



LEXINGTON ARCHITECTURAL REVIEW BOARD

Thursday, October 5, 2023 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. September 21, 2023 Minutes*
4. NEW BUSINESS:
 - A. COA 2023-34: an application by Justin Smith for a Certificate of Appropriateness for new signage for Bigger Chicken Apparel at 121 W. Nelson Street, Tax Map #23-1-50, owned by Greentree Partners I, LLC.**
 - 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, September 21, 2023 – 5:00 p.m.
Second Floor Conference Room
Lexington City Hall
MINUTES

Architectural Review Board:

Present: C. Alexander, Chair (arrived 5:02)
A. Bartenstein, Vice-Chair
J. Goyette
J. Taylor, Alternate A
B. Crawford, Alternate B

City Staff:

Arne Glaeser, Planning Director
Kate Beard, Administrative Assistant

Absent: I. Small

CALL TO ORDER:

A. Bartenstein called the meeting to order at 5:00 p.m.

AGENDA:

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

MINUTES:

The minutes from the August 14, 2023 were unanimously approved as presented. (J. Taylor / B. Crawford)

CITIZENS' COMMENTS ON MATTERS NOT ON THE AGENDA:

None

NEW BUSINESS:

A. COA 2023-33: an application by Jamie Schankweiler for a Certificate of Appropriateness for new signage and exterior improvements for Hatterwick Boutique at 9 W. Nelson Street, Tax Map #23-1-83, owned by John Sheridan.

- 1) Staff Report – This was an application for a new projecting sign, a new door sign, a new window sign, a new awning cover, and an exterior paint refresh for Hatterwick Boutique at 9 W. Nelson Street. The applicant requested a circular window decal, 2 feet in diameter, to be applied to the storefront window; a circular window decal, 1 foot in diameter, to be applied to the entry glass; and a double-sided, circular metal projecting sign, 3 feet in diameter, with permanent vinyl decals applied to both sides. All of the signs featured the business logo with pink text and pink and gold graphics on a white background. The applicant intended to recycle the projecting sign used for the previous business by covering the old logo decals with the new Hatterwick logos. The “smile” portion of the projecting sign would be painted Sherwin Williams Caviar (HCSW6990) and finished with text comprised of 2” tall white vinyl letters. The sign would be hung from the existing bracket and would not be illuminated. The applicant also requested an exterior paint refresh using the Sherwin Williams colors Alabaster (HCSW4031) and Caviar (HGSW6990). The proposal was to paint the face of the building and ceiling above the entrance in Alabaster, the trim around the

door, window and entryway ceiling in Caviar, and the recessed areas below the storefront in alternating 4” wide Alabaster and Caviar stripes. The mailbox and addressing numeral was also to be painted Caviar. The proposal also included replacing the awning cover with a new Sunnyside Tempostest awning cover in black. Staff provided the vinyl sample and paint color samples included with the application for the Board to review and stated the proposal met the zoning criteria.

2) Applicant Statement – Applicant Jamie Schankweiler was present to answer questions.

B. Crawford applauded the applicant’s choice to repurpose the old sign. She then asked the applicant to explain the request for the striped element beneath the storefront. Ms. Schankweiler stated she was a “stripe girl” and explained that she made use of several other striped branding elements inside her shop. Responding to additional questions, she confirmed that the vinyl sample, to be used on the shop door glass, did not contain the extra smile portion with text that would be present on the projecting sign. She also confirmed the projecting sign would be hung from the existing bracket and that the new, black awning cover would be mounted to the existing awning frame.

A. Bartenstein read several Design Guidelines provisions concerning the use of color in the Historic District which emphasized that color choices should be appropriate to the period in which the building was constructed, generally compatible with adjacent structures, and avoid being overly bright or obtrusive. He said he understood the proposal could be seen as an extension of the applicant’s brand, but expressed concern that the proposed color scheme was not compatible with the historic character of the district. J. Goyette pointed out that very few of the shops in the immediate vicinity had been recently refreshed, so to be concerned that this shop would stand out seemed unfair. J. Taylor noted the recent refresh of a nearby building had included a black and white theme. B. Crawford said her concern with the proposal did not have to do with the color choice, but with the proposal for painted stripes on the building’s exterior. A. Bartenstein added that he believed the contrast between the painted wood and the painted concrete floor would not appear uniform. C. Alexander said she thought the white vertical uprights would be an improvement. She remarked that the storefronts on that portion of the street tend to fade together, and she thought the white would help to draw eyes to that section of the street. She indicated she was not opposed to the stripes, but agreed that the concrete floor, if painted black, would show dirt and easily appear scuffed.

Responding to a question about the door, Ms. Schankweiler amended her proposal to include painting the entry door the Alabaster color and installing a gold kick plate. After voicing support for the signs and proposed color scheme, B. Crawford reiterated her concern that the proposed black and white stripes were inappropriate in the Historic District. Ms. Schankweiler pointed to the existing black and white striped awning two doors down from her building as precedence. She also noted the actual paint colors were less stark than those shown in her application and the stripes would only be approximately 6 inches in height. Noting the actual paint colors were, in fact, more subdued than what was depicted in the application renderings, A. Bartenstein indicated he was loathe to deny creativity or fun.

3) Public Comment – None

4) Board Discussion & Decision –

Chair Alexander suggested approval of the application be broken up into its various elements. **B. Crawford moved to approve the projecting sign as presented. J. Goyette seconded and the motion passed unanimously. (5-0) J. Taylor moved to approve the window and door signs as presented. J. Goyette seconded and the motion passed unanimously. (5-0) B. Crawford moved to approve the new awning cover as presented. J. Taylor seconded and the motion passed unanimously. (5-0)**

Returning to the painting proposal, J. Taylor observed that the appearance of the stripes would be softer when painted on the building's wooden exterior, but would certainly make the building stand out in comparison to its neighbors. C. Alexander agreed, but noted the striping would only be at the ground level. B. Crawford argued that the stripes would compete with the other design element. **J. Goyette moved to approve the exterior painting for COA 2023-33 as presented during the meeting, with the addition of painting the door and installing a brass kick plate. C. Alexander provided the second.** B. Crawford said she believed the stripes would be overly distracting and voiced concern for setting a precedent for painting stripes on an exterior façade in the Historic District. She suggested that painting all of the façade elements in the white color would allow the signage and window décor to be the main visual focus. A. Bartenstein said an all-white façade would likely not have the same visual energy or “sizzle” that the applicant was hoping for with the black and white color scheme. B. Crawford asked and received confirmation that this would be the first example of a building downtown being painted in this manner. Following additional discussion about the applicant's proposal and possible alternate painting schemes, **the motion to approve the proposed exterior painting passed. (4-1)**

OTHER BUSINESS:

The Board had questions about enforcement for items such as the exterior flower pots located in front of the building at 9 W. Nelson Street. A. Glaeser said that items that are not attached to a building's façade, such as these flower pots or exterior tables or benches, are not considered “improvements” and the City has no approval process for them. He indicated that enforcement for maintaining an adequately open sidewalk was his responsibility as Lexington's Zoning Administrator.

ADJOURN:

The meeting adjourned at 5:38 p.m. (J. Goyette / B. Crawford)

C. Alexander, Chair, Architectural Review Board

Lexington, VA Historic Downtown Preservation District COA
COA 2023-34 121 W. Nelson Street New Signage

Project Name	New signage for Bigger Chicken Apparel
Property Location	121 West Nelson Street
Zoning	C-1 (Commercial District (Central Business)) and Historic Downtown Preservation District
Owner/Applicant	Greentree Partners I, LLC. / Justin Smith

OVERVIEW OF REQUEST

This is an application to approve a Certificate of Appropriateness (COA) for new signage for Bigger Chicken Apparel at 121 West Nelson Street. The applicant is requesting a new projecting sign and three new window signs. The proposed projecting sign is a 36" x 36" die cut metal sign, featuring the business name and logo in raw metal and hung from the existing bracket. The proposal also includes three vinyl window decals covering a combined 6 square feet of window glass. The window sign graphics and text will be in powder blue and black on a transparent background. Additional sign details are included in the application materials, and the applicant will provide samples at the meeting.

121 W. Nelson Street existing conditions



**Lexington, VA Historic Downtown Preservation District COA
COA 2023-34 121 W. Nelson Street New Signage**

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)

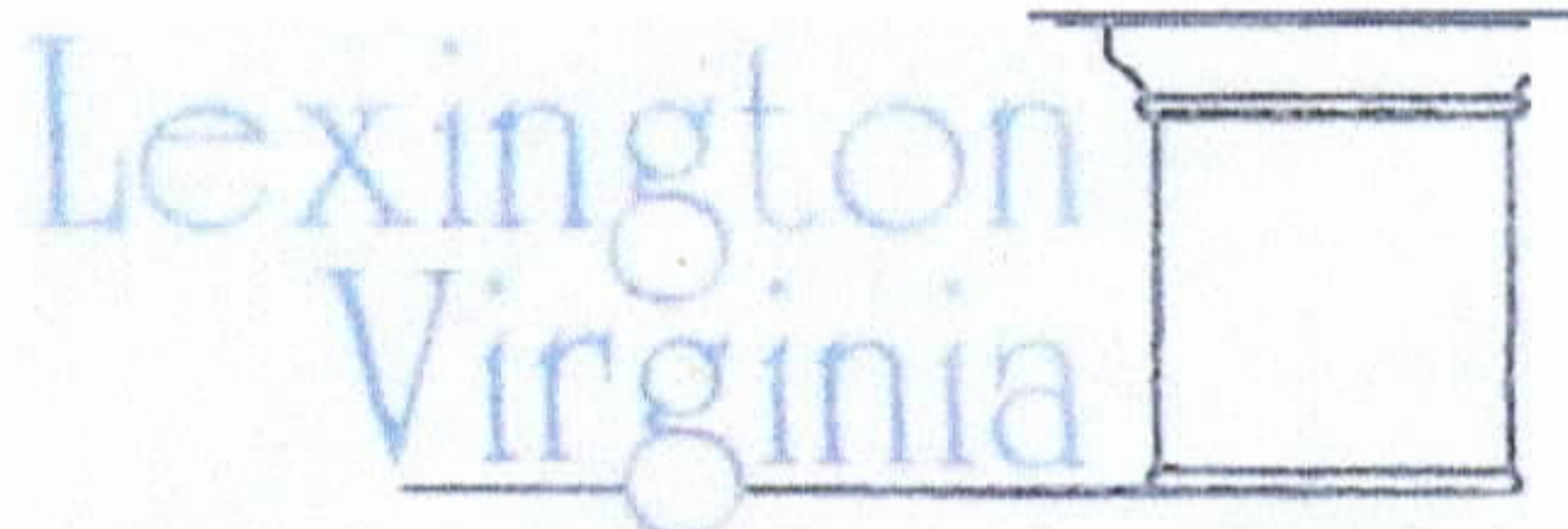
<https://www.lexingtonva.gov/home/showpublisheddocument/1506/637661128242230000>

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.



SIGN PERMIT APPLICATION

Applicant 1

Name: Justin Smith Phone: 818-807-7393

Company: Bigger Chicken Apparel Fax:

Address: 121 W. Nelson St. Email: biggerchickenllc@gmail.com

Applicant's Signature: [Signature] Date: 9.18.23

Property Owner Manager

Name: Jeff Mason Phone: 540-461-0210

Address: 25 S. Main Street Email: jeffe.colonnaassociates.com

Owner's Signature: [Signature] Date: 9/18/23

Sign Contractor

Name: Donelle Dewitt Phone: 540-460-2045

Company: DDGA + I, LLC Fax:

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

Proposal Information 2

Address (or location description): 121 W. Nelson St. Lex, VA 24450

Tax Map: Deed Book and Page #:

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

Property Doing Business As:

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	<u>projecting</u>	<u>9^{sq}</u>	<u>36"</u>	<u>36"</u>
Sign 2	<u>(3) vinyl on glass</u>	<u>see attachment</u>		
Sign 3		<u>TOTAL: 6^{sq ft}</u>		

Street Frontage (width) of business space in feet 17' W

Street Frontage (width) of building in feet _____

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

Windows & Door glass
144.5^{sq}

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? Sign 1: cut metal, existing bracket.

Sign 2: (3 parts) Powder Blue & a tiny bit of black

Will the sign be illuminated? Yes No vinyl in the QR

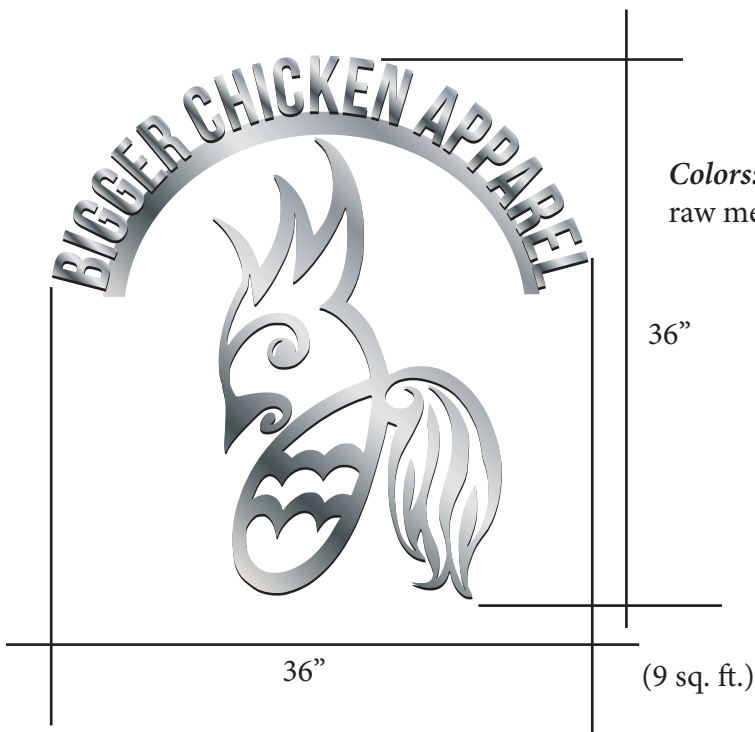
Please attach a sketch of sign(s) and samples showing the following:

- 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 (existing)

BIGGER CHICKEN APPAREL

Justin Smith

121 West Nelson Street
Linear Frontage: 17'



Existing Armature



Vinyl Color:
Powder Blue

(See page 2 for window vinyl dims)

Prepared by

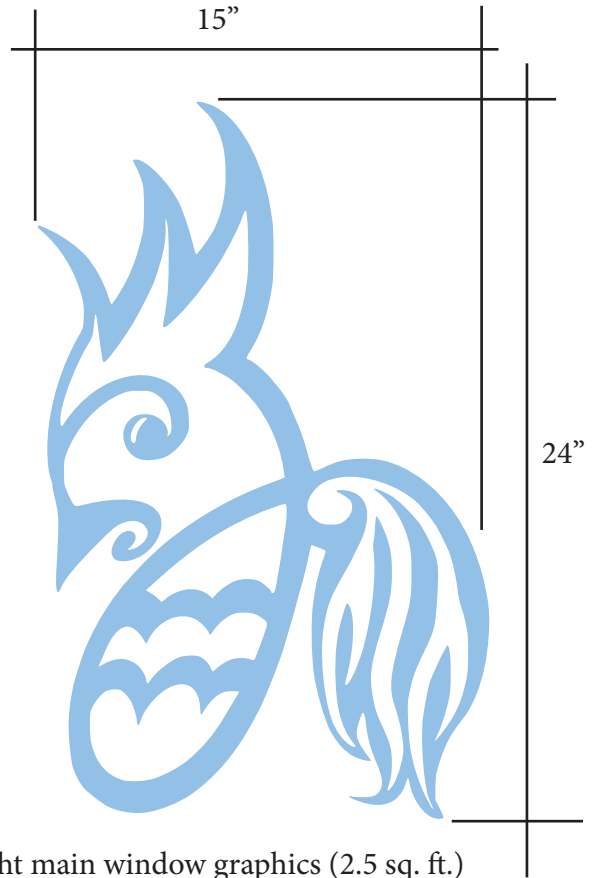
Donelle DeWitt
Graphic Arts &
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*Logo Design, Desktop Publishing,
Signs, Banners & more*

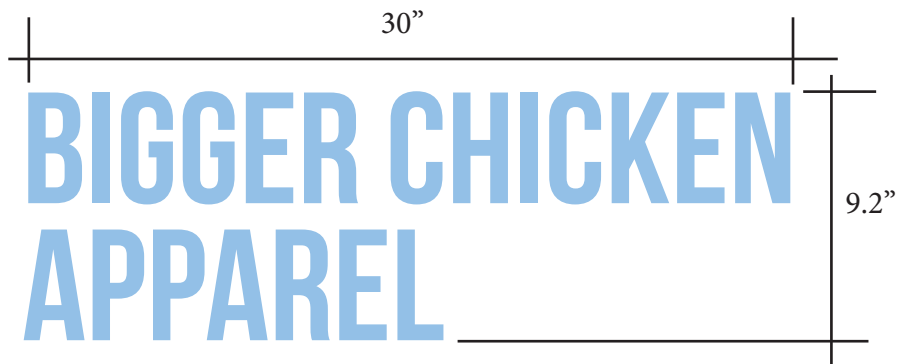
Cell: 540-460-2045
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door graphics (1.5 sq. ft.)



right main window graphics (2.5 sq. ft.)



left main window graphics (2 sq. ft.)