



RIVER DISTRICT DESIGN GUIDELINES

The City of Danville, Virginia
Allison Platt & Associates
Adopted by City Council - May 7, 2013

River District Design Guidelines

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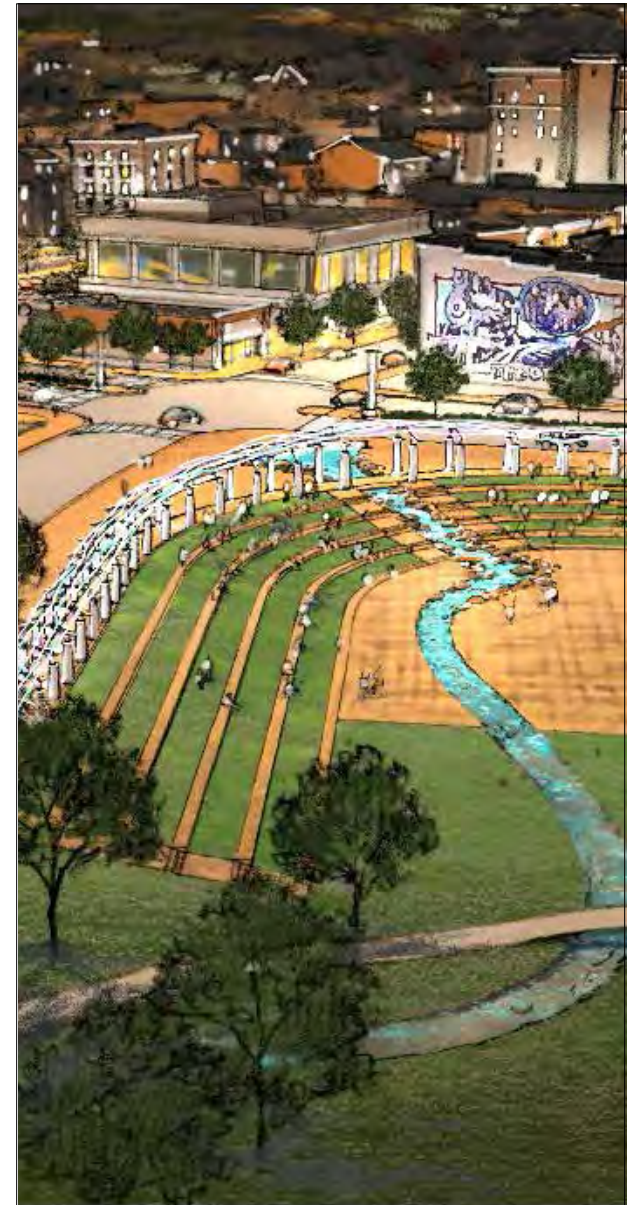


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1.0: Introduction, Standards and Process

1.1 Purpose

This document sets out design guidelines for the River District, and area defined in 2011 by the Redevelopment Plan prepared by the City. The River District encompasses two historic districts, the Downtown Historic District and parts of the Tobacco Warehouse District as shown in the map at right.

The Secretary of the Interior's Standards for Rehabilitation (see page 3) will apply within the historic districts, and will also apply to any historic structures outside the boundaries of the two historic districts but within the River District. In other areas of the River District, guidelines are provided to ensure that new buildings complement the existing historic context in order to create a quality district that represents the best of Danville's past, present and future.

The guidelines will be administered through a 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).

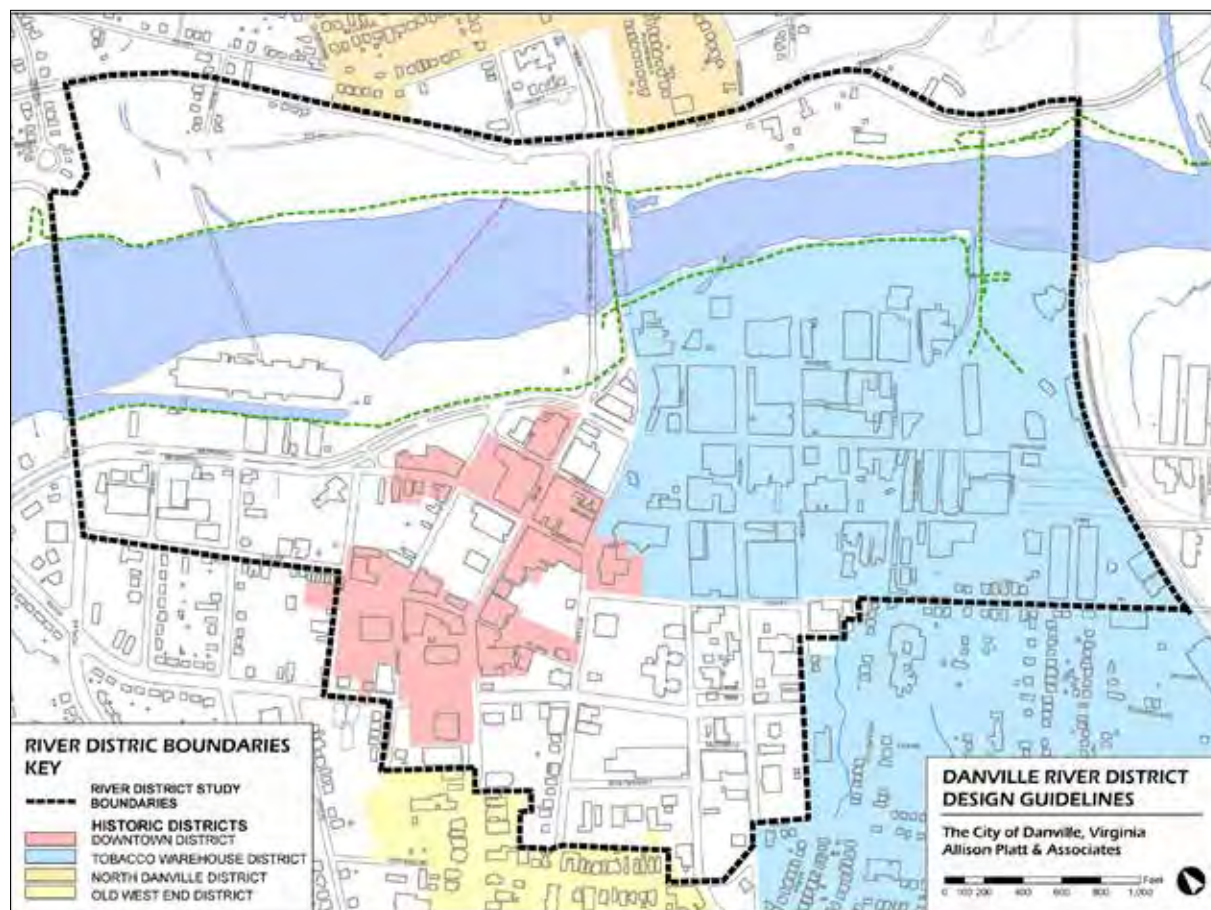
The forward to the Ellicott City, Maryland design guidelines includes a statement that is worth quoting here:

Design Guidelines are no substitute for good design. To achieve effective design in a his-

toric district, the principal participants needed are a property owner or applicant responsive to the goals of historic preservation, a good designer (for project where a design professional is employed), and an alert and sympathetic governing body. The glue of community understanding holds them together and, in most cases, contributes the ingredients required for a good project to emerge. . . Many responsive applicants and good design-

ers are apprehensive about government regulations and/or review boards. Review groups such as the... [River District Design Commission] should be understanding and helpful in applying regulations and review principles.

The guidelines set standards for site and building improvements, new development, streetscapes and open space, site design, outdoor dining and signs. They provide a framework within which the



Commission members can review applications and assist property owners to plan projects within the District. Guidelines do not dictate specific solutions that are not open to interpretation; they are not regulations. They provide a starting point for property owners and Commission members while encouraging creativity and individual solutions. The people who built Danville had no hard and fast rules about construction except the materials available and the skills and regional styles with which they had experience. No two historic buildings are exactly the same, and so no two buildings are likely to be rehabilitated in exactly the same way.

Danville and its buildings have grown and changed over time. The purpose of these guidelines is not to preserve historic buildings exactly as they were when built, as a sort of museum, but rather to allow them to adapt gracefully to new uses and new technologies and materials. Commission members must balance modern needs (parking lots, energy efficiency, new technology, building codes, changing uses) with historic preservation goals.

1.2. River District Boundaries

The boundaries for the River District and the Design Guidelines are shown on the previous page. These boundaries were set during the completion of the Redevelopment Plan. As the area redevelops, it may be advisable to adjust the boundaries based on current issues or opportunities as they may arise. This can be done by recommendation of Planning Staff, the Planning Commission, or the River District Design Commission, with approval by Council.

1.3 The River District Design Commission

The River District Design Commission will be made up of seven (7) citizens, four (4) of whom shall be property or business owners in the River District, and two (2) of whom may be non-city residents. The members are appointed by City Council and serve without compensation. Consideration should be given to contractors, design professionals, attorneys, bankers, business owners and realtors as provided. Terms limits shall be in accordance with Section 2-44 of the Code of the City of Danville, Virginia, 1986, as amended.

Meetings will be monthly and will only be held if there are applications to be considered. A staff person from the Community Development Department will be the initial point of contact for those seeking COAs, and that person will advise applicants on materials needed, notify the members of meeting dates and agendas, maintain minutes of the meetings, and present the applications at the meetings.

1.4. Historic Properties within the District

The two districts within the River District (Downtown and Tobacco Warehouse) are on the National Register of Historic Places. This provides:

- Eligibility for federal income tax benefits for approved rehabilitation of income-producing properties;
- Eligibility for Virginia income tax benefits for approved rehabilitation of income producing buildings or private residences; and
- Eligibility to apply for federal and state grants and state low interest loans for historic preservation projects.

It is important to know that the National Register listing does not impose any design requirements or regulation on property owners unless the owner applies for and accepts tax credits, loans, or other benefits. The same is true for the state. It is also important to understand, however, that with the implementation of these guidelines, the RDDC **does** have the ability to apply these design guidelines to **all** properties within the River District whether or not the owner applies for state or federal tax credits or other benefits, and whether or not the property is historic. See more about the requirements for non-historic properties in the next section of this chapter.

Before beginning work that will change the exterior of any historic property, owners must obtain approval from the RDDC, after which other approvals and permits on the local and state level must be obtained as appropriate. The Commission will review the work and issue a Certificate of Appropriateness, which states that the proposed changes are compatible with the historic character of the property and the district. A COA is required for exterior changes to historic buildings, new construction (e.g. additions), demolition, and changes to other elements such as signs and site design changes.

Owners of historic properties are not required to maintain or restore their properties (although clearly this is encouraged), and RDDC approval is not required for interior alteration on buildings (permits and inspections may be required by the City, but this is a separate process). Some minor repairs and maintenance to historic properties do not require a COA, and these are listed under each chapter of these guidelines as **Routine Maintenance**, with a list of allowed improvements.

The Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property shall be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, shall not be undertaken.
4. Changes to a property that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new features shall match the old in design, color, texture, and where possible, materials. Replacement of missing features shall be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, shall be undertaken using the gentlest means possible. Treatments that cause damage to historic materials shall not be used.
8. Archaeological resources shall be protected and preserved in place. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and shall be compatible with the historic materials features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

1.5. Non-Historic Properties within the District

About 50% of the area of the River District, and perhaps a third of the buildings are not historic, yet they are included in the River District and the River District Guidelines. Some non-historic properties are located within historic districts, but most are located on the eastern and western “fringes” of the District. Many of these properties may have had historic buildings on them at one time, but through neglect or purposeful demolition these buildings have been removed. This has resulted in many vacant and underutilized properties, many poor quality buildings, and little in the way of urban form or pedestrian-friendly public spaces. Because these fringe areas connect to residential neighborhoods outside the District, redevelopment with more appropriate architecture and better linkages will help to strengthen both the District and the surrounding neighborhoods. And because downtowns are more vibrant with a longer cycle of activity, medium-density housing may be an appropriate principal use for these areas, but mixed uses are encouraged.

A COA must be obtained for major changes to or redevelopment of any non-historic properties before obtaining other approvals and permits from the City. Current uses, approved site plans, and existing buildings are grandfathered, but substantial renovations or changes of use will trigger compliance with these guidelines.

1.6. The Secretary of the Interior's Standards

The National Park Service has assembled a series of standards to guide renovation and restoration of historic structures. Listed at left are the

standards for Rehabilitation, which would probably be the most common criteria for consideration by the RDDC. However, there are also standards that might be more appropriate for an individual building. Only one set of standards would apply to a particular building. The other standards that might apply include Preservation, Restoration, and Reconstruction. The standards apply to historic buildings of all periods, styles, types, materials, and sizes that are 50 years old or older and meet certain criteria for significance.

More information and the criteria for the other categories can be found on the National Park Service web site. Guidelines also accompany each of the standards to interpret their meaning. This site is a good place to start when planning work on historic buildings.

If a property owner wishes to obtain tax credits for rehabilitation of a property, they should contact the state office of Historic Resources for information on the approval process. In this situation a COA must still be obtained and local review is still required. If a property owner does not plan to apply for tax credits, state review is not required, but these guidelines still apply.

1.7. Procedure for Obtaining a COA

The following is a list of procedures needed for obtaining a Certificate of Appropriateness from the River District Design Commission.

1. There is a person on staff in the Community Development Office designated to act as staff for the Commission. They can discuss with property owners or their representatives what will be needed to prepare for the Commission meeting and can also answer questions. Some
2. Drawings, photos, samples, or whatever presentation materials are needed should be prepared and can be reviewed for completeness by staff if desired. These must be submitted to staff before a review can be scheduled.
3. Materials must be submitted two weeks prior to the next scheduled meeting so that notices can be sent to adjoining property owners and a notice can be published, and so that a synopsis of projects for review can be sent to the Commission members prior to the meeting.
4. At the meeting, staff will present a synopsis of the request, and the property owner or his/her representative may make a presentation or answer questions. Adjacent property owners may speak as well. The project will be discussed and following discussion, the Commission will vote first on whether the project meets the Guidelines for Property Improvements, and second whether a COA will be issued. If the project does not meet the requirements (these are often issues of interpretation of the guidelines), the Commission can either decide the discrepancy is minor and issue a COA, or decide the discrepancy is major and fail to issue a COA. If the minor discrepancies are noted and changes discussed and agreed upon, the Commission may approve the COA based on the revisions being made (revisions should be shown to staff before work commences). If the discrepancies are significant (e.g. showing that vinyl windows will replace wood windows) and a COA is denied, the project cannot be resubmitted as is for a year, but a revised project can be resubmitted at any time.
5. If a COA is issued, the applicant can then proceed with the project, or in some cases they may need approvals or permits from other agencies (e.g. the State Historic Resources office for tax credits, or the City Planning Board for new development).

6. If an applicant is not satisfied with the decision of the Commission, the decision can be appealed to City Council. The procedure for the appeal is set forth in Appendix A. Contact the staff person in Community Development for the procedure to file an appeal. This process is described in Appendix A.

Go To Appendix A

1.8. Routine Maintenance

The Commission has the power to review all changes, even minor ones, that effect exterior appearance of buildings and sites within the district. However, there are some repairs and maintenance that do not require approval by the River District Design Commission. These are listed in each chapter, but are also listed here:

- *Repainting previously painted surfaces in the same color;*
- *Minor landscaping that does not substantially alter the appearance of the property;*
- *Replacement or installation of locks, window panes, or other such minor elements;*
- *Temporary measures to protect a building that has been damaged;*
- *Repairs or replacement of roofs, gutters, siding, doors, windows, trim, lights, or other items with like materials (unless the items to be repaired or replaced are not period-appropriate).*
- *The installation of exterior storm windows.*

If there are questions about maintenance and repair, property owners are encouraged to discuss them with the Commission's staff person. If the Commission decides that the repairs alter the appearance of the building or site significantly, the City can require that work be stopped until a COA is obtained. It is the goal of the Commission and the City, however, to provide assistance rather than impede rehabilitation.

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2.0 Design Principles for Successful Downtowns

No zoning code or design guideline can cover all possible development scenarios. These design principles should guide decision-making regarding appropriate development.

2.1 Urban Design Principles

1. **Establish and maintain a unified, improved identity for the River District.** The work completed in the Redevelopment Plan and the design guidelines builds on the existing historic character of the River District. Future public and private projects should strive to harmonize with that character. Although the District encompasses two historic districts, the Dan River, and several less defined areas, the goal should be to create a unified image for this heart of the community, while allowing different areas to have their own identity.



2. **The River District should be the civic, cultural, and activity center of the entire community.** In the Downtown and Tobacco Warehouse Historic Districts, a rich architectural legacy and a sense of architectural enclosure already exists, and the goal should be to maintain and enhance this legacy. The existing urban design fabric should be enhanced through the creation of complementary urban parks, areas of shade and sun, attractive streetscapes, diverse business and residential options, and a richness of experience in the public environment. This can only be accomplished through coordinated public and

private efforts. The “heart of the community” character should be expressed through such elements as pedestrian connections of buildings to parking and the street, landscaping and screening of parking areas, abundant street trees, and enclosure of the street through similar building heights and setbacks along with attractive streetscaping. In the areas outside the existing historic districts, the creation of attractive residential and commercial buildings that “fit” with the historic context should be the goal.



A unified character for the River District can be achieved not only through architectural guidelines, but also through elements such as street furniture, signage, banners and streetscape design.

- 3. Encourage mixed uses.** The success of the River District is dependent on a mix of uses including office, retail, restaurant, civic, and residential. Mixed uses help ensure activity and security at all times of the day and evening and reinforce commercial uses by extending the cycle of activity. Restoration of existing buildings and development of new buildings in the River District should, whenever possible, include residential in the upper floors.



Mixed uses (residential, retail and office) in an historic setting on East Bay Street in Charleston.

- 4. Increase the density in the fringe areas of the River District to reinforce the pedestrian environment.** The “fringes” of the downtown between commercial areas and residential areas are dominated by parking lots, vacant land and low-quality buildings. Infilling these areas with new, higher-density buildings and improving the connections within the River District will encourage people to live near downtown and to explore the downtown on foot or by bicycle.
- 5. Avoid suburban or rural land-use patterns in the District,** particularly along the corridors that bring people into the downtown such as Wilson and Ridge Streets and the western end of Memorial Drive. “Strip”-type develop-



Gateway elements envisioned for the 100% corner include an iconic fountain or sculpture, lighting to two bridges, and a new Riverfront Park.

- ment, continuous driveways along the edges of properties, parking in front of buildings, lack of screening, and lack of pedestrian amenities discourage people from exploring the River District on foot, and create an unfavorable impression upon entering the District along these streets. See New Building Guidelines, Section 4, for more on this.
- 6. Unify the District with common design elements** while allowing individual or area identity. Public streetscape and green spaces should include common design elements, such as paving materials, lighting, and street furniture in order to create a unified character for the downtown. Likewise, architecture should have elements that are repetitive or common in order to unify the whole. Within this unifying structure, however, there should still be ample room for individual expression. Architectural styles differ throughout the District, but a

similar family of materials and streetscapes will help to unify them. This is discussed in detail in Section 8.

- 7. Enhance gateways and view corridors.** The design of public and private areas that serve as gateways into the District, or that terminate views down important streets should be given special consideration. Examples of gateways to the District include the intersection of Main and Ridge Streets, the dual bridges across the Dan, the intersection of Ridge and Memorial, and the intersection of Craghead at the railroad overpass. These areas provide the opportunity to welcome visitors and residents into the River District, and to establish or reinforce its unique identity. See Section 8 for more on Gateways.

2.2 New and Infill Building Design Principles

- 1. Respect the rich architectural context and heritage of Danville** and respond to the nearby architectural styles to reinforce a sense of place. Whenever possible modern construction should draw on the proportions and materials historically used in the area. This is not meant to dictate historic recreations, but rather to interpret historic regional architecture using current technology and creativity, and to avoid inappropriate architecture such as adobe architecture from the southwest, or inexpensive, low-quality materials or styles.



An example of a modern office building that could fit within the historic context of the River District. This could be located in the “fringe” areas.



This modern retail building in downtown Charleston demonstrates a well-articulated building and an appropriate architectural response to a prominent corner.

- 2. Orient the main facades of buildings to the street.**
- 3. Avoid blank facades on the ground level and especially on the street.**
- 4. Articulate buildings for visual interest.** Use of features such as brick banding, arched windows, articulated facades and cornices, interesting roof lines, setbacks on taller buildings and paneled storefronts adds to the visual interest when seen both from a distance and nearby.
- 5. Use high quality building materials** to provide a quality image, fire safety, and permanence.
- 6. Use sites of visual prominence to create architecture that responds to the opportunities presented.** Buildings that terminate views down important streets or sites at important intersections are examples of perfect locations for special buildings or architectural features that celebrate their visual prominence. Examples might include new buildings along the north site of the river or near the 100% corner.
- 7. Articulate the ground floor of buildings to respond to the pedestrian.** Require ground floor architecture in commercial/retail areas to be visually “open” to the street. The traditional “storefront” in retail areas increases activity and adds to civic life through display of goods and services. Even where the activities are not strictly retail, such as the ground floor restaurant or office, transparency should still be employed to provide enhanced entry areas or views to attractive lobby spaces, atriums, or displays, and to provide flexibility of use over time. Where large buildings with few windows must face the street, exterior spaces can be used to create outdoor seating areas or gardens. Consideration of safety must be taken into account, but whenever possible we would recommend the use of interior open grates or special thick glass rather than roll-down solid or open metal shutters in order to make the street attractive even when stores are closed.

2.3 Pedestrian Priority

1. **Give priority to pedestrians.** The goal in the River District should be to create an **attractive, unified and walkable environment that responds primarily to the needs of people rather than automobiles.** Creating a pedestrian-friendly environment should include the following elements:

- Barrier-free design both on the street and into and around buildings;
- Separation between pedestrians, bikes and vehicles;
- Creation of an interlocking pedestrian system within the entire River District (and beyond) including sidewalks, street crosswalks (with crossing lights where necessary), and enhanced alleyways;
- A comprehensive system of public signage to orient and inform the visitor to the downtown;
- Safe, attractive, and well-lit pedestrian connections between parking and sidewalks;
- Mid-block pedestrian connections on long blocks, and/or public passageways through central sections of large buildings to connect parking areas and the street;
- Careful design of streets and bikeways, including the incorporation of signage that informs bicyclists and motorists that pedestrians always have the right of way.

2. **Create pedestrian spaces in retail and commercial areas that add to the life of the downtown.** In retail/commercial areas, the emphasis should be on parking one's vehicle and enjoying the area on foot. This translates into the need for connections, color, detail, wayfinding signage, interesting architecture, sun and shade, safe and attractive sidewalks, streets, parks and plazas. Elements that add



Emphasize places for people, not cars.

to an active pedestrian environment should include:

- Active uses, detailing and transparency on the ground floor of all buildings;
- Seating areas, parks and plazas integrated into the overall streetscape grid to create safe, attractive areas for a whole range of activities from quiet conversation to large events;
- Encouraging private spaces that add to the success of the downtown through the provision of such amenities as outdoor cafes and restaurants, seating areas, landscaping, and spaces for display or special events (see Sections 5, 6 and 8).

3. **Sidewalks, crosswalks and handicap ramps** should be installed on all streets as they are renovated.

4. **Street trees** should be planted on all streets to unify and beautify the District.

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Alleyways can become attractions in their own right.

3.0 Guidelines for Historic Buildings in the River District

3.1. Introduction

The River District in Danville is a little different from many districts for which design guidelines are prepared. In most such districts, the types of buildings fall into one category or another: residential, commercial, or industrial. And in fact, there are two National Register Historic Districts within the River District: the Downtown District (commercial buildings) and the Tobacco Warehouse District (TWD-primarily industrial buildings).

Inspection of the development patterns in the River District reveals that the location of building types does not necessarily conform to the boundaries of the two sub-districts. There are industrial buildings on the west side of the commercial core and there are retail-type commercial buildings within the TWD. Therefore these guidelines for renovation/restoration of historic buildings will be based on building type, not on location within a sub-district of the River District. Section 3.2, below, presents general guidelines that apply to rehabilitation of all historic buildings (based on the Secretary of the Interior's Standards), and this is followed by separate subsections on commercial, industrial, and civic buildings. Please note that there are no guidelines in this document related to historic residential structures, as there are few examples of such architecture within the River District and guidelines for residential structures are in place elsewhere in Danville.

3.2. General Guidelines

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



The industrial buildings in the TWD exhibit a wide range of interesting styles, including the distinguished 4-story Pemberton-Penn warehouse with a Mansard Roof.

- Architectural restoration, rather than renovation, is the preferred option when feasible.
- Qualities such as massing and scale, verticality or horizontality of architectural lines and rhythm of the fenestration are all critical to overall design. These qualities should be studied and retained when possible.
- Before replacing historic elements of a building, preservation and consolidation should be considered.
- All additions and renovations to existing structures should complement the original elements in terms of material, size, shape and color.
- New construction (e.g. additions) must be appropriate to the period and style or character of the building and the district as a whole.
- To avoid deterioration and possible loss, all

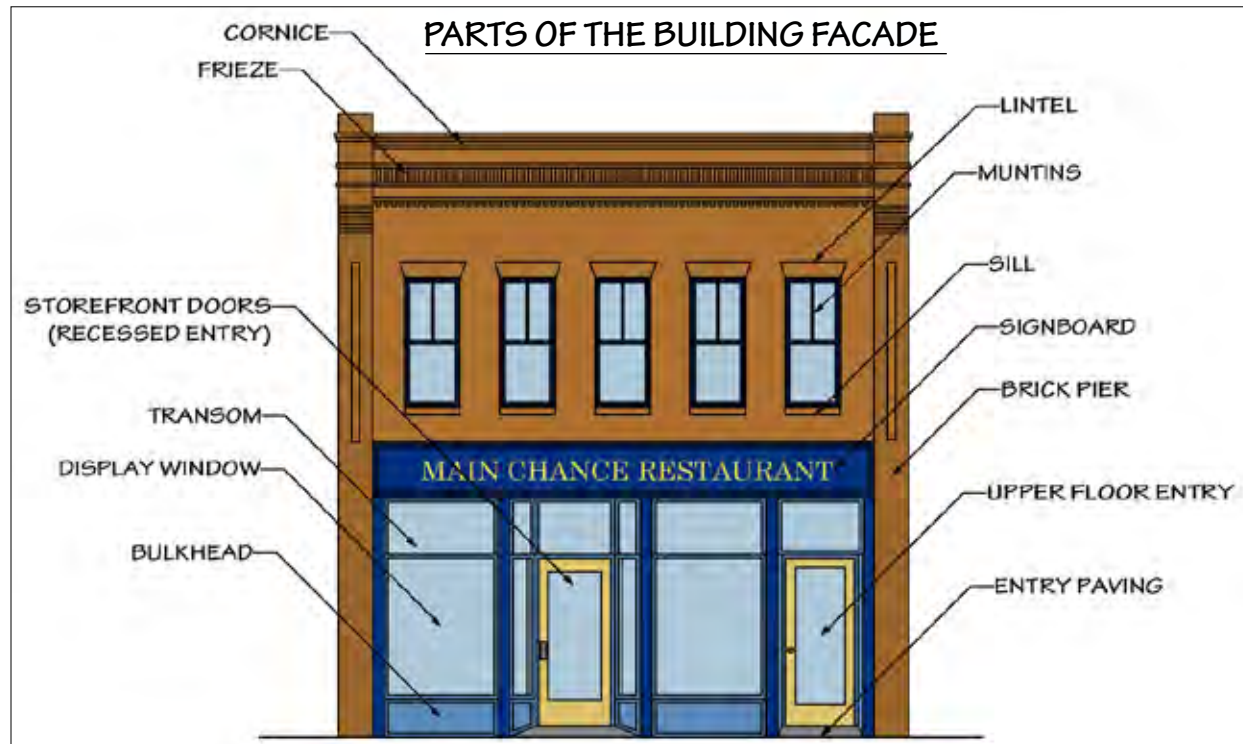


The first block of Main near the river has an interesting mix of styles, including Italianate, Art Deco, Classical, and an 1880's building with a cast-iron front.

elements, especially the historically significant elements must be carefully maintained.

- Repairs should match in terms of materials, size, shape and color.
- Façade details such as cornice ornamentation should never be covered or removed to avoid the need for maintenance, painting or refinishing.
- Technology is an important part of modern life, but it should be shielded from view. All antennas, satellite dishes and other such items attached to buildings should be screened from view (typically by a building parapet).

Building owners should be particularly aware of the importance of the following guidelines as they consider improvements and changes to their properties.



1. Roofs, Gutters and Downspouts

Roofing material, historic or modern, has a finite life span and is one of the few things that must be replaced on almost any building over the course of its lifetime. As roofs are replaced the original material installed is often changed to a more modern replacement material. Historic roofing materials included wood shingles, slate, terra-cotta tiles, metal and asphaltic membrane. Modern replacement materials include asphalt shingles, cement tiles and rubber, asphalt or man-made membrane roofing. Selection of original roof materials was based on the form of the roof and the architectural style of the building. On historic and modern pitched roofs, shingles, slate or metal may be installed but due to the nature of the materials and attachment techniques, flat roofs require that metal or membrane be used.

Existing roof materials determined to be original or historically accurate should be repaired or replaced in-kind to match existing materials. If repair is not possible then replacement with historic materials appropriate to the roof form and style are required. If flat or very low-pitched roofs are not seen from the ground, then a rubber or man-made material may be used.

When replacing non-historic roof material or historic material that cannot be repaired, the existing roof should be removed.

Many older buildings have gutters that are integral with the roof structure. These should be repaired rather than replaced. Some buildings have half-round metal gutters and round downspouts, and these should also be retained or repaired. Appropriate

metals are copper, lead coated copper, turned metal or aluminum. Corrugated downspouts and gutters with architectural profiles shall not be installed. Galvanized steel is not allowed because it rusts quickly.

The majority of both commercial and industrial buildings in the River District have flat roofs, although there are some of both types of buildings with pitched roofs. Of those, Federal, Georgian and Victorian buildings typically had pitched roofs with shingle, metal, or slate roofing; Greek Revival roofs commonly had a very low pitch and would have been covered in metal. Italianate roofs in urban settings often had very low pitch and were originally clad in asphalt membrane or metal. The Gothic Revival style (e.g. the original Dunn Building, page 14) always had a gabled roof and was clad in metal, slate or wood shingles.

Changes in roof form or historic roof elements are generally inappropriate, including the removal or addition of dormers on the front of buildings or skylights from the roof. It is particularly noted that there are many buildings within the River District with single or multiple skylights, and these should be preserved or restored whenever possible.

There may be specific cases where alterations to existing roof form are appropriate, such as when additions are planned or when problems with the integrity of the roof must be addressed through a change in form. These situations will be reviewed on a case by case basis.

2. Cornices, Friezes, and Dormers

Dormer and cornice details often reflect and enhance the architectural style of a building. Details such as dentils, brackets, and pilasters shall not be covered over or enclosed to reduce the need for maintenance. Dormers and cornices in new con-



A wide variety of window styles within the River District showcases the area's rich history.

struction and additions should relate appropriately to the details of the original building. Many times, especially if the cornice was constructed of wood, the original cornice is missing. In this case, historic photographs or examples from similar buildings may be of help in reconstructing a facsimile. If the cornice and/or brackets and other features are missing, it is acceptable to construct a new cornice using more modern materials such as MDF, pressure-treated wood or laminated wood. There are also many examples in Danville of cornices and friezes built entirely from brick, and these are more likely to have survived.

3. Windows

As with roof form and material, window types change with the architectural styles of the period. The size of individual panes in historic windows was a result of the size of glass available to the builder. The pane sizes in window sashes typically increased from the Georgian and Federal periods, where smaller panes of glass set in muntins were used to make up a sash, to the Modern period where sashes were typically made from a single large pane of glass.

In each of the building periods included in these guidelines, the typical operation of window units was either double or single-hung. These types of windows had two glazed sashes, one hung above the other. In the single-hung type, only the lower sash is operable, whereas both sashes are operable in a double hung window.

Some windows in both commercial and industrial buildings in the River District are also metal-framed. If these are present they should be preserved rather than replaced with any other material. Examples of metal windows are shown at left in the photo of the commercial building (middle photo), and an industrial building (bottom left).

Existing windows should be repaired if possible. Adding screens and storm windows to historic windows will make them more usable. For improved thermal resistance storm windows can be installed on the exterior or energy panels can be placed on the interior of the single-glazed (e.g. not Thermo-pane) sashes. Storm windows placed over original windows must not have divisions that conflict with the original window division pattern or sashes wider than the sashes of the original windows.

If window replacement is necessary then new windows should match the original windows in materials, operation and glazing style. Sashes with multiple panes shall be replaced with single-glazed sashes that are truly divided to match the original pattern. If replacement windows must be used, original openings shall be maintained. Wood or metal window units in upper floors of commercial buildings and in residential structures should be replaced with like materials. Wood may be clad if not to be painted a color.

In commercial storefronts, if the original structure remains or if there are records of its original appearance it shall be restored; if the storefront has been modified and there are no records of its original appearance, renovation should reflect the likely appearance of a building of that style and period.

Exceptions to these requirements may be made for rear facades of buildings or facades not visible from the street. These will be considered on a case by case basis.

4. Exterior Wall Materials and Trim

Maintaining or restoring original material for the exterior walls is required, with certain exceptions noted below.

New materials shall match original materials when repairing or repointing historic masonry buildings. Brick installed in openings created by inappropriate modifications or damaged material shall be toothed into the original brick pattern to minimize the appearance of the repair. Special care must be used in the selection of new brick used to rebuild facades. Simply selecting salvaged brick or patterns termed “historic” often produces results in the wrong color or texture for the building.

Repointing of historic masonry should be done with a mortar that is as soft as or softer than the material originally used. Testing of the original material should be done to determine the strength that the existing masonry can tolerate. New mortar joints shall match the tooling, color and joint size of the original joints and any trim constructed of masonry, like brick corbelling, shall be repaired or reconstructed rather than covered.

In general, masonry buildings should not be painted if they are not currently painted. Exceptions would be for buildings which must be repaired where it is not possible to match the existing brick. Buildings that are currently painted should probably remain so because of issues with paint removal, but these will be evaluated on an individual basis.

In some cases in the River District brick facades have been covered partially or completely with stucco. Removal of these materials to improve the integrity of the building should be considered carefully and is required if the original brick will not suffer significant damage in the process. If removal of stucco will damage the integrity of the building, or if the brick beneath the stucco is not salvageable, solutions will be considered on a case by case basis.

Wood siding and trim shall be repaired and then repainted in lieu of installing new siding and/or



These late 19th Century/early 20th Century commercial buildings are rather plain in style, but are enhanced and differentiated with color.

trim. Patching areas of deterioration with materials to match the existing materials shall be required rather than residing or replacing the entire wall surface.

Covering existing wood siding or masonry with aluminum or vinyl siding is not permitted within the River District. Other inappropriate materials include T1-11 plywood, vertical siding and composite shingles.

Corner boards, window trim, and door surrounds shall be reused or recreated in the original material. Covering detailed wood trim with flat stock aluminum or vinyl is unacceptable. The cadence or spacing of the original siding shall be recreated. For example, if the original siding had a four-inch exposure then new siding with the same spacing should be installed. Where it is not possible to save existing clapboard and trim, Hardy Plank and other appropriate modern equivalents may be used to replicate original woodwork, with approval of the RDDC. Because the technology of modern restoration is advancing, substitutes will be considered on a case-by-case basis.

5. Shutters

Shutters are common on many types of historic buildings, but are less frequently used in commercial and industrial buildings. They are most often seen on the upper stories of commercial buildings. Shutters should follow their historic purpose, which was to provide covering for windows in varying conditions throughout the year. First floor shutters in some buildings had solid panels to provide security for the street level. Shutters on the upper levels were typically louvered to ensure ventilation while also shielding the rooms on those levels from the weather. Shutters were proportioned to completely cover the windows and were always operable. This functionality shall be followed in any replacement shutters.

6. Paint Colors

Historically, paint colors varied with changes in tastes reflected in changes of period and style. The following are guidelines for selecting paint colors based on the specific period and style of each building type. In the commercial areas, most of the buildings were unpainted stone or brick, so trim, signs, cornices and friezes and awnings often supplied the accent colors for these buildings. Likewise for industrial buildings, when built and now, the color of the natural brick or stone predominated, with ornamental brick work, cornices and painted building signs providing color and/or interest.

For those commercial buildings that were later painted, and for the storefront levels of commercial buildings, color tastes changed with the times. Paint schemes for Federal, classical and Greek Revival buildings often used light natural colors in an attempt to replicate traditionally used marble materials. In paint schemes for Italianate style buildings facades were often painted to resemble masonry with grays and earth tones being most popular. Trim was painted in contrasting colors



The second building from the left, above left, and the middle building, above right, have both lost their roofs and been open to the elements for some time. It is unlikely these buildings will ever be restored. However, other alternatives, such as retaining the facades (if reinforced) and using the space for outdoor dining or parking (if the property is sufficiently wide) could be considered. This would save the integrity of these blocks.

including browns, blues, grays and fawn. Victorian era buildings often used bright colors, with the darkest colors reserved for the trim, and often with the use of more than two colors. There are many printed and online resources discussing color palettes for Victorian-era buildings. There is information available locally and nationally about period-appropriate color choices, and many paint brands now carry historic or even “National Trust”-approved colors.

Color is highly subjective, and these guidelines do not dictate color choices, but consideration should be given to adjacent properties and historic precedents when choosing colors.

3.3. Criteria for Restoration/Renovation vs. Demolition

Before discussing subcategories of buildings, a discussion of the criteria for saving or demolishing



buildings may be valuable. This is always a controversial and emotional subject. There are those who think it is essential to save every building, and there are those who think vacant and deteriorating buildings should be demolished. Neither position is particularly useful or productive. There are strong arguments for saving as many historic buildings as possible:

- It would be financially implausible if not impossible to replace almost any historic building with a comparable new building;
- Historic buildings embody the history of the City and its people;
- Historic buildings and historic districts are a powerful draw for tourism, population growth, and business recruitment, not only for the district itself, but for the entire community.

With the abundance of square footage available in historic buildings in the River District, some decisions will have to be made about how best to preserve buildings. It is unfortunately fairly certain

that not all can be saved, so criteria must be established to allow the City and the Design Review Committee to make informed decisions. Many of the criteria are the same ones that are used to evaluate whether a building is worthy of individual listing on the Historic Register, and others have to do with the urban design form of the area in which the building is located. A list of possible criteria are listed below:

- What is the architectural merit of the building?
- What is the historic significance of the building?
- What is the condition of the building, and if it is seriously deteriorated, how financially feasible is it to restore/renovate (i.e. is the cost of rehabilitation likely to be much higher than the probable sale value of the building, even with tax credits and other incentives)?
- How does the building relate to other buildings around it? For instance, a less significant building that forms part of an otherwise intact block or urban corridor (e.g. on Craghead or Main Streets) is more valuable than one standing alone on an otherwise vacant block.
- Are there any restraints on reuse imposed by limitations of the building itself? How might these be overcome, and will the cost of overcoming these limitations make a project financially implausible? Examples might be difficult interior layout or a building with serious environmental issues.
- Is there a new use planned (e.g. in an adjacent building) that requires the land on which a less significant, deteriorated, or otherwise endangered building is located? If the new use is economically significant to the City, then these questions should at least be asked.

If public health, safety and welfare are at issue regarding a particular building, the City is permitted to demolish the building without review based on USBC Statewide Building Code.

It is best to reiterate that the historic buildings in the River District could never be built to the same quality today, which means that all historic buildings, even relatively undistinguished historic buildings, have value. Saving them, or stabilizing and mothballing them for the future (in accordance with Virginia Historical Standards), is favored over demolition unless the weight of the criteria above favor demolition.

3.4. Commercial Buildings

Buildings on American Main Streets typically evolve and change over time so that today they are a mixture of newer and older buildings and the layers of alterations made to them over time. This is particularly true in the commercial core where merchants have modified their storefronts, perhaps several times, to reflect the latest marketing approaches. Architecturally, historic commercial buildings often have “split personalities” where the upper floors remain largely untouched, retaining their historic character, and the first floors have been modernized, masking their original appearance.

If many of the original details of buildings to be restored have been lost with successive modernizations, it is recommended that the owners try to find photographs of the building from near the time it was built, or study examples of similar buildings that have been restored in order to gather information on appropriate architectural details for each building type.

It may be advisable for building owners to work with an architect or historic preservation specialist when attempting to restore a building about which there is little photographic or other historic information. Such professionals would be most skilled at approximating original details if these are unknown.



The postcard at the top shows what the Gothic-Revival style Dunn Building at Main and Union Streets looked like when built. The photograph below it, taken in 2011, shows that the tower and cornice have been removed, and the first floor has been simplified and modernized, perhaps not for the better.

Where storefronts have been substantially changed over the years, a decision must be made whether to restore the current storefront, or try to restore the original details, if known. In some cases changes made to storefronts may now have historic significance in their own right. Decisions on these matters must be guided by a variety of factors, including current usage, presence or absence of photographs or drawings illustrating original



The beautiful facade shown above has remained virtually unchanged since it was built.

conditions, and so on. Significant features such as transom lights (especially leaded or stained glass transoms), recessed entries, original frieze or signboard details, original bulkhead details, and entryway paving should be preserved or restored.

Restoration of the original storefront is preferred, but proposals for restoration or renovations will be considered on an individual basis. See the two pictures of the Gothic Revival building on the previous page, which demonstrates why it may be very difficult to restore original details.

3.5. Industrial Buildings

While many commercial buildings have changed substantially over time, the industrial buildings in



The distinguished former Dimon Tobacco Headquarters with its Dutch-style stepped cornice and divided lights has a new use as headquarters for The Danville Regional Foundation and a satellite campus for Averett University.

the River District have remained largely intact, representing a priceless resource for the City. They have remained intact largely because the tobacco and textile uses were often replaced with storage uses, which allowed many buildings to remain at least marginally productive and required few physical changes. Other buildings are vacant, but demolition costs and lack of alternative uses have allowed these buildings to remain. Modern uses for these buildings will in many cases involve subdivision of very large floorplates and addition of (in some cases) multiple entries and additional windows. This presents challenges to finding opportunities for adaptive reuse while respecting the historic integrity of the buildings. These guidelines suggest ways in which new uses can be accommodated within the historic context of the buildings.

There are some buildings, such as the Pemberton-Penn building (see page 9) and the Morotock Mills building (above right), which can be readily envisioned with new uses such as residential or a boutique hotel. In fact, four buildings have already been converted to apartments or condos within



The attractive Morotock Mills building at the corner of Floyd and Spring Streets is easy to envision with a new use such as a small hotel or residential use, as has been done on the lower illustrative drawing (credit: Jonathan Hackworth)

the TWD portion of the River District, several are used for light manufacturing and technology, and the Dimon Tobacco Building has been converted as headquarters for the Danville Regional Foundation and a satellite campus for Averett University (photo, above, middle column).



Other buildings are more problematic. There is a substantial and attractive warehouse on the corner of Lynn and Deboe Streets near the rail yard that has no windows in the front facade, and only a few on the sides (photo above). Making that building usable for anything besides a call center, storage, or other use that does not require windows causes conflicts between historic preservation and viable reuse. Other buildings are seriously deteriorated and a few have lost roofs or fallen in on themselves.

3.6. Civic/Institutional Buildings

Most civic and institutional buildings are intended to be unique and distinctive. There are many examples of such buildings in the River District, such as City Hall, the Courthouse, the Federal Building, and a few churches. Over time it is likely that other buildings, such as the planned YMCA, will join the ranks of such buildings. Guidelines for new buildings in the River District are in Section 4.0.

All historic civic and institutional buildings in the River District should be preserved if possible. In the case of government buildings, this is assured unless uses change, such as the decommissioning of the Post Office in the Federal Building, or the loss of sufficient parishioners to maintain a church. When uses do change, every effort should be



The Classical Revival City Hall on Patton Street (top) and Gothic Revival church on High Street.

made to ensure the viability of these buildings by finding a new use as quickly as possible.

3.7. Recommended

- Repair/restore historic materials whenever possible rather than replacing them.
- If replacement materials must be used, they should match the original materials and design. (Exception: flat roofs not visible from the street may be synthetic material.)
- Use photographs and other historic data to guide building restoration/renovation.
- Where historic photos or illustrations of the original design of an historic building are not available, consultation with a preservation architect or other historic preservation professional is advised.
- Strive to unify the storefront and upper stories through the use of similar color, details, and materials.
- Historic buildings should be preserved and restored whenever possible, but if a historic building is deemed to have been severely compromised and demolition is considered, the criteria listed in Subsection 3.3 of this chapter should guide the decision-making process.

3.8. Not Recommended

- Additions to buildings that do not match the original building in style and materials.
- Replacement of original windows with vinyl windows or windows with internal or snap-on muntins, or window divisions or sizes that differ from the original in design or size.
- Removal of original building details (cornice, frieze), or covering with sheet aluminum to avoid maintenance.
- Adding materials that were not present in the original buildings, such as stucco, tinted



The Ferrell Building on Main Street during restoration (left), and right after completion in 2012. Among the problems to be solved was a buckling of the facade which threatened the entire building. Restoration by Rehab Builders of Winston-Salem, with financial assistance from the City.

glass, different style window, display window design, or roof/cornice details.

- Painting of masonry that has not previously been painted. (Exception: if repairs to the masonry, despite best efforts, do not match the original).
- Replacement of any visible exterior door with a flat or other incompatible modern style door. (Exception: metal security or fire doors are permitted in the back of buildings or for service entries, but preferably not on the primary facades of the building.)
- Changing the size of door and window openings.
- Filling in transoms or sidelights.

3.9. Routine Maintenance

(No COA Required)

- Repairing or repointing masonry with like materials.
- Repainting painted surfaces with the same color paint.
- Roof repairs with like materials.
- Window repairs with glass and putty.
- Repairing storefront or other building details including windows with the same materials and design if the existing elements are period appropriate.
- Installing technology or equipment that is properly screened from view.

- Installing electronic security systems.
- Physical security items (bars, screens and so on) are only allowed on the inside of windows, not on the outside, except on facades not visible from the street.
- Installing minor hardware such as mailboxes, address numbers, and door and window locks.
- Installing window air conditioners (note, window air conditioners are strongly discouraged on the front facade of buildings).

3.10. COA Required

- For rehabilitation of historic buildings, measured, professionally executed drawings of all requested changes for major work is required, including materials, historic photos if needed, colors, and pertinent details. For partial work, such as replacement of windows or restoration of a cornice, a partial drawing or samples is sufficient.
- Replacement rather than repair of historic materials or features.
- Building additions.
- Building demolition of any kind, either of the entire structure or a portion of the structure.
- Alteration of any historic element or feature.
- Painting of any previously unpainted masonry building.
- A significantly altered color palette for previously painted buildings or facade details.
- Failure to obtain appropriate permission will be considered a zoning violation.

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4: Guidelines for New Buildings in the River District

4.1. Purpose

The historic urban design fabric in the River District is amazingly intact at its core, mostly within the designated Downtown and Tobacco Warehouse Districts. Outside these areas, older buildings have been removed leaving vacant lots, or replaced with low quality buildings. The map at right shows the remaining historic building “fabric” in blue stripes, and the “undefined” areas are outlined in red.

The purpose of this chapter is to provide guidance for new commercial and civic buildings either adjacent to existing historic buildings, or in the areas where no historic context remains as shown on the map. The goal will be to create a harmonious district of the highest quality. New buildings are not required to be historic reproductions, rather, they should complement the scale, proportions, and materials of adjacent buildings or of the district as a whole in order to avoid jarring contrasts, poorly designed buildings or generic architecture.

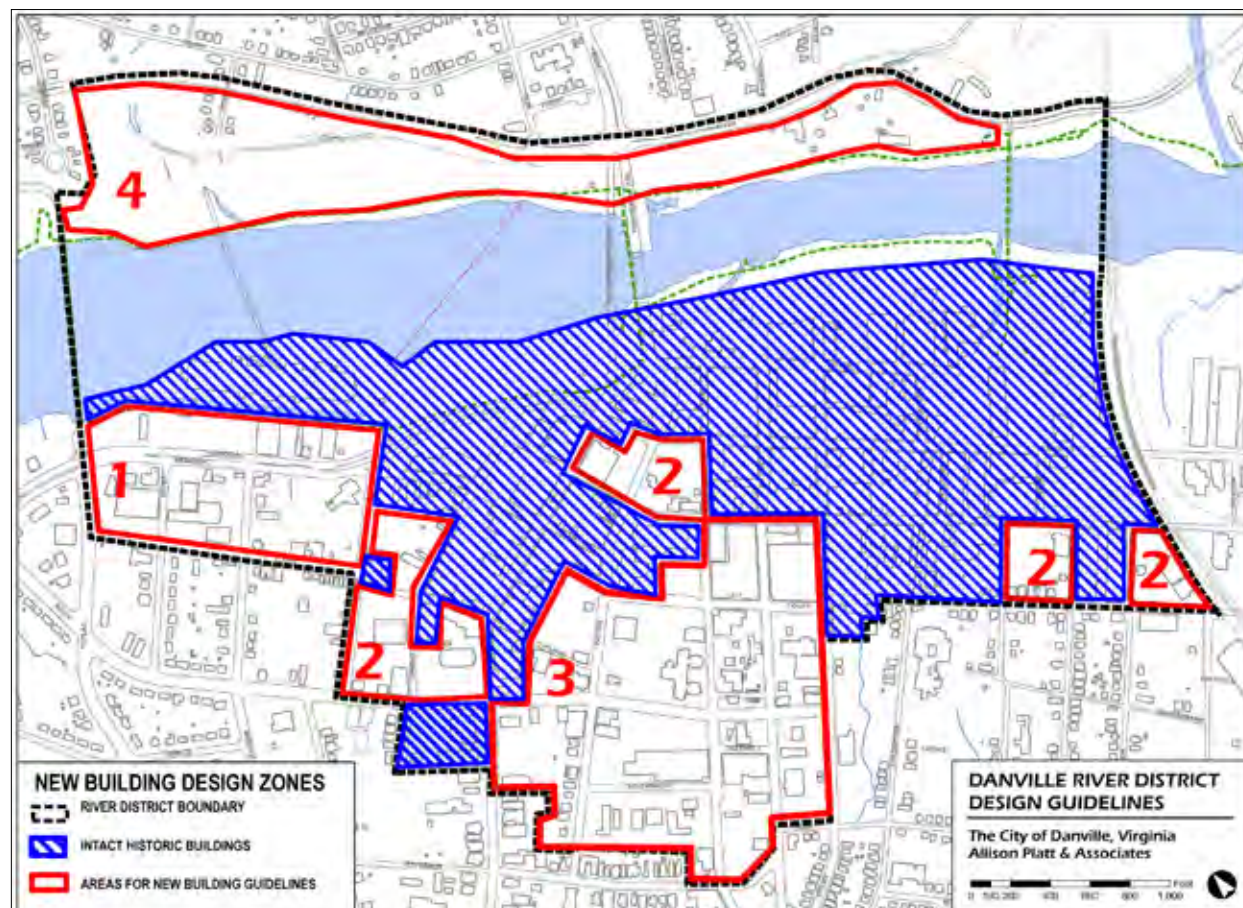
4.2. Allowed Uses

Uses allowed in the River District include commercial, residential, institutional, office, and service. New gas stations and auto-related businesses are discouraged in the River District. Existing auto-related businesses must conform to the existing zoning code and if improvements are made, they must meet these guidelines. New uses primarily oriented to drive-through business should not be allowed if drive-through windows are not visible from primary streets. Parking garages will become necessary as the District grows and prospers, and a special section on this building type is presented in section 4.3.5.

4.3. New Building Types

New buildings within areas outlined on the map below will vary in size, use, and ownership patterns, from community retail and service nodes to medium-density residential to office and institutional buildings. It is envisioned that office

and especially medium-density residential will emerge as the predominant uses in these areas, but more service-oriented uses may be located along Memorial Drive northwest of Main (Area 1 on the map), or as nodes within emerging developments in the southeast portion (Area 3) of the River District. The areas numbered 2 on the plan are



This map shows the intact historic building area (blue stripes) and the areas which are currently undefined. They are mostly a mix of low quality buildings and vacant land.



Although the views are potentially very attractive from the SE corner of Area 3 (note City hall and the Masonic Temple building in the background at left), the current quality of buildings and streets is poor. Development in this area will probably start near Main Street and near the stream (once restored) and move toward the middle.

largely infill and should respond to nearby architecture. Area 4 on the plan is unique in that it is both highly visible from the River District and offers views back to the River District. To accommodate the various needs of these districts, the following are the types of buildings envisioned:

- Medium density residential, commercial, office or mixed-use buildings in Area 3;
- Infill buildings responding to nearby historic context in areas labelled 2;
- Commercial/service buildings primarily accessed by vehicles in Area 1;
- Civic and other unique buildings located in Area 4; and
- Parking garages wherever they may be located.

Each of these building types will be discussed in a separate section below, followed by general guidelines that apply to all buildings.

1. Medium Density Residential/Mixed Use

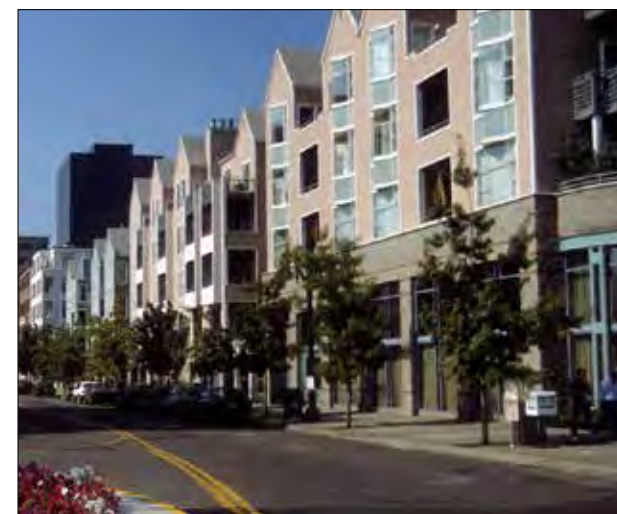
Because of the huge inventory of commercial/office space available in the upper floors of Main Street Buildings and especially in the Tobacco Warehouse District, is not anticipated that much additional office will be needed in the River District. The area labelled “3” on the plan would be ideally suited for the creation of a new medium density residential neighborhood, which could include primarily townhouses and medium-rise



Medium-Density Townhouses in Charlotte.



Medium-Density Townhouses/condos next to the river in Columbia, SC.



Medium-Density Apartments with ground floor commercial in Portland, Oregon. This type of use, with or without commercial, might be appropriate near Main Street or overlooking the daylighted stream and the river beyond.

apartment buildings or condos. With the commercial downtown to the west, the TWD to the north, the Old West End to the south, and the proposed open space amenity of the daylighted stream/greenway to the east, this could easily become a very attractive place to live. Bike lanes move through this area to easily connect to all areas of the River District and beyond.

Although residential is preferred, other uses are not prohibited with review and approval.

Height for buildings in this area would generally be 2-3 stories, with exceptions allowed for buildings up to 5 stories. Taller buildings might include parking garages near Main Street or apartment buildings overlooking the proposed greenway or from the highest areas looking toward the downtown and the river.

2. Infill Buildings

The character and materials used in infill building next to or near historic structures should be in harmony with those buildings. That will in most cases mean that infill buildings will be brick with



This infill building in New Bern, NC respects the historic context nearby through use of similar materials, proportions, and cornice height.

traditional window openings and with storefronts where storefronts exist nearby. Setbacks and heights should also mirror nearby buildings, with new buildings a minimum of two stories high.

3. Vehicular-oriented Commercial/Service Buildings

This type of building may occur along Memorial Drive southwest of Union Street. In the 2011 Re-development Plan for the River District, early concepts showed the possibility of unique restaurants located next to the south side of the canal, with a San Antonio-type walkway along the edge. This concept was not shown in the plan because there was some thought that a high-security data center use might be found for the White Mill that would require the area around the building to remain undeveloped. If it turns out that other uses could be found for the White Mill, this concept might still be viable.

There are currently (mostly vacant) strip commercial uses in the areas on the south side of Memorial, but as it redevelops, the existing buildings, site design and architectural quality should be upgraded.

The following are guidelines for redevelopment in this area:

- The Site Design Guidelines (Chapter 5.0) will apply to this area. However, screened parking will be allowed on the sides of buildings. See Small Building guidelines, Section 4.5 in this chapter, for more on this.
- Parking should not be located in front of buildings unless physical site constraints require it.
- Buildings should generally be set back 5-20', with a landscaped area in front of the building including walks from public sidewalks to the main entry/entries.
- Single story buildings are allowed in this area



This is a McDonald's in Biltmore Village, Asheville, NC. Most chains have "upscale" plans that include appropriate architecture and site plans for historic districts.

only, but taller elements are encouraged. Rooflines, towers, and building heights of at least 15' (including the roof) are encouraged.

- Modular, concrete block, or "chain store" generic architecture is not allowed.
- Sign guidelines for the District apply to this area, as well.
- This may be an area where "chain" restaurants wish to locate. Be aware that most such chains are willing to adapt their architecture to a higher-end location, so it is not necessary to "settle" for generic architecture (see example above).
- Gas stations are allowed by exception and with review and approval only. Such establishments must meet all the requirements of the design guidelines regarding signage, building materials, and site work. Exceptions for setback to gas pumps may be allowed, but screening on the street and limits on driveway widths apply.



Special buildings such as the Greenville, SC Performing Arts Center shown here (view from the street, above, and view from the Reedy River, right) should have distinctive architecture and outstanding public spaces



4. Unique Buildings on the Riverfront

The YMCA will be the first new building along the riverfront in many years. This building is intended to be iconic, as it should be because of its prominent location right next to the Main Street and Martin Luther King Bridges. It is anticipated that a majority of the riverfront shown as Area 4 on the map will remain as open space, with a continuous riverfront walkway set in an appropriate natural setting and with service and parking uses screened from view both from the Riverwalk and from Riverside Drive.

Within this context, however, there may be further opportunities for special use buildings. Locations that seem likely for special buildings include the site of the former Long Mill and the area now occupied by the tank farm across from the Tobacco Warehouse District. One other location might

be the area of small houses on the top of the hill above the Long Mill site.

Any buildings in this zone must be architect-designed and thoroughly reviewed by knowledgeable groups to ensure that such buildings are appropriate and make a statement about Danville.

No particular requirements for materials or design are given here, making design and review even more important.

However, as stated above, all service and parking uses must be screened from view both from the road and from the river, and buildings should not be so massive as to block views for any great distance from the downtown and the TWD to North Danville, or from Riverside Drive back to the downtown and the TWD. Buildings over five stories are discouraged.

5. Parking Garages

As Danville redevelops, parking garages will be needed. Unfortunately, parking garages are often some of the most unattractive structures in any city, but that does not need to be the case. In many progressive cities, parking garages utilize materials, proportions, and building elements similar to surrounding buildings, and fit gracefully into even historic settings. Some excellent examples of parking garages that fit into the context are shown on the next page.

The following are guidelines for the design and siting of parking garages:

- Parking garages with facades on principal streets (Main and Craghead) are discouraged. The preferred arrangement would be for buildings to front these streets, with parking structures accessed off side streets or parallel streets. In the Redevelopment Plan, Spring and Patton Street are shown as the main vehicular access streets serving Main Street, so parking structures off these streets would be ideal;
- Parking garages should not be constructed with uninterrupted expanses of wall area. The preferred method of construction is curtain walls with window-like openings similar to historic proportions and placement, i.e.:
 - Vertical rather than horizontal proportions;
 - In a logical rhythm of placement;
 - Aligned horizontally, even if the floor behind is a ramp.
- The vertical walls of parking garages should not be poured concrete or concrete panels, but should conform to the predominant materials of nearby buildings;
- Ramps should not be located on the street side of garages if possible. The preferred location would be on the interior of the garage structure or the inside edge facing the back of nearby buildings;



This parking garage in Asheville includes an “outdoor” store on the ground floor and a climbing wall outside.



This garage in Asheville sits comfortably amid taller historic buildings. Notice the metal pedestrian bridge to the upper floor of the adjacent building on the right.



This parking garage in Staunton, VA, looks just like a row of historic buildings, including differentiation of the window openings and cornice designs, street level storefronts, and awnings.



This garage on Fayetteville Street in Raleigh also has ground level storefronts, a grand entry and appropriate detailing.

- Circular ramps attached to a garage are also discouraged.
- In locations where large garages must be placed in prominent locations, sufficient setbacks are required for landscaping to soften the impact of such large utilitarian structures. Further, if possible in such locations, ground floor storefronts are recommended.

4.4. Architectural and Site Guidelines for Large Buildings

1. **Placement of Structures.** New structures should be located in compliance with the Site Design Guidelines in Chapter 5.0. Additionally, the principal façade(s) of such buildings should be oriented to face the principal street(s). Building entrances should be prominent elements on these facades.

The creation of plazas and gathering space suitable to the buildings is encouraged. These spaces, however, should be planned as active rather than passive spaces. Flexible paved areas that could be used for outdoor activities, and including elements such as fountains, seating, artwork, shade, and other elements are encouraged. Such spaces should not be so large or unprogrammed that they feel empty most of the time.

Medium-density housing in this district may have private open space in interior courtyards, which may be but is not required to be visible from the street. Whether it is visible may depend on use (e.g. if the area had a pool, this would be screened from view). If the open space includes a setback with landscaping, this should be visible from the street but may be fenced with a metal picket fence not more than 30-36" high.

2. **Massing and Height.** Heights allowed are specified in the zoning ordinance. When designing taller buildings that will be sited near new 2-3-story buildings or buildings of any height that will remain because of their architectural significance or use, care should be taken to ensure that the taller buildings do not overwhelm the shorter buildings. This can be accomplished by such architectural design elements as setbacks of the taller portion of the building and articulation and massing that allows light to reach surrounding buildings and the street. This guideline is not meant to apply to new buildings constructed next to existing buildings that are unlikely to remain in the long term.

3. **Materials.** Recommended materials include:

Construction Materials:

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted
- Stone, cast stone or architectural concrete
- Wood or "Hardy Plank" on upper stories of residential structures

Trim or accent materials:

- Split-face concrete masonry
- Ceramic tile in appropriate colors
- Metal framing (aluminum glass framing systems or curtain wall systems)
- Cast or wrought iron
- Smooth textured stucco
- Sheet metal (parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or structural foam)
- Stone veneer
- Cloth or vinyl awnings for commercial buildings, metal awnings for industrial buildings.

Glazing Materials:

- Clear glass, glass block
- Textured, faceted, or stained glass as an accent

Roofing Materials:

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles (Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight shingles such as "Slateline" by GAF, "Grand Manor" or "Carriage House" by CertainTeed are appropriate.)
- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.) but only in areas hidden by parapets or other building elements.

Prohibited materials include:

- "Mirrored" or opaque glass
- Colored glass
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Shakes or shingles or clapboard siding, whether wood or alternative materials, except in the upper stories of medium-density housing
- Backlit canopies or awnings

4. **Building Scale and Proportion.** In order to better relate to the pedestrian, the ground floor of office/residential/mixed use buildings should be articulated differently from the stories above. This can be accomplished by the use of a different material, by the addition of more detail in the ground floor wall surface, by varying the color or pattern of the material, or by combinations of these techniques (see example on next page).



This medium-density office/commercial building in Towson, MD demonstrates appropriate articulation/differentiation of the ground floor.

When a significant commercial or office building is being planned, the design can be less constrained than one that occurs in an historic commercial setting. Modern structures can be appropriate, but quality traditional materials are required to create a transition from the downtown to outlying areas, and to form a gateway from outlying areas to the downtown. Transparency at the entrance or lobby area is also very important in order to welcome the public.

5. **Building Elements.** The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components that may be used in office/residential/mixed use buildings:

Wall Surfaces:

Walls shall be predominately constructed of masonry materials. Scale and interest can be introduced through the use of contrasting

materials or the introduction of features such as horizontal bands. Openings (such as windows) can be emphasized through the use of lintels and sills of contrasting materials or of different masonry coursing. Upper stories of medium-density residential buildings can utilize wood and siding to introduce a more “domestic” quality to the architecture.

Windows:

Windows may be constructed of wood, wood clad in vinyl or prefinished metal, or from aluminum or other appropriate metals.

Shutters:

Shutters should not be used on commercial or other large scale buildings, except medium density residential with review and approval.

Roofs/Cornices:

New large-scale buildings in the River District will naturally be more visually prominent. The roofs or roof forms of such prominent structures should act as a means of transitioning the building against the sky. Sloping roofs, either gabled or hipped, are encouraged. The cornice, where the building wall meets the roof, presents an opportunity for introducing detail and a material or color contrast that can enliven the building composition. Flat roofs are not encouraged but may be allowed with review and approval.

Equipment and Technology:

Modern building systems and technological conveniences make everyday life and work easier and more pleasant. However, the equipment that makes these conveniences possible can create substantial visual clutter. Mechanical equipment should be located at the rear of buildings in well-screened enclosures.

Many buildings require satellite dishes for business or entertainment purposes. Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

4.5. Architectural and Site Guidelines for Small Buildings

The architecture of new smaller structures within the River District should form a graceful transition from the historic downtown to the outlying areas. New construction should be “traditional” in character, while reflecting the time period of its creation. Consistency in the use of materials and details can help define a sense of place.

1. **Placement of Structures.** New or replacement smaller structures should be set back from the right of way about 5-20', with the intermediate space used for wider sidewalks or landscaping with walks to the door, depending on the use. The goal in this district should still be to continue the pattern of building facades enclosing the pedestrian space, but the space will be a little more generous and green in this zone. Buildings should be constructed to fill at least one third to one half the property frontage, with parking to the side or preferably the rear. There should always be direct access to the building from the sidewalk.
2. **Massing and Height.** New smaller-scale buildings shall be one-three stories, or more with review and approval of the reviewing agencies. If the buildings are to be commercial (restaurant or retail), the guidelines for percentage of transparency on the ground floor will apply (at least 60% on the first level, at least 25% on the upper levels). If the



These buildings on East Bay Street in Charleston show an interesting example of rhythm within a block. The buildings are different, but the height, fenestration and ground floor uses create a feeling of unity.

buildings are to be used for office or residential, only 25% on each level is required, but welcoming entries and lobbies with a larger percentage of transparency are encouraged.

3. Articulation of Facades within the block.

The visual strength and pedestrian comfort of traditional downtowns arises from the human scale of buildings. In addition to the articulation of each facade, consideration should be given to the rhythm and symmetry of the entire block. Even if the entire block is taken up by one building, articulation into smaller elements provides a more human scale to the building. An excellent example of rhythm within a block can be seen in the photo of East Bay Street in Charleston, above. If the block consists of a group of small separate buildings, consideration should be given to the scale, mass and setback of existing buildings likely to remain in order to create a pleasing assemblage of buildings.

4. Materials. Recommended materials include:

Construction Materials:

- Brick in approved range of colors (for the predominant exterior material). Brick used in new construction shall not be painted.
- Stone, cast stone or architectural concrete
- Split-face block used in conjunction with brick
- Light stucco finish

Trim or accent materials:

- Ceramic tile in appropriate colors
- Wood (e.g. accent material such as panelled storefronts and entries)
- Metal framing (Note: aluminum storefront framing systems must be designed with careful consideration of proper proportions of the framing members in order to be successful)
- Cast or wrought iron
- Sheet metal (parapet wall copings, etc.)
- Fabricated millwork (Fiberglass or structural foam)

Glazing Materials:

- Clear glass, glass block
- Textured, faceted or stained glass as an accent.

Roofing Materials:

- Standing-seam metal roofs
- Slate or synthetic slate
- Composition shingles (Standard 3-tab shingles and shingles that are imitations of wood shingles or shakes are inappropriate. Heavy weight shingles such as "Slateline" by GAF, "Grand Manor" or "Carriage House" by Certainteed are appropriate.)
- Membrane roofing at low-slope areas (built-up roofing, single-ply roofing, etc.) but only in areas hidden by parapets or other building elements.

Awnings:

- Fabric awnings
- Vinyl awnings with review and approval
- Sheet metal awnings for industrial buildings.

Prohibited materials include:

- "Mirrored" or opaque glass
- Colored glass
- Wood shakes or shingles
- Heavily textured stucco
- Imitation stone texturing (formstone)
- Clapboard sidings, whether wood or alternative materials at the ground level or except with review and approval
- Backlit canopies or awnings

4. Building Scale and Proportion. In general, building facades should have windows that have a vertical emphasis, that is, windows that are taller than they are wide. Windows should be organized into regularly spaced patterns within the wall surface.

5. Building Elements. The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in retail/commercial structures.

Windows:

Acceptable windows for this district would be single-hung or double-hung (except storefronts, see next section). Windows should be taller than they are wide. A wide variety of contemporary window types constructed from a range of materials can be used to successfully interpret this tradition. Additional configurations such as casement sash or fixed windows may be acceptable with review.

Windows may have further dividing members, but such divisions shall be either “true divided light” construction or permanent exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not acceptable. Windows may be constructed of wood, clad in vinyl or prefinished metal, or from aluminum or other appropriate metals.

Storefronts/Building Fronts on Retail Buildings Only:

On commercial/retail buildings, the first floor storefront should be composed of large expanses of glazed openings (60% or more). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Metal framing for storefront glazing should be a minimum of 2” wide. Storefront security grates, if needed, must be open grillwork rather than solid, must be installed on the interior of buildings and must be hidden from view when the store is open.

Doors:

A major factor in the creation of a compatible building design is consistency. It is imperative that the doors used on commercial structures follow the traditional format for “commercial” doors. The use of door configurations more typically found on residential structures such as paneled doors or “cross-buck” doors is not appropriate. If aluminum storefront doors are used, only the “wide stile” type of door is appropriate. “Narrow” or “medium” stile aluminum doors should not be used.

Shutters:

Shutters are generally not appropriate for small commercial buildings, but may be considered with review and approval.

Awnings:

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. Backlit awnings are not permitted.

6. Equipment and Technology

Mechanical equipment should be located on the roof or at the rear of buildings if ground-mounted equipment is used. Careful selection of rooftop equipment locations will allow the roof parapet, roof, or roof forms to serve as an effective screen.

Many buildings require satellite dishes for business or entertainment purposes. Television antennae, satellite dishes and similar equipment should be as small as feasible and located so as not to be visible from the street.

4.6. Routine Maintenance (No COA Required)

- Repairing or repointing masonry with like materials.
- Repainting painted surfaces with the same color paint.
- Roof repairs with like materials.
- Window repairs with glass and putty.
- Repairing storefront or other building details including windows with the same materials

and design.

- Installing technology or equipment that is properly screened from view.
- Installing electronic security systems.
- Installing storm windows on the exterior of buildings.
- Physical security items (bars, screens and so on) are only allowed on the inside of windows, not on the outside, except on facades not visible from the street.
- Installing minor hardware such as address numbers and door and window locks.

4.7. COA Required

- Design and siting of all new buildings must be reviewed and approved by appropriate City agencies and commissions and by the RDDC. Measured, professionally executed drawings of all architecture and site work is required, including information on materials, colors, plant materials, and so on. For partial work, such as a building addition or change in signage or colors, a partial drawing or samples is sufficient.
- Building additions.
- Building demolition of any kind, either of a structure to be replaced or an entire new structure or a portion of the structure.
- Painting of any previously unpainted masonry building.
- Failure to obtain appropriate permission will be considered a zoning violation.

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5: Site Design Guidelines

5.1: Purpose

Site design standards are essential to enhancing the historic architecture, creating an attractive and uncluttered appearance, and tying together the various areas within the River District. Site design refers not only to the design of private property but also of the arrangement of buildings on a site and the relationship between on property and/or building and adjacent buildings, and to the street.

This section deals with design of spaces outside the public right of way. Refer to the Zoning Ordinance for relevant sections, especially Article 8, Parking and Loading Requirements; Article 9: Landscaping and Screening Regulations; Article 12: Site Plan Regulations; and Article 16: Appendix: Landscape, Screening, and Buffer Yard Guidelines and Standards. These guidelines are meant to enhance the existing zoning ordinance. Refer to Section 8 for public space design guidelines and a discussion of the importance of streetscapes. Guidelines for new buildings in the River District are in Chapter 4, including guidelines for building placement on the site based on use and location, and guidelines for parking structures.

5.2. Site Guidelines

1. **Placement of structures in areas with historic context.** New buildings sited adjacent to historic buildings in the River District should generally be built to the right of way line, or should match adjacent buildings to form a street “wall.” The only exceptions to this would be for significant civic buildings (such as a convention center, performing arts center, or church), mid-block pedestrian connections

between parking and the street, and for the creation of spaces that enhance the public environment, such as pocket parks and outdoor dining areas. This would require approval of plans by both zoning and the River District Design Commission (RDDC). Such spaces will not be acceptable if they are not intended to be active, usable, attractive spaces.

2. **In other areas of the River District**, setbacks from the primary frontage to the front of buildings are limited to 10’ from the right of way, but may be built to the right of way if desired. Exceptions would be for civic buildings such as performing arts centers, museums, churches,



The new convention center in New Bern, North Carolina was built next to the river, but the site design illustrates the importance of pedestrian connections from the street.

and other major public buildings. Where existing or new buildings are set back from the right of way, a clear pedestrian pathway to the front entrance must be part of the site plan. See photo below. Site plans require approval of zoning and the RDDC.

3. **Off-street parking.** Parking must meet all applicable City standards, and the following also applies within the historic retail areas of the



A 30-36” wall or hedge creates an attractive edge to the sidewalk and screens parking while allowing surveillance for safety.

River District. Parking should be located to the rear of buildings, or by exception on the side. Access to parking should be from the rear or from side streets. Parking should be shared by several or all the businesses on the block whenever possible. Parking must be screened from the street and sidewalks with a 30-36” hedge or masonry wall, or with a taller fence of masonry and metal pickets (see picture above and on next page). Only by exception should parking be screened with solid materials taller than 36” because of the need for security and surveillance. Parking must meet all applicable City standards, and be set back a minimum of 5’ from all property lines. Parking should only be allowed in front of buildings if it already exists and when appropriately screened. Existing or new parking to the side of buildings should only be allowed by exception, and only if appropriately screened and landscaped.

4. **Service areas.** Service areas must be screened from public view, including loading areas, trash receptacles, mechanical equipment and dumpsters. In high-density areas, dumpsters should be consolidated to serve several businesses if possible. Enclosures near buildings should be constructed of materials similar to the building, and must be high enough to completely block views from street level. Gates should be wood or solid metal. Enclosures further from buildings should be of approved masonry or wood fencing. See example below.



This trash enclosure effectively screens dumpsters and other storage. The materials of the walls match those of the building.

5. **Storage areas.** Areas used to store vehicles, equipment, or materials must be screened with a masonry wall, hedge or fence with landscaping of sufficient height and density to block views from street level. Brick, split-face block, stucco and wood (if not on the public right of way) are allowed, but the material should be in harmony with surrounding buildings. PVC fencing, chain link, barbed wire, and razor wire are explicitly prohibited where visible from the street unless by exception. Examples of masonry screen walls shown at right and above right.



A wall that blocks view must be used to screen areas for storage of equipment, materials and vehicles.

6. **Pedestrian access.** Parking areas for commercial businesses must have clearly marked and well-lit pedestrian access from parking to public sidewalks and building entries. See examples at right.



This stucco wall (left side of the drawing) illustrates how storage areas (in this case a rail yard) can be screened from view in an attractive manner



Even narrow “left over” spaces can become attractive pedestrian linkages. Excellent lighting is important for nighttime security in such spaces.

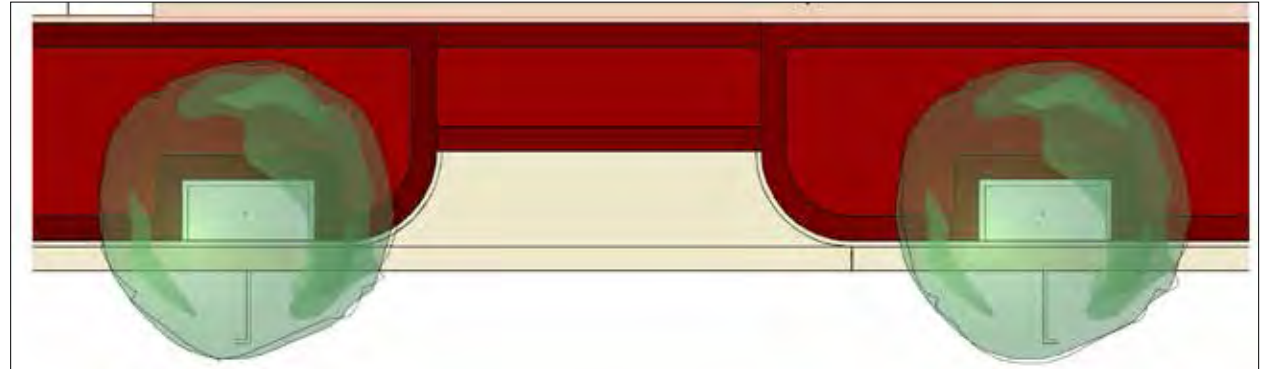


This plaza was created when a building was removed. Rather than make it a parking area, it became an attractive link between the street and a large parking area on the interior of the block.



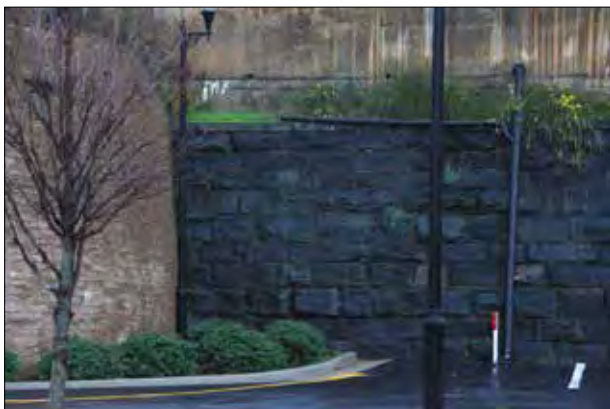
Rear entries provide alternate methods for business entry and can provide primary entry for upper floor residential units. Varying depths of commercial buildings can provide opportunities for attractive landscaping, as well.

7. **Rear entries.** Attractive rear entries to businesses are encouraged. If residential units occur in the upper floors of commercial buildings, entries adjacent to parking areas are required. In large developments, rear entries and interior or exterior passageways to the primary streets are encouraged. See examples above.



Techniques such as continuing the sidewalk across driveways or painting crosswalk lines can help to remind motorists that pedestrians have the right of way.

8. **Driveways.** Wherever possible, driveways should be consolidated within a property or combined to provide access to two or more adjacent properties. Driveways from the main pedestrian thoroughfares in the downtown are discouraged, with access from side streets or to the rear of the property preferred. Driveways that must cross sidewalks on main pedestrian streets must be no wider than 24', and should be configured to maximize pedestrian safety.
9. **"Drive-Through" businesses.** Businesses that rely solely on drive-through traffic are not allowed in the downtown except by special use permit. Drive-through windows for all businesses (e.g. restaurants, banks and pharmacies) should be located to the rear of the buildings or to the side and screened from the street with access and egress configured to minimize disruption of pedestrian movement. All drive-through configurations should be allowed only as exceptions and must be reviewed and approved by the reviewing agencies.
10. **Adjacent residential uses.** Where commercial uses abut residential areas consisting primarily of detached or attached homes, an approved 6' masonry or wooden fence should be installed to screen parking and service areas. Where the parking area to be screened is two bays or more in size, a 10' setback with trees in addition to a fence is also required.
11. **Retaining walls.** Retaining walls should harmonize with any nearby buildings and especially with any attached architecture. In the River District, that means many walls will be brick (or concrete block with brick face). Style and color of brick should complement the brick in nearby buildings. In general, this will mean that wirecut brick or other sharp-edged modern brick would not be appropriate. For taller retaining walls, segmental concrete retaining wall systems are acceptable. Split-face block is also acceptable. Plain poured concrete is not appropriate. See picture next page, top left.



Three different types of retaining walls are shown in this photo taken behind the Danville Transfer Center: engineered concrete retaining wall system (left), historic stone wall, and concrete retaining wall. Historic walls should be preserved whenever possible. Monolithic concrete walls such as the one shown here are not recommended for the River District.

12. Approved Fencing and screening materials.

- Double staggered row of approved hedge material in minimum 5' bed.
- Landscaped beds acting as screens with approval and appropriate ongoing maintenance.
- Masonry piers and low foundation walls with metal pickets (for parking or landscaped areas only, not storage areas)
- Metal picket fencing with or without masonry piers or foundations walls around garden and park areas.
- Masonry, stucco or split-face block walls minimum 6' tall for screening on property edges next to public rights of way (also see page 28).
- Approved wooden privacy fencing (for areas not abutting the public right of way).
- Broken face block or light stucco finish block for shorter or "knee" walls. Poured textured-concrete allowed by review and approval.

- Materials such as "Trex" allowed with review and approval.
- ## 13. Prohibited screening and fencing materials:
- Chain or chain link, razor wire or barbed wire (except temporary installations at construction sites and at correctional facilities)
 - Unfinished pipe railings
 - Split rail, stockade, picket or other suburban/rural or residential styles of fencing (approved wooden picket fencing will be allowed on any historic residential structure).
 - Prefabricated wooden fencing
 - Prefabricated PVC fencing
 - Unfinished concrete block (whether painted or not).



Approved fencing/screening (clockwise from top right): masonry piers and metal pickets; wooden privacy fencing; landscape beds; evergreen hedge.



5.3. Routine Maintenance

(COA not required)

- Painting, mortar pointing, or other repair of existing appropriate walls or fences.
- Replacement of landscape materials in previously approved hedges and landscaping beds (e.g. replacement of plant materials that have died).
- Mulching, lawn seeding or sodding, maintenance, and placement of annuals or seasonal plantings in previously approved landscape areas.

5.4. Certificate of Appropriateness Required

Entire Site Plans: A professionally prepared-measured site plan of any major site work for new construction or significant renovation to existing sites must be approved by the RDDC and then by the relevant City agencies.

Partial Site Plans. City staff will determine the designation for partial site plans as either major or minor. **Major changes** might include such elements as reconfigured parking, or the addition of retaining walls, freestanding walls and/or fences. These must be approved first by the RDDC and then by other agencies as appropriate. **Minor changes** might include new planting beds, minor landscaping improvements, or removal of existing trees endangering a structure. These may be approved at staff level.

Failure to obtain appropriate permission will be considered a zoning violation.



Inappropriate materials for the River District (clockwise from top left): pipe and chain fence; split rail fence; chain link with (or without) razor wire; unfinished concrete block.



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6: Sidewalk, Outdoor Dining and Outdoor Display Design Guidelines

6.1. Purpose

The purpose of these guidelines is to provide guidance for restaurant owners who wish to offer sidewalk or outdoor dining on public sidewalks. Sidewalk dining (Section 6.2) is defined as dining allowed on public sidewalks, while outdoor dining (Section 6.3) is defined as dining allowed on private land, including on setbacks from the street, side-yards, and rear yards. Also included in this section are rules for store owners who wish to display merchandise on the street (see Section 6.4).

6.2. Sidewalk Dining

Store owners must be aware that they are using the public right of way, and must ensure that:

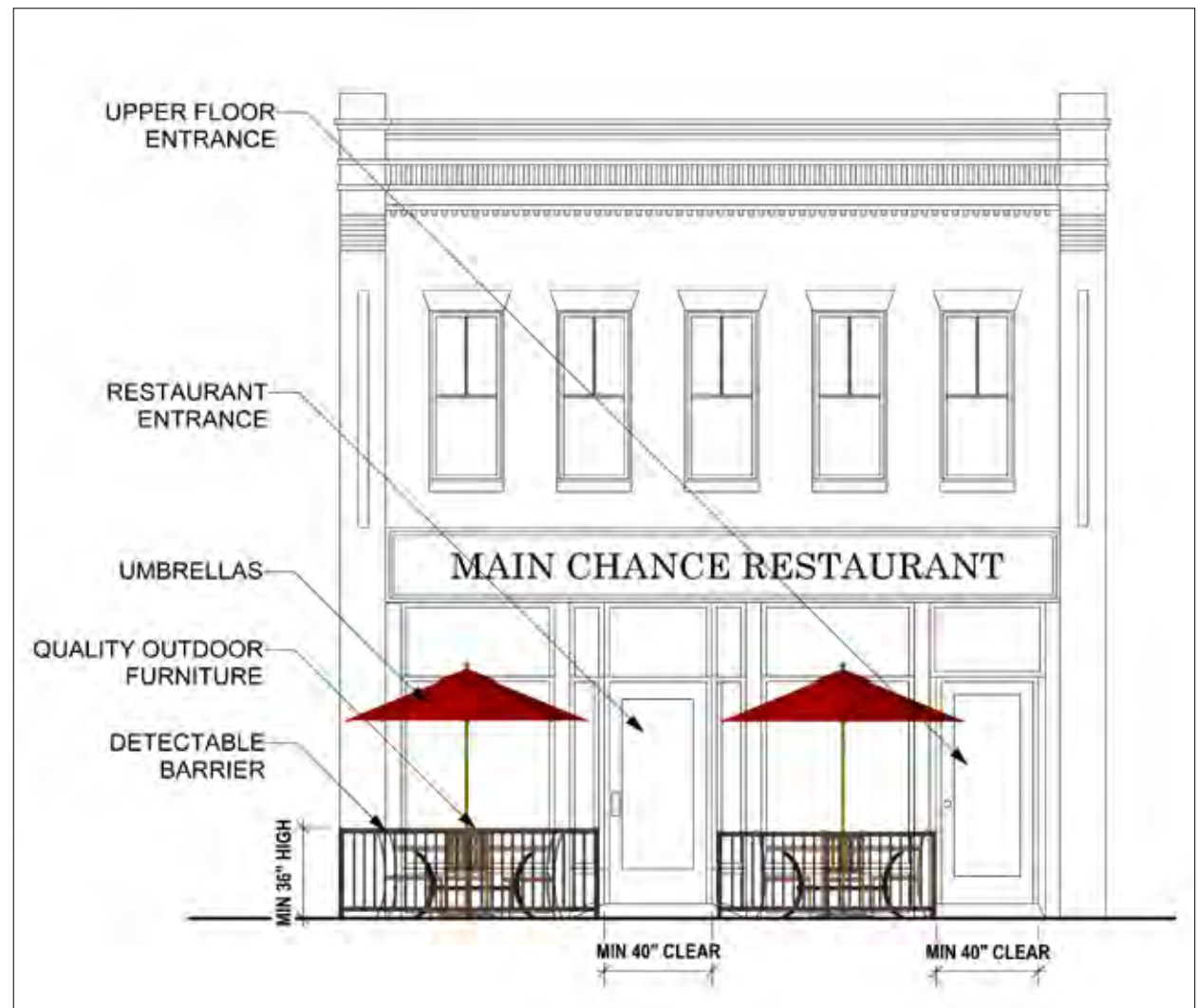
- Pedestrian traffic flow and safety are not impeded;
- The historic architectural context is honored and enhanced; and
- Outdoor areas are maintained to the highest standards at all times.

1. Space Requirements

The space allowed for sidewalk dining will vary with the width of the street. There are two sets of requirements: for street 10' or narrower, and for streets more than 10'. See figures on pages 32 (right) and 33 for a graphic representation of these requirements.

For streets 10' wide or narrower:

- A 3'-wide zone next to the curb is reserved for trees, lights and other street furniture. This is not considered as part of the pedestrian traffic flow, but streetscape designers



This drawing illustrates a possible configuration of sidewalk dining. See other drawings for allowable dimensions. Note that all doorways must remain clear, with minimum 40" opening.

should not place any impediments past this line. In order to keep the pedestrian “corridor” as wide as possible and still allow sidewalk dining, tree grates are recommended for all street trees where dining is allowed.

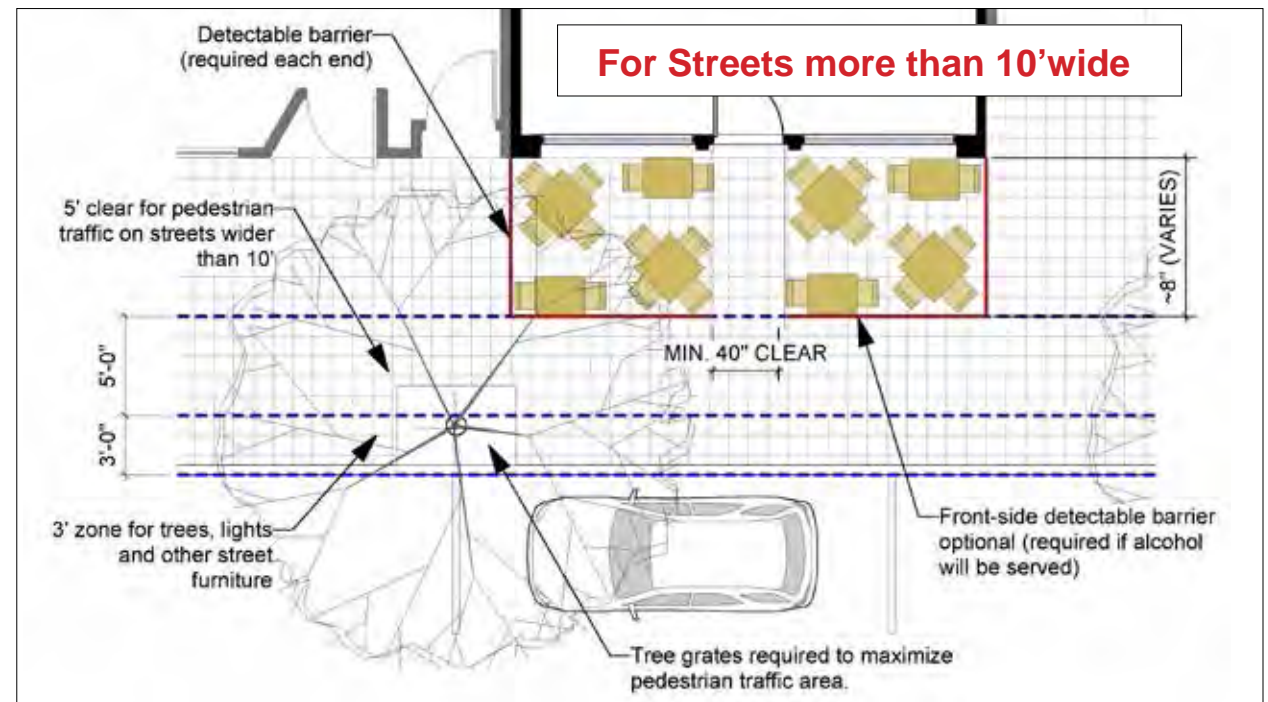
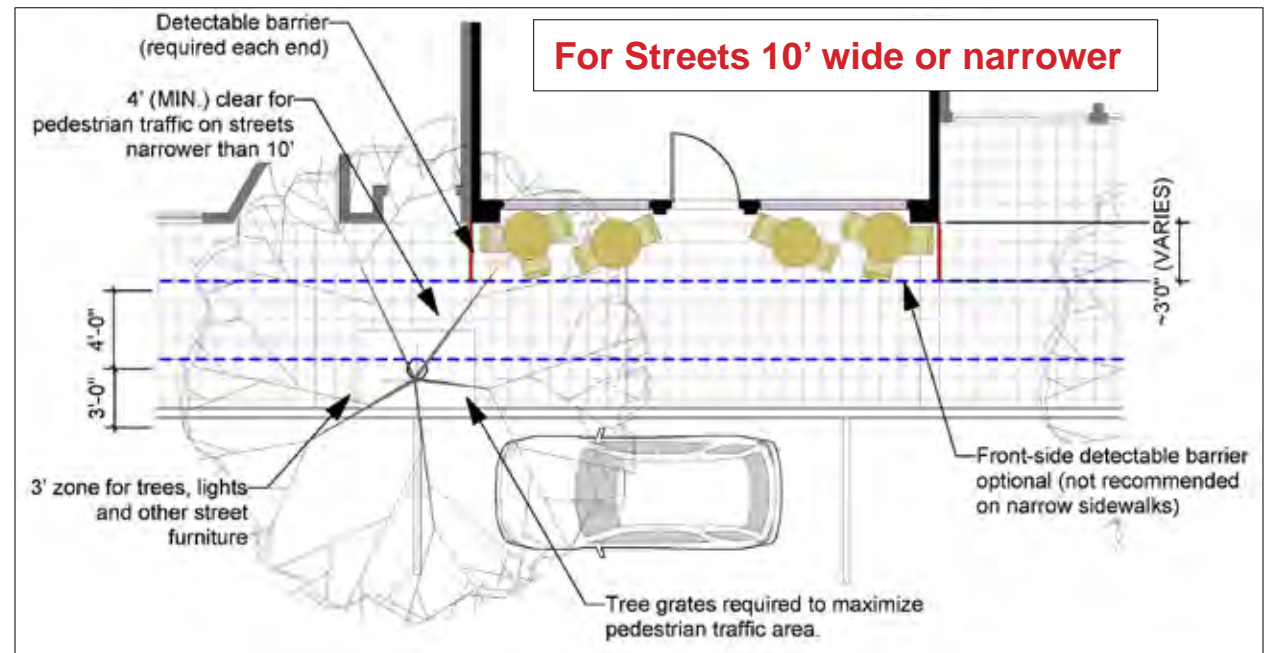
- Next to the 3' zone, a minimum 4'-wide corridor must remain clear for pedestrian traffic flow.
- The remaining public right of way, plus whatever setbacks that the building offers, may be used for sidewalk dining.

In most cases, streets this narrow will only accommodate a single table and two, or perhaps three chairs within this space. The photo below shows an example of sidewalk tables on narrow sidewalks.



For streets wider than 10' (and especially Main Street once it is widened):

- A 3'-wide zone next to the curb is reserved for trees, lights and other street furniture. This is not considered as part of the pedestrian traffic flow, but streetscape designers should not place any impediments past this line. In order to keep the pedestrian “cor-



ridor" as wide as possible and still allow sidewalk dining, tree grates are recommended for all street trees near sidewalk dining.

- Next to the 3' zone, a minimum 5'-wide corridor must remain clear for pedestrian traffic flow.
- The remaining public right of way, plus whatever setbacks that the building offers, remains for sidewalk dining. On Main Street, this will be approximately 8'.

2. Barriers

Fencing or other enclosure for sidewalk dining areas is important both to provide control for the store owner, and also to alert pedestrians and those with sight impairments that an obstruction exists on the sidewalk.

Dimensions and placement requirements:

- Enclosures must be a minimum of 36" high;
- Leading edge barriers are required (perpendicular to the sidewalk)
- Front edge barriers are optional unless alcohol is served at the establishment, then they are required by Virginia state law;
- Openings for access to all doorways must be a minimum of 40" wide.

Allowable materials and dimensions for enclosures are as follows:

- All railings must be at least 50% open to allow visibility to and from the street.
- Metal railings (wrought iron, aluminum or steel) on bases of circular or rectangular flat metal;
- Painted or stained wood on bases of flat circular or rectangular metal (wood bases are not permitted);
- Planters made from architectural concrete or terra cotta. Planters must have plants in them or be removed from the sidewalk;



This metal dining enclosure in Washington, D.C. is enhanced with colorful hanging planters. The planters and plants must still fit within the allowable dimensions.



(Above) If rope and stanchions are used, this is the quality desired.



The attractive wrought iron enclosure shown at right looks as if it might be custom-made. The width of these sidewalks in Austin, TX allows enough room for planters in addition to the railings.

- Triple strand rope of 1" min. diameter used with metal stanchions or to connect planters. Rope may be synthetic or natural materials.

Not permitted are:

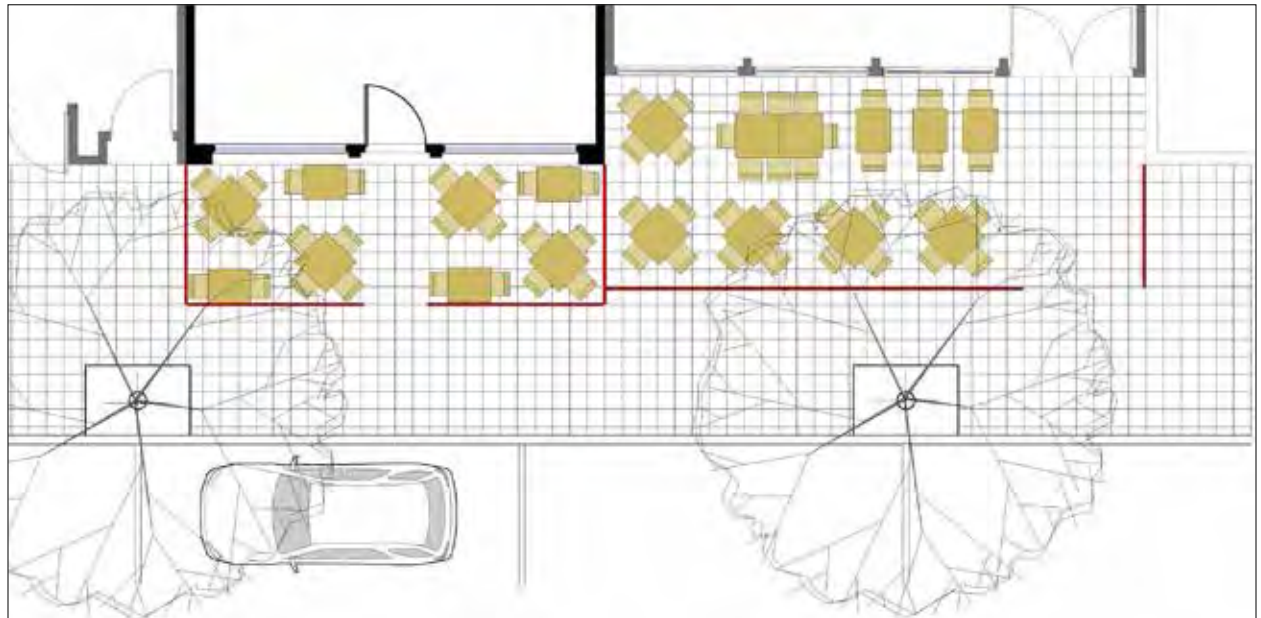
- Permanently affixed enclosures;
- Plastic used as a material for any portion of any enclosure;
- Domed metal bases (these are a tripping hazard) or concrete or wood bases, except planters;
- Rope enclosures less than 1' in diameter;
- Planters with narrow bases which can be easily tipped or that would be difficult to detect by the visually impaired;
- Cloth stretched on frames.

3. Furniture

Furniture for outdoor dining should be built for outdoor use and should be sufficiently sturdy to withstand reasonable variations of weather and wind. Stacking-type chairs are recommended for storage. Both chairs and tables should be compact to allow the greatest flexibility in seating options (square or round tables of no more than 30" are often used).

Furniture allowed for sidewalk dining:

- Chairs of metal (aluminum, steel, or wrought iron), wood, natural materials (e.g. wicker or rattan), or metal frames with natural, wood or plastic parts (e.g. resin woven wicker). Chairs must match. Colors should be natural or dark colors. White is not allowed.
- Tables of natural materials (wicker, rattan), metal (aluminum, steel, or wrought iron), with metal, stone, wood, or resin tops. Plastic woven (resin) wicker is also allowed. Tables should be natural or dark colors. Although more than one size and shape of table can be used, all tables should match in style.
- Market-type umbrella made of outdoor fabric



The outdoor dining setup shown above would be typical of Main Street, with 8' available for tables. Small tables (30" square and 24" x 30" are shown) allow maximum flexibility in the limited space. The setup shown at right offers more seating options but would only be suitable for areas where more than 8' is available.



This courtyard dining area has been fitted with small overhead lights for nighttime dining.



Metal furniture such as this is approved for use, although it may be warm in the summer months if shade is not provided.



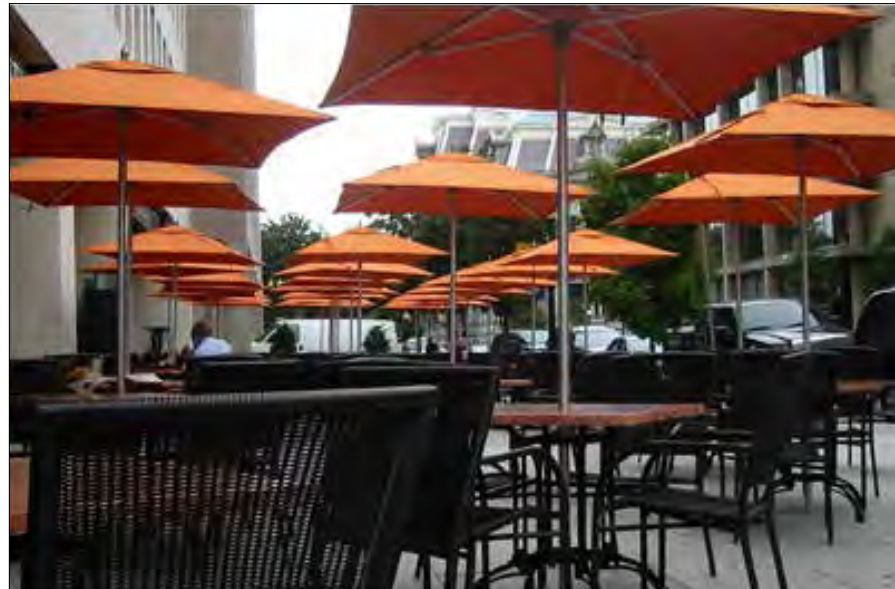
Natural materials such as wicker and rattan are allowed.

with metal stands. Umbrellas should be compact in size and square is preferred over round. Plain colors rather than stripes are preferred.

- Outdoor lighting may be desirable. Since many configurations are possible, all must be approved. Lighting affixed to the building or overhead lighting is preferred. See lighting attached to the barrier, page 34, and overhead, page 35. Open flames (e.g. candles) are not allowed.

Furniture/fitings not allowed for sidewalk dining:

- Any furniture or accessories other than chairs and tables (e.g. no warming tables, bus tables, etc.);
- No covering or decking allowed to cover the sidewalk;
- All-plastic molded chairs or tables ;
- White or fluorescent colors;
- Logos or other writing on umbrellas.



These square, compact umbrellas create a sense of order and allow efficient table layout. Stone topped tables and metal-framed resin-wicker furniture are durable and weather resistant. All photos this page courtesy of American Trading Company.

6.3. Outdoor Dining on Private Property

Outdoor dining on private property offers many opportunities to create unique and diverse dining experiences: walled garden settings with pergolas, sophisticated courtyards with couches and firepits, decks overlooking the river. Because the possibilities will be shaped by the space available, these guidelines are fairly general and plans will need to be reviewed individually. While guidelines for outdoor dining on private property adjacent to and visible from the street are similar to those for sidewalk dining, there are more possibilities for outdoor dining located elsewhere on River District properties.

1. Location, materials and fencing.

- Railings, decks, outdoor lighting, ramps, and safety items must conform to all City and State building, safety, accessibility and zoning requirements.
- Outdoor dining areas can be located on decks, sideyards, or frontages of buildings that are set back from the public right of way.
- Clearance from public rights of way to all doorways must be a minimum of 40".
- Outdoor dining areas located in sideyards or rear yards may be fenced for security and screened for privacy. Fencing similar to that specified in the sidewalk dining guidelines may be used, but it may be permanently anchored. Height may be up to 6', and may be solid (e.g. masonry wall) or be open in construction (e.g. metal pickets or grilles or lattice), or may be a combination (e.g. solid up to 30-36" and open above). If a solid wall is used and there is a outdoor entry, the gate should be constructed of open materials such

as metal pickets or wrought iron.

- Outdoor dining located in the frontages of buildings set back from the sidewalk must have perimeter fencing that meet the requirements for sidewalk dining. Paving should complement the adjacent sidewalk.
- Outdoor dining located on decks must have railings required by code as to height (42"), but may utilize materials that allow views through (e.g. horizontal or vertical steel cables or plexiglass panels).
- Access may be through the building, from the street, or both.

2. Furniture

- For private dining areas located in setbacks from the front of building next to the public right of way, the standards for furniture and umbrellas are the same as for sidewalk dining.
- For furniture in side and rear yards and on decks, the requirements are more flexible, with picnic tables, umbrellas with logos, service areas, hostess stations and bars allowed as deemed appropriate by the River District Design Commission (RDDC) and the City.
- Garden structures, sculpture, fountains, fireplaces and other outdoor elements may be appropriate in outdoor dining areas.



Some possible configurations of outdoor dining in areas not adjacent to the public sidewalk.

6.4. Outdoor Display Guidelines

Businesses may wish to use the public sidewalk for display, for signs alerting pedestrians to sales inside, for menus or events, for landscaping or perhaps a bench to invite pedestrians to linger a while. The following guidelines are given to suggest appropriate use of outdoor space. The goal of these guidelines is to avoid a cluttered appearance to the sidewalks in the River District. Items for outdoor display are in two categories: **permanent** items such as benches and planters, and **temporary** items such as store goods and sandwich signs (see also Section 7: Sign Guidelines).

1. Space Requirements

For sidewalks 10' wide or narrower:

- 3' from the face of the building (right of way line) will be allowed for display, temporary signage, landscaping, or benches.
- Display items and temporary signage are allowed, but must be removed from the street at the close of business each day.
- Items such as benches and plants in planters are allowed, and may remain in place, but must meet quality standards for the city, and must be maintained (e.g. if plants in planters have died, the planter must be replanted or removed).
- Dried and artificial plant materials of good quality are allowed.

For streets wider than 10':

- 4' from the face of the building (right of way line) will be allowed for display, temporary signage, landscaping, or benches.
- Other requirements are as above for narrower sidewalks.



The attractive planters and plants maintained by this store owner add richness to the streetscape.

2. Display Items

Allowed materials, permanent items:

- All permanent items to be placed in the public right of way must be approved in advance. Planters must be architectural concrete, concrete, wood, or terra cotta.
- Benches must be iron and wood, all wood, architectural concrete, or all metal.
- Plant materials do not require approval, but must be kept in good condition or removed, along with the planters. Dried or artificial plant materials of good quality are allowed.



This outdoor display relates to the services offered, provides seasonal color, and invites pedestrians to "set a spell."

Materials not allowed, permanent items:

- Plastic or resin planters or benches.
- Fluorescent colors.

A note about temporary display: Common sense must be used when displaying goods in the public right of way. This space must be neat and clean at all times. Temporary displays should be tasteful and understated. Examples might be a piece of sculpture or artwork to publicize an art show or a display of plants in the spring outside a flower shop or hardware store. This space is NOT intended to be extra floor space for the business, space for outlet and marked down items, and so on. A business association may be the best agent for setting up rules for this type of display to avoid abuse. Such a group could also arrange dates when "sidewalk" sales rules would be in place for all retailers at the same time.

Temporary signs ("sandwich" signs, etc.) are discussed in Section 7: Sign Guidelines.

6.5. Routine Maintenance

(COA not required)

- Repair/replacement of previously approved outdoor/sidewalk dining and outdoor display items
- Use of approved temporary signs according to the guidelines (messages may change), upon approval of temporary display.
- Maintenance of permanent items (benches, planters) or replacement with same once approved.
- Replacement of plant materials in approved planters.

6.6. Certificate of Appropriateness Required

To obtain a COA, a completed application form (available from the designated City staff person in Community Development) must be submitted to the RDDC with information about the type of establishment, hours, and (if a restaurant) the number of seats proposed.

- A measured plan of the sidewalk dining or display area must be prepared to ensure compliance with these guidelines, and should include relevant information (e.g. table and chair layout and pictures or drawings of all barriers, chairs, tables, umbrellas, benches, planters and so on) and submitted to the River District Design Commission (RDDC).
- An example (photographs, drawings, samples) of permanent display items must be presented and approved by the RDDC prior to placement.
- Upon approval by the RDDC, a permit must be acquired from the City of Danville. Contact the Community Development Department for more information. Permits must be renewed yearly for both outdoor dining and temporary display.
- Failure to obtain appropriate permission will be considered a zoning violation.

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7: Sign Guidelines

7.1. Introduction

Signs fall into a variety of categories as they relate to a downtown area such as the River District. There are signs that announce a business, wayfinding signs, regulatory signs, painted mural signs, billboards, and gateway signs. This chapter will also deal with public and private banners.

The City has a sign ordinance in place (Article 10 of the Zoning Code). These guidelines are meant to supplement and modify these guidelines as they relate specifically to the River District. Where questions arise, the River District Design Commission (RDDC) is directed to decide based on the knowledge of the code modified by appropriateness to the context, especially the historic architectural context.

If attractively designed and well ordered, signs help us to find our way to the destinations we seek almost effortlessly. If signage, especially wayfinding signage, is inadequate or missing, it can lead to wrong turns, wasted time, and a bad impression of an area. If commercial signage is without standards, signs can become annoying and distracting. The purpose of these guidelines is to define each of these categories of signs and provide desirable and undesirable examples, and approved and prohibited materials. This document will not define regulatory signs because these are defined by Federal and State statutes, most particularly by the USDOT Manual of Uniform Traffic Control Devices.

7.2. Commercial Signs

1. Purpose

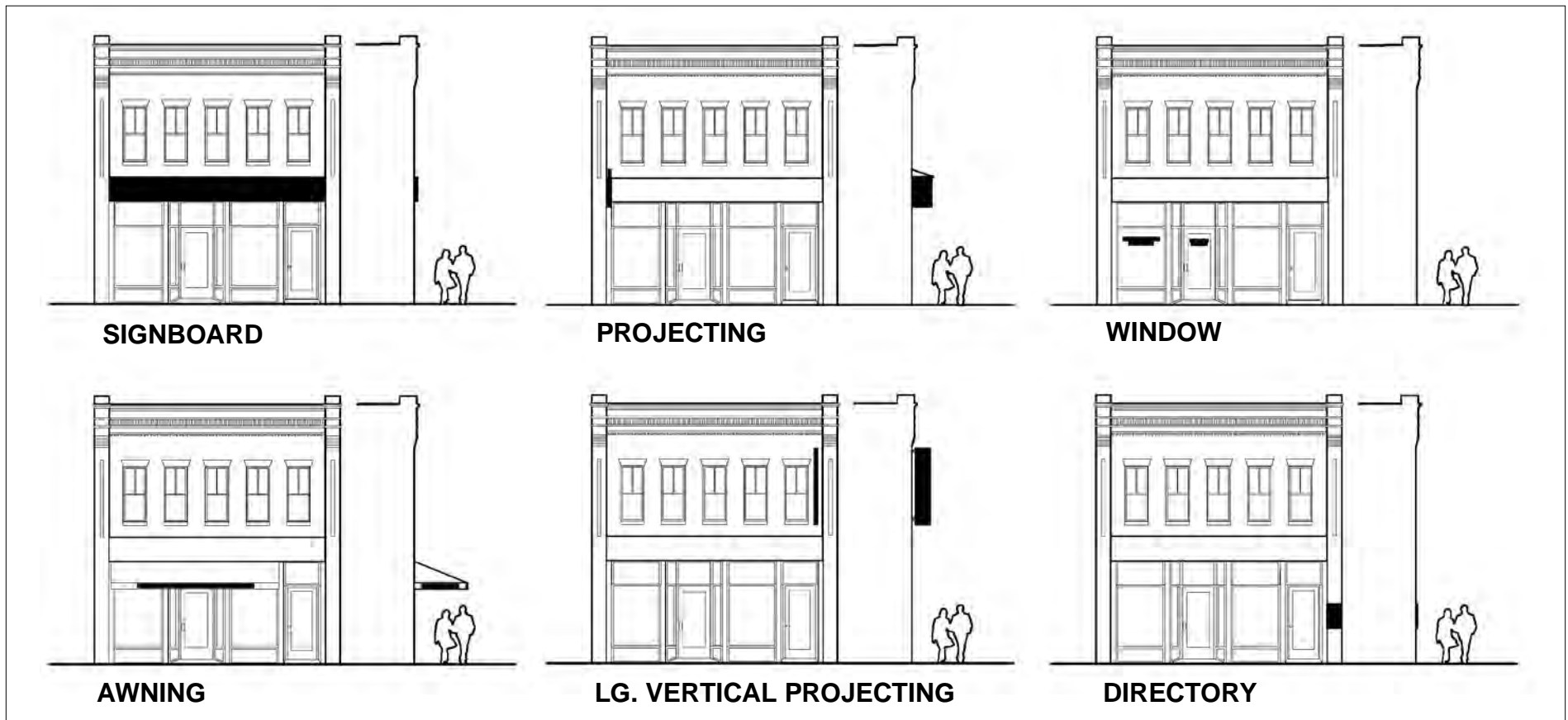
Commercial and business signs should call attention to the individual business without detracting from the overall character of the district. Further,



This hand-colored postcard of Main Street, circa the 1940's, shows a variety of commercial sign types: signboard, projecting, and painted signs.

they should fit the age and architectural style of the building on which they appear. Here are some of the types and locations for commercial/business signs:

- Business name sign on the signboard between the first and second floors,
- Business name on the glass of the windows and/or doors of the storefront,
- Hanging/projecting signs more readily visible to the pedestrian,
- Signs on building piers on the first floor (might include a directory if there are several uses within the building),
- Larger vertical projecting signs above the first floor (examples can be seen in the above photos of Main Street from the early part of the 20th Century, and so these would also be appropriate today),
- Smaller freestanding signs are usually used for buildings (often residential) where the building is set back from the street,
- Large freestanding signs provide business identity along a road,
- Awning and canopy signs,
- Signs were often painted directly on the brick of industrial buildings, and occasionally on



These drawings illustrate in elevation and section the possible placement of signs on commercial and industrial buildings. Shown elsewhere are examples of painted signs, banner signs, sandwich signs, marquee signs, and murals.

the side or rear walls of commercial buildings. See example in Section 3, page 9.

- Existing historic signs.
- Temporary window signs, or small free-standing signs advertising sales or other temporary uses,
- “Sandwich” or A-frame type signs with changing messages (menus, sales, etc.).

Please note that there is a special ordinance in Danville relating to “ghost signs.” This ordinance recommends preserving and in some cases restor-

ing the remnant signs painted on buildings. It also regulates the creation and placement of new murals in the downtown. That ordinance is in effect within the River District.

2. Sign Type, Placement and Size

- Place signs so they do not interfere with or obscure the architecture of the building on which they are mounted or adjacent buildings and signs.

- All signs for an individual business may not exceed limits as defined in the zoning code Section 10 subsections N and O. For very large industrial buildings, this limit will be evaluated on a case by case basis, with the considerations being preservation of historic signs plus a balance between the need for individual business identity and the harmonious appearance of the overall architecture.
- Existing Historic Signs** of any type: Existing signs should be preserved and/or restored whenever possible. Even if these signs do not



Left: a sign/mural such as this can be an attractive addition to the downtown. Middle: This projecting sign harmonizes with the building color and theme, and is supported on three sides by wrought iron brackets. Right top: this innovative sign illustrates that signs do not have to be large or “loud” to attract attention. Right bottom: the dimensional letters of this signboard are typical of the early 20th Century, while the bike used as a projecting sign is both traditional and modern at the same time.

conform to the existing guidelines and/or ordinances, they should remain if possible.

- d. **Building Mounted Flat signs:** Building signs for commercial/retail buildings are to be mounted flat to the building or painted on the building and limited to 32 square feet per business (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.

- e. **Pin Mounted Signs.** Pin-mounted letters and/or logos are allowed in the sign board area in place of and in the general area of the sign frieze area. Pin-mounting allows the letter to stand out from the surface on which they are mounted, and each letter is often lit from behind. An example on page 44, right column, top photo.
- f. **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. Only one such sign is permitted per business. These signs may not include neon or internal illumination

- g. **Hanging Signs.** Hanging signs are different from projecting signs in that they are mounted under an awning or canopy where a projecting sign mounted higher would be obscured by the awning or canopy. These must be mounted high enough to ensure headroom beneath the sign. A minimum clearance of 7' is suggested, but this will be evaluated individually.



- h. **Projecting Vertical Signs on upper stories:** Because of the prominence of such signs, which traditionally used neon as an integral design element, their usage will be limited. Larger buildings are more appropriate for this treatment. Upper story projecting signs will be evaluated on a case by case basis, and there is no implicit right to an upper story sign of this type without review and approval.
- i. **Awning or Canopy Signs:** lettering on awnings should be printed on the fall of a canvas awning or canopy. Other locations for logos or lettering may be permitted by exception after review. Lettering height is limited to 4".

- j. **Window Signs:** Lettering applied to the windows of commercial or industrial buildings should be either at or slightly above eye level, or near the bottom of display windows (this may be more effective for stores with permanent awnings or canopies). 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.



This photo of a "Sandwich Board" or A-frame sign illustrates the desired materials and size for a sign of this type.

- k. **Marquees:** At one time there were a significant number of theaters in Danville with elaborate marquees. Although many of these are no longer in existence, those that still exist should be saved if possible. If there are any buildings which will be used as theaters in the future within the River District, a new marquee might be appropriate.
- l. **Murals and Mural Signs:** There are two very attractive murals that have been created in the River District, and more of these are encouraged. Such murals should be placed on a blank (or mostly blank) side or back walls of commercial or industrial buildings, not on primary facades. Size will depend on placement. If artistic murals are to be created by private entities, the design must be approved in advance by the Downtown Danville Association and the RDDC. Murals that advertise the business of the building are considered to be signs. They must meet the overall limits on sign square footage and applicable codes. See also the Ghost Sign Ordinance No. 2011-12.02. Care



An attractive monument sign such as this is preferred in the River District over pole-mounted signs.

should be taken when renewing ghost signs to avoid gaudy colors, since part of the charm of such signs is their faded appearance. If the mural sign includes more than simply advertising copy, the

RDDC may allow additional total square feet of signage on the primary facade of the building.

Directory Signs: The rules for directory signs are 8 square feet for most commercial buildings. Larger buildings (particularly large industrial buildings) may be allowed up to 16 square feet by review and approval of the RDDC.



- n. **Temporary Signs:** Temporary window signs may be used in storefronts. They can take up no more than 10% of the storefront glass and must be removed after two weeks.
- o. **“Sandwich Board” Signs:** A-frame or sandwich board signs are allowed in front of stores, but materials and construction for the sign itself must be approved in advance. Once approved, the message on the sign can change as needed. See photo previous page. Each face of the sign must be no more than 10 square feet, and the sign may be no more than 4 feet high. This amount is not counted as part of the total square feet of signage allowed.
- p. **Freestanding Signs:** Small freestanding signs of 16 square feet or less and standing no more than 8 feet high are allowed for buildings set back from the right of way. Additional square feet are allowed for sign supports. Examples might be for residential conversion to a Bed & Breakfast, permitted home-based pro-



An example of appropriate flat sign lighting. Many newer lights have a much smaller profile.

fessional services, and so on. Freestanding signs greater than 12 square feet (not including supports) are only allowed where buildings are set back from the right of way, and in general are not encouraged within the River District. In such cases, monument signs and pylon signs are preferred over signs on poles. Flashing, rotating, or internally illuminated signs are not allowed. All freestanding signs must be reviewed and approved by the RDDC.

- q. **Banner Signs on Buildings:** In some cases banner signs may be an appropriate addition to or replacements of building signs. They may also be used for special events or to identify the building or separate tenants within a larger building. When using banner signs, such signs must be affixed at both top and bottom, and should be designed to deal with reasonable wind conditions, or be removed in such conditions. It should also be kept in mind that fabric banners will require more frequent replacement than traditional signs or other types of banners, such as vinyl. If the use of banner signs and/or special event signs is anticipated in advance (such as a semi-permanent business banner or an annual event), their use can be approved initially by the RDDC and can be subsequently changed without the need for further approval.

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.
- **New materials** such as MDF (with edge

banding) and architectural foam may also be appropriate, but hardwood or metal is preferred over these.

- **Colors** for signs should generally be limited to three and should harmonize with or complement the colors of the building.
- **Illumination** for signs should be from shielded incandescent or LED lights. Halo-lit pin letters are allowed (photo below). Ground-mounted spotlights are allowed for illuminating monument or freestanding signs.
- **Neon Signs** are allowed with approval but care should be taken that the neon does not overwhelm the sign or the building. Neon signs inside windows are allowed.



- **Vinyl and fabric awnings and sign banners** are allowed, as are canvas and other fabrics that have been treated with water-proofing material.



- **Vinyl banners** for light poles are allowed.
- **Wood signs** may be constructed with attached raised lettering, painted or silk-screened lettering, or incised lettering through a process of sandblasting or routing the surface of the sign.



If canopies are used, the materials should match the building as in this historic hotel in Austin, TX shown at left. Note the pressed tin ceiling (above) and use of the upper level for dining. Industrial buildings such as at right typically used metal awnings to cover loading areas.



This is the traditional style closed-end fabric awning used with commercial buildings.



These open-ended awnings are more contemporary but would still be appropriate with historic commercial buildings.



Awnings are now available in a wide range of colors that can complement building colors and create a distinctive image.

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

4. Materials Not Recommended

- **Plastic sign components** (e.g. backlit sign panels, plastic letters, or prefabricated sandwich boards) are not recommended.
- **Backlit awnings** are not recommended.
- Plywood is not recommended as a material for signs.
- **Backlit plastic panel signs** are not recommended.
- **Digital signs** are not recommended in the River District.
- No sign or parts of signs may flash or move with the exception of restored historic signs that had these characteristics or new marquees with review and approval.
- Highly reflective metallic signs are not recommended.

7.3. Existing Signs

Existing signs are grandfathered, but any changes to existing signs and any replacement signs must meet the guidelines.

7.4. Awnings & Canopies

1. Purpose

Awnings and canopies are often seen on historic residential, commercial, and industrial buildings. They not only provide shade and cover from the weather, but they can also add character and color to an urban area. Examples of different types of awnings are shown on the previous page.

While acknowledging that awnings and canopies can be an important part of a buildings, it is

also worth considering that it should not be assumed they are essential. In many cases along Main Street, large canopies and awnings hinder appreciation of the rich architecture on the street. By contrast, the photograph below shows the main street of Staunton, Virginia, where few canopies or awnings are used. This makes the architecture itself the center of attention, highlighting the interesting upper floor and cornice details of these buildings.

Awnings are addressed in this section as they relate to *signage on awnings*. They are also addressed briefly in the guidelines for commercial and industrial buildings, Chapter 3.0.



2. Design and Allowed Materials

Awnings and Canopies for Historic Commercial Buildings:

- Fabric awnings are appropriate. These may be vinyl coated or otherwise treated to extend the life of the fabric. Keep in mind that darker colors tend to fade more quickly than medium and light tones.
- Metal canopies may be appropriate, however, see comment above about obstruction of views to the upper portion of the facade. If existing canopies are to remain, the materi-



These attractive industrial buildings in north Baltimore have been skillfully converted to modern uses. The new flat metal canopies over the entry to the Fresh Fields grocery announce the entry and provide space for outdoor display.

als and craftsmanship of the visible ("ceiling") portions of the canopy should be evaluated, and if need be, improved. If metal canopies were not integral to the original design of the building, consider removing them.

- Vinyl awnings will be allowed with review and approval.

ated on a case by case basis, with flexibility required by the (probable) significant change in use and tenancy in these buildings, and by the large range of industrial building designs in the River District

New Buildings in the River District:

Awnings and Canopies for Historic Industrial Buildings:

- Metal canopies were commonly used for industrial buildings to protect goods and workers from the weather. In most cases, this would be the appropriate material for awnings and canopies.
- Entry doors for industrial buildings were often fairly insignificant, since the majority of activity took place at the loading docks. If larger entries are necessary for new uses, metal awnings or canopies may still be the best solution (see photo below), although fabric awnings may be appropriate to attract attention to the entry in a large facade through the use of color. Appropriateness will be evalu-



Although the style of door shown here is not appropriate, this new metal awning over a small entry feels right at home in the Tobacco Warehouse District.

A greater variety of awnings and canopies may be appropriate for new Buildings in the River District, including:

- Fabric, vinyl and metal awnings and canopies as defined above.
- Modern shade structures affixed to the side of buildings.
- Clear canopies supported by metal structures (see photo below).
- Other options as reviewed and approved.

3. Allowed Materials

- Canvas or “Sunbrella” fabric awnings. Sunbrella is preferred over canvas because of longer life, resistance to mold, and resistance to fading.
- Vinyl awnings are allowed, but must be carefully reviewed by the RDDC. The preference for use of vinyl is that the awning appear “traditional” in form, printing, and color.

4. Materials Not Recommended

- Backlit awnings
- Any plastic supporting materials (except clear or white translucent acrylic “skylights” in modern canopies with review and approval).



Modern clear canopy supported by metal structure.



The cloth banner at left is the default banner for New Bern. The shield and pennant and the color combination make it distinctive. The center photo shows a nylon event banner in New Bern. The top line (in black) is for sponsors. The general downtown shopping/marketing banner shown at right is from Columbia, SC. In this system every other banner is changed out and the marketing banners remain. These are vinyl banners.

7.5. Banners

1. Purpose

Light pole banners are a welcome added area of color for the River District, and can also be used to provide information and differentiate subdistricts within the River District. Most banner programs have a set of banners that convey a more general message, such as “Shop Downtown” or “Celebrate Historic Danville.” Some overall banners might advertise a particular city-wide or district-wide event, such as the River Festival. Still others might be area specific and publicize a more focused event, such as the Farmers’ Market or an Averett homecoming or graduation. The challenge with publicizing events or individual businesses is setting rules and ensuring that the banners do not become a distraction.

2. Banner Types, Placement, and Size

Banner Types. There are basically three types of banners:

- Banners mounted on pedestrian lights and/or street lights (on banner arms in any one of several fixed sizes);
- Banner signs on buildings (see photo on page 43), and
- Banners on buildings to announce a special event.

This section will deal with Banners on pedestrian and street lights only. See **Section 7.2.1(q)** in this chapter for more on building-mounted banners and banner signs. Different rules apply to building-mounted signs.

Banners must be secured at both top and bottom, although a ring instead of a banner arm is allowable on the bottom. They must be designed to withstand reasonable wind loads, and/or be

removed when high wind loads are expected. In addition, new banner arms are recommended to be of the “breakaway” type to help prevent excessive wind loads on light poles during extreme weather.

Banner size will be determined by the available banner arms. Since new light fixtures are being planned, there is no single fixed size that applies to the entire River District. The City will work with any outside organizations wishing to place banners to provide sizes and specifications for banners.

Banner Placement. For some events banners may be concentrated near the area where the event will occur, or for City-wide and River-District-wide events, these events may be concentrated on the high traffic areas or scattered throughout the District (e.g. at intersections, every other banner, or near the 100% corner). These decisions regarding placement may change over time as streets and available light poles with banner arms change, but the City will have the most up-to-date information on these options.

3. Appropriate Banner Content

Banners will, in most cases, be produced and placed by the City. Such banners will include over-all City or District marketing banners, and may also include subdistrict banners or banners for special events. Examples might be “default” banners for the River District, or color variations on the same design to highlight different areas within the River District, such as the Downtown or Tobacco Warehouse District, or for smaller areas of interest such as the Farmer’s Market, the Crossing at the Dan, or a festival. Some cities keep some of the banners the same, and change every other banner to publicize events or subdistricts, while others change all the banners seasonally or for large events.

In addition to the City, non-profit and institutional entities may also apply for special event banners

such as important conferences and Averett home-coming.

Private and for-profit businesses may not have banners on public streetlights and pedestrian lights. The exceptions to this would include City events that are partially sponsored by area businesses. Examples would include festivals or other events, and might also include overall District or marketing banners with a sponsor acknowledgment. In these cases, individual businesses may sponsor a banner or a group of banners and have their name and/or logo on the bottom or top of a set of otherwise single-design banners. These logos and/or company names may occupy **no more than 15%** of the banner area, at the bottom or top of the banner only.

4. Allowed Materials/Design

Allowed materials for banners include:

- **Fabric**, preferably Sunbrella or similar fabric to lengthen the life of the fabric and prevent rapid fading of colors in bright sunlight. Though recommended, Sunbrella-type fabric is not required, but banners must be removed when faded or torn. Nylon is also a possibility, although it is generally lighter weight than Sunbrella fabric.
- **Vinyl**. Vinyl is less expensive to produce than fabric, and allows more intricate patterns and designs. Because it is not woven, it may be more subject to ripping in windy conditions.

Banners must be professionally designed and executed to ensure quality. The design for banners submitted by entities other than the City must be approved in advance of production by the department or agency authorized to issue banner permits.

5. Materials/Design Not Recommended

Not recommended are any banners that include materials that might prove a distraction for drivers, e.g. excessive streamers, metallic colors that reflect light excessively, and other elements as determined by the agency or department authorized to issue permits.

7.6. Wayfinding Signage

1. Purpose

Wayfinding signage is an important part of any overall program to attract people to the area and to the historic downtown. It involves signage at many different levels, such as interstate or main road vehicular signs, secondary/approach vehicular signs, Trail-blazer signs, Pedestrian level signs, gateway signs, and directory signs. The first three levels of signs listed below are for people travelling in motor vehicles, and for signs on roads designated as State highways, there are strict codes related to allowable setbacks, contents, colors, and so on. As soon as possible after leaving areas controlled by state sign regulations, it is advisable to create a unique, colorful, and related set of signs that enhance the sense of place and direct people seamlessly to their destinations.

It is usually recommended that a wayfinding sign professional be hired to develop a wayfinding sign program. Such programs start with evaluating the routes into the area of interest (in this case the River District, unless a city-wide effort is planned) and the important *decision points* where motorists must make the decision to turn in order to efficiently reach the destination. Sometimes these decision points are “edited” to ensure that visitors will



In recent years the USDOT has been more accommodating about wayfinding systems. This illustration shows the transition from highway signs (strictly controlled) to more distinctive locally designed wayfinding signage. Credit: mutcd2009.

enter the destination area along a more attractive route rather than the most efficient.

Once the design for the sign system has been approved and the routes are agreed upon, the team will prepare a sign schedule that shows the location of each sign, along with the design and message each sign will contain.

If the area to be considered is large and has sub-areas (such as the River District) the same design can be rendered in slightly different ways (different colors, different but related logos, etc.) to create a “family” of signs.

2. Wayfinding Signage Types, Placement, and Size

Highway Signs. These signs must be applied for and approved through VDOT. The only allowable signs are the brown and white “local attraction” level signs with limited words. There is the possibility of adding a City logo at the top.

Vehicular Signs. These are smaller signs than those on the highway, and in most cases these will be the first “designed” wayfinding signs that the visitor will see. The lettering should be relatively large and simple to allow quick visual scanning and to direct people to destinations.



Vehicular Signs. Credit: Eileen Tennor, Mortar&Ink.

Vehicular Trailblazer Signs. These are small signs with a single message (or sometimes a few nearby places) that direct people to particular locations, such as parking, a civic center, a visitor information center, and so on. These could incorporate whatever graphic elements or colors are used in the wayfinding sign system, although frequently trailblazers are plain blue with white lettering, because most motorists are “trained” to look for such signs.



Vehicular Trailblazer Signs. Credit: Eileen Tennor, Mortar&Ink.

Pedestrian Trailblazer Signs. These are smaller scale signs intended to help pedestrians find their way around an area after parking (see photo, next page).

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.



Pedestrian Trailblazer signs, Philadelphia.

3. Allowed Materials

Generally, the same as for other signs. Acrylic panels allowed in place of glass.

4. Materials Not Recommended

As for other signs.

7.7. Routine Maintenance

(COA not required)

- Repainting or repair of previously approved signs or illumination.
- Replacement of awnings and awning signs with like colors and messages (if any), once approved.
- Changing of sandwich board messages once the board itself is approved.
- Repair or replacement of damaged banners, or re-use of banners previously approved.

7.8. Certificate of Appropriateness Required

- All signs of any type must be approved in advance of installation. A measured and rendered drawing is required, including materials and colors to be used, method of attachment, method of illumination, and placement location on the building.
- Canopy and awning materials and colors must be approved in advance of installation. Measured drawings and fabric samples showing proposed colors must be submitted.

- A COA must be issued before any historic sign, marquee or canopy can be removed.
- Failure to obtain appropriate permission will be considered a zoning violation.

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A variety of types and designs of directory signs. The sign at left (Asheville, NC) has three sides, so includes events, maps, and a directory of businesses, and could also include historical notes. The center sign (from an outdoor mall in White Marsh, Maryland) is the same on both sides, with a keyed map of businesses. The one on the right (from Austin, TX) is pole-mounted and also has keyed maps and businesses.

8: Streetscape and Public Space Design Guidelines

This section provides guidelines for street-scapes and public open space. Guidelines for outdoor dining on the public right of way are in *Section 6: Outdoor Dining/Outdoor Display Guidelines*.

8.1. Streetscape Guidelines

1. Overall Design Considerations

In order to create a sense of unity and a distinctive character for the River District, consistent design elements should be used throughout the District. One of the easiest ways to accomplish this will be through the use of similar materials, street furniture, signage, and street lighting fixtures. Within this “family” of elements, **sub-district individuality** can be established through use of similar but not identical elements or similar materials but differing colors.

“Families” of design elements have historic precedent within the District, since the overall character of buildings in the Tobacco Warehouse District is distinctly different from the commercial buildings on Main. Similarly, paving materials varied historically within the District, with wheat-colored brick pavers on Floyd near the Armory, red paving brick in other locations, and granite pavers on Bridge Street. While it may not be possible to restore the masonry street pavers everywhere that they originally existed, there are elements that can suggest historic materials through re-use of paving stones for decorative banding in the sidewalks, gutter pans or permeable parking strips along streets, or paving within intersections as they are renovated.

Wayfinding/identity signage should clearly identify through unifying design the image of the entire

River District, but within different subareas can also vary to highlight the rich and varied history within each District. See *Section 7: Sign Guidelines* for further discussion about this.

Continuous sidewalks and pedestrian crosswalk striping throughout the entire River District

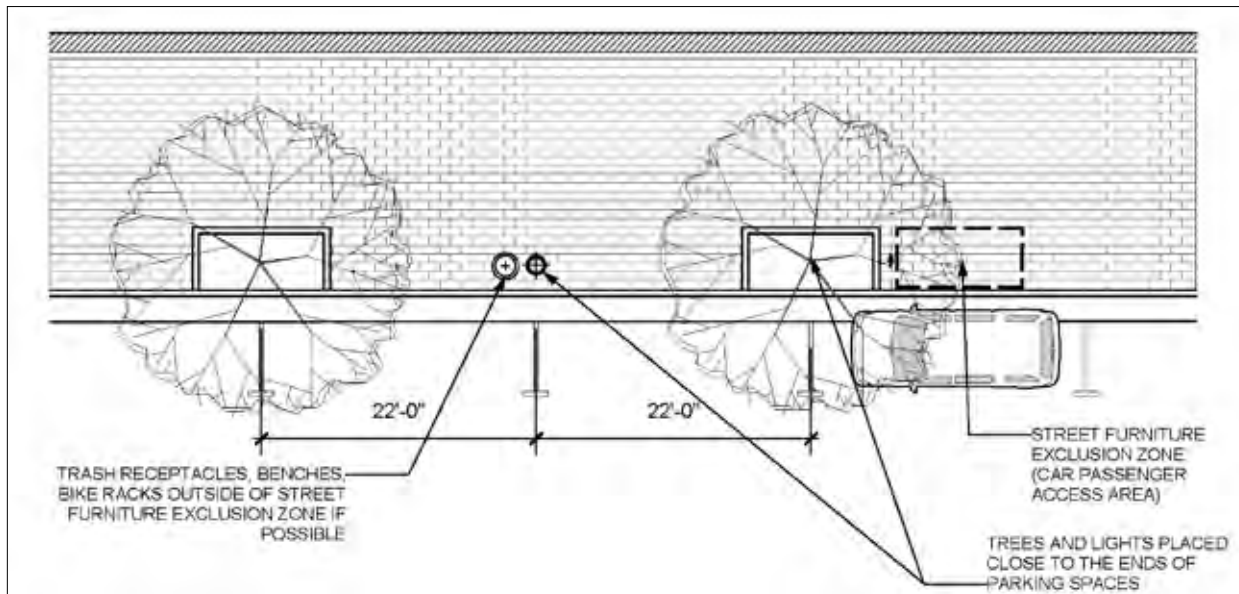


Typical existing lightpole in Danville. These poles used to carry overhead electrical lines and are now out of scale.

should be a long term goal of the City. **Tree grates** should be used on those streets that allow sidewalk dining to maximize pedestrian space. **Pedestrian lights** in downtown Danville have traditionally been “acorn” type fixtures on brackets affixed to a tall simple black-painted metal pole tall enough to also carry overhead electrical lines.



A lower, more decorative pole with the luminaire mounted on top is more pedestrian friendly.



This drawing shows how planning for tree and light placement can avoid car door/street furniture conflicts.

Where utilities are already underground (e.g. Main Street), or are planned to be underground, these poles no longer suit their purpose. Instead, a similar luminaire (acorn-type) is recommended to be mounted directly on a shorter and more decorative pole (see photo, previous page). The existing lights on brackets could perhaps be re-purposed to provide light along alleyways between off-street parking and main pedestrian routes.

If taller **street lights** (to light the road, for vehicular safety, as opposed to decorative pedestrian-height fixtures) are required, these could just be modern sharp cutoff fixtures on plain round poles in a bronze color. When these are used at intersections (usually 2 per intersection on opposing corners and perhaps one more in the center of the block), they tend to “disappear.” It may be, however, that the streets are narrow enough that the pedestrian poles will provide sufficient light.

Energy efficiency and green technologies should be considered when choosing pedestrian lights. One of the problems with “acorn” type fixtures is that they do not meet “dark sky” requirements (i.e. they shine light upwards as well as down toward the streets), but this can be addressed with shields. There are also many possible configurations of lighting elements that are more cost-and-energy efficient than traditional light elements. Solar-powered, LED, and induction lamps are all more expensive to purchase, but use less energy over time. The globes are recommended to be glass rather than synthetic, because they last longer and do not become cloudy over time.

Banners, hanging planters, and regulatory signs are sometimes also affixed to light poles. The goal should be to ensure the lights do not become cluttered by too many brackets and “add-ons.” Any banner brackets should be screw-in types rather than those affixed with metal bands.



This light fixture in Columbia, SC combines a City Logo, a banner facing the street, and two planters hanging parallel to the curb and below the banner. Many elements, but here integrated gracefully.

Banners are probably more effective facing the streets than the sidewalk (unless there are double brackets). Plant hangers could be placed parallel to the curb and below the banner brackets, opposite if one banner is used, or on separate poles. Regulatory signs should not be affixed to lights.

The arrangement of parallel parking, lights, and trees should be designed to ensure maximum efficiency for pedestrians getting in and out of cars while protecting trees and cars from damage. This can easily be done by proper spacing of elements as shown in the illustration on the previous page. If parking spaces are 22' long (to allow maneuvering when parking), trees and lights are placed generally at the end of parking spaces so that car doors do not strike street furniture or trees when opening. Spacing will not always work perfectly with driveways, bus stops and loading zones taken into consideration, but this spacing should be a goal.



Street Trees are an important part of the streetscape, and in our southern climate shade is a welcome addition to the street. Street trees species should be selected to allow views through to the storefronts, so they should be vase-shaped (e.g. Zelkova or some hybrid American Elms such as 'Homestead'), narrow-crowned (e.g. varieties of various species, including American Hornbeam and Red Maples that are columnar or conical), or open in growth habit (e.g. Shademaster Honeylocust). Trees that are wide-crowned and dense should be avoided, and tough, proven species that can handle the adverse conditions of urban sidewalks are a must. The best small trees for areas underneath utility lines are primarily Crepe Myrtles, which come in many varieties, sizes, and flower colors, or Yaupon, which is evergreen.

Utilizing methods to improve the health and longevity of urban trees are recommended, such as use of structural soils or soil cells under the pavement, permeable pavement along the curb edge of the sidewalk, underground irrigation, and so on.

Benches and other street furniture should fit into the context rather than drawing attention to themselves. Many styles available are similar to those used at the beginning of the last century. A few guidelines:

- Wood and painted metal benches or all-wood garden benches would be appropriate. Metal slats are not recommended because they cannot be replaced, and are too warm for comfort in summer months.
- Metal coatings should coordinate with lights and trash receptacle colors.
- While the streetscapes should probably have similar furnishings, special locations such as a riverfront park, benches along the Riverwalk, or a memorial garden might have a different design.
- Purchase benches from established companies that will be in around to replace or supplement street furniture in 10 or 15 years.



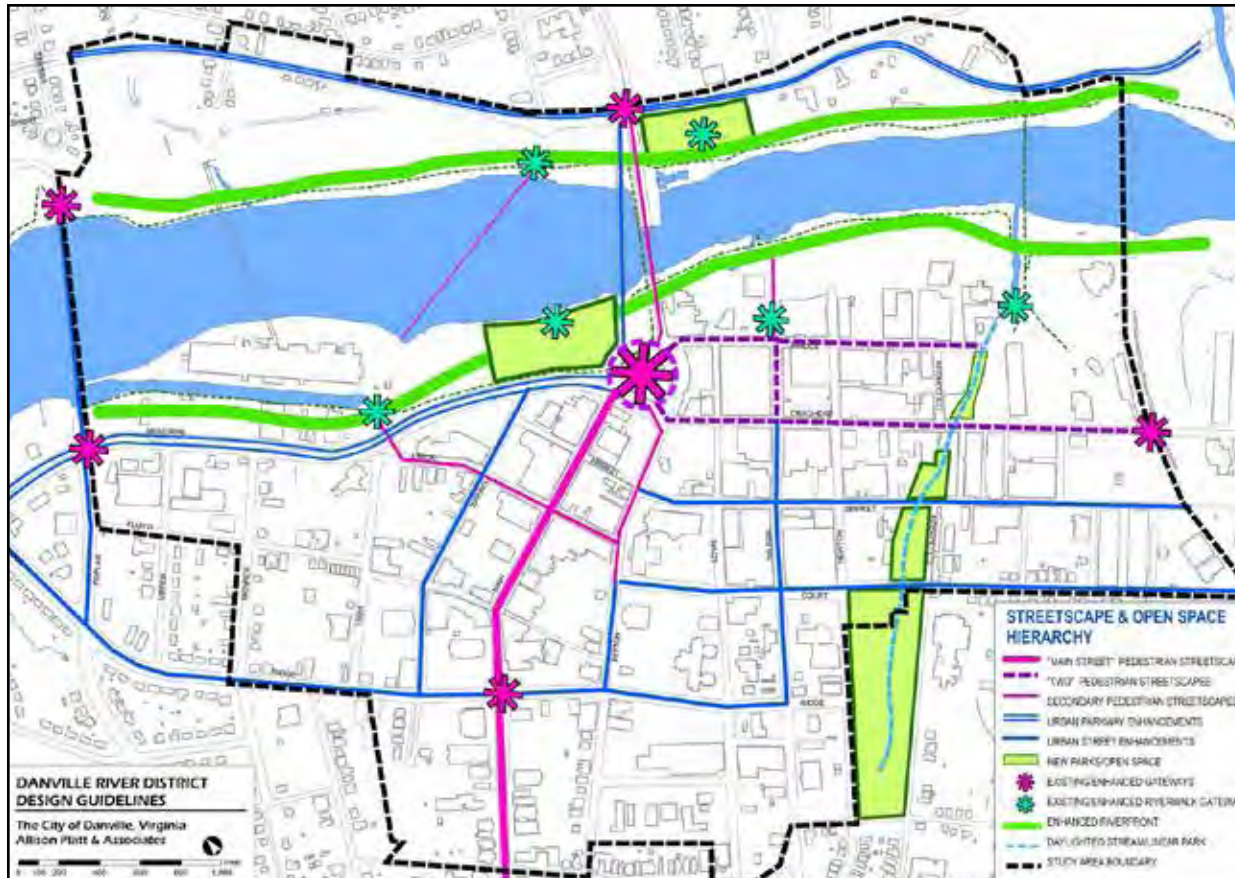
Benches such as these from Timberform come in a variety of styles and lengths, offering flexibility of use. Choose a well-established manufacturer so the style will be available for many years.



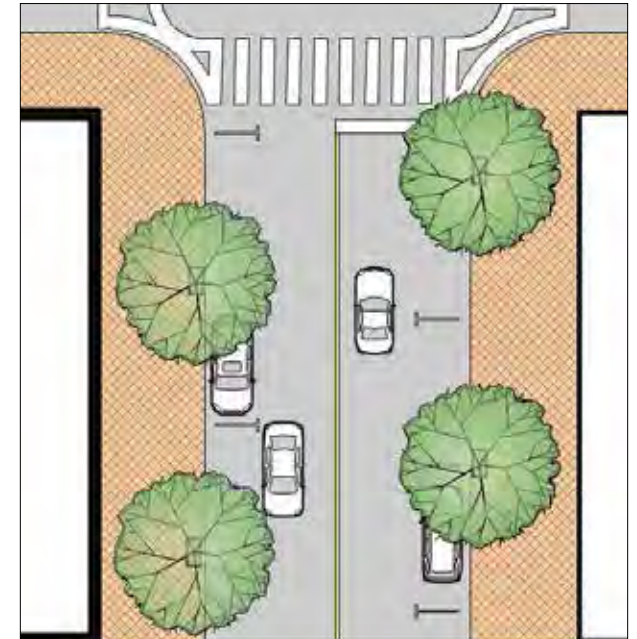
Trash receptacles such as these from Victor Stanley come in a wide array of colors, sizes, and styles. The higher-end products will stand up to years of use and abuse.

Bus Shelters, if used, should be the type that have a roof but stand on two piers, rather than a “cubicle” design. This will maximize sidewalk space.

Landscape Lighting and Electrical connections should also be considered in design. Up-lighting on Trees, buildings and artwork can add a different dimension to the streetscape. If vendors will set up on the street, or if holiday lighting is anticipated, the design should allow for placement of 110 and some 220 electrical outlets (e.g. in the base of lights).



This map illustrates the streetscape hierarchy within the River District as well as recommended enhancements to the open space system.



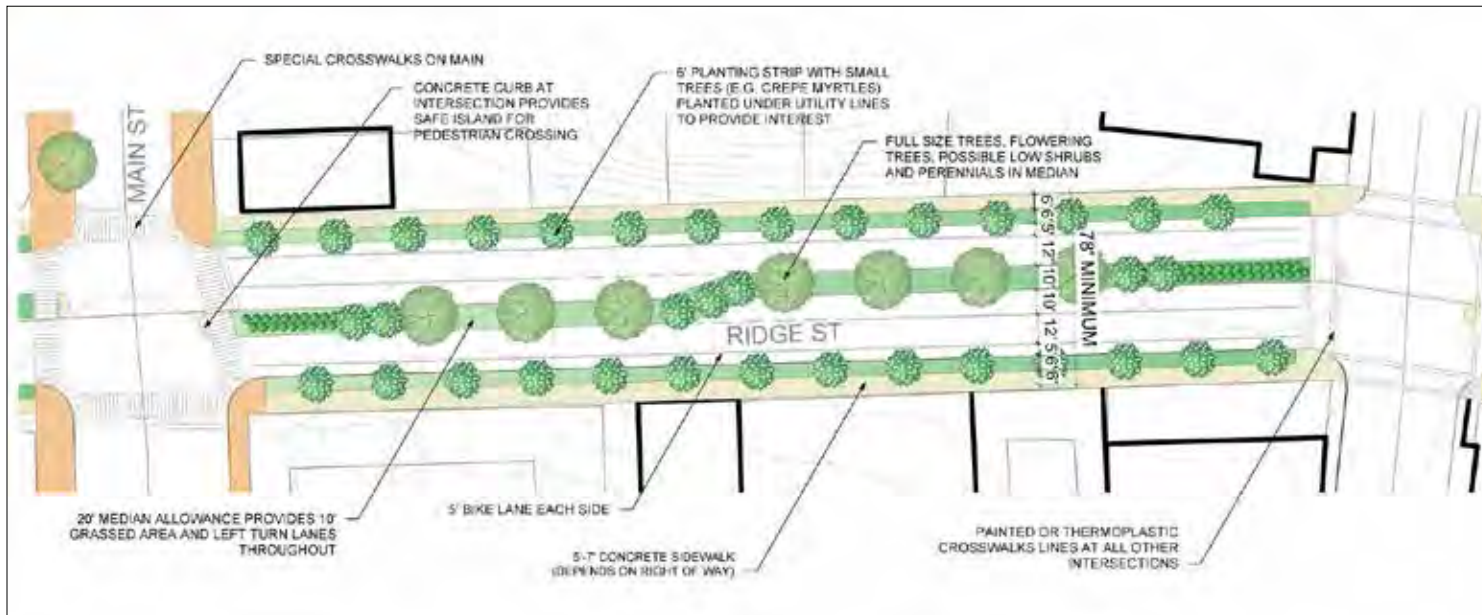
Proposed conceptual plan for Main Street (above). The Redevelopment Plan suggested that Main Street pavements be narrowed from three lanes to two lanes to allow wider sidewalks and sidewalk dining.

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.

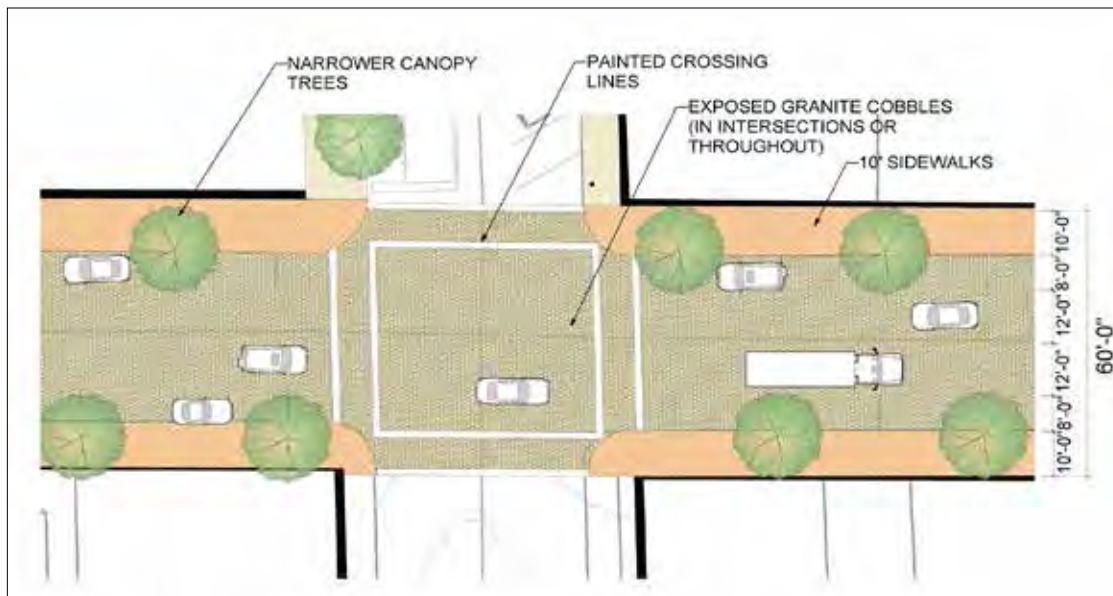
2. Streetscape Types

Streetscapes are categorized by type (see map at left).

Main Street is Danville’s signature retail location and should received the highest level of finish within the River District. The Redevelopment Plan recommended that the current three-lane profile on Main be reduced to two wide lanes in order to allow the sidewalks to be widened from their current 10’ to approximately 16’. This will allow space



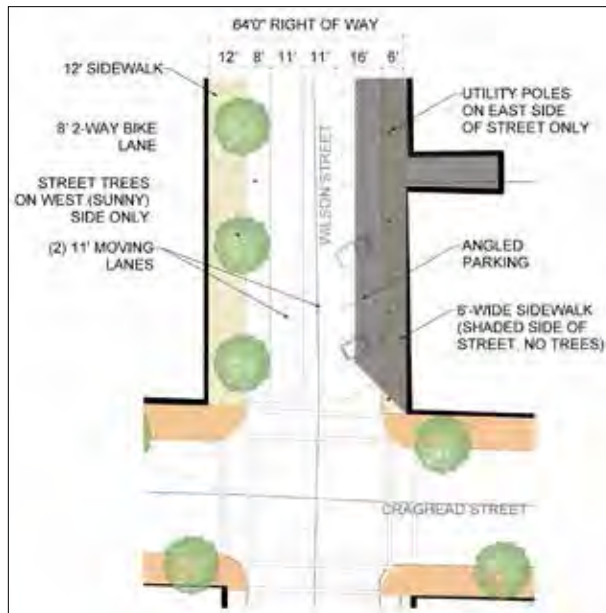
The proposed plan for Ridge Street (left) adds a median to accommodate left turns and also adds landscaping. This type of treatment should be typical of **Urban Parkways**. If utilities cannot be put underground, larger trees can be used in the median and Crepe Myrtles can be used at the curb. Narrow (5-6') concrete sidewalks and bike lanes are also included. This plan does not show parking along the curb because of the large amount of off-street parking available along this road. Driveways should be limited in number and width (see Site Design Guidelines, Section 5).



This plan of Craghead Street suggests that exposing the granite pavers in the road would be desirable. Craghead should have brick sidewalks (shown slightly wider than existing). It also shows parallel parking and two wide lanes of traffic. Commuter traffic should be discouraged on this street.

for increased pedestrian traffic, sidewalk dining, benches, bike racks, artwork, and so on. To accommodate sidewalk dining (see Section 6), trees should be in grates.

Bridge Street and Craghead Streets are the main pedestrian routes through the Tobacco Warehouse section of the River District, and these are shown on the plan as red dashed lines. These streets should have their own distinctive character, which has been established with the improvements already completed on Bridge Street. These streets are narrower than Main Street (limiting the possibilities for pedestrian amenities such as sidewalk dining) and do not/will not offer the percentage of retail and restaurant uses potentially available on Main Street. They should still include brick sidewalks, narrow-crowned or smaller size street trees, and benches and other amenities where space allows. If it is possible to expose the granite pavers on Craghead Street as on Bridge Street, this would be highly desirable, especially as Craghead Street will be an important pedestrian connector between



This plan of Wilson Street suggests one way to redesign urban streets. In this case, the utilities are on the shady side of the street and trees, wider walks and bike lanes are on the other.

Main Street and the area around the Science Center and the planned digital theater.

In the small area on Craghead with more “retail-like” storefronts on the south side of 500 block, it might be worth considering eliminating on-street parking in front of this area to allow widening of the sidewalk. See previous page for typical plans.

A third category of **pedestrian connectors** includes Union Street and portions of Patton between the “100% corner” and City Hall. These are characterized as secondary because of their narrower rights-of-way, limiting the pedestrian amenities that can be accommodated. They should include narrow-crown trees and brick sidewalks at a minimum to convey to pedestrians that these are connectors to important destinations (City Hall and the Union Street retail area).

Streets shown in blue on page 54 include those roads categorized as **urban parkways** (shown with parallel blue lines) and those categorized as Enhanced Urban Streets (shown with single blue lines). The Parkway include Riverside Drive, Memorial Drive, and Ridge Street. These are the streets on which most visitors will access the main destinations within the River District. Cars will have priority, but medians, landscaping, continuous sidewalks, and bike lanes where possible should be a part of the design. An example of how Ridge Street could be upgraded to an Urban Parkway is shown on the previous page. Memorial Drive and Riverside Drive are already quite attractive, but could be upgraded over time to include continuous sidewalks and bike paths or lanes where they are not currently in place and there is sufficient right of way.

Urban Streets provide vehicular and pedestrian access throughout the River District and should

also have continuous (concrete) sidewalks and bike lanes where feasible. Two important streets in this category are Patton and Spring, which were identified in the Redevelopment Plan as primary parking access streets serving Main Street. The plan for Wilson Street at left shows one possible configuration for these streets with narrower walks and utility poles on the shady side of the street, and wider walks with street trees and (where feasible) bike lanes on the other. Practically speaking, it is not reasonable to expect all the power lines will be placed underground in the near future, so this plan suggests alternatives. At a minimum these streets should provide continuous concrete walks, crosswalks with handicap ramps at intersections, and street trees that will fit under the utility lines if space allows. The general appearance of these streets will improve as parking screening and fencing guidelines are implemented throughout the District.



Perhaps the most dramatic gateway possibility for Danville would be to light the bridges across the Dan.



Gateways can be very simple, as in the use of a simple sign and attractive landscaping in Baltimore (top). Sculpture can be an eye-catching gateway element.

3. Gateways

The map on page 54 shows District Gateways as purple asterisks. Gateways could vary from simple signage to elaborate sculpture and landscaping. This is one area where the solutions should be creative. One of the most dramatic gateway feature the City could implement would be to light the dual bridges near the 100% corner. These bridges are very attractive and night lighting would emphasize the connection between the river and the City. Eventually, the other bridges within the District could also be lit.

At a minimum, gateway areas should have signage and other items such as special banners, special planting areas and/or artwork that makes motorists aware they are entering the River District. Gateways in areas with more available land, such as along Memorial or Riverside Drives, could have monument-type signs as well. Incorporation of sculpture can also make such locations memorable. At the railroad underpass on Craghead Street, there is the possibility of creating some type of mural on the underpass itself. For other gateways along the river (such as near the intersection of Poplar and Memorial Drive, the exposure of the site would be perfect for a wind sculpture.

Such ambitious plans for gateways will take time, but in the meantime signage and landscaping can set the stage for future innovations.

4. Alleyways/Pathways

Alleyways and narrow pathways are often some of the most interesting spaces in urban areas. They can connect from the street to a courtyard, from parking to the main street, or sometimes to side entrances of shop or small shops “off the beaten path.” Because they are narrow, these areas should be well-lit at night for safety. They present interesting opportunities for individual de-

sign related to nearby buildings, materials, and/or streetscapes. As stated earlier, if the street lights change, the existing luminaires on brackets could be recycled to provide light in these areas. The entrance to the courtyard at the Burton condos is an excellent example of a well-designed pedestrian pathway.



Alleys and urban pathways can add interest and texture to an urban area.

8.2. Streetscape Recommendations

- Use Traditional and historic paving materials in the streetscape whenever possible. If restoring street paving is not possible, consider re-using pavers as accent areas within the sidewalks.
- When light fixtures are replaced, new pedestrian street lights should echo elements of those used historically in the District. Because the original light poles also carried electrical lines, a shorter, more pedestrian friendly pole is recommended.
- Use traditional materials in street furnishings. Benches should be wood and metal. Items not traditionally found in historic streetscape such as trash receptacles and bike racks should harmonize with lights and benches.
- Trees should be in grates to maximize sidewalk space, and should be vase-shaped where views to storefronts are important. Under utility lines small trees such as Crepe Myrtles are recommended.
- The placements of trees, lights and other elements should be coordinated with placement of parking spaces to minimize conflicts with passenger loading and unloading.
- Streets within the District vary by use and right of way width. Main pedestrian routes should have the highest level of finish. Different types of streets and streets in different areas of the District should have unique designs within the overall design vocabulary of the River District.
- Gateways into the District should be specially designed to welcome visitors and announce entry.
- Alleyways and narrow pedestrian pathways can provide interest and add character to the District. These areas can be individual in their design.

8.3. Routine Maintenance

(work that does not require a Certificate of Appropriateness)

- Consider how to maintain a very high level of overall maintenance and cleanliness in the River District. All the great design in the world will not impress visitors and potential investors if trash cans are overflowing or streets are dirty. A Business Improvement District (BID) would be one strategy for ensuring a clean and safe environment.



- Repair or replacement of any previously approved streetscape paving, lights, or furnishings.
- Installation of any streetscape elements after the overall design vocabulary and materials have been approved (e.g. additional trash receptacles or benches).
- Undergrounding of utilities anywhere within the River District.
- Installation of landscaping elements in gateways or other special planting areas, once established.
- Installation and changeout of banners and planters on light poles, once approved.

8.4. Certificate of Appropriateness Required

- New streetscape designs within the River District, including all elements such as lights, light attachments, paving materials and colors, sidewalk design, street furniture, bus shelters, location of driveways, species of trees, and so on.
- Review of subsequent phases of work on previously approved streetscapes.
- Selection of significant new features within an already installed streetscape (e.g. new bus shelters not previously approved).



This sculpture of Herons made from car parts marks the beginning of a portion of the Riverwalk in New Bern.



This riverfront park in Wilkes-Barre Pennsylvania demonstrates the idea of opening views to the river at key locations to “embrace” the river.

8.5. Public Open Space Guidelines

1. General Design Considerations

- The Dan River has its own character, and should have its own design vocabulary. It may be appropriate to have different benches, lights, and accessories such as bike racks along the river than in the heart of the developed River District.
- Views to the river are very important. At the present time views are often blocked by overgrown shrubs and trees. This should be addressed over time.
- Approaches to the river should be maximized. Signage, banners, and guide maps at each clearly marked link to the river will help to draw people to the water's edge.
- The Riverwalk itself should develop a theme

that celebrates nature. Where the developed part of the River District is about architecture and history, the reasons that people walk or bike on the Riverwalk is to enjoy nature. Signage about the history and geology of the river, and about the wildlife that inhabits it will enrich the experience of walking or biking on the Dan. Some of these elements are already a part of the river experience, but tying them together and developing a recognizable theme is recommended.

- River District parks can and should vary in size, purpose, and character. From small quiet seating areas, to large plazas/gathering spaces for events, to parks with shade and food vendors that provide an attractive place for lunch, each of these would have its own character. And while in most cases elements such as pedestrian lights, benches and other furniture should be the same, these and other elements could change if appropriate to the design and location.

- Consider how art might fit into parks in the River District. Develop a policy that facilitates placement of sculpture and other elements that enhance the life of the District.

2. The Riverfront and the Riverwalk

The Dan River has been essential to the character and economy of Danville since its founding and before that as a crossing and water source for native Americans and early settlers. For many years it became only a “roadway” and energy source for industry, and the City turned its back on the river. Today the City is rediscovering the beauty and worth of the river as an amenity and as a tool for attracting visitors, businesses, and new residents. The developing Riverwalk system is proof of the value placed on this resource.

Recommendations for the Riverfront:

- Work with a river ecologist to evaluate the plant life, including shoreline stability and

plant life at the river's edge. Also evaluate outfalls and make recommendations for creating more natural paths to the river. Work to eliminate invasive plant species and cultivate native plants and trees.

- Also evaluate plants and trees from the "city-side" to develop a plan to remove selected trees or groupings of trees to allow views through to the river. Here a balance must be sought that will allow views and enhance security while still allowing the river's edge to feel "wild."
- At selected points, such as at the Riverfront Park identified in the Redevelopment Plan, create a more open approach to the river to allow views and to encourage people to experience the river close-up. At such locations overlooks, kayak launching ramps (if appropriate), benches, maps, and rest rooms may be appropriate. Some such places already exist, such as the entry to the pedestrian bridge near the amphitheater, but additional locations on both sides of the river could be added over time.
- Consider acquiring/relocating properties such as the tank farm on the north side of the river that are within the river zone, defined as all property with direct access to the river between Riverside Drive and Memorial Drive and behind the large parking lots in the TWD. In future, only selected "signature" buildings such as the YMCA should be allowed in this zone, and then only when the Riverwalk remains or is enhanced by the development. Parking for such development in this zone should be well screened from view both from the road and the river.
- Celebrate the bridges within the River District (see page 5-6 for more on this). Even the railroad bridge marking the eastern edge of the District is quite beautiful. If all five bridges were lit, this would make a spectacular statement about the river and the District.

Recommendations for the Riverwalk:

- Evaluate the trail system as it currently exists and consider what enhancements can be added to create a sense of place within the River District. Elements might include:
 - "Rustic" lighting fixtures along the pathways;
 - Special railings for those areas where there is an elevated walkway or overlook;
 - Trailblazer signs (see Signage Section for more on this) and interpretive signage;
 - Artwork with a "natural" theme (e.g. artistic bird houses, small whirligigs or other artwork). All such elements should be placed on posts or in areas where they cannot be reached.
- Also evaluate current and potential connections from District Streets to the Riverwalk. Add connections where feasible. Examples include the northern and southern ends of the Main Street and Martin Luther King Bridges and the western end of Union Street. Use distinctive Trailblazer signs to direct pedestrians to these entries.

3. River District Parks

In the developed part of the River District, parks will tend to be more formal, adapting their form from the built edges around them. In a few locations, such as the 100% corner and the Riverfront Park defined in the Redevelopment Plan, the lack of defining edges and the connection to the river create possibilities for larger, more flowing spaces.

Recommendations for River District parks:

- If parks are small and immediately adjacent to a streetscape, design elements including pavement and furnishings should be similar.
- Small parks on vacant land parcels in otherwise densely developed areas provide the opportunity for spaces that are a counterpoint to the linear streetscape. Pavement and other design elements may differ from the adjacent streetscape. The space could have elements

or "remembrances" of building that previously stood there. These locations are also ideal for artwork and small water features to mask the sound of traffic.



- Park space should be flexible to accommodate a variety of uses. Movable chairs and/or spaces that can be used in a variety of ways are desirable. Some parks with such elements may need to be gated and closed overnight.



- When possible, incorporate historic materials into River District Parks, e.g. paving bricks, historic lights on brackets, signage with pictures of buildings that previously stood on the site, etc.
- Make sure that parks are visible from the street to ensure safety. If parks are separated, it should be with either with a low wall or hedge (30-36") or with a taller open-work fence (iron or aluminum pickets).



- Where space permits, allowing for periodic activities or special events such as art shows, craft markets and other events creates interest and will draw more people to retail and restaurants nearby.



- One or several spaces within the District should have elements designed for children. The Redevelopment Plan suggests a splash park within the Riverfront Park and near parking for parents. It also suggests "misting" arches that would be welcome for hikers and cyclists using the Riverwalk, which it adjoins. The fountain shown above is attractive to everyone as an entry element in a park in Charleston, but is irresistible to children in the summer!

8.6. Open Space Recommendations

- The design for the Riverwalk should be different from the "downtown," i.e. more rustic and natural than in the downtown.
- Evaluate the Riverwalk within the River District to see how it can be enhanced over

time. Gateways to the Riverwalk, interpretive signage, lighting, special railings, and artwork can all be incorporated into the design over time.

- Evaluate plant species and river and stream ecology to create a more natural edge to the river that still allows views through to the river at strategic locations.
- Parks within the built area of the River District can be individual in design, yet maintain a certain "family" resemblance through use of similar lights, trash cans, etc. If parks are expanded sidewalks, these should be like the sidewalks near them, but if they are separated, unique paving, furniture, and design may be appropriate.
- Consider maintenance, cleanliness, and security (surveillance) in the design of parks.
- Large parks provide the opportunity for the greatest individuality and creativity.

8.7. Certificate of Appropriateness Required

- New park designs within the River District, including all elements such as lights, light attachments, paving materials and colors, walk design, furniture, species of trees, and so on.
- Review of subsequent phases of work on previously approved parks and open spaces.
- Overall Riverwalk enhancements within the River District and each phase of improvements.
- Selection of significant new features within an already installed park (e.g. installing a memorial or other new feature within an existing park).
- Failure to obtain appropriate permission will be considered a zoning violation.

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Appendix A: Appeal Process

Appeal Process

If an applicant is not satisfied with the decision of the River District Design Commission, an appeal to Council may be made. The procedure is as follows:

Appeal of Review Commission Decision:

A. Any person aggrieved by any decision of the Review Commission may appeal such decision to the City Council, provided that such appeal is filed within thirty (30) calendar days from the date of notification of Review Commission decision.

B. The appeal shall be filed with both the City Council and the Review Commission, stating in writing the reasons therefore.

C. The City Council shall consult with the Review Commission in relation to any appeal and may require documentation of any Review Commission decision prior to hearing the appeal.

D. The City Council may affirm, reverse or modify the Review Commission decision and shall notify the Director of Planning/Zoning Administrator of its action.

Appeal of City Council Decision:

A. Any person aggrieved by any decision of the City Council may appeal such decision to the Circuit Court of Danville provided that such appeal is filed within thirty (30) days after the final decision is rendered by the City Council.

B. The filing of the said petition shall stay the decision of the City Council pending the outcome of the appeal to the circuit court, except that the filing of such petition shall not stay the decision of the City Council if such decision denies the right to raze or demolish a historic landmark, building or structure located within the RD-O, River District or on the City's designated list of historic properties.

C. The Circuit Court may reverse or modify the decision of the City Council, in whole or in part, if it finds upon review that the decision of the City Council is contrary to law or that its decision is arbitrary and constitutes an abuse of power or discretion, or the Circuit Court may affirm the decision of City Council.

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