



Community Development
Department

STAFF REPORT

Meeting Date:	August 27, 22026
Agenda Title:	Work Session: 70 Main Street
Requested Action:	Design Feedback for Proposed Signage
Department / Agency Lead:	Community Development
Staff Lead:	Whitney Burgess, Preservation Planner

EXECUTIVE SUMMARY

The owner of the property is opening a restaurant at 79 Main Street, a circa 1935 multi-unit commercial building. Staff recently approved COA 26-34 at the admin level for new window and door sign decals as well as a new wooden sign hung from an existing bracket on the second floor. Initially, the property owner included a large wooden wall sign illuminated by new lighting fixtures in his COA request but later removed it from the plan submission after Staff recommendation the design should be reworked. As initially proposed, the wall sign exceeded the dimensions allowable by zoning ordinance and would cover one of the façade's inlaid brick diamond's, a characteristic feature of the 1930s Decorative Brick style. The sign would have been illuminated by two 18" black metal wall sconces. The property owner would like ARB feedback on appropriate ways to design the sign and lighting plan.



Street View





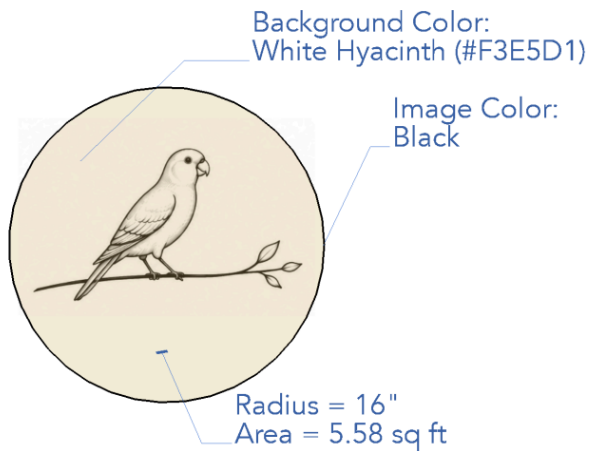
BACKGROUND

This building (VDHR 156-0019-0231) was constructed between 1931 and 1947 based on Sanborn maps. Local records show the present building historically operated as Risdon Hardware and Rhodes Drug Store. Rhodes Drug Store closed at end of 2005 upon retirement of owner. Although the original brickwork has been repainted, the building is a good example of two-part commercial block building in the Decorative Brick style, a subset of the Art

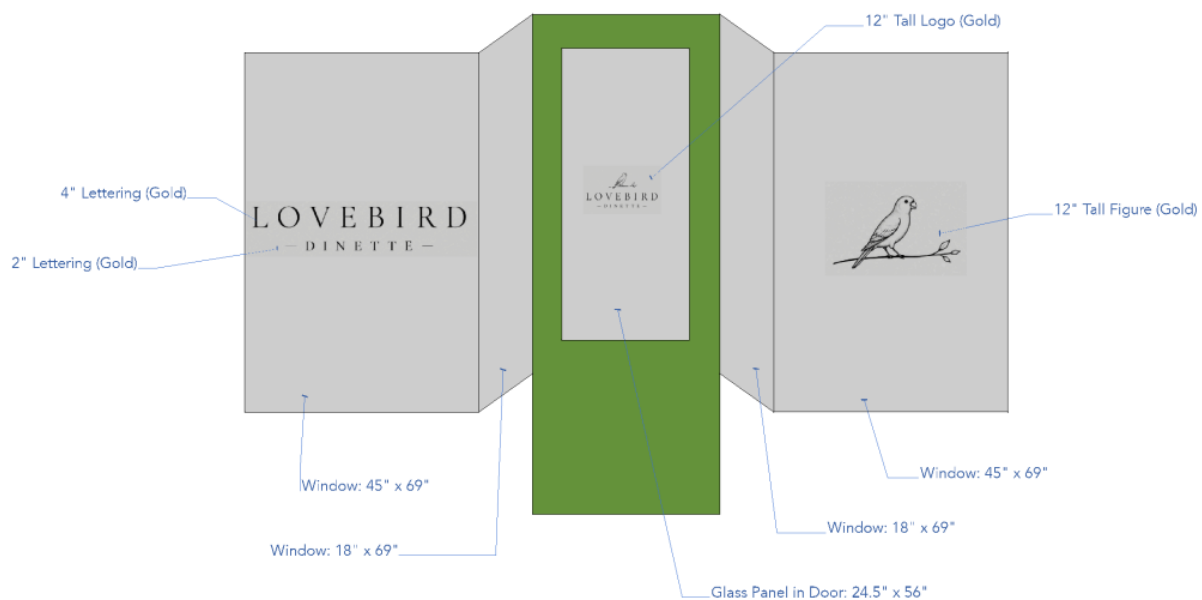
Deco movement. The property represents the mid-twentieth-century residential resources within the district and retains integrity of location, design, setting, feeling, and association. This resource falls within the district's period of significance and contributes to the character of the district. Although the building does not possess sufficient architectural or historical significance to qualify for individual listing in the National Register, it is a contributing resource to the Warrenton Historic District under Criterion C for architecture.

Recently approved **COA 26-34** for window/door decals and wood sign from existing bracket:

Wood Sign with Vinyl Print



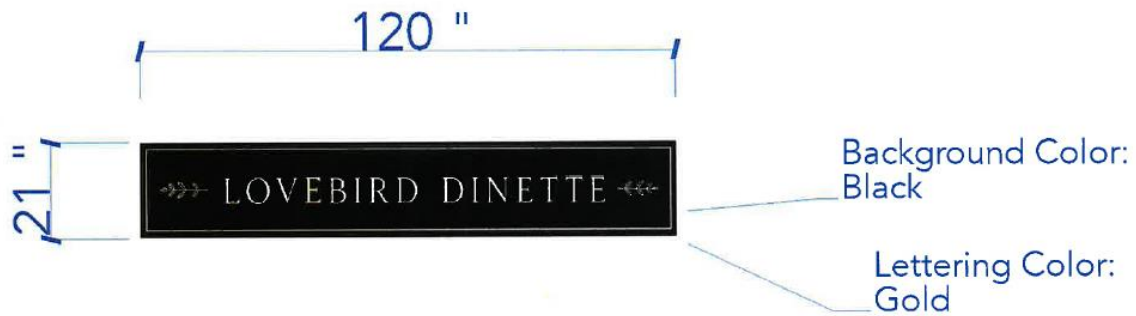
Window Signs (Vinyl Decals)



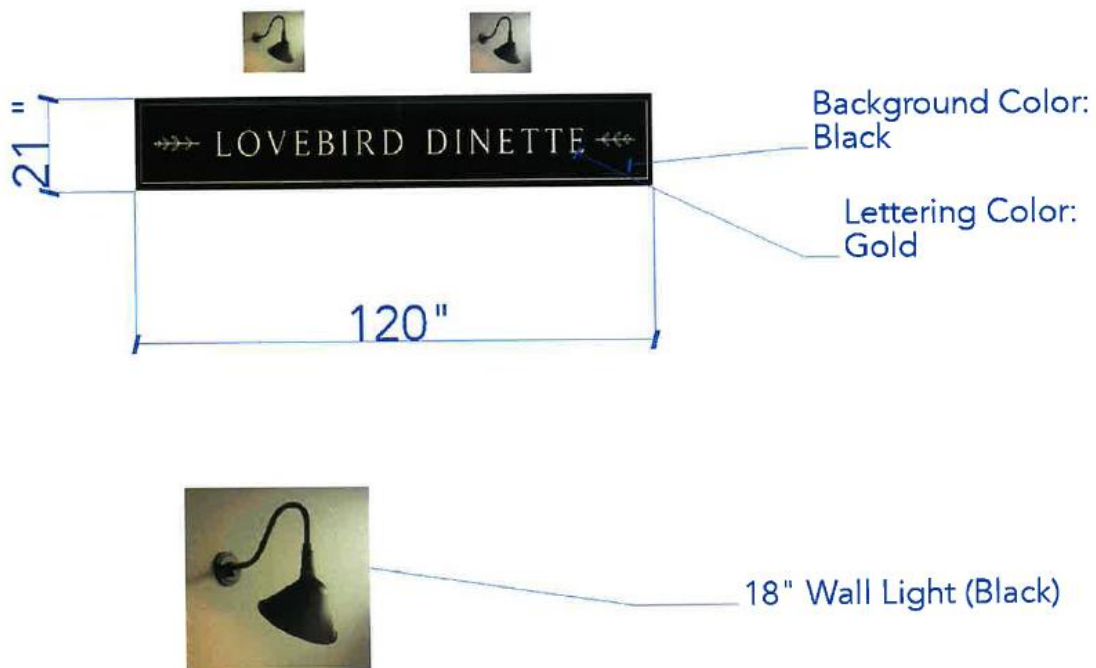


Originally proposed signage and lighting:

Building Sign (Wood with Vinyl Print)



Building Sign with Lighting Detail





Originally proposed signage rendering

Feedback from Zoning Staff:

Building Sign

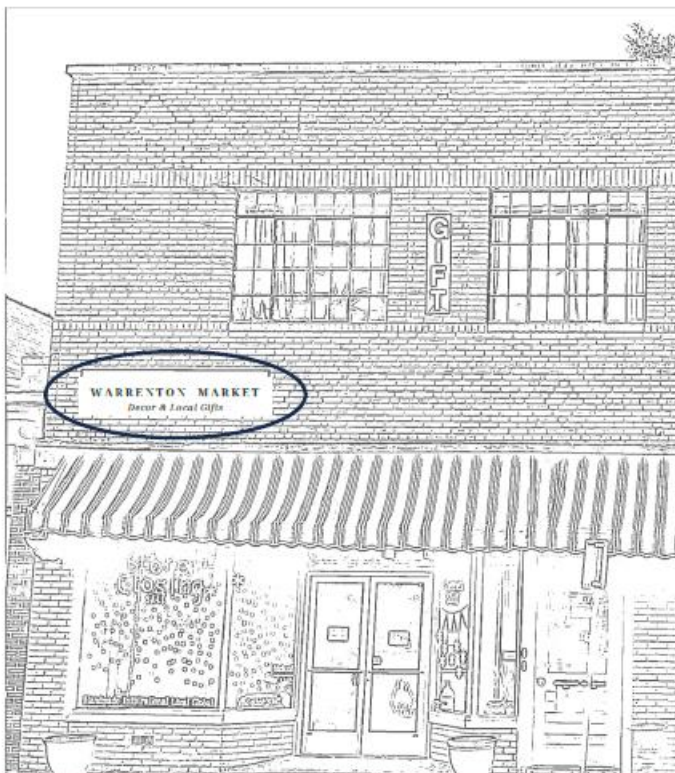
Additional information is required for review of the building sign. Provide the width of the façade for the tenant space, AND provide location and size information for all other signs mounted on the front of the building that faces Main St. The total area of the building sign cannot exceed 1.5 sq.ft. per façade width, OR 132 sq.ft. for the entire building wall that faces the street, *whichever is less*. The proposed sign equals 17.5 sq.ft. (Z.O. 6-13.3.5)

The width of the facade of the tenant space is 15 linear feet.

Previously approved signage at the property:



(2019)



15" tall by 88"

DESIGN GUIDELINE CONSIDERATIONS

Historic District Guideline	Page No.	Analysis
Guidelines for Signage		
3. Design signage that attaches to historic materials in a manner that causes no irreversible damage to that materials. Minimize the number of anchor points when attaching signs to buildings.	3.36	
4. New and Modified signs should be compatible with the architectural character and materials of the building and district.	3.36	
6. Signs within the district may be made of wood, metal, composite, or synthetic materials. Plastic is typically not allowed. Painted lettering is preferred but may be comprised of individually applied letters or illuminated channel lights.	3.36	
7. In general, signs should be illuminated from an external, shielded lamp. Do not overpower the building or street edge with lighting. Use a warm light similar to daylight.	3.36	
<i>Not historically appropriate:</i> Signage that obscures architectural features or visually competes with the historic character of the building.	3.36	

STAFF RECOMMENDATION

Staff recommends the desired wall sign is scaled down to meet those same dimensions as the neighboring unit at 77 Main Street, which measures 88" in width and 15" in height. This would also prevent the inlaid diamond detail from being covered. The style and accompanying lighting meets HD Design guidelines. All attachments should be affixed at the mortar joint so as not to impact historic brick.