



LEXINGTON ARCHITECTURAL REVIEW BOARD

Thursday, September 18, 2025 at 5:00 P.M.
Second Floor Conference Room, Interim Lexington City Hall
539 E. Nelson Street, Lexington, VA

AGENDA

1. CALL TO ORDER
2. APPROVAL OF AGENDA
3. APPROVAL OF MINUTES:
 - A. August 21, 2025 Minutes*
4. NEW BUSINESS:
 - A. COA 2025-22: an application by Vanessa Pogreba for approval of a Certificate of Appropriateness for new signage at 5 E. Washington Street, Tax Map #24-1-56, owned by Steve Grist.**
 - 1) Staff Report*
 - 2) Applicant Statement
 - 3) Public Comment
 - 4) Board Discussion & Decision
 - B. COA 2025-23: an application by Siobhan Deeds for approval of a Certificate of Appropriateness for new signage at 14 W. Washington Street, Tax Map #23-1-69, owned by Jane Forester.**
 - 1) Staff Report*
 - 2) Applicant Statement
 - 3) Public Comment
 - 4) Board Discussion & Decision
 - C. COA 2025-24: an application by Charles Wibel for approval of a Certificate of appropriateness for new signage at 111 W. Nelson Street, Tax Map #23-1-54, owned by Matthew Fogo.**
 - 1) Staff Report*
 - 2) Applicant Statement
 - 3) Public Comment
 - 4) Board Discussion & Decision

D. Discussion: Draft Historic Resources Chapter of the Lexington Comprehensive Plan.

1. Staff Comments*
 2. Public Comment
 3. Board Discussion
-
4. OTHER BUSINESS
 5. ADJOURN

*indicates attachment

**Lexington Architectural Review Board
Thursday, August 21, 2025 – 5:00 p.m.
Second Floor Conference Room
Lexington City Hall**

MINUTES

Architectural Review Board:

Present: Jessie Taylor, Chair
Ian Small, Vice-Chair
Caroline Alexander
Arthur Bartenstein

City Staff:

Arne Glaeser, Planning Director
Brinsley Leadbetter, Administrative Specialist

Absent: Michael Perry, Alternate A
Julie Goyette
Barbara Crawford, Alternate B

CALL TO ORDER:

J. Taylor called the meeting to order at 5:02 p.m.

AGENDA:

The agenda was unanimously approved. (I. Small / C. Alexander)

MINUTES:

The July 17, 2025 meeting minutes were unanimously approved as presented. (C. Alexander / A. Bartenstein)

CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA:

None.

NEW BUSINESS:

A. COA 2025-19: an application by Jeanne Hepler for approval of a Certificate of Appropriateness for new signage at 15 E. Nelson Street, Tax Map #23-1-183, owned by Plunkett House, LLC.

- 1) Staff Report – There was a request to approve a Certificate of Appropriateness (COA) for new signage for Collins & Hepler, LLC at 15 E. Nelson Street. The applicant was requesting the existing hanging sign be repainted and rehung in the same location. Two options were provided for the A.R.B.'s consideration with the first option consisting of gold lettering on a dark green background, while the second option was a white background with red and black lettering. The applicant also requested a new door sign in gold vinyl lettering with the name of the new law firm. Staff found the improvements to meet the zoning criteria.
- 2) Applicant Statement – Applicant Jeanne Hepler was available to respond to questions. There was a consensus that the green color looked very fitting. J. Taylor made comments about it looking more cohesive and sharper.

- 3) Public Comment – None.
- 4) Board Discussion & Decision – **I. Small moved to approve HD COA 2025-16 with the green hanging sign option and with the door sign as presented. A. Bartenstein seconded, and the motion passed unanimously. (4-0)**

B. COA 2025-20: an application by the Main Street Lexington Design Committee for approval of a Certificate of Appropriateness for improvements to McCrum’s Alley at 10 S. Jefferson Street, Tax Map #23-1-77B, owned by the City of Lexington.

- 1) Staff Report – Arthur recused himself because he is a member of the Main Street Lexington Design Committee. There was a request to approve a Certificate of Appropriateness (COA) for improvements to McCrum’s Alley. To encourage usage of secondary pedestrian systems such as McCrum’s Alley, the Downtown Enhancement Plan recommended pedestrian enhancements along the alleys in Downtown to create pleasurable and memorable spaces. The Main Street Lexington Design Committee therefore proposed to a) paint the existing, stamped asphalt paving, and b) install cable-suspended café lighting with Tyvek lantern shades on some of the bulbs. The asphalt in McCrum’s Alley is stamped with a herringbone brick pattern, and the proposal was to repaint the asphalt in shades of gray Benjamin Moore Paint (Bear Creek BM1470, Eagle Rock BM1469, Baltic Gray BM1467, and Nimbus BM1465). The planter bases would also be painted the darkest gray (Bear Creek BM1470). Attached with the application were specifications for the cable-suspended café lighting and lanterns that are proposed along the length of McCrum’s Alley. Staff found the improvements to meet the zoning requirements.
- 2) Applicant Statement – Applicants Rebecca Logan and Jeff Hughes were available to respond to questions. A. Glaeser clarified that this was part of the downtown enhancement plan with the enhancement of alleyways through downtown. C. Alexander asked about the brick colors and J. Hughes clarified that they wanted to tie the planters with the foundations of the buildings. The gray was supposed to unify the color scheme with an ombre effect. A. Glaeser inquired if some of the bricks would be the Lexington brick and was met with the possibility of this. J. Hughes reassured everyone that they have a decal that could be used, but they mostly want this to be an art installation. J. Taylor asked what inspired the lanterns and J. Hughes responded that overhead light installations can be seen all over the world that enhance the aesthetic. He clarified that the Tyvek material would also last for years. I. Small inquired about maintenance and J. Hughes said that Main Street would be responsible for that. There were also questions about the attachment of the lights to the brick and J. Hughes described the steel cable that would be mounted on the wall and run in a zigzag pattern ensuring there is no damage to the brick. The lights would also be attached with zip ties. I. Small questioned where all of this would power into and J. Hughes informed them that there is power in the alley, but they aren’t quite sure who owns it. C. Alexander questioned the color of the lights and J. Hughes discussed that they would be primarily white but could change depending on holidays. I. Small wanted to know if the lights were on a timer. J. Hughes clarified that yes, the lights are on an internal timer that would power on and off by itself. There were also concerns about the gray bricks looking like concrete and that the colored lanterns don’t look like our “recognizable historic downtown.” There was a consensus that white lights would be the only appropriate option. A. Glaeser recommended that there be more clarification in the motion on color

for pavers, lights, and lanterns. C. Alexander was happy to approve a motion for the change in planters and the lighting plan. However, she wanted to see an alternate lantern style and revised floor layout with paint. I. Small and J. Taylor stated a preference for no lanterns at all. There was a discussion about how the alleyway next to Heliotrope has string lights, tables, and planters. J. Hughes reiterated that they would like this to be an example of what we could do for other alleys moving forward and encourage them to be a public space. I. Small recognized that they want to spruce up the alleys but they need to still match the aesthetic of the town. A. Glaeser recommended they create a revised proposal with the Main Street Lexington Design Committee and come back or there can be an appeal to City Council if denied. C. Alexander recommended they look over the design guidelines as the best resource moving forward. R. Logan clarified that string lights may be possible depending on if they're white and J. Hughes reiterated their idea to beautify this space and give it personality without affecting Main Street.

- 3) Public Comment – None.
- 4) Board Discussion & Decision – **C. Alexander moved to defer HD COA 2025-20 as presented. I. Small seconded and the motion to defer passed unanimously. (3-0)**

C. COA 2025-21: an application by Arthur Bartenstein for approval of a Certificate of Appropriateness to permanently site two accessory buildings at 104 White Street, Tax Map #s 22-12-5 & 22-12-5C, owned by Arthur Bartenstein.

- 1) Staff Report – There was a request to approve a Certificate of Appropriateness (COA) for a) the relocation of a temporary accessory building to a permanent location at 104 White Street, and b) for the relocation of a children's playhouse. The applicant received prior approval to install a one story, temporary office shed at the rear of the property for 24 months to serve as an office during the duration of the renovations to the existing dwelling. A 20' x 10' wood temporary building with a shed roof with a height of 8' on the low side and 10' on the high side was installed at the northeast corner of the property, and the owner now proposed to permanently situate this accessory building at a new location on the property in accordance with the attached illustrative site plan dated 8.09.2025. Also included in this request was the repositioning of an existing, small children's playhouse as shown on the attached illustrative site plan. The playhouse would be painted dark brown (Chestnut Brown) to closely match the color of the office accessory building and additional landscaping would be installed to further conceal both buildings.
- 2) Applicant statement – Applicant, Arthur Bartenstein was available to respond to questions. J. Taylor asked for clarification on the office and the playhouse, being the structures in question. A. Bartenstein suggested adding Magnolia trees to make the pool deck hidden but there is technically no "pool structure." He intended to make the back look like a porch gallery and the Magnolia and Dogwood trees would be staying. I. Small inquired about foliage and A. Bartenstein went on to clarify that there would be additional vegetation to hide the structure. Furthermore, the playhouse would be totally obscured and painted to match the adjacent building.
- 3) Public Comment – None.
- 4) Board Discussion & Decision – **C. Alexander moved to approve HD COA 2025-21 with extra plantings to hide the structure. I. Small seconded and the motion passed unanimously. (3-0)**

OTHER BUSINESS:

Director Glaeser reported the Board would meet next on September 4th.

ADJOURN:

The meeting was adjourned at 5:40 p.m. (C. Alexander / J.Taylor)

J. Taylor, Chair, Architectural Review Board

Project Name	New signage for The Velvet Case
Property Location	5 E. Nelson Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Steve Grist / Vanessa Pogreba

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for new signage for The Velvet Case at 5 East Washington Street. The applicant is requesting a wall sign and window vinyl. The wall sign will be designed as a thin metal sheet that will fit on the existing wall mounted plaque to the left of the entrance door. It will be dark purple with white lettering and pink detailing, measuring 5.6 square ft. with 34 in. W x 24 in. H dimensions. It will not be illuminated. The window vinyl will fit along the glass window on the front door and measure 1.2 square ft. with dimensions 16 in W x 12 in. H. It will be black with white lettering and pink detailing. The applicant committed to bringing a sample of the vinyl at the meeting. There is an existing 30 in. W x 28 in. H hanging sign. The applicant did request an address sign above the door and the removal of the current address number above the door; however, the applicant has since decided not to pursue a revised street address sign.

5 E. Washington 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)

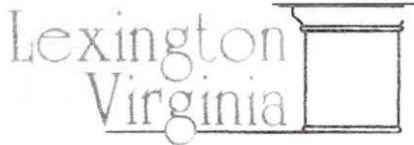
<https://www.lexingtonva.gov/home/showpublisheddocument/1506/637661128242230000>

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

Applicant 1

Name: VANESSA Pogreba Phone: 540 290 2516
Company: The Velvet Case Fax: N/A
Address: 51 Rowe Rd Ste 102 Staunton VA 24401 Email: thevelvetcaselex@gmail.com
Applicant's Signature: [Signature] Date: 8/28/25

Property Owner

Name: Steve Grist Phone: 540 460 0066
Address: 804 Boulder Ln Lexington VA 24450 Email: sgrist1225@gmail.com
Owner's Signature: [Signature] Date: 8/28/25

Sign Contractor

Name: Trim Tex Signs Phone: 540 466 4280
Company: Bob Hadkey Fax: N/A
Address: PO Box 656, Fishersville VA 22939 Email: mailbox@TrimTexsigns.com

Proposal Information 2

Address (or location description): 5 East Washington St.
Tax Map: Deed Book and Page #:
Acreage: Zoning (attach any existing conditions or proffers):
Property Doing Business As: The Velvet Case
Overlay District:

- [X] 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	Wall sign	5.6	34"	24"
Sign 2	Window Vinyl	1.2	16"	12"
Sign 3	Address Sign	1.4	34"	6"

(CAN DO 10x10 IF OVER 9% OF ALLOWED)

Street Frontage (width) of business space in feet 14' REPLACE THE UGLY 5

Street Frontage (width) of building in feet 16'

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 30" Height 28" - existing high hanging street sign.
Width _____ Height _____

If a projecting sign, clearance from sidewalk: _____ feet

What materials will be used? METAL thin sheet to AFIX TO THE EXISTING PLAQUE;

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

Velvet
ENTRANCE
ON SIDE

Remove 5
Put # OVER DOOR
Address

5

Address Here AS OF DOOR
ACROSS STREET

VINTAGE JEWELRY
The VELVET CASE
& RARITY STORE
BUYING & SELLING
JEWELRY, COINS, WATCHES
GOLD & SILVER

← 34" →

↑ 24"

~~Exact~~ ↑
New sign to fully
cover provided
board. SEE print
out. EXACT AS
previously approved
sign

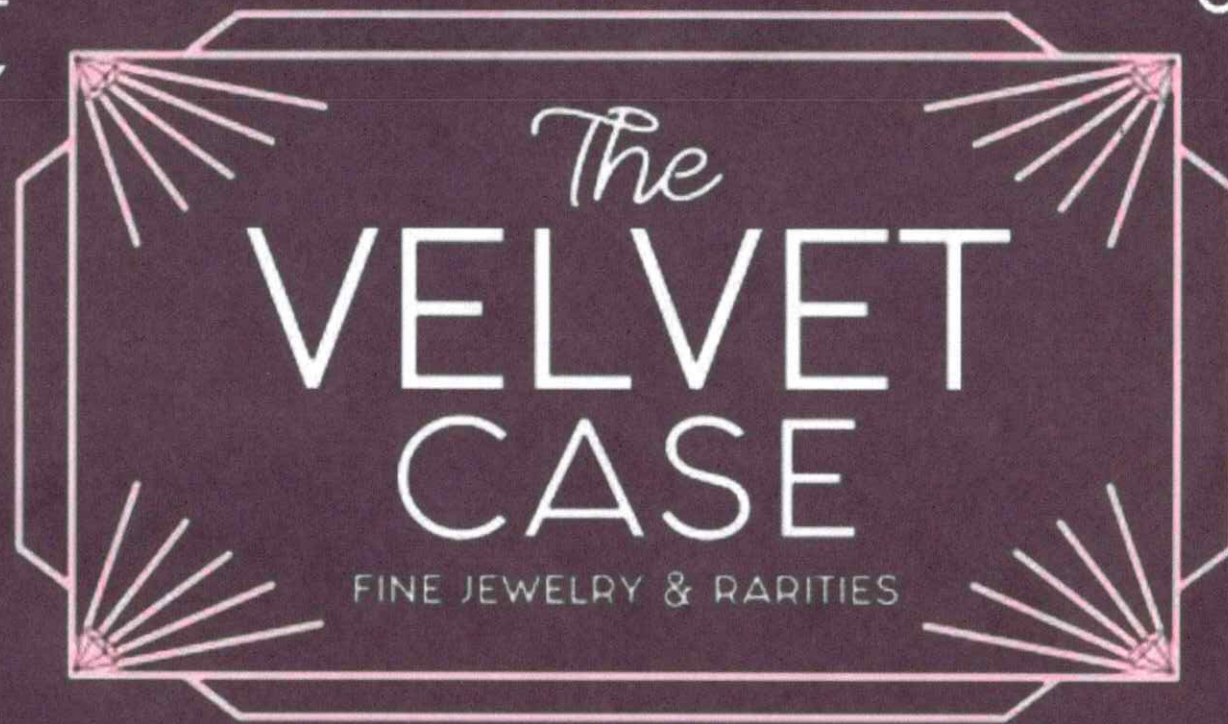
← 26" →

↑ 34"
←

Window
Vinyl &
16" x 12"

VINTAGE
JEWELRY

& RARITIES
STORE



BUYING & SELLING

JEWELRY, COINS, WATCHES

GOLD & SILVER

How I request to address this
SPACE - Five East Washington St



SIX EAST WASHINGTON STREET



The
VELVET
CASE

FINE JEWELRY & RARITIES

Window Vinyl/
the Colors

16" long 12" tall
ON DOOR

Project Name	New signage for Pumpkinseeds
Property Location	14 W. Washington Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Jane Forster / Siobhan Deeds

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for new signage for Pumpkinseeds' current location at 14 W. Washington Street. The sign request is for one projecting 2.5 sq ft. sign that will be hung from an existing bracket on the awning over the entrance. It will be made using 19mm expanded PVC and will be digitally printed with a white background and blue lettering. The edges will be painted with a blue and yellow floral design. The dimensions are 36 in. W x 10 in. H and this will be an unlit sign.

14 W. Washington Street existing conditions



Existing conditions featuring side of awning



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.

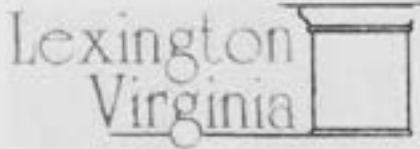
2. The appropriateness of the exterior architectural features of such building or structure to such land, place or area and its relationship to or congruity with the exterior architectural features of other land, places, areas, buildings or structures in the Historic Downtown Preservation District and 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 VIII. Guidelines for Awnings, Canopies & Marquees beginning on page VIII-1, and
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.



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

SIGN PERMIT APPLICATION

Applicant¹

Name: Sidhan Deeds Phone: 540.461.2311

Company: Pumpkinsseeds Fax:

Address: 14 W. Washington St. Email: pumpkinsseedslexva@gmail.com

Applicant's Signature: Sidhan Deeds Date: 9/3/25

Property Owner

Name: Jane Lee Forster Phone: 540-319-1831

Address: Houston TX Email: j.forster@mac.com

Owner's Signature: S. Deeds (permission to sign) Date: 9/3/25

Sign Contractor

Name: Donelle De Witt Phone: 540-460-2045

Company: Donelle De Witt Graphic Arts & Illustration, LLC Fax:

Address: 94 Little House Ln., Lexington Email: donelle888@mac.com

Proposal Information²

Address (or location description):

Tax Map: Deed Book and Page #:

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	Projecting/Suspended	2.5 sq ft	36"	10"
Sign 2	_____	_____	_____	_____
Sign 3	_____	_____	_____	_____

Street Frontage (width) of business space in feet 35'

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: <8 ft _____ feet

What materials will be used? _____ 19mm expanded PVC, digitally printed, edges painted to match _____

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

PUMPKINSEEDS

Siobhan Gilbride and Tom Lomax

Linear Frontage = 35'

PROJECTING SIGN:

36:"W x 10"T



Prepared by

Donelle DeWitt
 Graphic Arts &
 Illustration, LLC
 A Local Professional
 Design Studio

Logo Design, Desktop Publishing,
 Signs, Banners & more
 Cell: 540-460-2045
 donelle888@mac.com

Existing Signs:



ENTRANCE DOOR GLASS:

Each pane: 27" x 10.5"

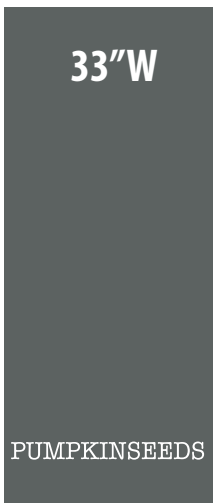


PUMPKINSEEDS

Vinyl: 24" x 2.25"



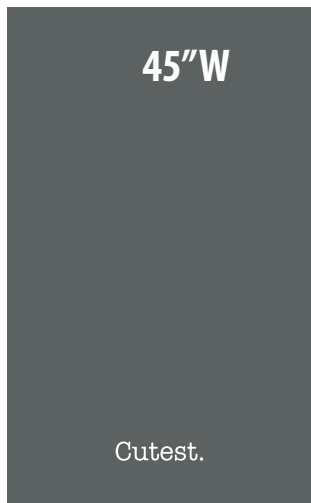
DISPLAY GLASS: Each pane: 74" tall



33"W

PUMPKINSEEDS

Vinyl: 30" x 2.8125"



45"W

Cutest.

Vinyl: 13.6" x 3"



45"W

Darn.

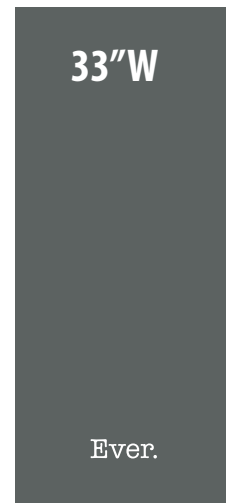
Vinyl: 11.4" x 3"



45"W

Store.

Vinyl: 11.45" x 3"



33"W

Ever.

Vinyl: 10.3" x 3"

Project Name	New signage for Woodrow's
Property Location	111 W. Nelson Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Matthew H. Fogo / Charles W. Wibel

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for new signage for Woodrow's at 111 W. Nelson Street. The applicant is requesting 4 window signs be displayed with Times New Roman font, black lettering on clear thin vinyl. Each sign will be 1.0001 square ft. with a $29\frac{3}{4}$ in. W x $4\frac{7}{8}$ in. H. The signs will not be illuminated.

111 W. Nelson Street existing conditions



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):

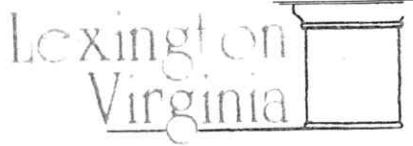
1. The historical or architectural value and significance of the building or structure and its relationship to or congruity with the historic value of the land, place or area in the Historic Downtown Preservation District upon which it is proposed to be located, constructed, reconstructed, altered or 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>

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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

Applicant 1

Name: CHARLES W. WIBEL Phone: 603-941-5375
Company: DBA - WOODROW'S Fax: -
Address: P.O. Box 48 LEXINGTON, VA 24450 Email: TUMEROHL@OUTLOOK.COM
Applicant's Signature: Charles W. Wibel Date: 9/5/25

Property Owner

Name: MATTHEW H. FOGO Phone: 703-608-9482
Address: 125 BUCKLAND DRIVE LEXINGTON Email: Fogomatt@yahoo.com
Owner's Signature: Matthew H. Fogo Date: 9-2-2025

Sign Contractor

Name: Phone: 888-222-4827
Company: SIGNS.COM Fax:
Address: 28807 FREEDOM DR, WILSON, MI 48388 Email:

Proposal Information 2

Address (or location description): 111 W. NELSON ST. LEXINGTON
Tax Map: Deed Book and Page #:
Acreage: Zoning (attach any existing conditions or proffers):
Property Doing Business As: WOODROW'S

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>WINDOW</u>	<u>1.0001</u>	<u>29³/₄'</u>	<u>4⁷/₈"</u>
Sign 2	<u>WINDOW</u>	<u>1.0001</u>	<u>29³/₄'</u>	<u>4⁷/₈"</u>
Sign 3	<u>WINDOW</u>	<u>1.0001</u>	<u>29³/₄"</u>	<u>4⁷/₈"</u>
Sign 4	<u>WINDOW</u>	<u>1.0001</u>	<u>29³/₄'</u>	<u>4⁷/₈"</u>
Street Frontage (width) of business space in feet		<u>30'</u>		

Street Frontage (width) of building in feet 35.5'

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 N/A Height N/A

Width N/A Height N/A

If a projecting sign, clearance from sidewalk: N/A feet

What materials will be used? BLACK LETTERING ON CLEAR THIN 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 TIMES ROMAN
- How colors will be used BLACK
- Photo showing building and adjoining structures (ON FIVE-PLANNING BOARD)
- Exact wording layout of sign SAMPLE PROVIDED - NEED TO HAVE IT RETURNED
- Paint samples N/A
- Style of bracket, stand, and/or awning N/A

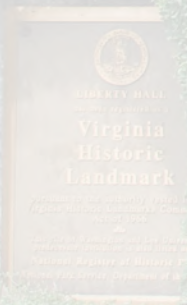
WOODROW'S

FINE ART – ANTIQUITIES - VINTAGE & MODERN PRINTS

If It Is Not Unique and Wonderful – We Don't Have It!

Historic Resources

Continue to improve the quality of life for all Lexington residents, by protecting historic character, bolstering cultural and recreational opportunities, and promoting tourism to the region.



Historic Resources

▷ Introduction

Lexington is an enduring city, rich in history and architectural character that serves as a backdrop to modern life. Lexington's well-preserved historic downtown is a point of pride for residents, an attraction for visitors, and an economic engine that helps propel the community forward.

Lexington's historic resources and cultural strength support the community's rich quality of life, and as such, the preservation of historic resources is vitally important to the community. Cultural and historic resources include many elements: buildings and structures, scenic roads and rural landscapes; institutions; urban streetscapes; neighborhoods; and other character defining landmarks. In addition to protecting Lexington's historic fabric and cultural identity, the preservation of these resources is integral to maintaining long-term community sustainability and is tied to success in reducing environmental impacts, promoting economic resiliency, providing affordable housing, and offering safer and more efficient transportation networks. Efforts to promote historic preservation support 21st century initiatives and the planning goals present in the rest of the Plan.

Lexington carefully attends to historic preservation while moving toward the future. In Lexington, the preservation of history is not an accident. It is an active pursuit that is planned for, executed daily, and balanced against change and growth. This chapter offers guidance to sustain and promote the identity of Lexington as a historic community. This is not without challenges. Lexington has a

complicated and difficult history in terms of racial injustice, and it is, therefore, incumbent upon us to promote the most accurate and inclusive history possible. This chapter includes recommendations to expand our preservation efforts (the places we protect, the stories we tell, the people we engage); enhance planning, regulatory, and incentive tools; improve coordination among all stakeholders who impact preservation in Lexington; and demonstrates how historic preservation contributes to the success of all of Lexington's planning efforts, including addressing the continuing effects of inequities in our past policy and planning decisions. The City's historic preservation efforts of today allow Lexington to use its past to learn and to grow so that we can create a more vibrant and sustainable tomorrow.



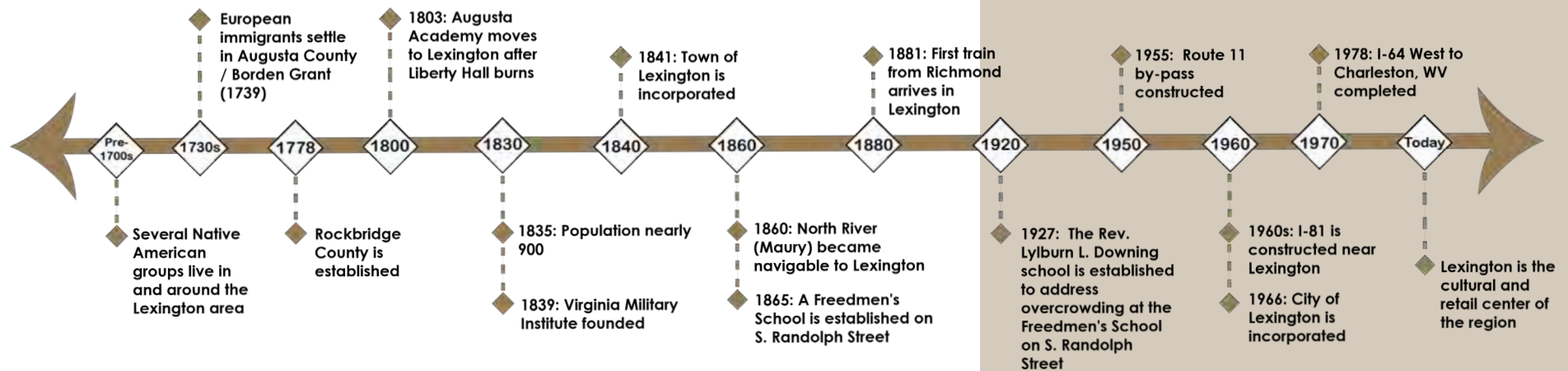
Historic Resources

▷ Planning Context

History

Lexington is located at the gateway to Virginia’s Shenandoah Valley, which takes its name from its Native American past: Shenandoah — Clear-Eyed Daughter of the Stars. Archeological evidence suggests that Native Americans were present in the area 11,000 years ago. Migratory tribes, including the Monacan, Saponi, and Tutelo, traveled and hunted in the region through the ensuing centuries. When European immigrants began settling in the Valley in the mid-1700s, the dominant tribes were the Iroquois Confederacy and the Shawnee.

In the 1730's, Scots-Irish, English, and German immigrants moved south from Pennsylvania through the Valley and into what would become Rockbridge County. By the late 1700s, colonial land patents and sometimes deadly frontier conflict would drive most all native communities out of this part of the Valley. The expansion of the African and domestic trade of enslaved people through the 18th and 19th centuries would advance the area’s agricultural, industrial, commercial, and educational growth; the 1860 Lexington census shows that 1/3 of its 2,150 residents were of African descent (29% of them enslaved, with yet more hired from Rockbridge and nearby counties).



▷ Community Engagement

A recurring theme in this Plan’s community input activities was the importance of preserving Lexington’s historic building fabric. Lexington’s scenic and historic character was identified as a top asset that community members value. The community recognizes the need to protect the City’s distinctive historic character while balancing growth and the changing needs of a 21st century community. These themes guided the development of this chapter and informed efforts to identify strategies for Lexington’s historic resources.



Historic Resources

► Planning Context

After the Civil War and emancipation, many formerly enslaved people continued to live and work in the Lexington area. In the early 20th Century, Lexington had a vibrant and economically successful African American community. Businesses located along North Main not only served the nearby neighborhoods of Green Hill and Diamond Hill, but also provided goods and services to VMI. These communities began to diminish in the 1960s as young people moved away. This decline was exacerbated when African American public school teachers left Lexington in the wake of school desegregation for teaching jobs elsewhere. The physical reminders of this community are still present along the streets of the Green and Diamond Hill neighborhoods and in landmarks such as the Wilson-Walker House.

Lexington's history and growth is uniquely tied to its institutions of higher learning – Washington and Lee University and Virginia Military Institute (VMI). From the early days of European immigrants settling in the area, the predecessors of Washington and Lee University, the Valley of Virginia boys' academies, served as a center of education for the region. VMI, established in 1839, boasts the title of the nation's first state-sponsored military college. Both institutions continue to thrive today and represent a defining element of the physical, economic, and social character of the community.

Lexington has also been shaped by infrastructure. Lexington was established in the center of Rockbridge county at the intersection of the Great Wagon Road and the North River at Gilbert Campbell's Ford. The Great Wagon Road functioned as the primary thoroughfare for trade and continues today as U.S. Route 11. By the 1860s, canals linking Lexington to Richmond created a thriving commercial center along the waterfront at East Lexington and Jordan's Point. The railroad arrived in the 1880s and was later abandoned in 1942. In the early 1960s, I-81 replaced Route 11 as the major north-south artery connecting urban areas in the Valley. Construction of I-64 in 1978 completed the major north-south and east-west highway networks that define Lexington today.

Lexington today serves as a retail and cultural center of Rockbridge County, as well as the home of local government and courts. In recent years, the addition of major shopping centers to the north and east of the city has changed the character of retail business in the Central Business District. But thanks to imaginative programs by Historic Lexington Foundation, Lexington Downtown Development Association (now Main Street Lexington) and others, Lexington's downtown has not only survived but continues to serve as a focal point for the tourist trade and the area's economy.

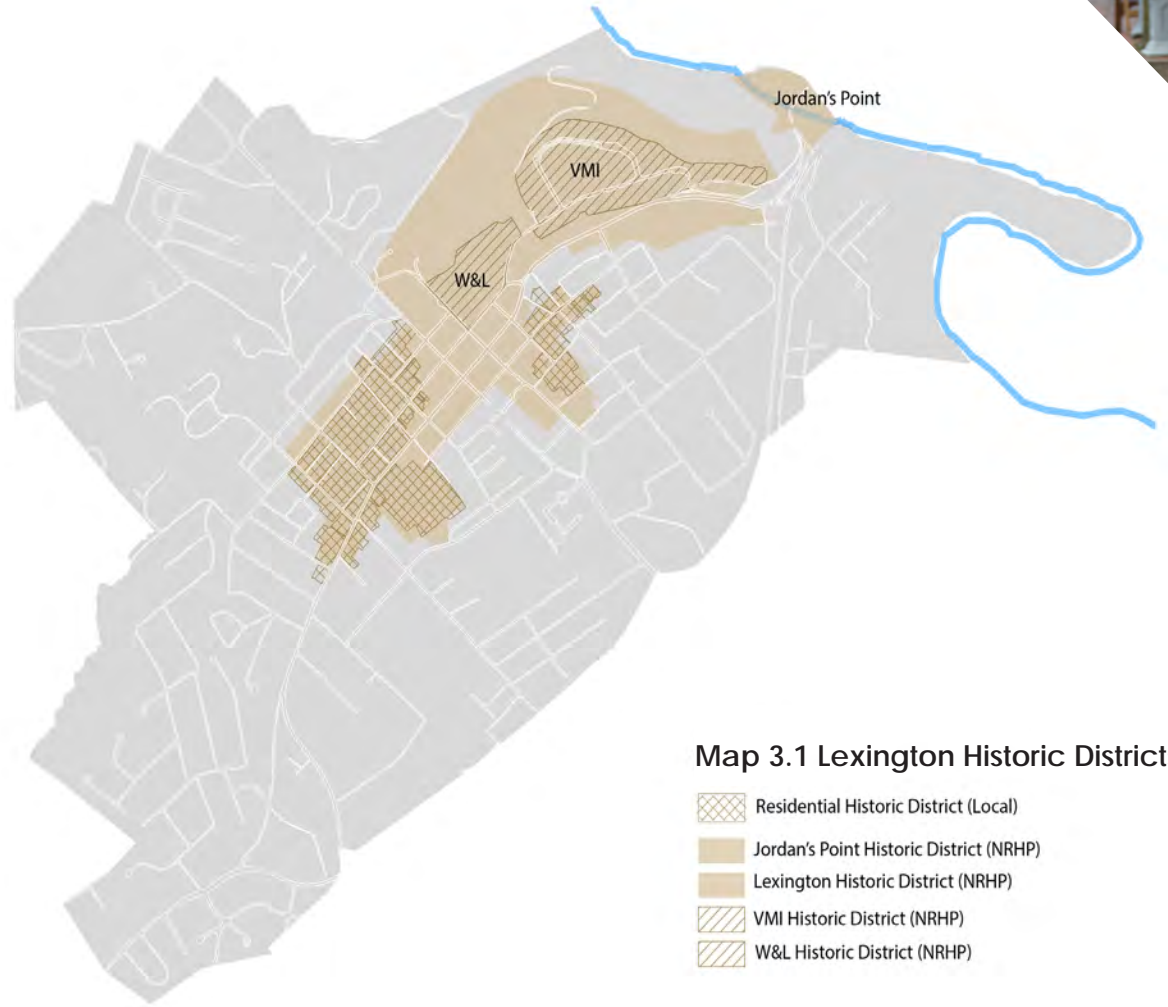


Historic Resources

Historic Preservation

The City of Lexington is well known for its architecture and record of historic preservation. The work of preserving Lexington's historic fabric has been ongoing for decades, including the physical rebuilding of damaged structures, the designation of historic places, and the promotion of the City's historic assets. In recent years, the City has updated its historic district nomination so that more properties will be eligible for historic preservation tax credits. In addition, the City achieved Certified Local Government status and developed design guidelines to ensure that new improvements in the historic district are compatible with the architectural character and contribute to the economic vitality of the City. Lexington's existing historic resources are shown in **Map 3.1**. Additional detail is provided in **Appendix A**.

Buildings which can be seen while walking through the downtown area or driving through the residential neighborhoods bear evidence of the community's dedication to preserving its architectural history. However, like many Virginia communities, these historic preservation efforts were exclusionary and often prioritized the preservation of sites that honored a racially divisive version of our public story. While more recent preservation efforts aim to provide a more inclusionary version of our shared past — the Historic Lexington Foundation is working to document and protect slave dwellings and historic African American schools and offers self-guided tours of the Green Hill and Diamond Hill neighborhoods — there is still much work to do. Recent community conversations are grappling with these issues, and this Plan acknowledges the need to address them by committing to telling a broader story of our community and reframing historic preservation as a means to improve the quality of life for all of Lexington's residents.



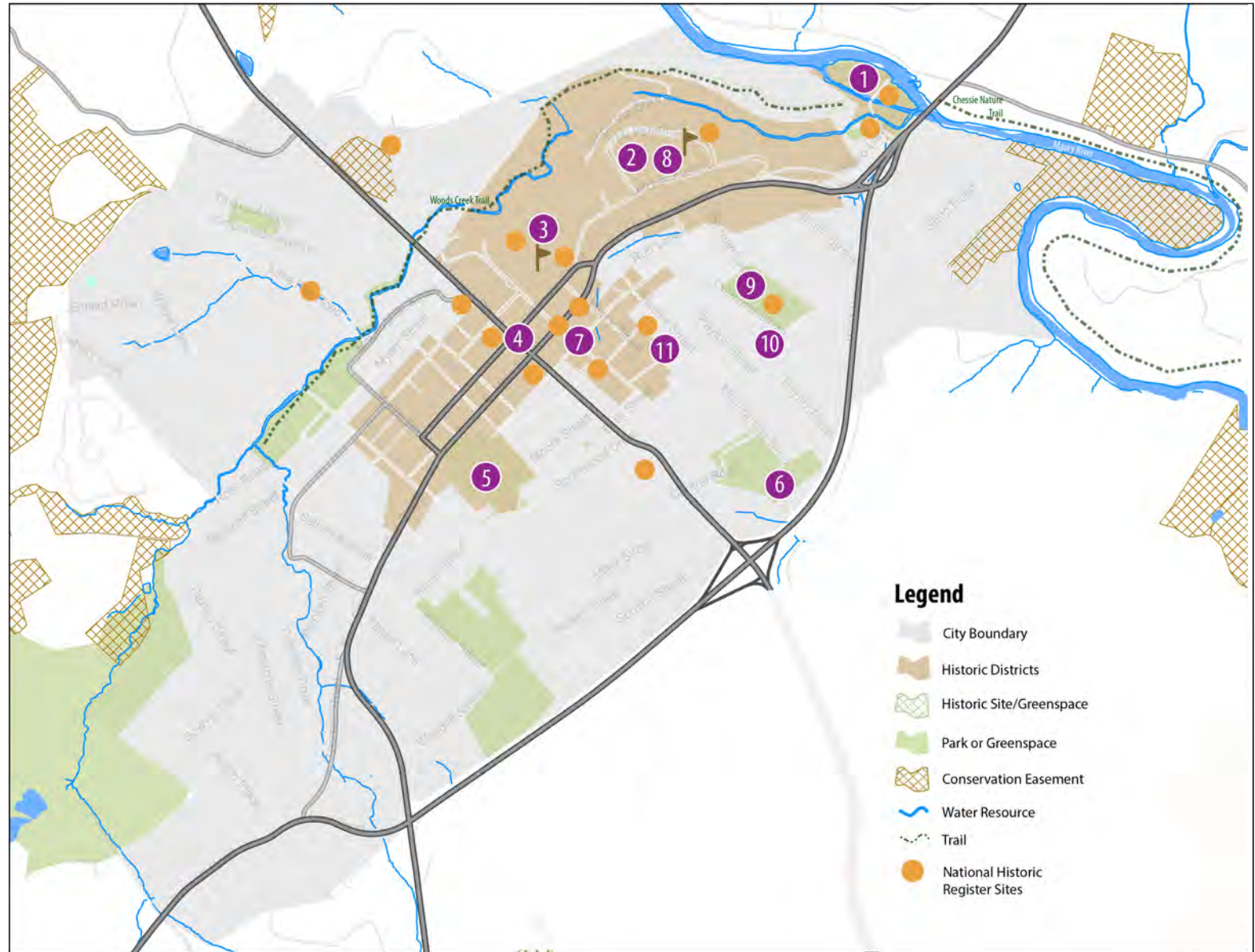
Map 3.1 Lexington Historic Districts

- Residential Historic District (Local)
- Jordan's Point Historic District (NRHP)
- Lexington Historic District (NRHP)
- VMI Historic District (NRHP)
- W&L Historic District (NRHP)

Historic Resources

Map 3.2
Existing Historic Resources

- 1 Jordan's Point/Miller's House Museum
- 2 Virginia Military Institute
- 3 Washington & Lee University
- 4 Historic Downtown Lexington
- 5 Oak Grove Cemetery
- 6 Evergreen Cemetery
- 7 Rockbridge Historical Society, Stonewall Jackson House, Visitor Center of Lexington
- 8 Marshall Foundation Museum and Library
- 9 Lylburn Downing Community Center
- 10 Diamond Hill Neighborhood
- 11 Green Hill Neighborhood



Historic Resources

▷ Planning Context

Historic Preservation and Sustainable Community Planning

When it comes to historic buildings and historic preservation, the case is clear — preservation promotes green development, bolsters economy through tourism, offers affordable housing options, reuses existing infrastructure and lessens the strain of providing community services, creates social connection, and improves quality of life.

In 2014, the National Trust for Historic Preservation completed an analysis, [“Older, Smaller, Better: Measuring how the character of buildings and blocks influences urban vitality.”](#) The study demonstrates the unique and valuable role that older buildings play in the development of sustainable cities. Based upon statistical analysis of the built fabric of three major American cities, this research finds that established neighborhoods with a mix of older buildings perform better than districts with larger, newer structures when tested against a range of economic, social, and environmental outcome measures.

Historic preservation is the necessary first step to capitalize on the City’s historic tourism potential – protecting assets that draw people to Lexington and fostering the creation of new amenities. Older, often smaller, buildings provide flexible, affordable space for entrepreneurs launching new businesses and serve as attractive settings for new restaurants and locally owned shops.

The rehabilitation of existing housing units and adaptive use of other building types for housing expands housing choices by providing residents with options that possess deeper cultural meaning and unique design qualities. The smaller size of many historic dwellings contributes to the City’s stock of market rate affordable housing and workforce housing. Furthermore, each dollar spent on rehabilitation creates more local jobs than new construction, and more of that dollar stays in the local economy, circulating multiple times. To ensure the rehabilitation of historic resources, the City encourages the Historic Lexington Foundation and local lending institutions to continue funding and sponsoring a rehabilitation loan pool for downtown buildings.

Historic development patterns integrated land use and circulation in a compact street grid serving multiple modes of transportation. Reinvestment in historic districts and communities also promotes reuse of existing infrastructure and supports areas that generally are walkable and have good transit access options. For instance, Lexington’s older residential neighborhoods and downtown receive Walk Scores of 78-88 whereas newer neighborhoods receive Walk Scores as low as 7. Preservation maintains these human-scale patterns of development, contributing to a more interconnected land use and transportation network where residents have choice in how they move throughout the city.

Encouraging walkability, bikeability, and transit use results in reduced energy consumption by individuals and more efficient provision of community services by municipalities.

Carl Elefante, AIA, LEED AP coined the phrase, “The greenest building is one that is already built.” In addition to using green building technology in new construction, sustainable development also embraces the preservation of existing buildings and structures. Reusing existing buildings saves landfill space and the energy expended in recycling materials from demolition. Furthermore, many of Lexington’s historic neighborhoods have mature tree canopies that help with carbon sequestration, creating cleaner, healthier air for Lexington residents.

These benefits of historic resources surpass the traditional definition of historic preservation and set the stage for the weaving of historic preservation principles into Lexington’s broader planning activities. The preservation of Lexington’s historic fabric has far reaching and meaningful planning implications, creating a more vibrant and sustainable city.



Historic Resources

▷ Partnerships and Initiatives

The success of historic preservation initiatives in Lexington is largely the result of active community organizations, including the Rockbridge Historical Society, Preservation Virginia, the Historic Lexington Foundation, and Main Street Lexington. Additional information on these organizations and their efforts can be found in **Appendix A**.

State and National Historic Registers

The National Register of Historic Places, administered by the U.S. Department of the Interior, designates properties of historic significance. The Virginia Landmarks Register, administered by the Virginia Department of Historic Resources, is a similar list of buildings, sites, structures, and historic districts that reflect Virginia's historical, architectural, and archaeological significance. Both designations are largely symbolic in that they do not regulate the use or change of listed buildings. These recognitions do however hold significance as a special honor and may provide tax incentives to eligible rehabilitations.

There are four nationally registered historic districts within the City: the Virginia Military Institute Historic District, the Washington and Lee University Historic District, Jordan's Point Historic District, and the Lexington Historic District. Additionally, the City has several properties that are individually listed on the Virginia Landmarks Register and/or the National Register of Historic Places.

Architectural Review Board

The Architectural Review Board (ARB) is an appointed body responsible for reviewing all proposals for exterior modifications to buildings and signs within the Historic Downtown Preservation District. The ARB's activities include applications for construction of new buildings or additions, demolition, signs, exterior renovations, and elements such as fences, walks, and retaining walls. Approved modifications are granted a Certificate of Appropriateness (COA) allowing work to proceed. The ARB also reviews COA applications in the Residential Historic Neighborhood Conservation District, but on a much more limited basis, where only demolition and new building construction are subject to ARB review.

In addition to efforts to create new design guidelines, the City has recently provided further training to the ARB, updated the board's by-laws, and updated historic property surveys to bring greater organization and clarity to future historic preservation efforts and projects.

Historic Downtown Preservation District

In 1971, the City established the Historic Downtown Preservation District. A feature of the City's zoning ordinance, the district places additional requirements on signs and buildings within the historic downtown. This district is administered by both City staff and the ARB. More recently, the City has enhanced its commitment to historic preservation by becoming a Certified Local Government and creating comprehensive historic district design guidelines to inform preservation decisions.

Residential Historic Neighborhood Conservation Districts

In 2006, Lexington established two Residential Historic Neighborhood Conservation Districts. One small district is located east of the downtown and centered near Randolph and Massie Streets, while a second district covers a much larger area west and south of the downtown. Creation of these districts was the result of coordinated efforts involving the City Planning Commission, Historic Lexington Foundation, the Rockbridge Historical Society, and other local citizens committed to local historic preservation.

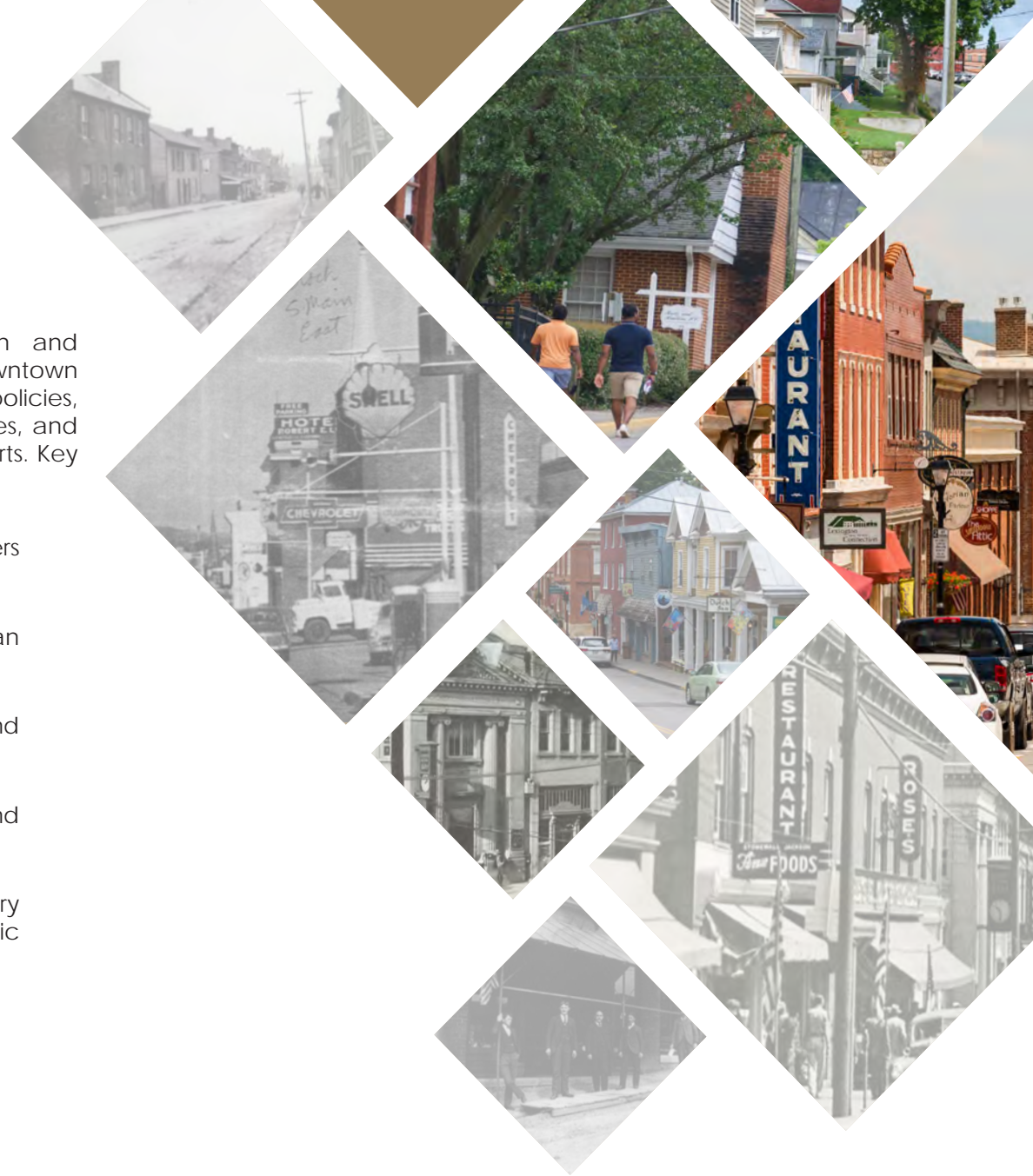


Historic Resources

▷ Needs Assessment






The City's long-standing attention to historic preservation and planning is apparent in the quality of Lexington's historic downtown and neighborhoods, as well as in the numerous programs, policies, and partnerships that are already in place. The goal, objectives, and strategies in this chapter continue and expand upon these efforts. Key needs include:

- ▶ Continued engagement of citizens and community partners in historic preservation efforts.
- ▶ Continued attention to researching and promoting an inclusive history of Lexington.
- ▶ Continued focus on context-sensitive development and preservation of historic structures.
- ▶ Continued use of resources to promote tourism and expand the local economy.
- ▶ Leveraging historic resources to promote complementary community goals, such as affordable housing, economic development, and sustainability.



Historic Resources

▷ Goal, Objectives, & Strategies

Historic Resources		
Goal: Continue to improve the quality of life for all Lexington residents by protecting its historic character, bolstering cultural and recreational opportunities, and promoting tourism to the region.		
Values	Objectives	Strategies
	Promote historic preservation as a means to enhance the quality of life for all of Lexington's residents.	HR 1.1 Work with and support local organizations and institutions to promote the fullest understanding of the entirety of Lexington's history.
		HR 1.2 Coordinate with other City programs, such as affordable housing initiatives, to encourage preservation and support 'aging in place' by providing rehabilitation resources for owners of historic properties.
		HR 1.3 Create thematic walking trails and use green infrastructure linkages to connect historic resources.
	Continue to promote history, historic preservation, and tourism as key elements for a strong, resilient local economy.	HR 2.1 Encourage rehabilitation and adaptive reuse of historic downtown properties as a means of increasing downtown population and economic vibrancy.
	Build on Lexington's history and distinctive identity to create a more vibrant 21st century community.	HR 3.1 Ensure that new development within historic districts and conservation areas is sensitive to the historic character and context of those areas and preserves any archeological artifacts found during the construction process.
		HR 3.2 Encourage and support local preservation, rehabilitation, and beautification efforts and the use of green building design as complementary to the values of historic preservation.
		HR 3.3 Continue to invest in public infrastructure improvements to further enhance the historic character of the City.
	Empower citizens to protect and enhance Lexington's historic resources.	HR 4.1 Educate owners of historic properties on appropriate maintenance procedures and requirements and promote Lexington's historic district guidelines as an asset to property owners planning renovation, rehabilitation, new construction, or other substantive changes to historic properties.
		HR 4.2 Provide property owners with information on historic rehabilitations, financial incentives, and context sensitive design.
		HR 4.3 Continue to work with, support, and promote incentives for private-sector investment and use of historic properties.
		HR 4.4 Welcome citizen-initiated requests to rename streets linked to the confederacy and enslavement of people.
	Provide the appropriate planning information, regulation, and coordination for historic preservation and tourism.	HR 5.1 Continue to work with organizations, such as Main Street Lexington, Lexington & the Rockbridge Area Tourism Development, and Rockbridge Historical Society to promote history and tourism in the City.
		HR 5.2 Encourage the maintenance of the City's Certified Local Government status with the Virginia Department of Historic Resources by reviewing and managing the City's historic preservation programs.
		HR 5.3 Ensure the City's historic preservation activities are consistent with Virginia's Comprehensive Historic Preservation Plan.