



LEXINGTON ARCHITECTURAL REVIEW BOARD

Thursday, February 20, 2025 at 5:00 P.M.
Second Floor Conference Room, Lexington City Hall
300 E. Washington Street, Lexington, VA

AGENDA

1. CALL TO ORDER
2. APPROVAL OF AGENDA
3. APPROVAL OF MINUTES:
 - A. February 6, 2025 Minutes*
4. NEW BUSINESS:
 - A. COA 2025-03: an application by David Beatty for approval of a Certificate of Appropriateness for new signage for David R. Beatty, D.O. at 106 S. Jefferson Street, Tax Map #23-1-89, owned by Michael Stearns.**
 - 1) Staff Report
 - 2) Applicant Statement
 - 3) Public Comment
 - 4) Board Discussion & Decision

 - B. COA 2025-04: an application by Vanessa Pogreba for modification of a previously approved Certificate of Appropriateness for new signage for The Velvet Case at 17 Courthouse Square, Tax Map #23-1-197, owned by Steve Grist.**
 - 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 6, 2025 – 5:00 p.m.
Second Floor Conference Room
Lexington City Hall**

MINUTES

Architectural Review Board:

Present: Arthur Bartenstein, Chair
Julie Goyette
Ian Small
Jessie Taylor, Vice-Chair

City Staff:

Arne Glaeser, Planning Director
Kate Beard, Administrative Assistant

Absent: Caroline Alexander
Barbara Crawford, Alternate B

CALL TO ORDER:

A. Bartenstein called the meeting to order at 4:59 p.m.

AGENDA:

The agenda was unanimously approved as presented. (J. Taylor / J. Goyette)

MINUTES:

The minutes from the January 16, 2025 meeting were unanimously approved as presented. (J. Taylor / J. Goyette)

CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA:

None

NEW BUSINESS:

A. COA 2025-02: an application by W. Fred Kirchner for approval of a Certificate of Appropriateness for new signage for 18 West Gallery at 18 W. Washington Street, Tax Map #23-1-67, owned by W. Fred Kirchner.

- 1) Staff Report – This was an application to approve a new projecting sign and two new window signs for 18 West Gallery at 18 W. Washington Street. The applicant was requesting a 34” x 34 ½” x ½” double-sided projecting sign with painted aluminum surfaces and a wood frame. Aluminum and vinyl lettering and spacers of varying sizes, styles and colors would be applied to the sign faces to spell out the business name. The existing bracket would be refurbished and remounted, with a new guy wire, 16” above its current location. Also requested were two 22” x 3” window signs which would consist of 3 inch tall gold vinyl letters spelling LOCAL ARTS & GIFTS and VINTAGE SHOP applied to the bottom of the two storefront windows. Staff found the proposal met zoning requirements.
- 2) Applicant Statement – Applicant Fred Kirchner said he wished to change the font to be used for the vinyl window lettering to Letraset Albertus to match the projecting sign as well as the font historically used for the Kirchner Associates logo. He provided vinyl and paint samples,

as well as a full-size mock-up of the proposed projecting sign. He also confirmed there would be adequate clearance from the ground once the bracket was raised.

- 3) Public Comment – None
- 4) Board Discussion & Decision – **J. Goyette moved to approve the application as presented during the meeting. I. Small seconded and the motion passed unanimously. (4-0)**

OTHER BUSINESS:

Director Glaeser announced that Charlie Hall had been appointed to the Planning Commission, creating a vacancy for an alternate Board Member.

ADJOURN:

The meeting was adjourned at 5:11 p.m. (J. Goyette / J. Taylor)

A. Bartenstein, Chair, Architectural Review Board

Project Name	106 South Jefferson Street New Sign
Property Location	106 South Jefferson Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Michael Stearns / David Beatty

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for a new wall sign for David R. Beatty, D.O.'s new location at 106 S. Jefferson Street. The sign is a 19" x 5.25" lacquered cedar shingle with the business name engraved and painted black. The applicant is proposing to mount the sign to the left of the entry door. A photograph of the sign is included in the application.

106 S. Jefferson Street existing conditions



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.

(Applicable sections of the Lexington Design Guidelines are:

Section IX.A & B Guidelines for Signs. on page IX-1)

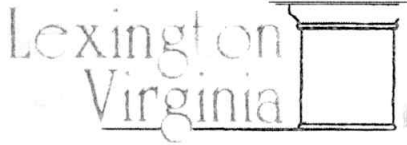
<https://www.lexingtonva.gov/home/showpublisheddocument/1506/637661128242230000>

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 420-151, 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 Comment

Staff finds the proposed improvements meet the zoning criteria.



www.lexingtonva.gov

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

SIGN PERMIT APPLICATION

Applicant¹

Name: David R Beatty, D.O. Phone: (304) 661-1984
Company: David R. Beatty, D.O. Fax: (304) 760-7363
Address: 272 Day Lily Ln Lewisburg WV 24901 Email: davidbeattydo@gmail.com
Applicant's Signature: [Signature] Date:

Property Owner

Name: Michael Stearns Phone: (540) 464-4832
Address: Security Management 195 Walker St. Lexington, VA 24450 Email: stearns-michael@yahoo.com
Owner's Signature: [Signature], MANAGER Date: 1/22/25

Sign Contractor NA (pre-existing approved sign being moved to new location)

Name: Phone:
Company: Fax:
Address: Email:

Proposal Information²

Address (or location description): 106 S Jefferson St.
Tax Map: 23-1-89 Deed Book and Page #:
Acreage: Zoning (attach any existing conditions or proffers):
Property Doing Business As: Security Management
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>Cedar shingle</u>	<u>0.69</u>	<u>19"</u>	<u>5.25"</u>
Sign 2	_____	_____	_____	_____
Sign 3	_____	_____	_____	_____

Street Frontage (width) of business space in feet 12' 4"

Street Frontage (width) of building in feet 40' 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 _____

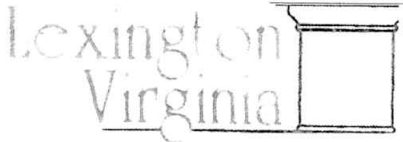
If a projecting sign, clearance from sidewalk: _____ feet

What materials will be used? _____

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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THIS SECTION TO BE COMPLETED BY STAFF ONLY

Application Fee: \$60 Amount Paid: \$600 Case Number: HD CoA - 2025 - 03

Date Received: 1/29/2025 Received By: Kate

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

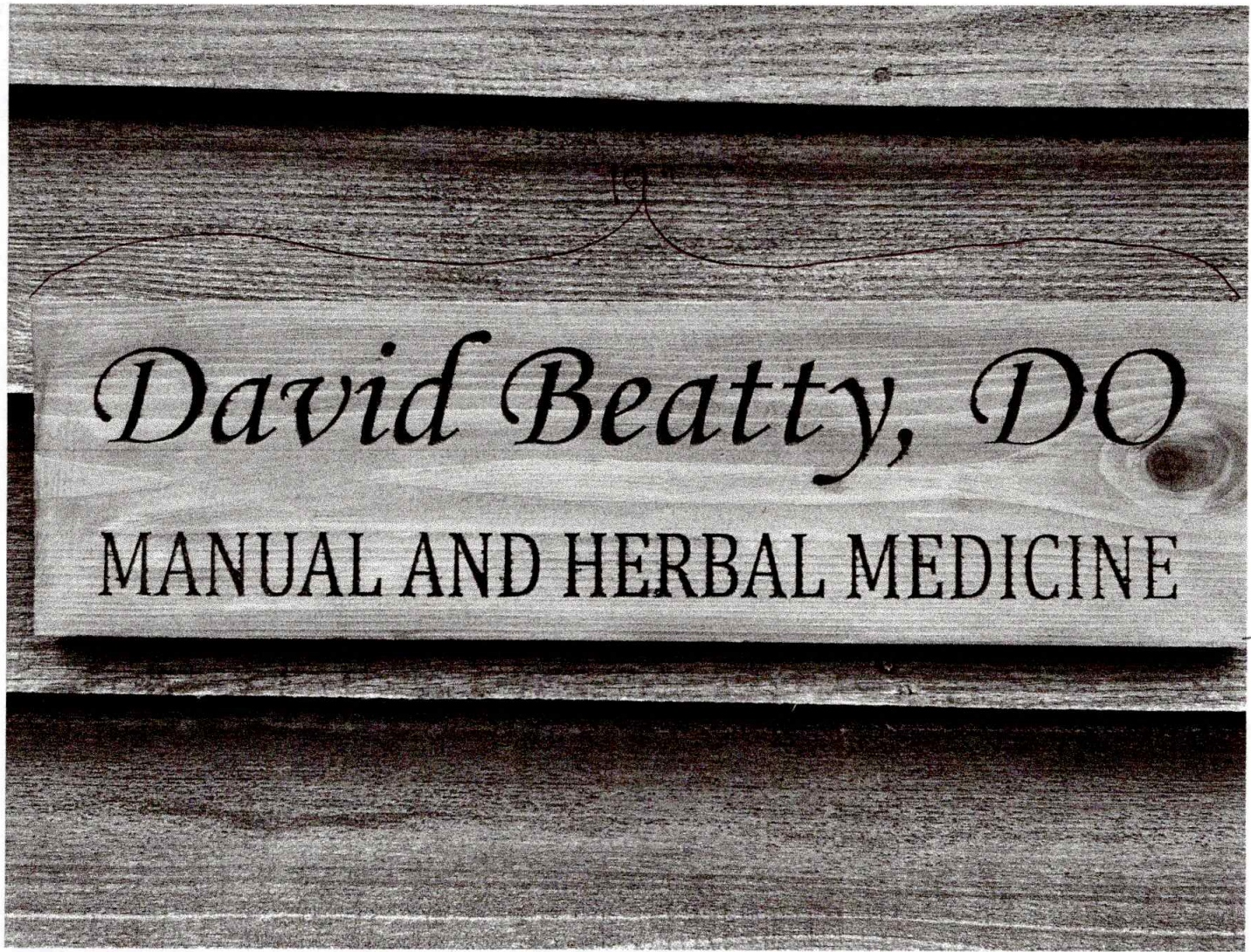
Action by Architectural Review Board (Historic District Signs)

Approved

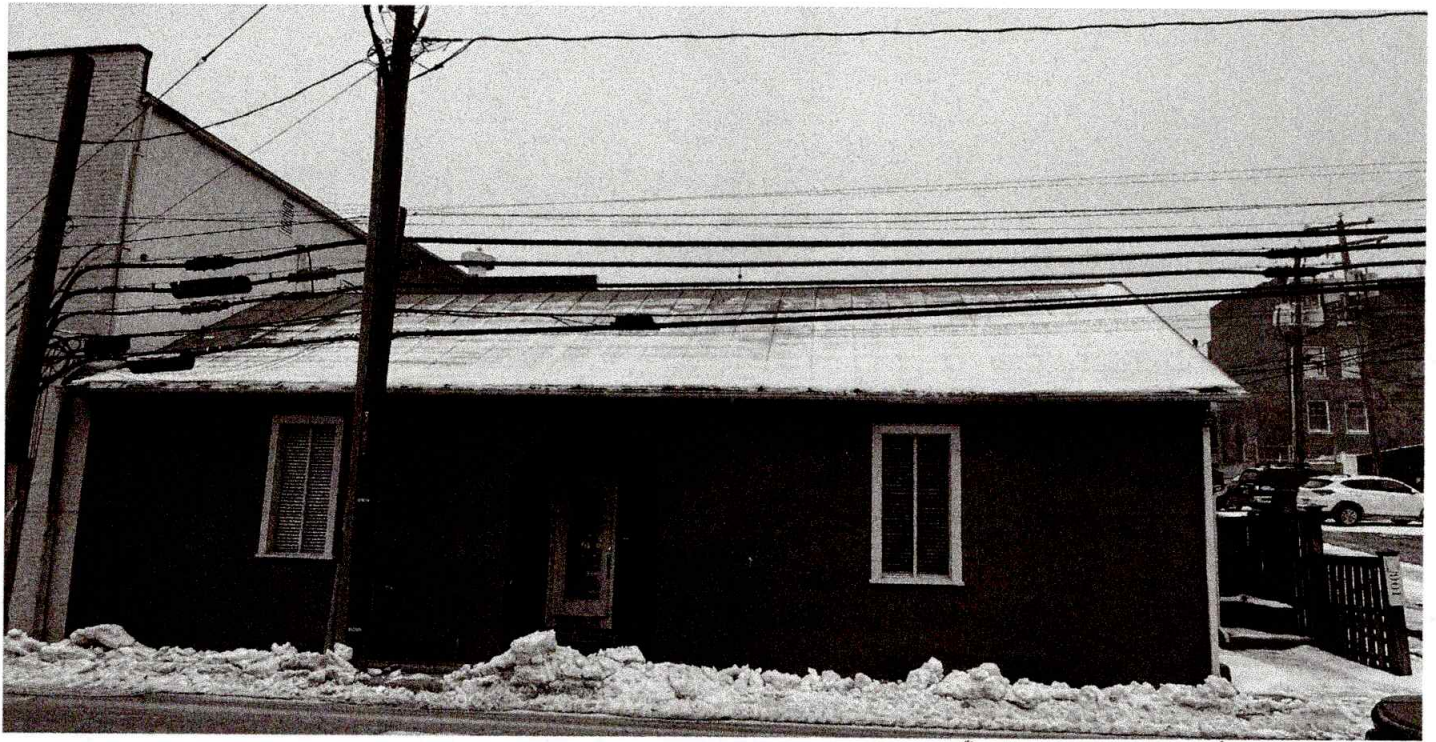
Denied

Comments:

Chairperson, Architectural Review Board Date



Bracket style: Sawtooth hanger



Building front

12'4"
street frontage
office



21' 3"
entry frontage

Adjoining structures



* Sign location

Project Name	Modification of a previously approved COA for signage for The Velvet Case
Property Location	17 Courthouse Square
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Steven Grist / Vanessa Pogreba

OVERVIEW OF REQUEST

This is a request to modify a previously approved Certificate of Appropriateness (COA) for new signage for The Velvet Case at 17 Courthouse Square. On July 18, 2024, the Architectural Review Board approved two projecting signs, four window signs and a door sign for The Velvet Case business at 17 Courthouse Square. The Board approved the signs as they were presented by the applicant, however the projecting signs and the door sign installed by the business owner do not correspond to the dimensions or design of those approved by the Board. The applicant is now seeking approval for the unapproved, installed signs.

17 Courthouse Square existing conditions – front of building



On the front of the building, the applicant is requesting approval of a 33” x 19” double-sided projecting sign with a vinyl exterior and metal core and featuring black, pink and white text and graphics. It was hung from an existing sign bracket and is not illuminated. The door sign is a 23” x 19” vinyl decal applied to the glass of the entry door. Both signs feature the business logo in pink and white on a black background.

17 Courthouse Square existing conditions – side of building



The projecting sign installed on the side of the building facing East Washington Street measures 36” x 24” and was also hung from an existing bracket. It also features the business logo in pink and white on a black background.

ARB Considerations

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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):

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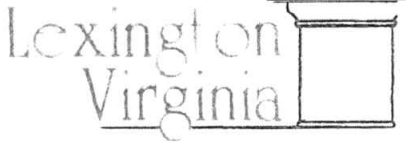
2. The appropriateness of the exterior architectural features of such building or structure to such land, place or area and its relationship to or congruity with the exterior architectural features of other land, places, areas, buildings or structures in the Historic Downtown Preservation District and 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.
(Applicable sections of the Lexington Design Guidelines are:
Section IX.A & B Guidelines for Signs. on page IX-1)
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Staff Comment

Staff finds the proposed improvements meet the zoning criteria.



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SIGN PERMIT APPLICATION

Applicant 1

Name: VANESSA Fogrebt Phone: 540 290 2516
Company: THE VELVET CASE Fax: 540 721 227
Address: 17 Court House Sq. Email: thevelvetcaselex@gmail.com
Applicant's Signature: [Signature] Date: 11/8/24

Property Owner

Name: STEVE CRIST Phone: 540 460 6066
Address: 804 Bowyer Lane Lexington VA 24450 Email: sqrist1225@gmail.com
Owner's Signature: [Signature] Date: 11/8/24

Sign Contractor

Name: N/A - signs installed solely on modification logo Phone:
Company: Fax:
Address: Email:

Proposal Information 2

Address (or location description): 17 Court house Sq. Lexington VA
Tax Map: Deed Book and Page #: 24450
Acreage: Zoning (attach any existing conditions or proffers):
Property Doing Business As:

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	Outdoor Hanging	3	33"	19"
Sign 2	Outdoor Hanging	3	36"	24"
Sign 3	door sign	2	23"	14"

Street Frontage (width) of business space in feet _____

Street Frontage (width) of building in feet _____

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: _____ feet

What materials will be used? _____

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

SAME EXACT AS PREVIOUS APPLICATION
SAME COLORS
ONLY DIFFERENCE
IS
LOGO STYLE CHANGE
PLEASE SEE CARD

SAME AS
APPLICATION
APPROVED
SOLELY
APPROVING
LOGO
CHANGE

#1 L 33" x H 19"

VINTAGE JEWELRY

The
VELVET CASE
FINE JEWELRY & RARITIES

& RARITY STORE

BUYING & SELLING
JEWELRY, COINS, WATCHES
GOLD & SILVER

#2 L 36" x H 24"

VINTAGE JEWELRY

The
VELVET CASE
FINE JEWELRY & RARITIES

& RARITY STORE

BUYING & SELLING
JEWELRY, COINS, WATCHES
GOLD & SILVER

