

Danville River District Design Guidelines



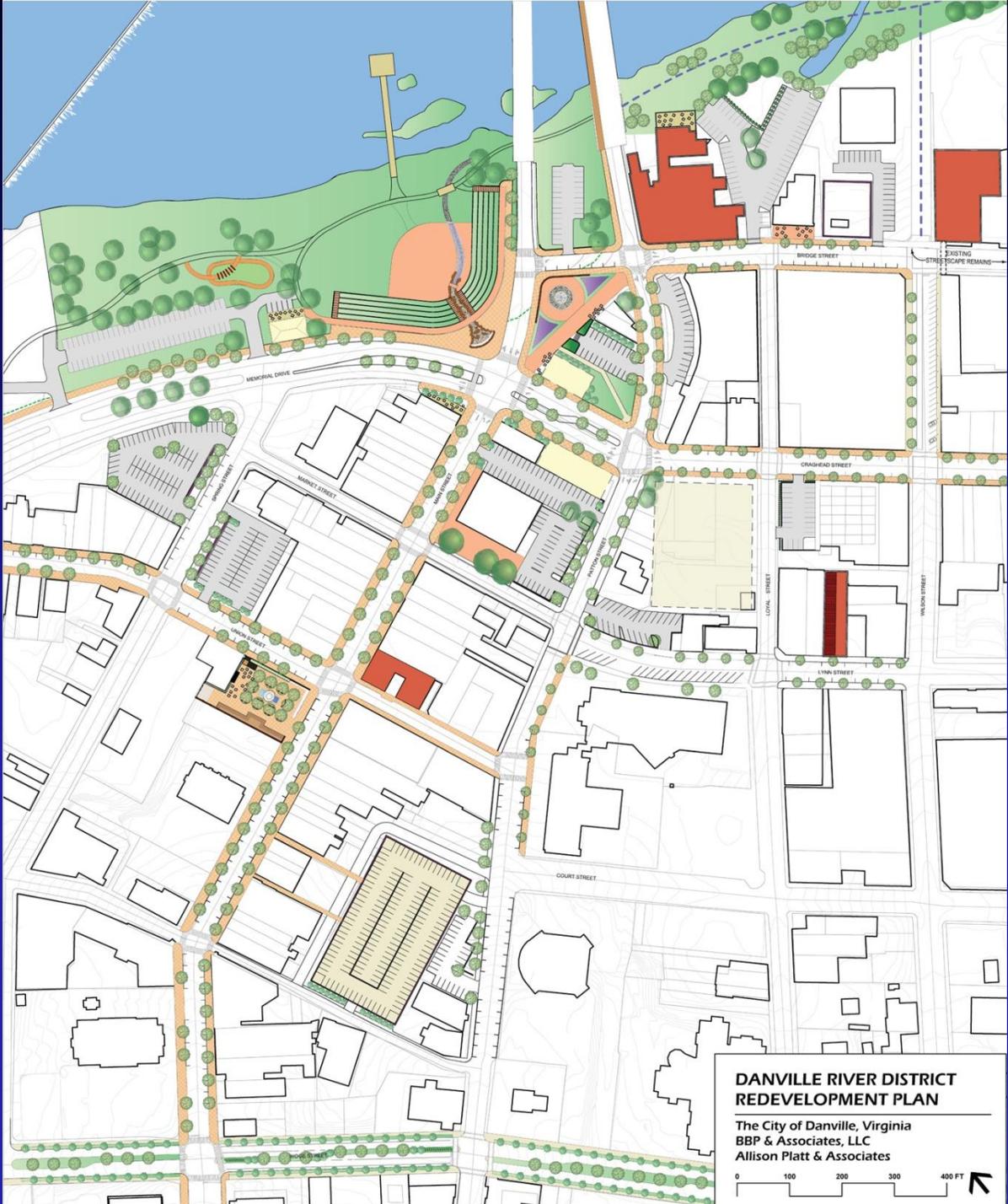
Allison Platt & Associates

December 14, 2011

Where We Are

- The River District Redevelopment Plan has been completed
- Private and public projects have been defined in concept and prioritized
- The City will now work with private investors to attract new development to the District
- The City is undertaking public improvements, starting on Main Street

The Urban Design Plan



Main Street

- Pedestrian priority street
- Sidewalks widen to 16', enough for amenities, sidewalk dining
- One lane each way, parallel parking both sides
- Trees in grates (that allow views to storefronts), benches, crosswalks, bike racks, pedestrian lights, banners
- Patton and Spring become vehicular/parking access



100% Corner & Riverfront Park



What will guide redevelopment?

- **Zoning**, which establishes the minimum standards for any use
- The **River District Plan** establishes short- and long-term goals for both public and private investments
- The Federal guidelines for **Historic Preservation** are a great financial incentive to redevelopment of historic properties
- **Design Guidelines** establish the goals and objectives of development and public improvements

What are Design Guidelines?

- A “manual” for those wishing to improve their properties showing appropriate materials, outlining procedures and process, and demonstrating expectations
- Demonstration of commitment to quality development, both public and private
- Covers not only building restoration/renovation, but standards for new development, site and public improvements
- In most cases the standards will be higher in districts governed by DGs than in other parts of the City.
- Zoning provides the minimum standards for development, guidelines provide the goals

Design Guidelines are NOT:

- Site specific design.
- **Laws.** They can only work as “modifiers” and “guides” that interpret zoning and add to or refine requirements for state and federal tax credits.

How will they work?

- In most communities, Historic District **Commissions** are established, and permits will only be issued if the property meets the design standards by review of a Commission
- Within historic districts, the guidelines **work with federal and state tax incentives** to ensure preservation
- Utilizing a “**carrot and stick**” strategy, the City can make façade grants and other assistance available for properties that meet the guidelines (also helps with buildings not seeking or eligible for tax credits, and for new construction)
- **Site Guidelines** are an important part of design guidelines that are often overlooked

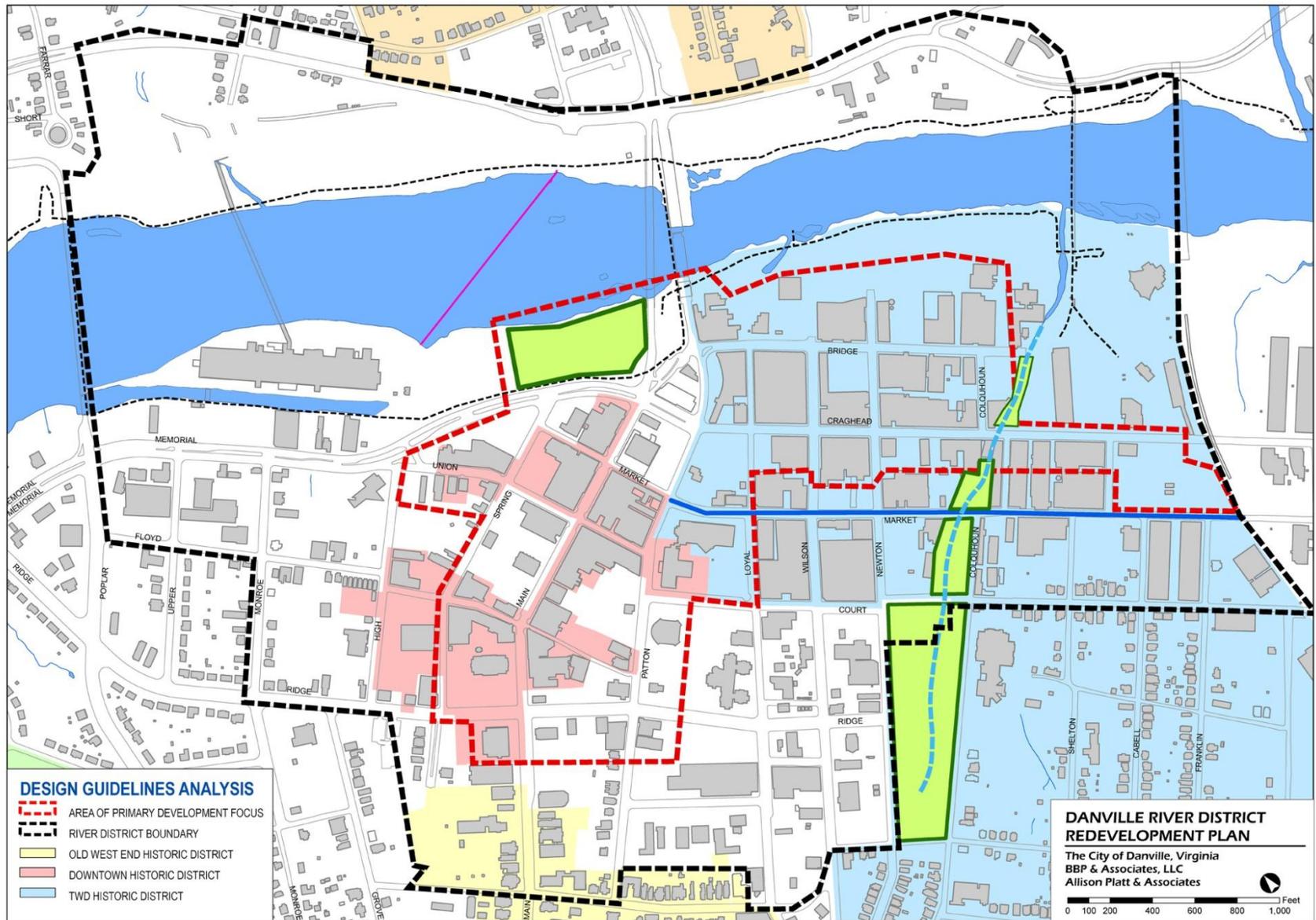
What will they accomplish?

- Historic Preservation, zoning, and other tax incentives help with renovation of many buildings, but these are only part of District revitalization
- For the River District to become a vital and exciting heart of Danville, many different elements must play their part:
 - Historic Buildings
 - New Buildings
 - New businesses and attractions
 - Attractive streets
 - Parks and amenities
 - Attractive and functional wayfinding and private signage
 - Sidewalk Dining
 - Well-ordered vehicular access and parking
 - Places designed for the comfort and enjoyment of PEOPLE!
- Tax credits and/or zoning alone cannot achieve this; design guidelines are intended to coordinate all these elements and express public commitment to high quality design

How will they work in Danville?

- In most communities, guidelines cover a specific area with similar architecture and use (the Old North District or the Downtown District)
- In the River District, there are commercial buildings, industrial buildings, a few residential buildings, vacant areas, and “other” buildings
- One of the first issues to be addressed will be how best to focus the guidelines:
 - Subdistricts or building types (probably the latter)?
 - What about non-historic and vacant areas?
 - Site guidelines (parking, service, screening, landscaping)
 - Public areas

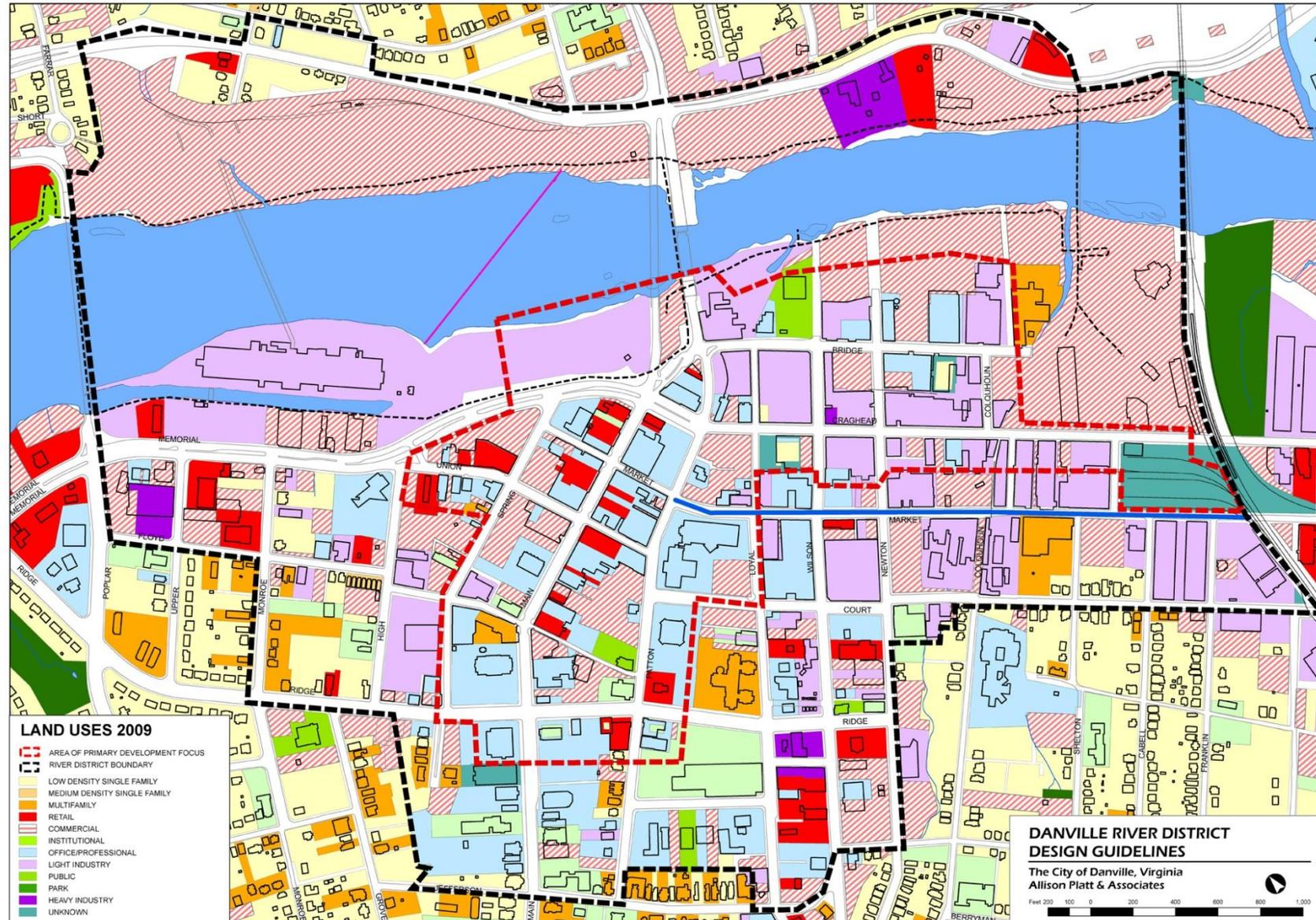
Districts



How will they work in Danville?

- The River District is an entity
- The two historic districts within the River District are also separate entities
- The area of focus defined in the Redevelopment Plan outlines the historic core area
- Outside of these categories, there are areas with a few remnant historic buildings but without a particular character

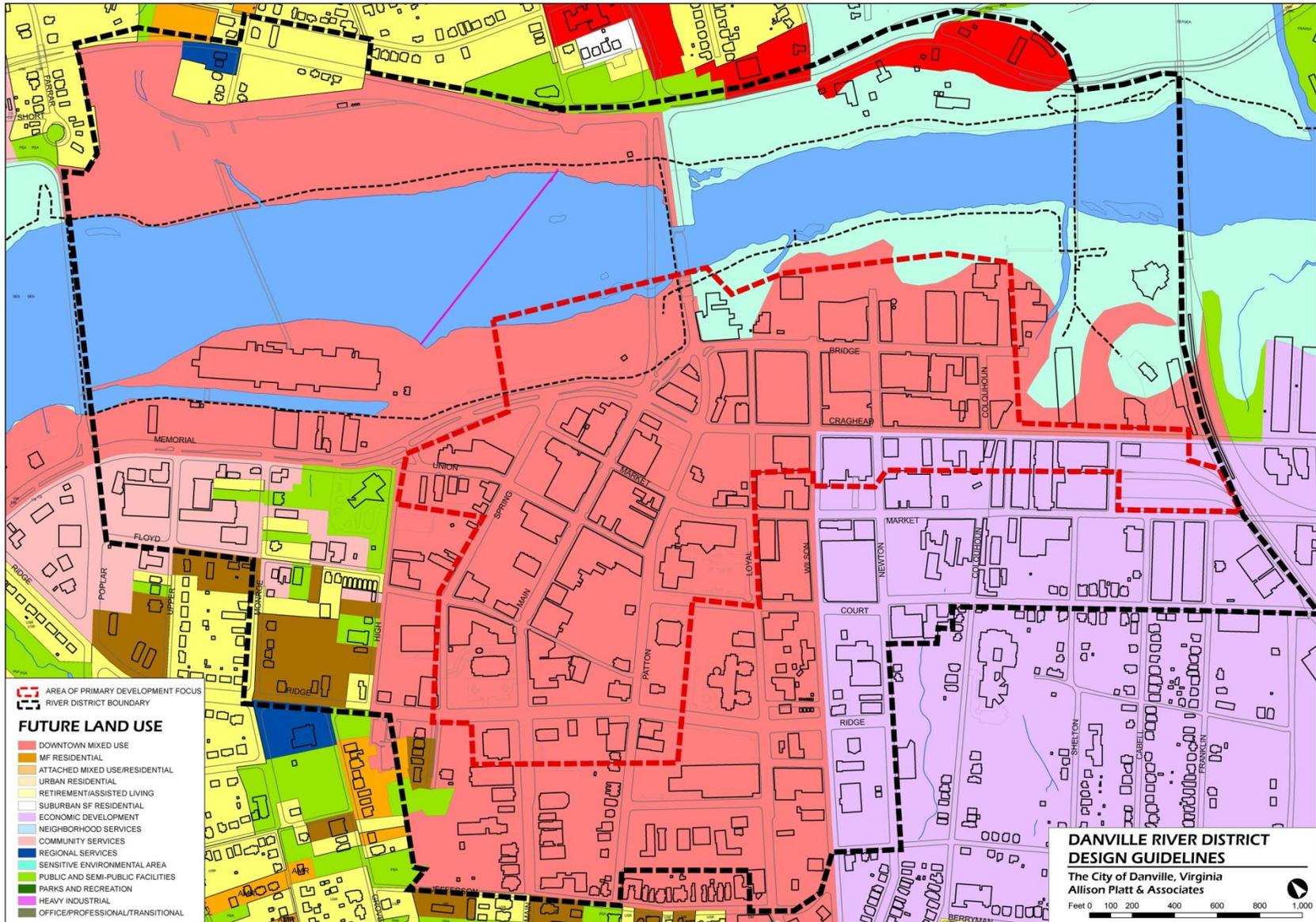
How will they work in Danville?



Existing Land Use

- Land Use is a patchwork that fails to capture the unifying historic character of the River District
- The most important elements of the River District are the buildings, not the uses
- Uses can and do change over time
- A form-based approach is probably more productive

Future Land Use



Future Land Use

- This map is more useful in many ways, because it says that the salmon area is “downtown”
- Within this area, however, there is a wide array of building types
- There are still unresolved areas in the southwest and southeast
- It is unclear whether these areas should be included or not, because at the least, future some broad categories of use are needed (MF residential and office? Commercial corridor?)

Design Guidelines for The River District

- Important Goals & Objectives:
 - Ensure that high quality design and historic preservation becomes part of the culture in the River District
 - Consider carefully before demolishing salvageable historic buildings
 - Provide architectural/height/materials guidelines to ensure quality infill and new development
 - More clearly outline use areas if appropriate
 - Pay special attention to transitions (commercial/residential)
 - Provide site guidelines (setbacks, screening, parking, landscaping)
 - Reassure those who have invested already

Design Guidelines Contents

- Introduction/Maps
- Design Principles
- Guidelines for:
 - ❖ Historic Commercial Buildings
 - ❖ Historic Industrial Buildings
 - ❖ New Buildings in the River District (stress form rather than use)
 - ❖ Site Design
 - ❖ Commercial Corridors (if desired)
 - ❖ Streetscape and Public Space Design including sidewalk dining
 - ❖ Signage

Beginning With...

- Because of the need to address streetscape issues due to the construction schedule, this work will be completed first.
 - ❖ Materials, furnishings
 - ❖ Allocation of space (i.e. sidewalk dining)
 - ❖ Screening of Parking
 - ❖ Signage

Cross-section/space allocation



MAIN STREET EXISTING AND PROPOSED PLANS & ELEVATIONS

Materials/Furnishings



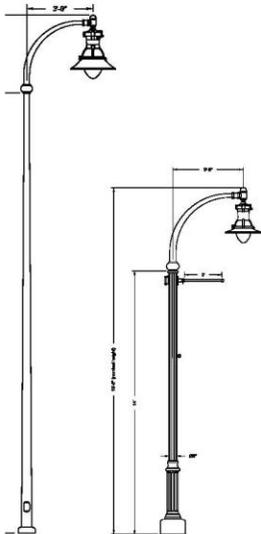
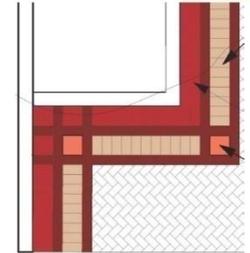
Preference #1: Belden range of colors



Preference #2: Boral range of colors



Preference #3: Pine Hall range of colors



Median Trees:
Willow Oak
Quercus phellos



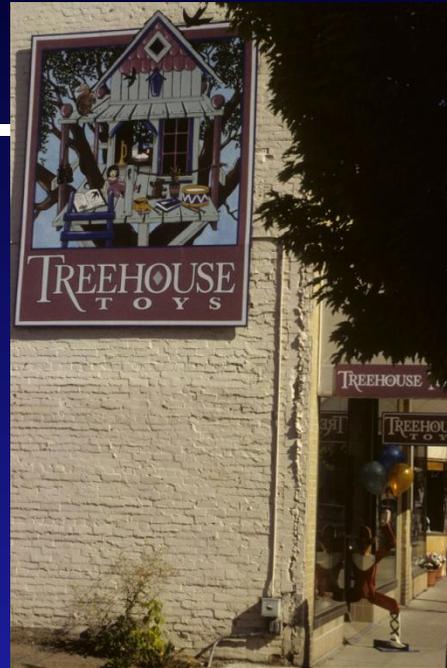
Sidewalk Trees:
Zelkova serrata
"Green Vase"



Guidelines for sidewalk dining

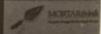


Signs, Banners

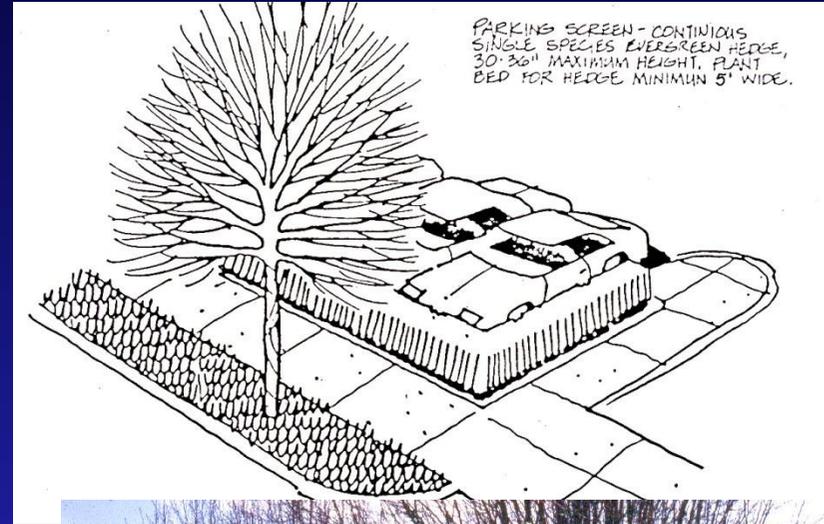


Downtown Signs and Banners

CITY OF NEW BERN
MUNICIPAL SIGN SYSTEM



Parking, Screening



Design Principles

- The Introductory section discusses good design including:
 1. Urban Design principles (Mixed uses, unified character, avoid suburban and rural land use patterns)
 2. Architecture (regional styles, building orientation, appropriate materials, ground floor interest)
 3. Pedestrian Priority

Design Principles



Mixed Uses



Contextual/ Regional
Architecture



Pedestrian
Priority

Appropriate Architecture



Incompatible Architecture



Appropriate Materials/Design



Inappropriate Materials/Design

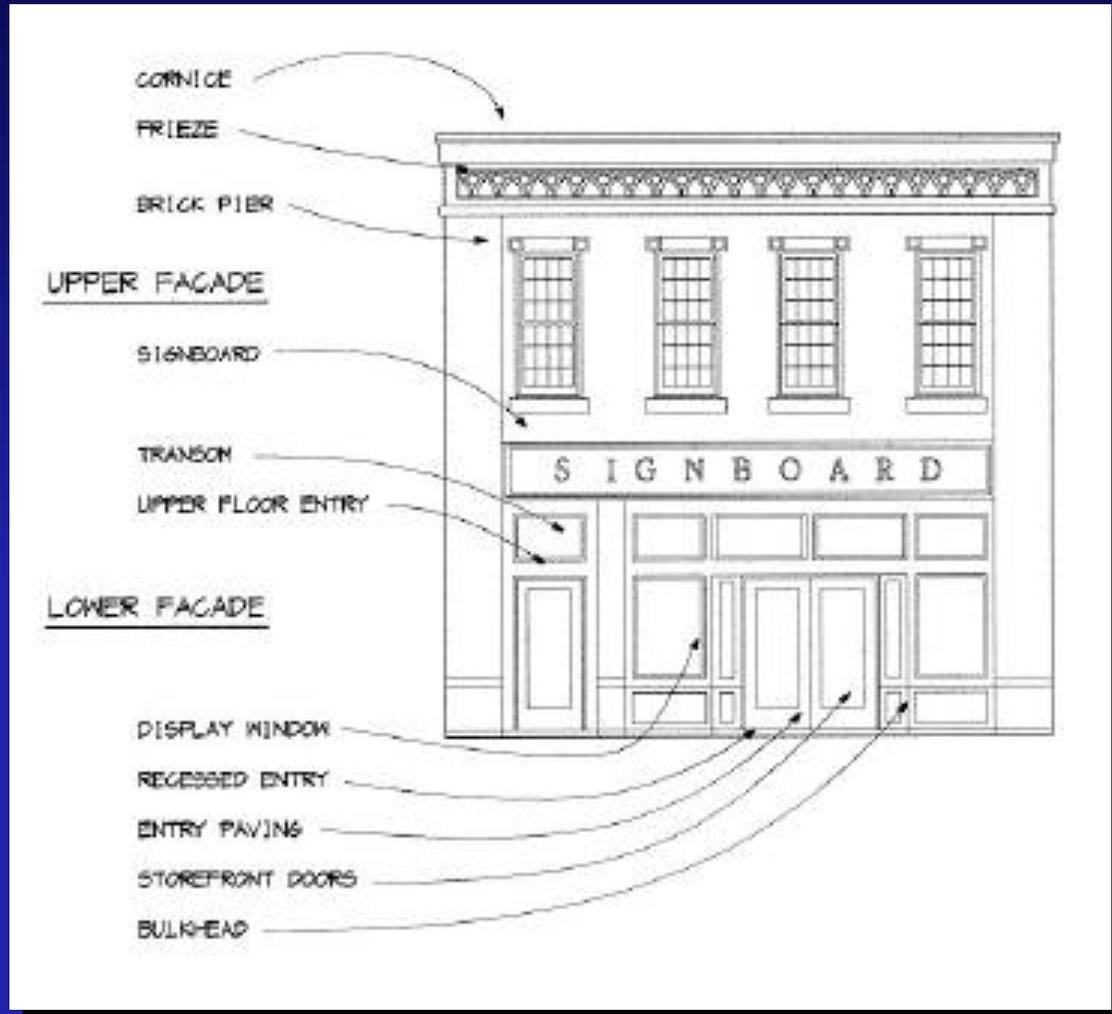
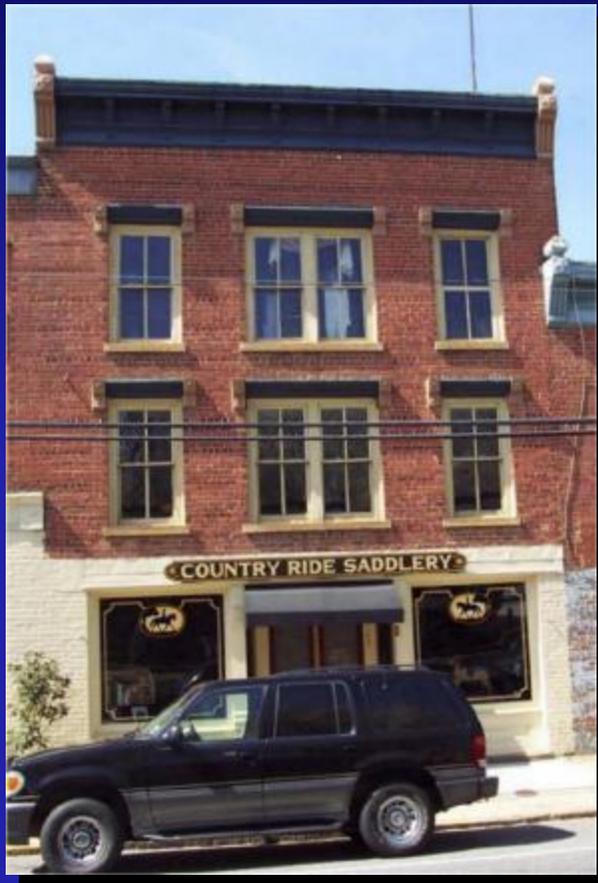


Historic Building Rehabilitation

This section will deal with:

- Rehab of existing historic Commercial and Industrial Buildings
- Discusses materials, use of like materials, and restoration of architectural components on the exterior of buildings, including storefronts, windows and doors, roofs, gutters and downspouts, trim, colors

Historic Building Rehabilitation



Private Development: Renovation



Portsmouth, VA

Even buildings that are not historic can be made to complement an historic downtown



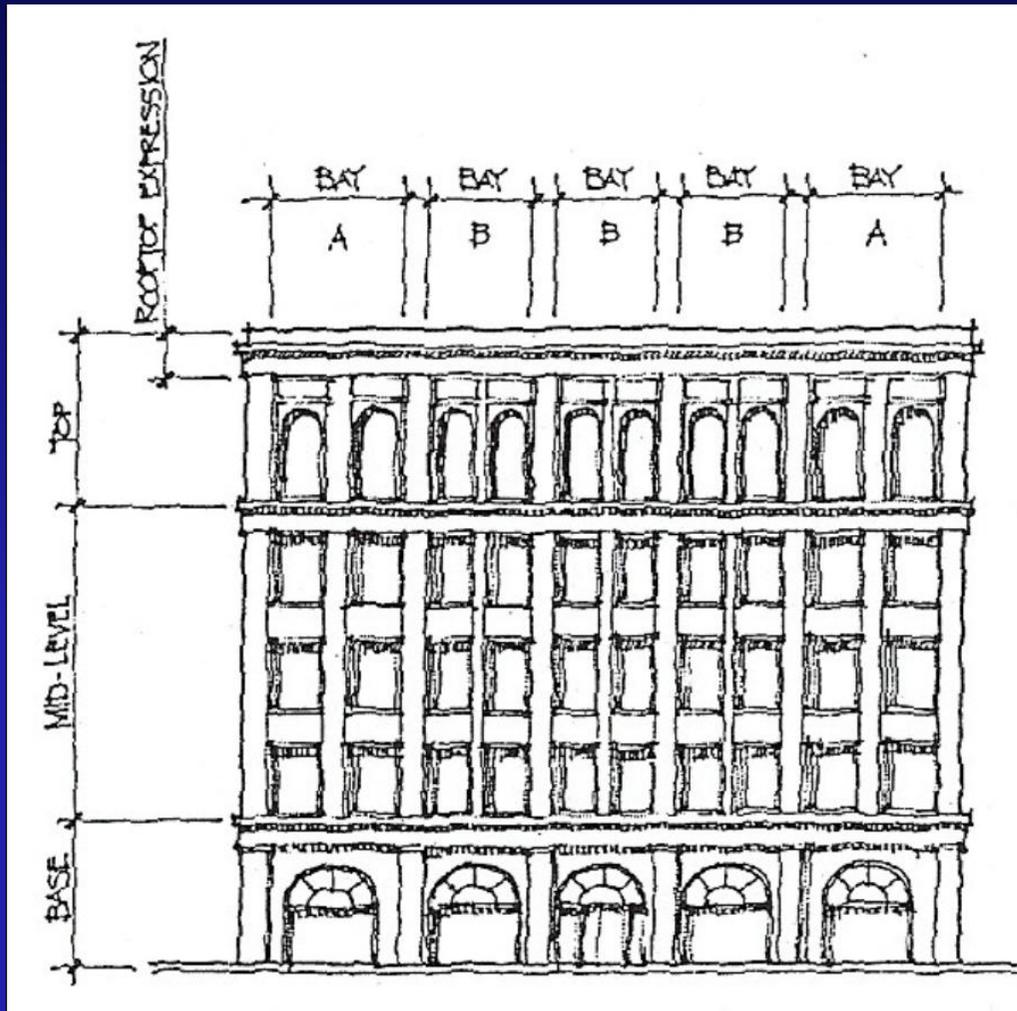
Retail Facades (Transparency)



Guidelines for New Buildings

- How New Building should fit into the historic context, and into the areas without much context.
 - ❖ Form-based, not use (height, materials design elements)
 - ❖ Site Design Guidelines would be the same
- The goal of this sections will be to gracefully integrate new architecture into the historic downtown context, and to protect and enhance the historic core.

New Infill Buildings

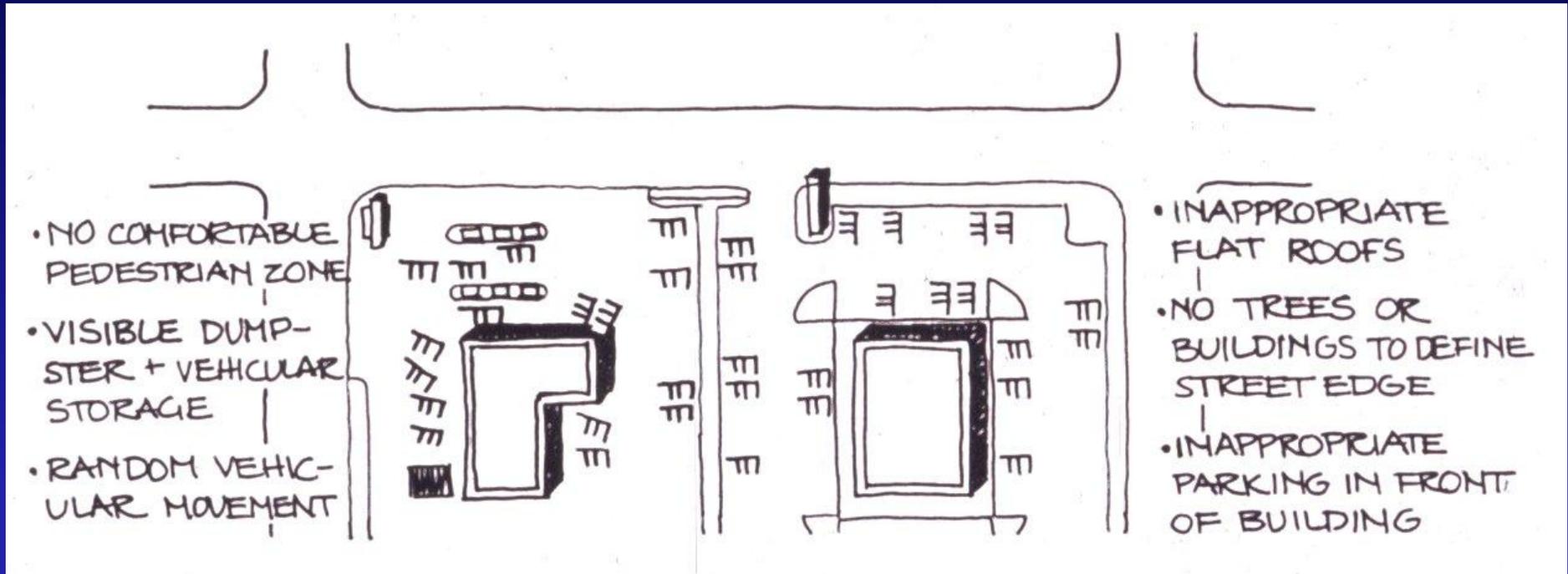


New buildings should fit the context

New Corridor Buildings

- Existing commercial strip corridors and development patterns are mostly unattractive
- Appropriate site design, signage, building materials, and building placement can have a huge positive impact on these areas without adding a lot of cost
- Better design will encourage higher-end commercial uses and possible future office

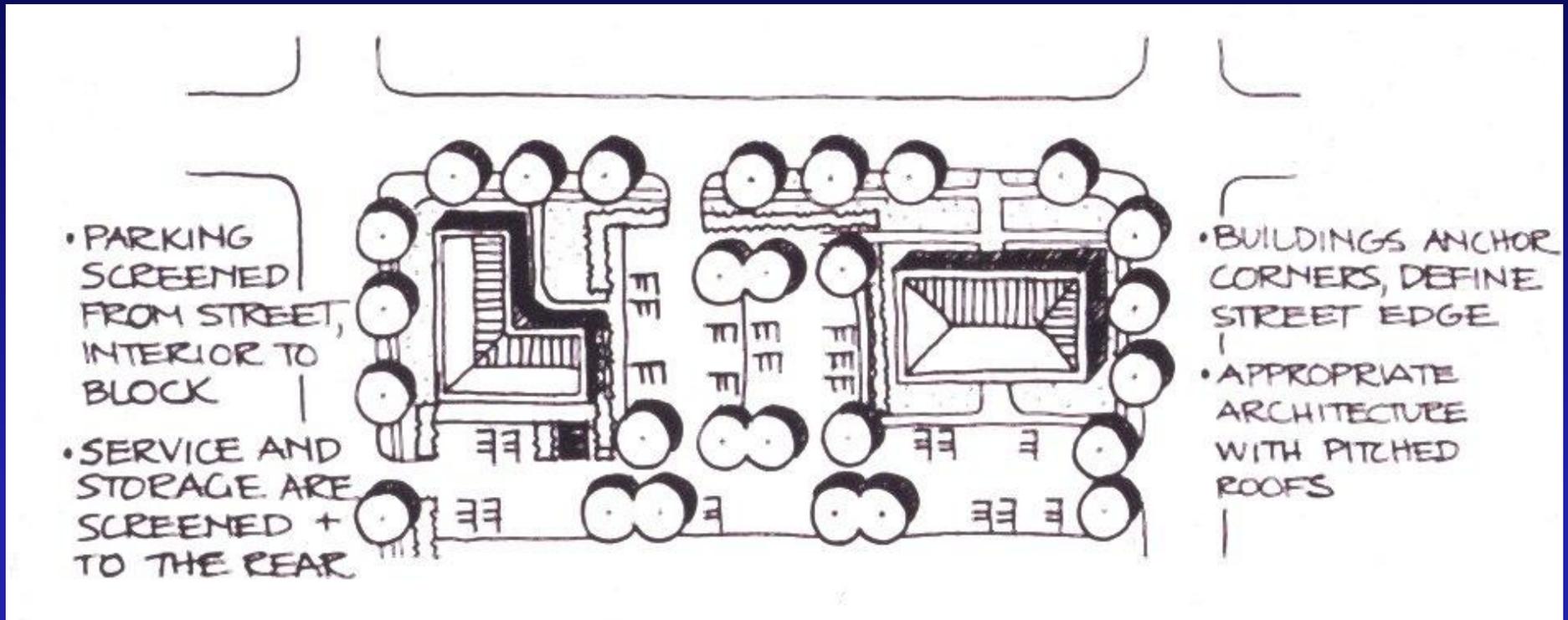
Corridors to Remain (?)



Existing Corridors



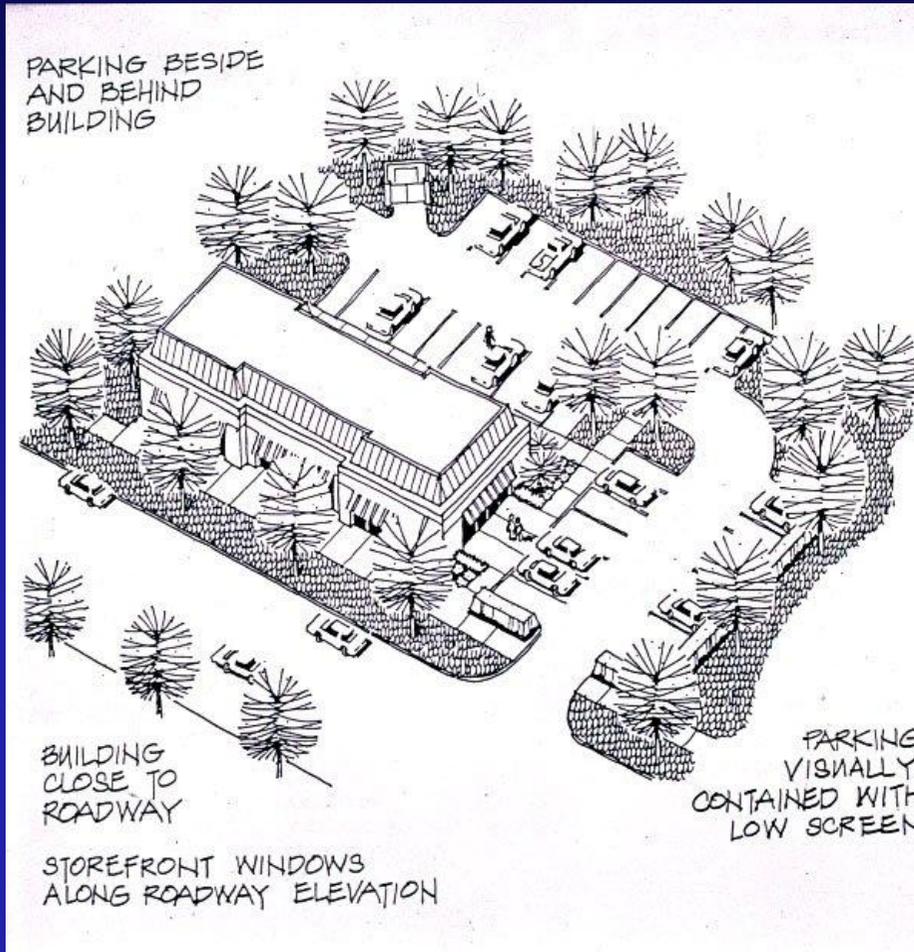
Proposed Corridors



Proposed Corridors



Corridor Site Design



Proposed Corridors



Next Steps

- We need your input. Please email me with thoughts on the process and product
- Remember that these guidelines are not item- or site-specific, but are meant to help citizens and investors understand the direction and quality goals of River District improvements.
- Still issues to be resolved regarding specific areas, and administration of the guidelines.
- Questions?