordan Jones
DN: cn=Jordan Jones, o, ou,
email=jordan@jajonesventures.c
om, c=US
Date: 2017.04.08 12:43:29 -04'00'



Signature of Property Owner (if not applicant)

Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____

RDDC Date: 5/11/17

Date submitted: _____

Received by: AC

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.

Article 3:R.C.6 Application Submission Requirements: 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:

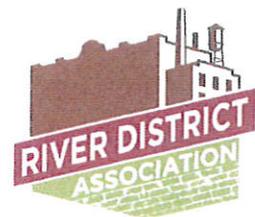
- A. Statement of proposed use and user.
- B. Statement of estimated construction time.
- C. Photographs and maps relating proposed use to the surrounding property and/or the corridor on which it is located. Site plan drawings, prepared to meet the City site development plan submission requirements for 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;
 - 5) Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements;
 - 6) Proposed building color and materials;
 - 7) Relationship of building and site elements to existing and planned corridor development;
 - 8) Relationship of parking, pedestrian facilities, and vehicular access ways to existing and planned corridor development; and
 - 9) 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.

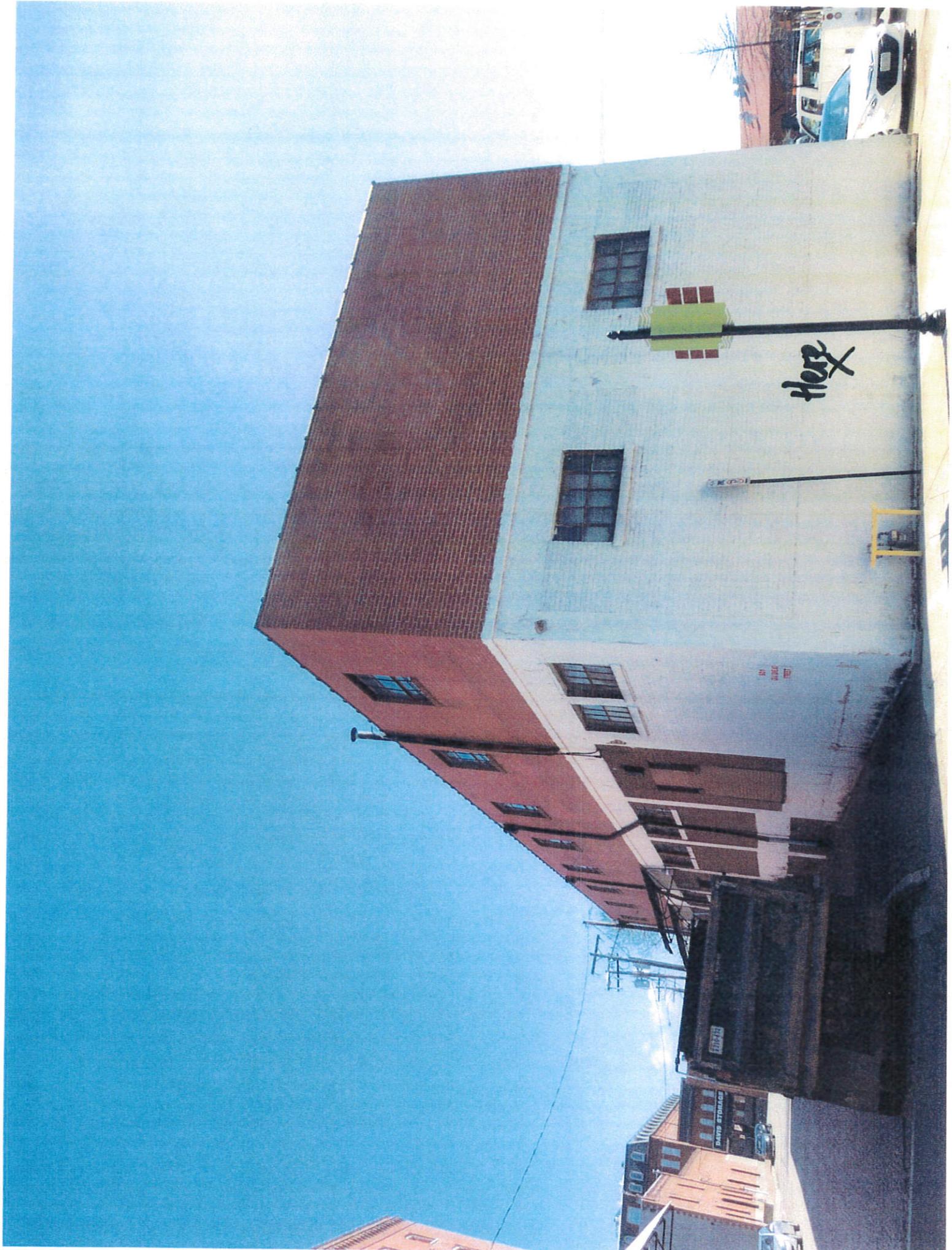
USE YOUR RE-IMAGINATION

What do you want to see here?



A large white rectangular area with horizontal green lines, intended for handwritten responses to the question "What do you want to see here?".





Herz

NO PARKING
FIRE DEPT.

12345678

DAVID STORAGE



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

River District Design Commission

MEETING OF MAY 11, 2017

SUBJECT

614 Lynn Street

A request has been filed for a Certificate of Appropriateness at 614 Lynn Street to install a 14 sq ft aluminum sign and a 16.8 sq ft aluminum sign on the north side of the building. Both signs will advertise for Newground Church.

EXCERPT FROM DESIGN GUIDELINES

7.2.2.d Building Mounted Flat Signs

Building signs for commercial/retail building are to be mounted flat to the building or painted on the building and limited to 32 square feet per business (i.e. two businesses on a longer storefront would each have a sign). New flat or painted signs on industrial buildings should be evaluated on a case by case basis. Greater square footage and/or signs on more than one face of the buildings may be allowed depending on the buildings size. This can be mounted to the sign frieze, to a flat surface of the building above the first floor and below any second floor windows or cornice, or to a covered transom (although this is discouraged).

7.3 Design and Allowed Materials

- Signs should be produced by a skilled sign professional to ensure legibility and attractive design.
- Traditional materials are appropriate for signs in the River District, including wood, glass, metal, gold leaf, raised dimensional letters, and painted designs. Window signs should be decal-type lettering or etching.
- Colors for signs should generally be limited to three and should harmonize with or compliment the colors of the building.
- Metal signs and plaques should be constructed of brushed bronze, antique bronze, aluminum, stainless steel or painted cast iron.

STAFF RECOMMENDATION

The request meets the guidelines therefore Staff recommends approval of a Certificate of Appropriateness at 614 Lynn Street to install a 14 sq ft and a 16.8 sq ft aluminum signs on the north side of the building.

DANVILLE RIVER DISTRICT DESIGN COMMISSION

POST OFFICE BOX 3300

DANVILLE, VIRGINIA

(434) 799-5261



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: 614 Lynn

Name of Applicant: Daniel M Rivers

Applicant's Address: 128 Davie CT, Danville VA 24541

Applicant's Phone Number: _____

Email Address: _____

of Architectural Review. The Commission meets once a month on the fourth Thursday of the month at 3:30 P.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. As of July 1, 2009 a \$25.00 fee will be required for each application submitted for review.

INFORMATION TO BE PROVIDED BY APPLICANT

Important-Please read before completing application

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- c) A drawing, photo, plan or sketch of proposed project with dimensions

Have you read and understand the Design Guidelines for the Historic Overlay District of Danville, Virginia? Yes

Are you aware of the federal/state tax credits and Real Estate Abatement program available for potential reimbursement/credit of money used during substantial rehabilitation projects? NO

Would you like more information about these programs? NO

Which one(s)? _____

Property Location: 614 LYNN ST., DANVILLE, 24541

Name of Applicant: DANIEL M RIVERS

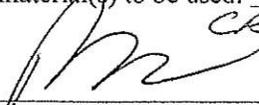
Applicant's Address: 128 DOVIE CT, DANVILLE, 24541

Applicant's Phone Number: 530-558-5421 Email Address: RIVERS41@GMAIL.COM

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

ATTACH TWO SIMILAR FLAT SIGNS TO EXTERIOR OF BRICK BUILDING. (SEE PHOTOS) APPROXIMATELY 100' FROM EACH OTHER.

Type of material(s) to be used: HEAVY ALUMINUM (SEE PHOTO)
CREATED BY TROPHYMANO SIGN CENTER OF DANVILLE, VA.


Signature of Property Owner (if not applicant)

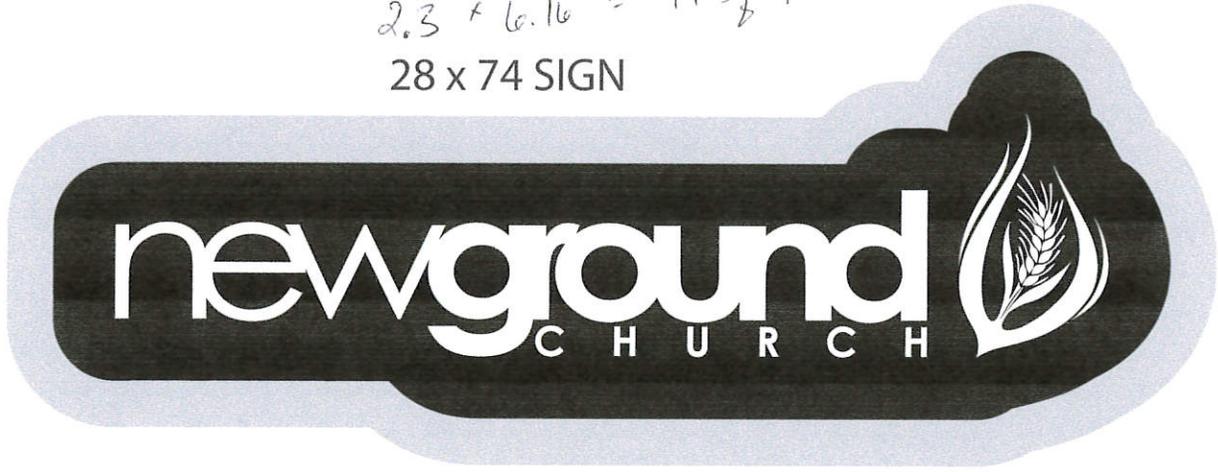
Daniel Rivers
Signature of Applicant

From: Doug Ngc doug@newgroundchurch.com
Subject: NGC signs
Date: April 10, 2017 at 9:51 AM
To: rivers41@gmail.com

PD

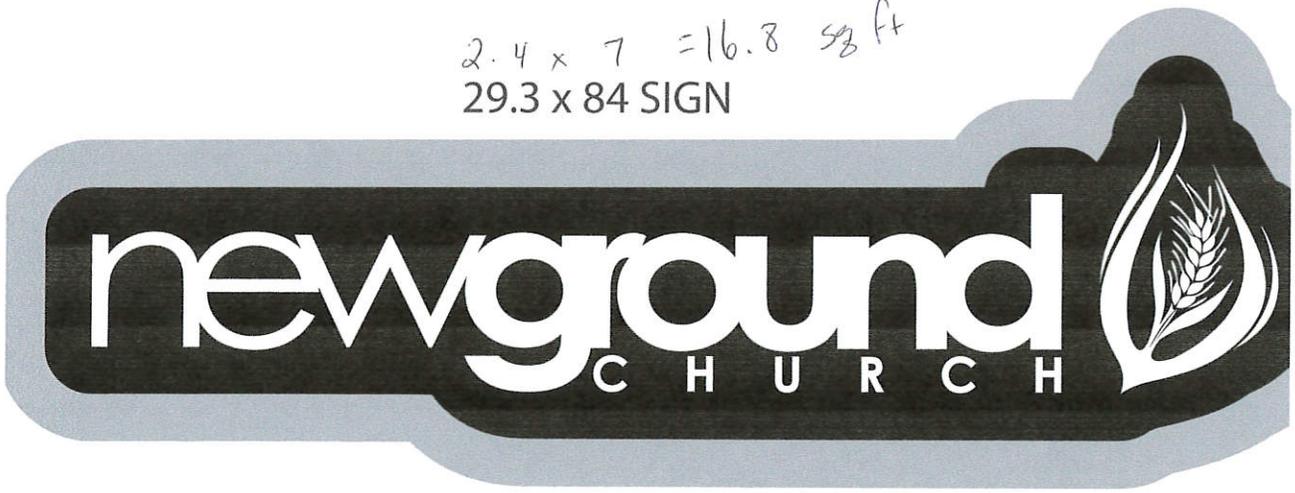
$$2.3 \times 6.16 = 14.5 \text{ ft}$$

28 x 74 SIGN



$$2.4 \times 7 = 16.8 \text{ ft}$$

29.3 x 84 SIGN



Sent from my iPhone



614

newground
CHILDREN'S MIN.

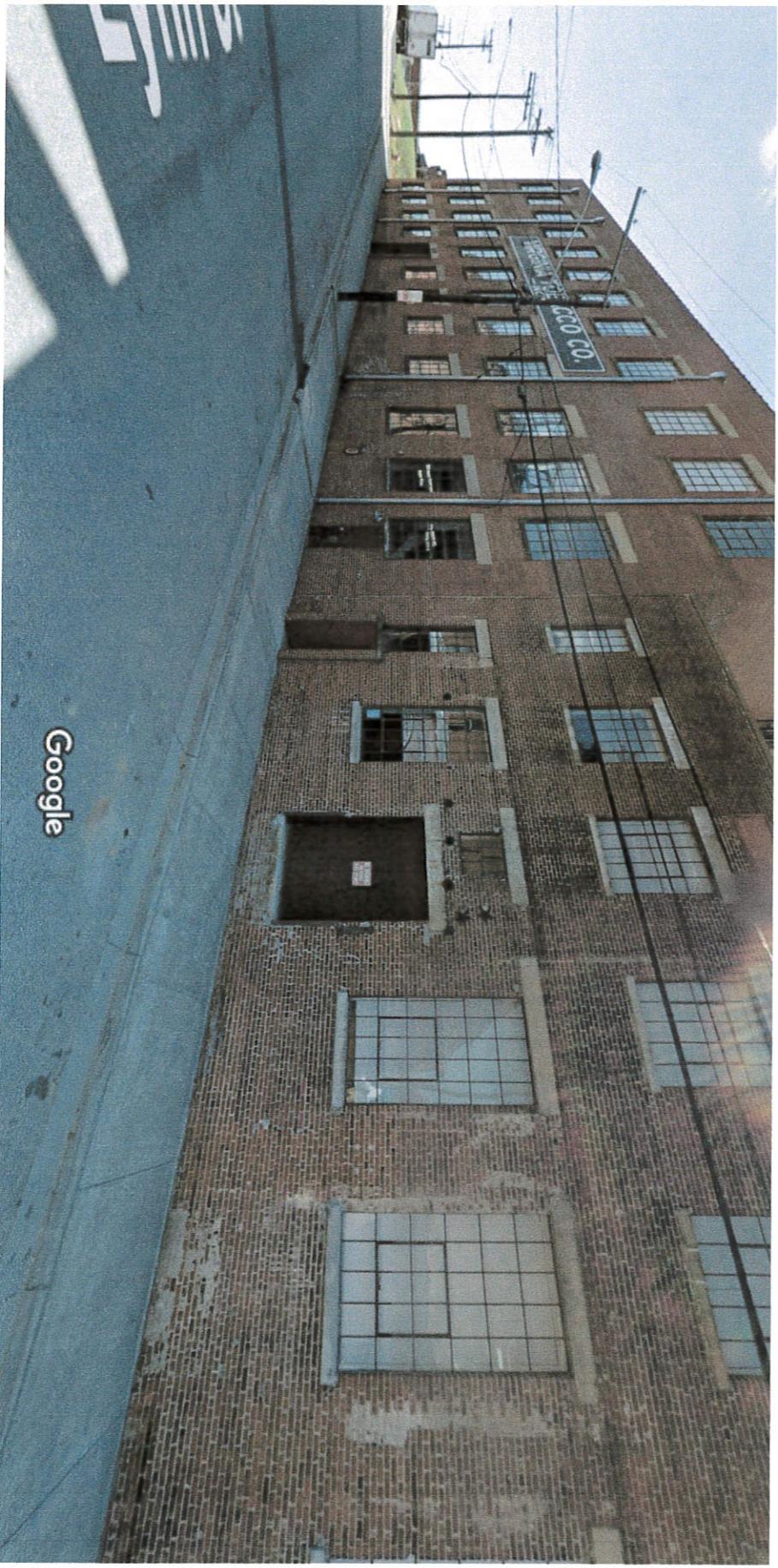




newground
CHURCH

NO SMOKING
BEYOND
THIS POINT





Danville, Virginia

Street View - Sep 2016

Image capture: Sep 2016 © 2017 Google



City of Danville

427 Patton Street, Suite 208

Danville VA, 24541

Phone: (434) 799-5260

River District Design Commission

MEETING OF May 11, 2017

SUBJECT

Multiple Locations

A request has been filed for a Certificate of Appropriateness at multiple River District locations to install wayfinding signage for the Riverwalk Trail system.

A total of ten aluminum signs will be installed in the River District. Four 12"x48" signs will be installed at the trailhead locations and will include a map of the trail and the direction and distance to the next trailhead. Two 8"x12" signs will be installed at the Martin Luther King, Jr. Bridge for identification purposes. Four 8"x12" directional signs will be installed at Newton's Landing, the north and south ends of the pedestrian bridge, and the intersection of Main St and River St. Seven vinyl quarter mile markers will be installed on the trail as well.

EXCERPT FROM DESIGN GUIDELINES

7.6.2 Wayfinding signage Types, Placement, and Size

Pedestrian Trailblazer Signs. These are smaller scale signs intended to help pedestrians find their way around an area after parking.

Directory Signs. These signs are useful in a retail district to provide pedestrians a guide to area merchants, usually including a keyed map. They can also publicize public attractions such as museums or civic centers. The designs for such signs vary widely. A few are shown on the next page, bottom right. These signs usually have changeable boards under glass or acrylic to accommodate changing messages. Directory signs, as can be seen from the examples, give the designers a chance for a little more leeway for interesting design within the overall theme of the wayfinding system.

Article 10 Section D of the Zoning Code. Sign Definitions

24. *Informational Sign.* A sign of a public or quasi-public nature which identifies or locates a hospital, public building, college, university, public parking area, historic area, major tourist attraction, public recreation area or similar public or quasi-public activity, which shall be approved on a case-by case basis by the Director of Planning/Zoning Administrator.

STAFF RECOMMENDATION

The signage meets the guidelines and is in a color palette that is consistent with the other signage found on the Riverwalk Trail. Staff recommends approval of a Certificate of Appropriateness at multiple River District locations to install wayfinding signage for the Riverwalk Trail system.



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River District Design Commission

**CERTIFICATE OF APPROPRIATENESS
APPLICATION**

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Property Location: Danville YMCA Trailhead, Main Street Plaza Trailhead, Worsham Street Bridge Trailhead, the Crossing at the Dan Trailhead, Martin Luther King, Jr. Bridge, Worsham Street Bridge Memorial, Newton's Landing, the north and south end of the pedestrian bridge, and the intersection of Main St and River St. Quarter mile markers will also be installed along the trail. See attached map.

Name of Applicant: Danville Parks and Recreation

Applicant's Address: 125 Floyd Street, Danville, VA 24541

Applicant's Phone Number: (434) 799-5215

Email Address: ragdses@danvilleva.gov

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

As part of the wayfinding project for the Riverwalk Trail system, a total of ten signs will be installed within the River District. Four of these signs are 12" x 48" and will be installed at the four trailhead locations (Danville YMCA Trailhead, Main Street Plaza Trailhead, Worsham Street Bridge Trailhead, the Crossing at the Dan Trailhead). They will include a map of the trail and the direction and distance to the next trailhead. Two of the signs are 8" x 12" and will be located at two points-of-interest (the Martin Luther King, Jr. Bridge and the Worsham Street Bridge Memorial) for identification purposes. Four 8" x 12" directional signs will also be installed (Newton's Landing, the north and south end of the pedestrian bridge, and the intersection of Main St and River St.). These will have arrows indicating how to get to the nearest trailhead if you entered the trail at that location. Seven quarter mile markers will be installed along the trail as well.

Type of material(s) to be used: The ten wayfinding signs have graphic panels that are digitally printed images on prepared annealed aluminum panels and posts made of structural HDPE. The mile marker signs are vinyl 4" x 4" posts.

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? No

Would you like more information about these programs? No

Which one(s)? N/A

Signature of Property Owner (if not applicant)

Emily Haerdale

Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____ RDDC Date: 5/11/17

Date submitted: _____ Received by: AK

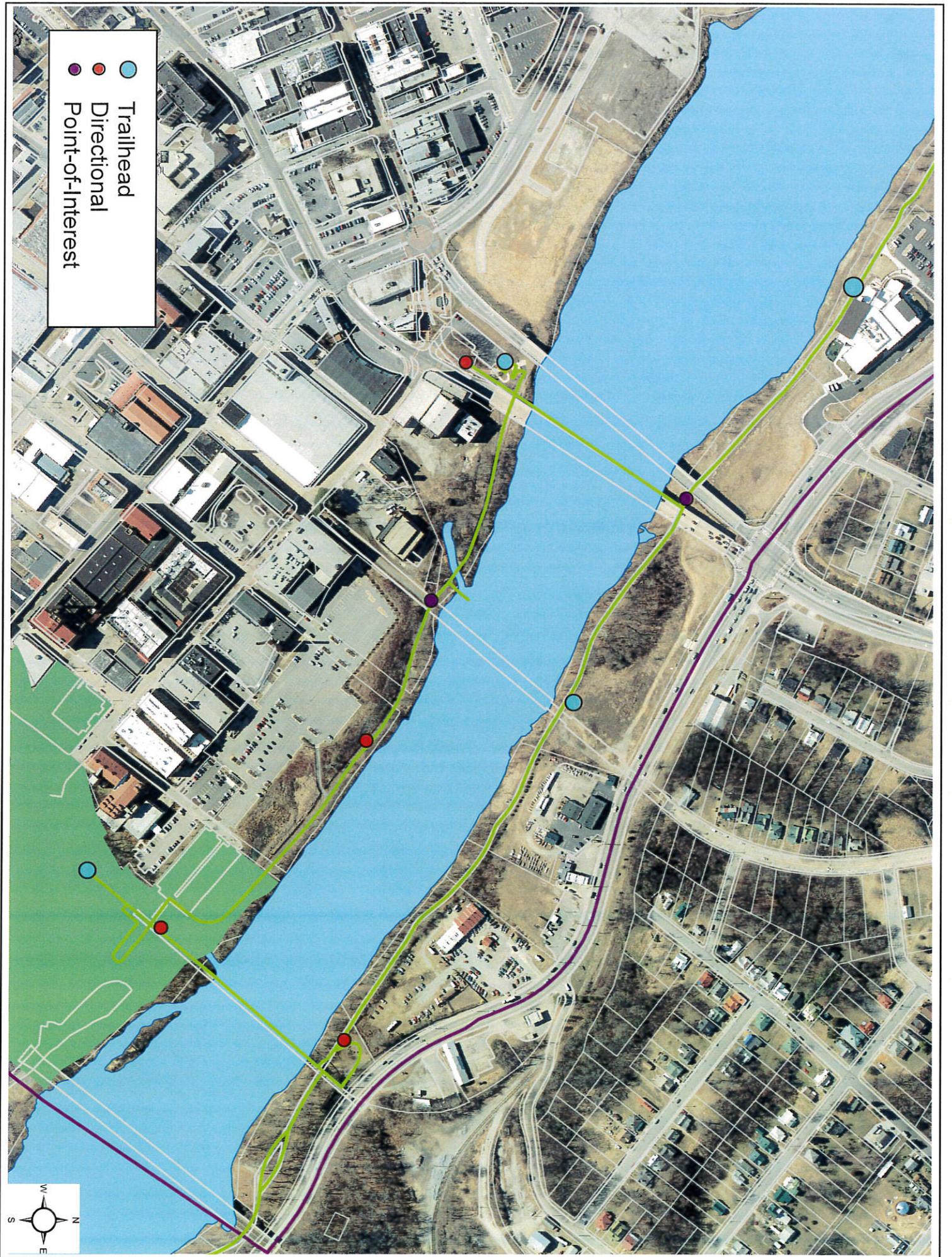
Tax Map Number: _____ Zoning District: _____

Additional Zoning Information: _____

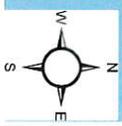
All buildings, structures or improvements located in the River District and visible from a public right-of-way shall not be located, constructed, reconstructed, altered, or repaired unless a Certificate of Appropriateness has been issued by the River District Design Commission. The Commission meets once 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.

Article 3:R.C.6 Application Submission Requirements: 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;
 - 5) Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements;
 - 6) Proposed building color and materials;
 - 7) Relationship of building and site elements to existing and planned corridor development;
 - 8) Relationship of parking, pedestrian facilities, and vehicular access ways to existing and planned corridor development; and
 - 9) Other site plans and subdivision plats as may be required by Danville for development approval.



- Trailhead
- Directional
- Point-of-Interest



The logo for Riverwalk Danville, Virginia, is enclosed in a white oval with a green border. The word "RIVERWALK" is written in a serif font, with "RIVER" in blue and "WALK" in green. A green leaf-like graphic is positioned above the "WALK" portion. Below "RIVERWALK", the words "DANVILLE, VIRGINIA" are written in a smaller, blue, sans-serif font.

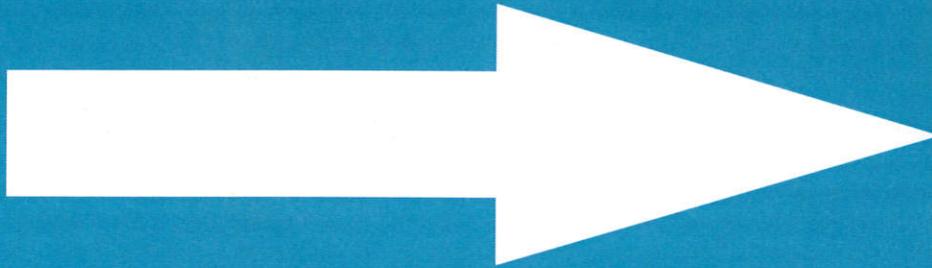
RIVERWALK
DANVILLE, VIRGINIA

Worsham Street Bridge Memorial

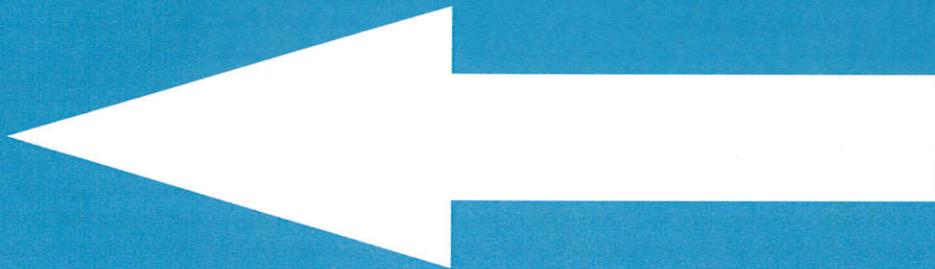
**Danville Parks and Recreation 799-5215
In Case of Emergency Call 9-1-1**

RIVERWALK
DANVILLE, VIRGINIA

**ANGLERS
PARK**

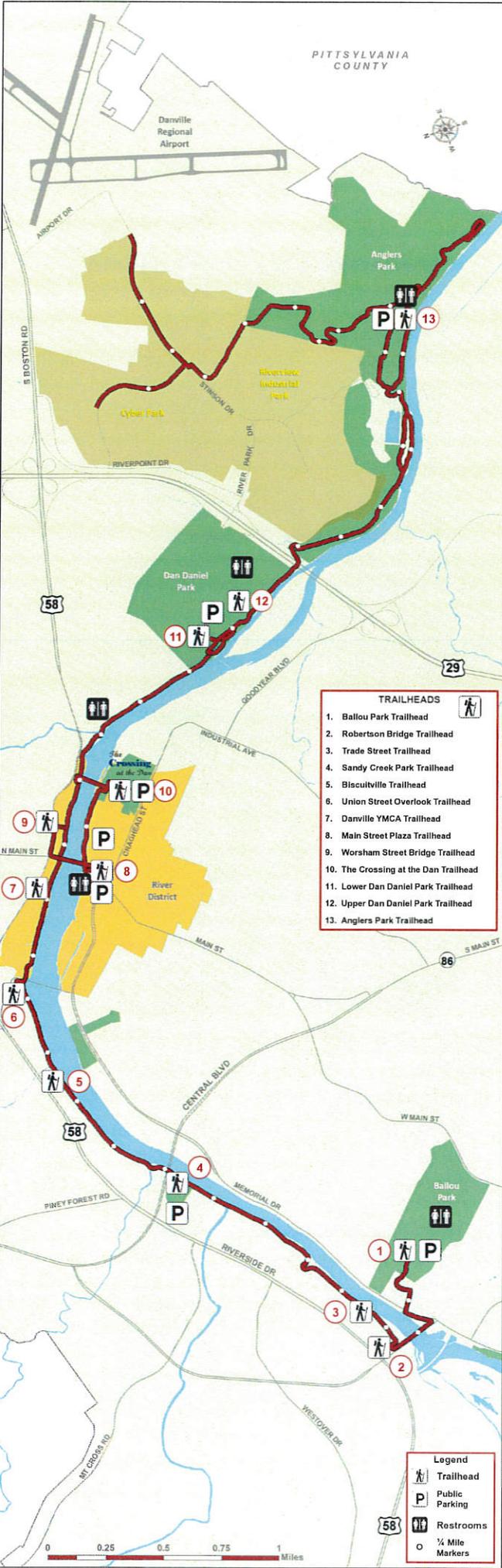


**CROSSING
AT THE DAN**



**Danville Parks and Recreation 799-5215
In Case of Emergency Call 9-1-1**

PITTSYLVANIA COUNTY



- TRAILHEADS**
1. Ballou Park Trailhead
 2. Robertson Bridge Trailhead
 3. Trade Street Trailhead
 4. Sandy Creek Park Trailhead
 5. Bliscuitville Trailhead
 6. Union Street Overlook Trailhead
 7. Danville YMCA Trailhead
 8. Main Street Plaza Trailhead
 9. Worsham Street Bridge Trailhead
 10. The Crossing at the Dan Trailhead
 11. Lower Dan Daniel Park Trailhead
 12. Upper Dan Daniel Park Trailhead
 13. Anglers Park Trailhead

Legend

- Trailhead
- Public Parking
- Restrooms
- 1/4 Mile Markers



Single Post – Single Sided

Direct Embedment

SKU	HAGL	Configuration	Price
SP-1248-30H-E	30"	1- 12" x 36" 1- 12" x 12"	\$424.85

HPL Color Proof \$50.00
Shipping is extra

Assembly Details

Posts
4" x 4" structural HDPE.

Graphic Panels: (12" x 36") (12" x 12")
FIA – High resolution digitally printed image on prepared annealed aluminum panel coated front and back. Image fused beneath coating for scratch resistance and ease of cleaning. Panel can be imaged front and back with same image (allow flipping in lieu of replacement if damaged) or with different images for changing seasonal postings.

Mounting Options
Direct embedment with stabilizer panel.

Artwork Templates
FIA-AT-1236 (12" x 36")
FIA-1212 (12" x 12")

Full size Adobe Illustrator® and Adobe InDesign® files are available for download.

plan view



front view



side view



Single Post – Single Sided

8 x 12

Direct Embedment

SKU	HAGL	Configuration	Base Price
SP-0812-42H-E	42"	1- 8" x 12"	\$234.75

HPL Color Proof \$50.00
Shipping is extra

Assembly Details

Posts
4" x 4" structural HDPE.

Graphic Panels: (8" x 12")
FIA – High resolution digitally printed image on prepared annealed aluminum panel coated front and back. Image fused beneath coating for scratch resistance and ease of cleaning. Panel can be imaged front and back with same image (allow flipping in lieu of replacement if damaged) or with different images for changing seasonal postings.

Mounting Options
Direct embedment with stabilizer panel.

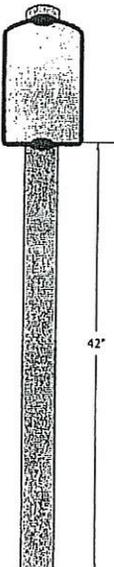
Artwork Templates
TRR-0812 (8" x 12")

Full size Adobe Illustrator® and Adobe InDesign® files are available for download.

plan view



front view



side view



terrabit.
wayfinding systems

3.17

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City of Danville

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

River District Design Commission

MEETING OF May 11, 2017

SUBJECT

A request has been filed for a Certificate of Appropriateness at Main Street Plaza and the Crossing at the Dan to install bike stations as a part of the Danville Rides bike share program. One bike station will be installed at Main Street Plaza and two will be located at the Crossing at the Dan Trailhead

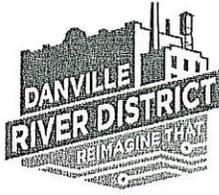
EXCERPT FROM DESIGN GUIDELINES

8.1. Streetscape Guidelines

A note about bike racks: Because people chain or cable their bikes to racks, painted metal racks are not recommended because the paint will chip. Plain galvanized or, if it can afforded, stainless steel will look better over time.

STAFF RECOMMENDATION

Staff recommends approval of the request to install bike stations at the Main Street Plaza and the Crossings at the Dan with the condition that the material used be either galvanized or stainless steel. The bike stations are to be a part of the Danville Rides bike share program. Bike racks are encouraged by the River District Design Guidelines.



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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: Main Street Plaza and the Crossing at the Dan.

Name of Applicant: Danville Parks and Recreation

Applicant's Address: 125 Floyd Street, Danville, VA 24541

Applicant's Phone Number: (434) 799-5215

Email Address: ragdses@danvilleva.gov

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

There will be a total of five bike stations installed along the Riverwalk Trail as part of the

Danville Rides bike share program. Three of these stations will be located within the

River District. One will be placed at the Main Street Plaza Trailhead and the other two will be located at the Crossing at the Dan Trailhead. Each station will hold 10 bikes.

Type of material(s) to be used: The stations come preassembled with signage included.

They will be installed on either a concrete pad or concrete pavers. See attached picture.

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? No

Would you like more information about these programs? No

Which one(s)? N/A

Signature of Property Owner (if not applicant)

Emily Straydale

Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____ RDDC Date: 5/11/17

Date submitted: _____ Received by: AL

Tax Map Number: _____ Zoning District: _____

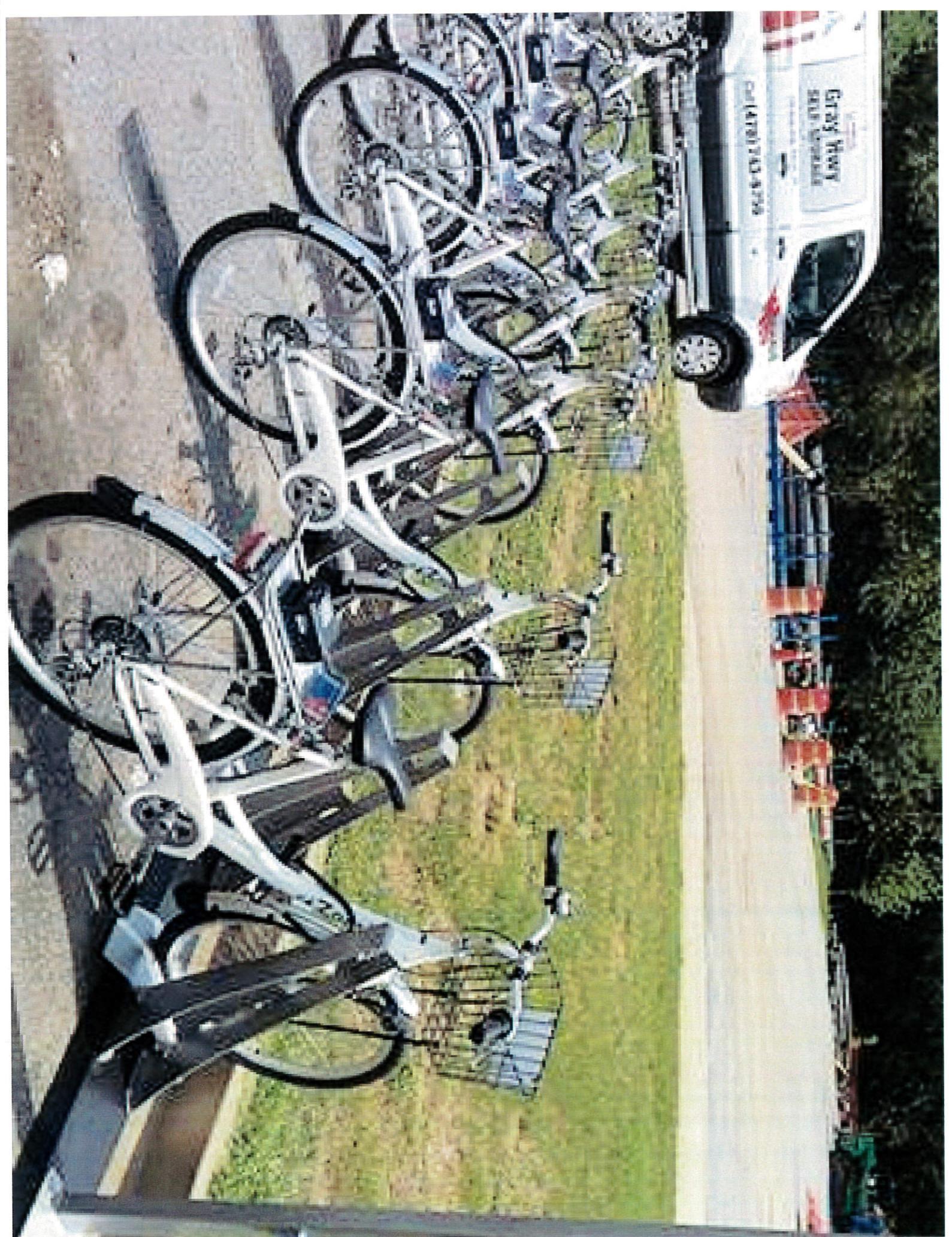
Additional Zoning Information: _____

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.

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- 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;
 - 5) Proposed site improvements, including location of parking, access, signage, exterior lighting, fencing, buildings and structures and other appurtenant elements;
 - 6) Proposed building color and materials;
 - 7) Relationship of building and site elements to existing and planned corridor development;
 - 8) Relationship of parking, pedestrian facilities, and vehicular access ways to existing and planned corridor development; and
 - 9) 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.







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Phone: (434) 799-5260

River District Design Commission

MEETING OF May 11, 2017

SUBJECT

515 Spring St, Crossing parking lot, and Science Center

A request has been filed for a Certificate of Appropriateness at 515 Spring St, the Crossing parking lot, and at the Science Center to install aluminum signage to promote the trolley bus service that is to begin in August of 2017. The composite aluminum signs will be 2' x 3' and will be installed on 8 ft steel poles.

EXCERPT FROM DESIGN GUIDELINES

7.6.2 Wayfinding signage Types, Placement, and Size

Pedestrian Trailblazer Signs. These are smaller scale signs intended to help pedestrians find their way around an area after parking

Directory Signs. These signs are useful in a retail district to provide pedestrians a guide to area merchants, usually including a keyed map. They can also publicize public attractions such as museums or civic centers. The designs for such signs vary widely. A few are shown on the next page, bottom right. These signs usually have changeable boards under glass or acrylic to accommodate changing messages. Directory signs, as can be seen from the examples, give the designers a chance for a little more leeway for interesting design within the overall theme of the wayfinding system.

Article 10 Section D of the Zoning Code. Sign Definitions

24. Informational Sign. A sign of a public or quasi-public nature which identifies or locates a hospital, public building, college, university, public parking area, historic area, major tourist attraction, public recreation area or similar public or quasi-public activity, which shall be approved on a case-by case basis by the Director of Planning/Zoning Administrator.

STAFF RECOMMENDATION

Staff recommends approval of a Certificate of Appropriateness at 515 Spring St, the Crossing parking lot, and at the Science Center to install aluminum signage to promote the trolley bus service that is to begin in August of 2017.

Staff makes this recommendation with the condition that the signage colors be changed to match the official River District colors as outlined in the River District Brand Standard.



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Phone: (434) 799-5260

River District Design Commission

**CERTIFICATE OF APPROPRIATENESS
APPLICATION**

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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: 515 Spring St., Crossing parking lot near bus shelter, Science Center

Name of Applicant: Danville Transit System

Applicant's Address: 424 Airport Drive, Danville, Virginia 24540

Applicant's Phone Number: 799-5110 Email Address: adelmmd@danvilleva.gov

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

Work proposed would involve the installation of signs to promote trolley bus service that would initiate on August 4, 2017. Service would be offered on Saturdays and the first Friday of each month and the route would operate in the River District.

Type of material(s) to be used: 2' x 3' signage would be made of composite aluminum material.

Eight foot pole would be made of steel and the base for the pole would be aluminum.

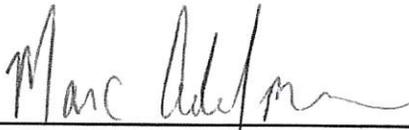
Have you read and understand the Design Guidelines for the River District of Danville, Virginia? Yes

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)


Signature of Applicant

INFORMATION TO BE PROVIDED BY PLANNING DIVISION

Application Number: _____ RDDC Date: 5/11/17

Date submitted: _____ Received by: PA

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.



The Mainline Trolley route serves Ballou Park, the River District and North Main to Moanna Place on Saturdays and the first Friday of each month. Boarding times for this bus stop are identified below.

Saturdays: 10:00 am, 10:45 am, 11:30 am, 12:15 pm, 1:00 pm, 1:45 pm, 2:30 pm, 3:15 pm, 4:00 pm, 4:45 pm, 5:30 pm, 6:15 pm, 7:00 pm, 7:45 pm, 8:15 pm, 9:00 pm, 9:45 pm

First Fridays: 4:00 pm, 4:45 pm, 5:30 pm, 6:15 pm, 7:00 pm, 7:45 pm, 8:15 pm, 9:00 pm, 9:45 pm, 10:30 pm

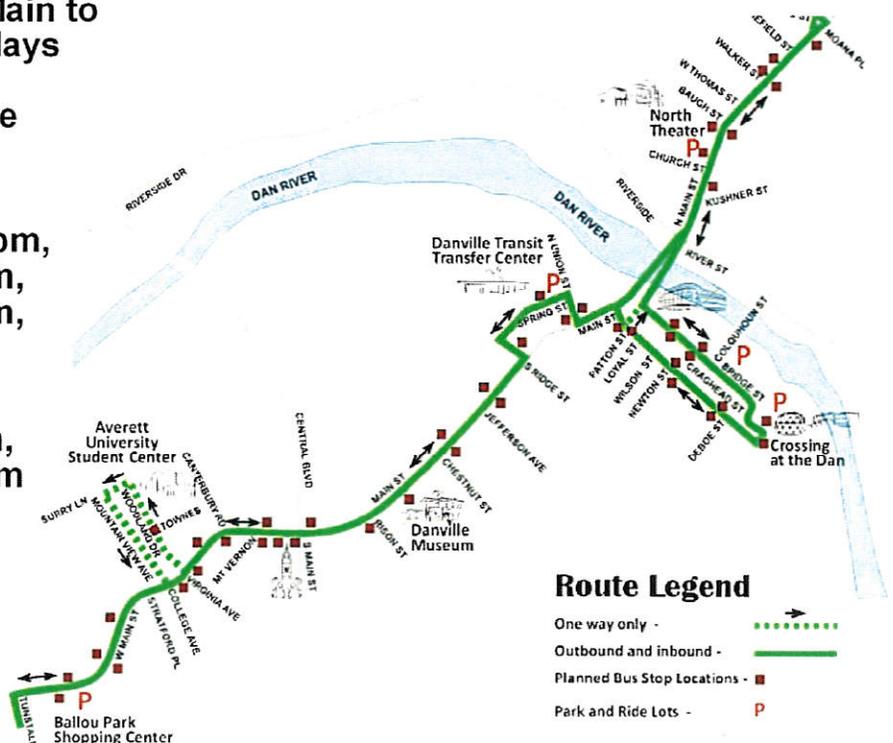


BALLOU PARK SHOPPING CENTER PARK AND RIDE LOT

The Mainline Trolley route serves Ballou Park, the River District and North Main to Moanna Place (Neapolis) on Saturdays and the first Friday of each month. Boarding times for this bus stop are identified below.

Saturdays: 10:00 am, 10:45 am, 11:30 am, 12:15 pm, 1:00 pm, 1:45 pm, 2:30 pm, 3:15 pm, 4:00 pm, 4:45 pm, 5:30 pm, 6:15 pm, 7:00 pm, 7:45 pm, 8:15 pm, 9:00 pm, 9:45 pm

First Fridays: 4:00 pm, 4:45 pm, 5:30 pm, 6:15 pm, 7:00 pm, 7:45 pm, 8:15 pm, 9:00 pm, 9:45 pm, 10:30 pm



Danville Transit System



Graphic Brand Standards

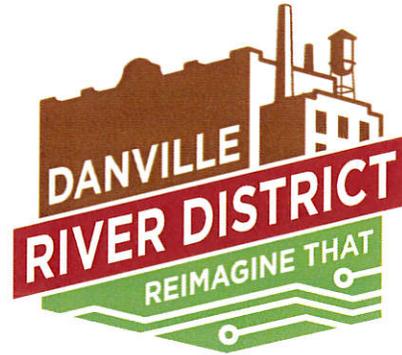
These graphic standards were developed as a method for protecting the graphic brand of the Danville River District in Danville, Virginia. It is important to consult with Corrie Teague and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact Corrie Teague, City of Danville Economic Development Project Manager, at (434) 793-1753 or teagucm@danvilleva.gov.

Danville River District Logo Usage

The following guidelines illustrate the proper use of the Danville logo.

Full color logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.



One color logo

The logo may be represented in a single color using PMS 398, PMS 576, PMS 731, PMS 7623, or Black in either spot color or 4 color process printing techniques.



Reversed logo

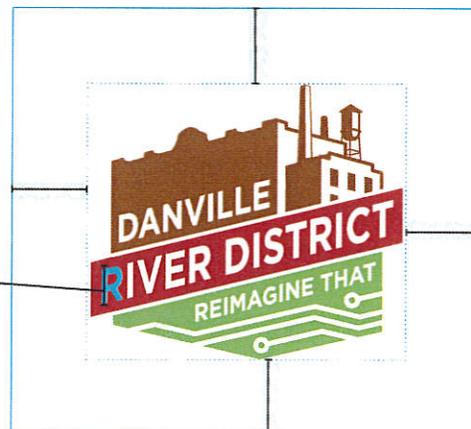
The logo may be reversed out of PMS 398, PMS 576, PMS 731, PMS 7623, or Black, but should be printed on white, when possible.



Recommended Danville River District Spacing

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the double height of the "R" in the logo.



Danville River District Festival Logo

Logo variations for events or partners should follow the same rules as the Danville River District logo outlined in these graphic standards. This event logo demonstrates the proper customization of the Danville River District logo for events and partners. Notice the consistency in color palette and typeface. Subject matter can dictate the graphic elements in the lower green field of the logo. All variations should be approved by the Brand Manager and Danville's Office of Economic Development.

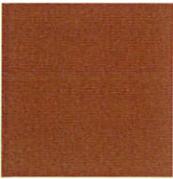


Recommended Color Palette for Danville, Virginia

The color palette provides a guide for keeping a consistent color scheme within all brand communications. Professional printing services may request a coated or uncoated palette based on specific printing paper used and quality desired. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.

Primary Color Palette

COATED COLORS



PMS 731 C
C/11 M/68 Y/100 K/61
R/121 G/73 B/29
WEB 79491D



PMS 576 C
C/54 M/5 Y/94 K/24
R/119 G/155 B/61
WEB 779B3D



PMS 7623 C
C/0 M/77 Y/87 K/53
R/145 G/45 B/41
WEB 912D29



PMS 398 C
C/14 M/6 Y/100 K/24
R/179 G/167 B/0
WEB B3A700

UNCOATED COLORS



PMS 732 U
C/17 M/49 Y/88 K/36



PMS 576 U
C/50 M/4 Y/92 K/20



PMS 7624 U
C/0 M/96 Y/90 K/45



PMS 398 U
C/16 M/4 Y/99 K/25

Danville River District Typefaces

Logo

Files have been provided in a variety of formats that allow use of the Danville River District logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed.



- “DANVILLE RIVER DISTRICT REIMAGINE THAT” – Gotham Bold, upper case

Gotham Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Print Applications

- Headlines – Gotham Bold

Gotham Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

- Body Copy – Mercury Text G2r

Mercury Text G2 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Danville River District - Identity Specification Guide

COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of brand palette, the recommended breakdowns are as follows.

Printing

Pantone® (PMS)

LIME-C	PMS 398 C
GREEN-C	PMS 576 C
BROWN-C	PMS 731 C
BRICK RED-C	PMS 7623 C

4-Color Process (CMYK)

LIME-C	C-14 / M-6 / Y-100 / K-24
GREEN-C	C-54 / M-5 / Y-94 / K-24
BROWN-C	C-11 / M-68 / Y-100 / K-61
BRICK RED-C	C-0 / M-77 / Y-87 / K-53

LIME-U	PMS 398 U
GREEN-U	PMS 576 U
BROWN-U	PMS 732 U
BRICK RED-U	PMS 7624 U

LIME-U	C-16 / M-4 / Y-99 / K-25
GREEN-U	C-50 / M-4 / Y-92 / K-20
BROWN-U	C-17 / M-49 / Y-88 / K-36
BRICK RED-U	C-0 / M-96 / Y-90 / K-45

On-Screen

Web-Safe (HEX)

LIME	B3A700
GREEN	779B3D
BROWN	79491D
BRICK RED	912D29

RGB

LIME	R-179 / G-167 / B-0
GREEN	R-119 / G-155 / B-61
BROWN	R-121 / G-73 / B-29
BRICK RED	R-145 / G-45 / B-41

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

Word

.EPS
.BMP
.JPG
.GIF
.TIF

PowerPoint

.PNG
.BMP
.JPG
.GIF
.TIF

Web (HTML)

.JPG
.GIF

InDesign, Quark XPress

.AI
.EPS
.TIF

Pagemaker

.EPS
.TIF

Unacceptable Logo Applications

The following are examples of improper modifications of the Danville River District logo that may violate the integrity of the Danville River District brand.



DO NOT use any unofficial colors or any combination of colors different than the official logo colors.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT rotate or flip the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



SKATEBOARD PARK

DO NOT alter the logo for any other unapproved entity without contacting the City of Danville's Office of Economic Development.



DO NOT print the logo on a background or image that makes it difficult to read.

Crafting the Tone for the Danville River District Brand

To ensure that messaging resonates with the audience, the brand vocabulary and brand narrative must inspire and attract the target audiences by creating greater emotional connections and greater understanding for the Danville River District.

Danville River District Brand Vocabulary

The brand vocabulary defined in this guide provides a common language that reinforces brand attributes and brand positioning for use in communications materials, press releases, interviews, presentations and general conversation among city officials, brand partners, tourism-related entities, areas businesses and internal/external audiences.

Momentum	Artistic	Exciting
Stunning	Gritty	Spark
Adaptation	Urban	Energy
Repurposing	Independent	Courageous
Distinctive	Risk-takers	Open-armed
Architecturally significant	Free-spirited	Colorful
Rebirth	Different	Passionate
Cool	Unique	Limitless
Active	Character	Renaissance
Collaborative	Culture	New vision
Textured	Vibe	Transformational
Recalibrating	Innovators	Youthful
Creative	Innovation	Comfortable
Original	Individual	
Brilliant	Alive	

Danville River District Brand Narrative

The Brand Narrative uses emotional language to establish the written character of the Danville River District brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the destination or the relationship of the Danville River District to an organization, event or business. The narrative can also be used to guide the tone of new copy.

Danville River District

You've always been able to see the possibilities in things – places, buildings, events, ideas – in ways that are new and limitless.

You're the first to push new ideas and champion change, immune to the cautions of the fearful: *"but this is how we've always done it."*

Imagine how far you could go in a place that encourages those fresh perspectives. A place that needs *and rewards* your vision? A whole community where the status quo is a *no go*. Where it's not just the transformative power *to imagine* that's celebrated, but more importantly *the power to reimagine*.

The Danville River District is that place.

Welcome to the renaissance. Perhaps even, *your* renaissance. Because this transformation, that began with the repurposing of historic warehouses and factories into modern lofts, has touched a chord deep in the hearts and minds of all who call Danville home. It has become the inspiration for self examination and an interest in self-discovery that begins with those life-changing questions: *what if* and *why not*. It's something you can feel in the air and see in the faces of those you encounter. A kind of eyes-wide-open enthusiasm that is at the heart of our city's *reimagining*.

Throughout the Danville River District, there's a captivating synergy between people and place marked by everything from buildings to long held beliefs, being reimaged into something newer, fresher, and more relevant. An old train station becomes a new science center. *A local teacher reimagines ways to engage her students using that center.* An old freight warehouse is transformed into space for the local farmer's market. *Inspired, a group of people turn a vacant lot into a community garden.* A local university relocates its nursing and professional studies programs to the River District. Caught up in the youthful collegiate atmosphere this creates, *people begin to reimagine their career paths. Some consider returning to college to further their education. Some think of attending for the first time.* Finally, because change in one area often triggers change in another, in the halls of local government *city officials are reimagining best practices to make sure they're still truly what's best, that we haven't outgrown them already.*

Skeptics looking in at our progress might be inclined to caution that – like any and all renaissances before it – ours will end. But make no mistake. Reimagining has become the lifeblood of who we are, our way of life, and our way of welcoming visitors. Physical details marking this transformation—*warehouses now lofts, the flower baskets and planters brimming with flowers along Main Street, the sides of buildings adorned with colorful murals that tell our history*—are scenes from the pages of a story that has no end.

Yes, you've always looked at things differently, from new angles...

What better place to work than in a community that welcomes the visionary in you. What better place to raise a family than among people who believe in the power of imagination, and *re-imagination*, over cold facts and common practices. What better place to make your mark than in the company of leaders who are architects of a brighter destiny, for our city *and for us*.

Imagine – no reimagine – how far you could go in a place like this.

Danville River District

Reimagine That.

RIVER DISTRICT DESIGN COMMISSION

MEETING OF

April 13, 2017

Members Present

Peyton Keesee
George Davis
Courtney Nicholas
Sheri Chaney
Jonathan Hackworth
John Ranson

Members Absent

R.J. Lackey

Staff

Renee Burton
Anna Levi
Tracie Lancaster
Alan Spencer

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

I. ITEMS FOR PUBLIC HEARING

1. *A request has been filed for a Certificate of Appropriateness at 416-430 Main Street to install up to three (3) 24 sq. ft. "Use Your Re-imagination" signs to collect citizen input on what kinds of businesses are desired in vacant river district storefronts.*

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Ernecia Coles. Ms. Coles stated we are starting a Re-imagination campaign. It is a way to call attention to some of the vacant store fronts and some of the vacant buildings in the River District. Also, getting public engagement and getting ideas about the types of the buildings they would like to see at those locations. What types of retail store would they like to see? What restaurants would they like to see? We have gotten some approval so far for those. I think at the next meeting you will see some additional buildings that would like to be involved in this campaign. The description in the application describes the types of signage that will be posted on the building. It is the Belk building. It is one of the largest, maybe the second largest, vacant building downtown. We are really curious to see what types of ideas people offer. It is basically a sign we will have dry erase markers placed on those signs with Velcro so that people can write down their ideas. That will inform Watershed Ventures, the group for the planning of that building, as well as the office of Economic Development who is trying to bring businesses into this area. Also the design of the signage was something that was actually proposed a couple of years ago during the rebranding effort for the River District. So I worked with the Laura Ashworth to design it. I can answer any question that you all might have.

Mr. Hackworth stated how do you plan to monitor it?

Ms. Coles stated daily. Our office at the Belk is only a few feet away. We will check it daily, probably at the end of every day for any inappropriate verbiage.

Mr. Hackworth stated well, that is my concern it is going to be on a dry erase board and you are essentially setting it up to become the downtown version of the Walmart bathroom wall. If you are only monitoring one time a day then anything that is of value that gets out on there could get erased.

Ms. Coles stated that is true too we will take down whatever we see and probably take photos of it too. We will monitor that and keep that in mind as days pass. If it becomes a more negative campaign than position we will probably end it early. But I have faith in Danvillians to share positive response. That is what I would like to keep in mind until I am proven otherwise. But it will be monitored maybe twice a day.

Mrs. Nicholas stated just for your own knowledge if someone uses sharpie on it and you go over it with dry erase marker it will come off.

Mr. Davis stated that was my concern the minute you said writing on it with a marker and looking at it daily. I can just imagine some of the things that would be written on there at night. I have Danvillians too but there are a lot of people that don't consider themselves Danvillians and they don't consider themselves of any other group nor do they care.

Ms. Coles stated perhaps we will do that in the morning and in the evening.

Mr. Hackworth stated if I may just suggest, just knowing how we have had to deal with stuff around our building on Bridge Street, sometimes I encourage you to stop by in the morning, at lunch and in the evening.

Ms. Coles stated okay.

Mr. Davis stated have you considered a dropbox?

Ms. Coles stated we could. I'm not sure how we would attach it though to particularly the store fronts on Main Street that we hope will participate. This seemed to be the easiest. Actually I know there are a number on Main Street all over the nation that are participating in this type of thing. They use stickers on the plywood boards and also another type of sticker for windows. So I would like to see how it goes the first month then if it is very negative we will consider another way to conduct this campaign.

Mr. Keesee stated it sounds to me like you are going to monitor it and if it gets out of hand you will do away with it. I don't see an issue with it.

Ms. Coles stated people can easily provide feedback via Facebook. However, we want to encourage people to physically walk downtown. We will post where these locations are on Facebook and see how many people are engaged. Especially the different events we have downtown. We really want to encourage people to walk Main Street, Craghead and other locations. That is the best way to get them to engage and visit the businesses in the River District.

Mrs. Nicholas stated it also may be valuable versus a dropbox because people will be able to see other people's ideas and that might inspire them towards something.

Mr. Davis stated I am all for it if it works.

Mr. Davis closed the Public Hearing.

Mr. Ranson stated the only way we will know if it will work is approve it.

Mrs. Nicholas made a motion that the request meets the guidelines. Mr. Ranson seconded the motion. The motion was approved by a 6-0 vote.

2. *A request has been filed for a Certificate of Appropriateness at 309 Main Street to install a 3.5' x 9.25' sign on the north side of the building and a 2' x4.5' sign on the front of the building. Both signs will advertise di'lishi frozen yogurt bar. The request also includes painting the storefront and installing a temporary "Coming Soon" banner.*

Mr. Davis opened the Public Hearing.

Ms. Levi stated the applicant called me this morning and stated that he had a family emergency and was unable to attend the meeting today.

Mr. Spencer stated did they indicate they wanted to delay action until they can be here?

Ms. Levi stated I suppose that would be up to you all.

Mr. Davis closed the Public Hearing.

Mrs. Nicholas made a motion that the request doesn't meet the guidelines. Mr. Hackworth seconded the motion. The motion was approved by a 6-0 vote.

Mrs. Nicholas made a motion that the request causes a minor discrepancy to the district and or property and should be grant the variance. Mr. Hackworth seconded the motion. The motion was approved by a 6-0 vote.

3. *A request has been filed for a Certificate of Appropriateness at 600 Lynn Street to install an interpretative panel detailing the history of the site with information about the Danville Lumber and Manufacturing Company. The panel will be freestanding*

and will be 40" x 28" will be placed near the creek to the west side of the main building.

Mr. Davis opened the Public Hearing.

Present on behalf of this request was Steve Dishman. Mr. Dishman stated I was informed that you all have the information as far as diagrams and pictures. We have two items so I'm trying to make sure I have the right one. This will be signs very similar to existing signs placed along the river trail and other sites around Danville. It will be describing the history of the site and area. It will have a picture of the historic significance of each of those.

Mr. Davis stated Steve, does this have anything to do with the little building that you all are in process of refurbishing?

Mr. Dishman stated that is the second request. We have to request. The first that you mentioned there will be right off of a parking lot. We have a visitors parking that is right between the 911 center and the Fire station this will be placed just beyond the sidewalk from that. So that anyone coming to view that would be able to stay on the sidewalk from the parking lot. This will be at the center of the site.

Mrs. Chaney stated this basically just acknowledges the history of the Danville Lumber Company.

Mr. Dishman stated that is correct and the site itself. As you see the pictures there of the main buildings as they were along Main Street.

Mrs. Nicholas stated about how close to the Fire house would the sign be?

Mr. Dishman stated if you look at the picture you have there it would be almost directly between the fire stations itself and the 911 center. As you see where the creek conveys and goes under the parking lot it would be in line with that. Which would make it more conducive to someone standing there to read and they wouldn't be so close to the station that they couldn't get a more panoramic view.

Mr. Davis closed the Public Hearing.

Mrs. Nicholas stated I have a question. The guidelines speak about the mounting of signs onto buildings but I don't see much information about signs that are not attached to buildings.

Mrs. Burton stated this is something that really wasn't addressed during the design guidelines. This is something that is not considered advertising or commercial copy so it's kind of a case by case basis.

Mrs. Nicholas stated is it bound at all by size?

Mrs. Burton stated no.

Mr. Spencer stated so are you saying there are no rules?

Mrs. Burton stated they are the rules. It's all case by case.

Mrs. Chaney stated how they designed their sign and the way it looks like it is going to be mounted? I think it is similar to some that are already on the river walk trail.

Mrs. Burton stated it is. This mimics the river walk.

Mr. Davis stated it's not on the street it's within the perimeters of the fire stations itself right?

Mrs. Burton stated that's correct.

Mr. Spencer stated so would the motion just say that they move to approve it because there are not guidelines to say it meets?

Mrs. Burton stated I think there is a section that talks about just case by case basis. So you could still say that it meets the guidelines.

Mrs. Nicholas made a motion to approve as it meets the guidelines as written. Mr. Ranson seconded the motion. The motion was approved by a 6-0 vote.

4. *A request has been filed for a Certificate of Appropriateness at 600 Lynn Street to install a 18" x 12" interpretative panel at the two (2) remaining Danville Lumber Buildings on site. The panel will detail the use of the structures while Danville Lumber and Manufacturing Company was in operation.*

Present to speak on behalf of this request was Steve Dishman. Mr. Dishman stated there are two buildings that have been preserved and they are currently undergoing restoration that remained from the Danville Lumber company. This will be attached to the building itself because there is no other way to display this sign. This will describe specifically what these buildings were as you see the proposed verbiage. The sign will be attached to the building, flush with the building but something that could be read from the sidewalk for anyone that is passing through. This also fits with the Historical Preservation of the sidewalk with the cobblestones that came from the site. Do you all have any questions?

Mrs. Nicholas stated the sign itself what material will it be made of?

Mr. Dishman stated aluminum digital print.

Mr. Davis closed the Public Hearing.

Mrs. Nicholas stated this would not put them anywhere near the 32 square foot limit right?

Mrs. Burton stated no. This will actually be just considered as informational signage not advertising copy. So it doesn't affect that.

Mrs. Nicholas made a motion to approve as it meets the guidelines as written. Mrs. Chaney seconded the motion. The motion was approved by a 6-0 vote.

II. APPROVAL OF MINUTES

The March 9, 2017 minutes were approved by a unanimous vote.

III. OTHER BUSINESS

- Revised plans for the propane refueling station at 522 Spring Street

Mrs. Burton stated you do have paperwork in front of you, some diagrams about the propane fueling station that was discussed a couple of months ago. Marc Adelman is going to discuss that further with you.

Mr. Adelman stated a few months ago we met with the Commission concerning our interest to develop a propane refueling station across from the existing transportation center which is located at 515 Springs Street. It is my understanding that the Commission has the two page handout. The top page identifies our current interest. The second page reflects the original design that was reviewed by the Commission. The original plan called for an above ground 1000 gallon tank to be located in the corner of the parking lot at 522 Springs Street and having privacy fencing bordering the 1000 gallon tank. Just for reference you can see in that diagram where it has diagonal lines that section of the parking lot would have to be striped so that no one would be traversing through that area. You have got hatch lines that reflect rectangles those are supposed to represent buses that would be pulling over to the side and the dispenser units which are the pumps to actually put the fuel or propane into the buses. They would be side by side there and fuel up. Since we came up with this concept we continued to collect research from different vendors so that we could install the best facility possible. It was recommended that we pursue instead of a 1000 gallon tank, we go with a 2000 gallon tank and install the tank underground. That diagram is referenced on the top page of your two page attachment. If you look there you will see that where it references the 2000 gallon tank that is underground. That is the location as opposed to being in the far corner of 522 Springs Street properties. The pumps are dispensed and it will still be

located within the same location. One of the issues at the beginning was the fire departments concern regarding having a below ground tank. Since that discussion they are recommending that it would be the preferred option to put the tank underground. We have made an application to the State for Federal and State funding for this project. Before I came here today I was speaking with my representative at the State about the project and it is going to be recommended for funding. We won't know for sure until June. Since the plans have changed where we are going from a smaller tank to a larger tank and above ground to below ground we wanted to make you aware of where we were. We not seeking any approval at this time, we just wanted to make you aware of the things that have changed.

Mr. Davis stated did we table this before?

Mrs. Burton stated no it was approved.

Mr. Davis stated but you are just changing your mind.

Mr. Adelman stated correct. We want to make sure we do this right the first time.

Mrs. Chaney stated I'm just curios why did they all of a sudden say that an underground tank was better than an above ground tank?

Mr. Adelman stated well we went and talked with the Fire Marshall office and I think there were multiple reasons. First, as far as it being underground it is better protected from fire, a fire that could occur nearby adjacent to the property. Also, vandalism because it is located in an area that is not secured like Public Works Mass Transit propane station away from the general public. This is out in the public. We looked at that as an advantage.

Mr. Chris Franks stated for obvious reasons there is less equipment above that could be struck by lightning or vehicles, things like that.

Mrs. Chaney stated my only concern would be leakage.

Mr. Adelman stated the Fire Marshall didn't have any concerns about that. There are also advantages of maintaining warmer temperatures though out the year. There are more advantages then disadvantages. We will have to do more monitoring because it is below ground.

Mrs. Chaney stated I just come from a background of underground storage tanks and so that's why I was wondering. It's unusual that they would want to put it underground versus above but it makes since.

Mr. Adelman stated I think the location is the main reason. My plans were to come back to the Commission for final approval once we receive information about whether the grant has been approved or not if that's the appropriate approach.

Mrs. Burton stated yes.

Mr. Ranson stated how long are certificates good for?

Mrs. Burton stated certificates are good for one year.

Mrs. Nicholas stated we granted something different than what is been proposed now.

Mr. Ranson stated I understand that but even if it don't get funded and we approve it. I just wanted to save Marc another trip.

Mrs. Nicholas stated we approved that and he is asking for this.

Mr. Ranson stated I know but we can approve this now.

Mrs. Burton stated we don't have an official application so he has not officially applied at this time. If the Commission decides that they want to accept this as an application then you can vote on that. Then in turn vote for Certificate of Appropriateness.

Mr. Davis stated I'm going to play Mr. Lackey again it seems like to me if we approved it with it being above ground, and the Fire Marshall approves it with it being below ground it seems like to me it's a safer unit underground anyway. So what form of approval does he need from this Commission if we have already approved the tank being above ground?

Mr. Adelman stated it is possible if we go out to bid and the price comes in way over and we would have to revisit. So it may be better to come back when everything is final.

Mr. Davis stated okay we appreciate you coming today and keeping us informed.

Mrs. Burton stated just to let you know that you do have cases for next month so please plan on attending.

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

Approved By: