



LEXINGTON ARCHITECTURAL REVIEW BOARD

Thursday, March 18, 2021 at 4:30 P.M.
Distance Meeting held though ZOOM, Lexington City Hall,
300 E. Washington Street, Lexington, VA

AGENDA

- 1. CALL TO ORDER
 - A. statement of emergency and authority to proceed
- 2. APPROVAL OF AGENDA
- 3. APPROVAL OF MINUTES:
 - A. March 4, 2021 Minutes*
- 4. NEW BUSINESS:
 - A. COA 2021-07: an application by Ryan Dowdell for a Certificate of Appropriateness for signage at 34 S. Main Street, Tax Map # 23-1-188, owned by Ugo Benincasa.**
 - 1) Staff Report*
 - 2) Applicant Statement
 - 3) Public Comment
 - 4) Board Discussion & Decision
- 5. OTHER BUSINESS
- 6. ADJOURN

*indicates attachment

Lexington Architectural Review Board
Thursday, February 18, 2021 – 4:30 p.m.
Live Zoom E-meeting
Lexington City Hall
MINUTES

Architectural Review Board:

Present: C. Alexander, Chair
 R. LeBlanc, Vice-Chair
 A. Bartenstein
 E. Teaff
 C. Honsinger, Alternate A

City Staff:

Arne Glaeser, Planning Director
 Bonnie Tombarge, Administrative Assistant

Absent: J. Goyette
 B. Crawford, Alternate B

CALL TO ORDER

A. Glaeser called the meeting to order at 4:30 p.m. He opened with a statement saying that the due to the COVID-19 pandemic, the City is taking measures to limit attendance at public meetings. The Lexington City Council had approved an emergency ordinance allowing for public meetings to be held through real-time, electronic means. The meeting and packet were available on the City's website, the meeting is broadcasted to the City's Facebook page and the recording will be posted to Youtube the following day.

AGENDA:

Agenda was approved unanimously (A. Bartenstein/E. Teaff).

MINUTES:

Meeting minutes from February 18, 2021 were approved unanimously (A. Bartenstein/E. Teaff).

CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA:

None.

NEW BUSINESS:

A. COA 2021-04: an application by Lori Turner for a Certificate of Appropriateness for improvements to 6 W. Washington Street, Tax Map # 23-1-202, owned by Woodson Sadler.

- 1) Staff Report – This is an application to approve a Certificate of Appropriateness (COA) for an exterior improvement at 6 East Washington Street. The improvement will consist of the installation of a replacement awning over the front entry door. The awning will be 75 inches wide, 24 inches high, and project out 40 inches from the building. It will have a simple metal frame with hooks for mounting to the building and the fabric cover is Forest Green Beige Natural Fancy. The fabric has stripes of green, beige, and brown.
- 2) Applicant Statement – None

- 3) Public Comment – None
- 4) Board Discussion & Decision – C. Honsinger moved to approve the application as presented. C. Alexander seconded and the motion passed unanimously (5/0).

B. COA 2021-05: an application by Frank Kalesnik for a Certificate of Appropriateness for new signs at 20 W. Washington Street, Tax Map #23-1-66, owned by Jane C. Balfor.

- 1) Staff Report – This is an application to approve a Certificate of Appropriateness (COA) for a new projecting sign, window sign, and door sign at 20 West Washington Street. The proposed projecting sign will be 7.5 square feet, 40 inches wide and 27 inches high. It will be made of 19mm expanded PVC with digitally printed decals. It will have black lettering on an ivory background with an image of books on the first line. The window and door signs will both be vinyl adhesive signs. The window signs will be 3.93 square feet (55 inches wide and 10.3 inches high). It will be the name of the business, The Historian’s Books, in ivory letters. The door will have two signs, one that is the name of the business and one that is the address and phone number. The larger sign will be 1.66 square feet (20 inches wide and 12 inches high) and also contain the name of the business. The smaller sign will be 0.54 square feet (20 inches wide and 3.9 inches high).
- 2) Applicant Statement – None
- 3) Public Comment – None
- 4) Board Discussion & Decision – C. Hongsinger moved to approve the application as presented. E. Teaff seconded and the motion passed unanimously (5/0).

C. COA 2021-06: an application by Catherine McSwain for a Certificate of Appropriateness for new signs at 14 W. Washington Street, Tax Map #23-1-69, owned by Robert and Diane Von Greichten.

- 1) Staff Report – This is an application to approve a Certificate of Appropriateness (COA) for a new projecting sign, window sign, and door sign at 14 West Washington Street. The proposed projecting sign will be 6.4 square feet (46 inches wide and 20 inches high). It will be made of expanded PVC with vinyl decals. It will have gold lettering of the business name on a navy blue background. The bracket will be a 50 inch triangle truss sign bracket in a textured black powdered coat finish. The window and door signs will both be vinyl adhesive signs in gold. The window signs will be in three of the window panes. The center window will have the word CLOVER at 3.25 square feet (39 inches wide by 12 inches high). The window on the left of center will have BOUTIQUE slightly lower down at 0.56 square feet (27.2 inches by 3 inches). The window to the right of center will have LEXINGTON at 0.66 square feet (31.8 inches wide by 3 inches) on the same level as the word BOUTIQUE. The door will have the word CLOVER at 1.17 square feet (23.5 inches wide by 7.15 inches high).
- 2) Applicant Statement – Donell DeWitt, 94 Little House Ln – C. Alexander asked if the sign would clear the awnings and Ms. DeWitt said that while from some angles parts of the sign would be hidden, it would still be readable
- 3) Public Comment – None
- 4) Board Discussion & Decision – C. Honsinger moved to approve the application as presented. E. Teaff seconded and the motion passed unanimously (5/0).

OTHER BUSINESS:

None

ADJOURN:

The meeting adjourned unanimously at 4:45 p.m. (A. Bartenstein/C. Alexander).

C. Alexander, Chair Architectural Review Board

Project Name	New Signs for 34 South Main Street
Property Location	34 South Main Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Ugo Benincasa/Ryan Dowdell

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for a new projecting sign and door sign at 34 South Main Street.

34 S. Main Street existing conditions



The proposed projecting sign will repurpose the existing 6.09 square foot (29.5 inches wide and 29.75 inches high) projecting sign. It will be made of wood and painted white (Rustoleum White), with a black vinyl shield and with the letters RB in a block font. They will use the bracket already on the building. The door sign will be 3.14 square feet (16 inches wide and 28-25 inches high) and be made of vinyl adhesive applied to the door glass. It will be a clear sign with a white shield and the RB letters. Below the shield will be business information, hours, contact information and such.

The application includes a request for a window sign for a side window. It was however determined the window sign exceeds size requirements, and the request for the window sign was withdrawn by the applicant.

ARB Considerations

Section 420-8.5.A. (Historic Downtown Preservation District) requires a Certificate of appropriateness. No improvement, structural or otherwise, in the Historic Downtown Preservation District shall be located, constructed, reconstructed, altered, repaired or demolished unless a permit therefor is issued by the Zoning Administrator. No such permit shall be issued unless a certificate of appropriateness is issued for such purpose by the Architectural Board and unless the location, construction, reconstruction, alteration, repair or demolition thereof otherwise complies with the requirements of the Building Code and other ordinances and laws applicable and relating thereto.

Section 420-8.6.B. (Historic Downtown Preservation District) directs the Architectural Review Board to consider the following factors to be evaluated before issuing a Certificate of Appropriateness (COA):

1. The historical or architectural value and significance of the building or structure and its relationship to or congruity with the historic value of the land, place or area in the Historic Downtown Preservation District upon which it is proposed to be located, constructed, reconstructed, altered or repaired.
2. The appropriateness of the exterior architectural features of such building or structure to such land, place or area and its relationship to or congruity with the exterior architectural features of other land, places, areas, buildings or structures in the Historic Downtown Preservation District and environs.
3. The general exterior design, arrangement, textures, materials, planting and color proposed to be used in the location, construction, alteration or repair of the building, structure or improvement and the types of window, exterior doors, lights, landscaping and parking viewed from a public street, public way or other public place and their relationship to or congruity with the other factors to be considered by the Board under this section.
4. Any applicable provisions of the city's design guidelines.

Section 420-8.10. (Historic Downtown Preservation District) states that the Board shall prescribe the character, type, color and materials used in the erection, posting, display or maintenance of signs permitted in the Historic Downtown Preservation District, and, in so doing, the Board shall give due consideration to the purposes of such signs and require that they be in harmony with the exterior general design, arrangement, textures, materials, color and use of the building or structure on or at

which they are erected, posted, displayed or maintained and congruous with the purposes and objectives declared in 420-8.1, without defeating the purpose for which such signs are intended.

The Board shall take all of the above factors into consideration when considering the application. The Board shall not necessarily consider detailed designs, interior arrangement or features of a building or structure which are not subject to public view from a public street, public way or other public place and shall not impose any requirements except for the purpose of preventing developments incongruous with the historic aspects of the surroundings and the Historic Downtown Preservation District.

Staff Recommendation

Staff finds the proposed improvements meet the zoning criteria.

SIGN PERMIT APPLICATION

Applicant¹

Name: Ryan Dowdell Phone: 703-846-0980

Company: Rockbridge Barbell Fax: N/A

Address: 34 S Main St Email: rockbridgebarbell@gmail.com

Applicant's Signature:  Date: 2/22/2021

Property Owner

Name: Ugo Benincasa Phone: 540-460-0375

Address: 30 S Main St, Apartment A Email: -

Owner's Signature:  Date: _____

Sign Contractor

Name: Ruthie Lavhorne Phone: 540-784-3529

Company: Vinyl Cuts Fax: N/A

Address: 2077 Magnolia Ave, Buena Vista, VA Email: vinylcutsbv@gmail.com

Proposal Information²

Address (or location description): 34 S Main St, Lexington, VA 24450

Tax Map: 23 1 188 Deed Book and Page #: 68

Acreage: 0.261 Zoning (attach any existing conditions or proffers): Commercial

Property Doing Business As: Rockbridge Barbell

Overlay District:

- Historic (requires Architectural Review Board review and approval)
- Entrance Corridor (requires Planning Commission review and approval)
- None (requires Planning and Development Department review and approval only)

1. Prior to submitting an application, the applicant is required to meet with staff for a pre-application meeting.
2. Any application deemed incomplete by staff will not be accepted.

Sign Information

	<u>Sign Type</u>	<u>Square Feet</u>	<u>Width</u>	<u>Height</u>
Sign 1	<u>Hanging</u>	<u>6.09 ft²</u>	<u>29.5 in</u>	<u>29.75 in</u>
Sign 2	<u>Window</u>	<u>10 ft²</u> ^{WITHDRAWN}	<u>67 in</u>	<u>21.5 in</u>
Sign 3	<u>Door</u>	<u>3.14 ft²</u>	<u>16 in</u>	<u>28.25 in</u>

Street Frontage (width) of business space in feet 20'

Street Frontage (width) of building in feet 96.7'

Are other signs currently displayed on the same building? Yes No

If "Yes", please provide the size of each existing building sign that is to remain.

Width _____ Height _____

Width _____ Height _____

If a projecting sign, clearance from sidewalk: 8 feet

What materials will be used? wood, paint, vinyl

Will the sign be illuminated? Yes No

Please attach a sketch of sign(s) and samples showing the following:

- Dimensions of sign
- Lettering style and size
- How colors will be used
- Photo showing building and adjoining structures
- Exact wording layout of sign
- Paint samples
- Style of bracket, stand, and/or awning



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Planning & Development Department
P.O. Box 922
300 East Washington Street
Lexington, Virginia 24450
Phone: (540) 462-3704 Fax: (540) 463-5310

THIS SECTION TO BE COMPLETED BY STAFF ONLY

Application Fee: \$50 Amount Paid: 50.00 Case Number: HDCOA - 2021 - 07

Date Received: 3-2-2021 Received By: A. Glaeser

Staff Review (non-Entrance Corridor or Historic District signs)

Approved

Denied

Comments: _____

Planning and Development Director

Date

Action by Planning Commission (Entrance Corridor Signs)

Approved

Denied

Comments: _____

Chairperson, Planning Commission

Date

Action by Architectural Review Board (Historic District Signs)

Approved

Denied

Comments: _____

Chairperson, Architectural Review Board

Date









