



Community Development
Department

STAFF REPORT

Meeting Date:	May 28, 2026
Agenda Title:	COA 26-11 82 Main Street
Requested Action:	Review for alterations to the building's 4 th Street elevation: proposed hanging sign and an A-frame sidewalk sign
Department / Agency Lead:	Community Development
Staff Lead:	Whitney Burgess, Preservation Planner

EXECUTIVE SUMMARY

The applicant is requesting approval to install:

A double-sided metal hanging sign affixed to the brick wall with a new bracket:

- The proposed sign measures 20" x 20" x 4"
- Installation will be 8 feet above the sidewalk and extend 6 inches from the building façade, which meets the requirements for hanging signs per article 4.F of the Historic District Guidelines;
- Meets the requirements of one projecting sign allowed per business.

An A-Frame polymer sidewalk sign:

- The proposed sidewalk sign measures 24" x 36" inches
- The proposed sign will be placed under the drip line of the entry opening to allow 4 feet of accessible sidewalk, per article 6-15.6 of the Zoning Ordinance

BACKGROUND

This circa 1970, three-story, masonry commercial building at 82 Main Street has a Modernist style. The core of the building is constructed of CMU with sections of red-brick common or running bond veneer. The 4th Street elevation features ribbons of narrow, fixed window panes with CMU infill. Third floor fenestration above the entry bay is marked by a large, arched transom. The building is in good condition with no apparent signs of structural or cosmetic damage. Historically, this building has served as office or retail space. Aerial photographs depict the lot as undeveloped and shaded by several large hardwood trees as early as 1952. That canopy disappeared by the time of the building's construction. The non-historic fixed metal windows and metal-framed glass doors date to circa 1990. The property was initially surveyed (VDHR 156-0019-0232) for NRHP eligibility as part of the surrounding historic district in December 1997, with a later re-survey in 2019. Although the massing, scale, and materiality of the building is compatible with earlier historic commercial structures in the vicinity, the resource does not possess the historic integrity and local significance to qualify for individual NRHP eligibility.





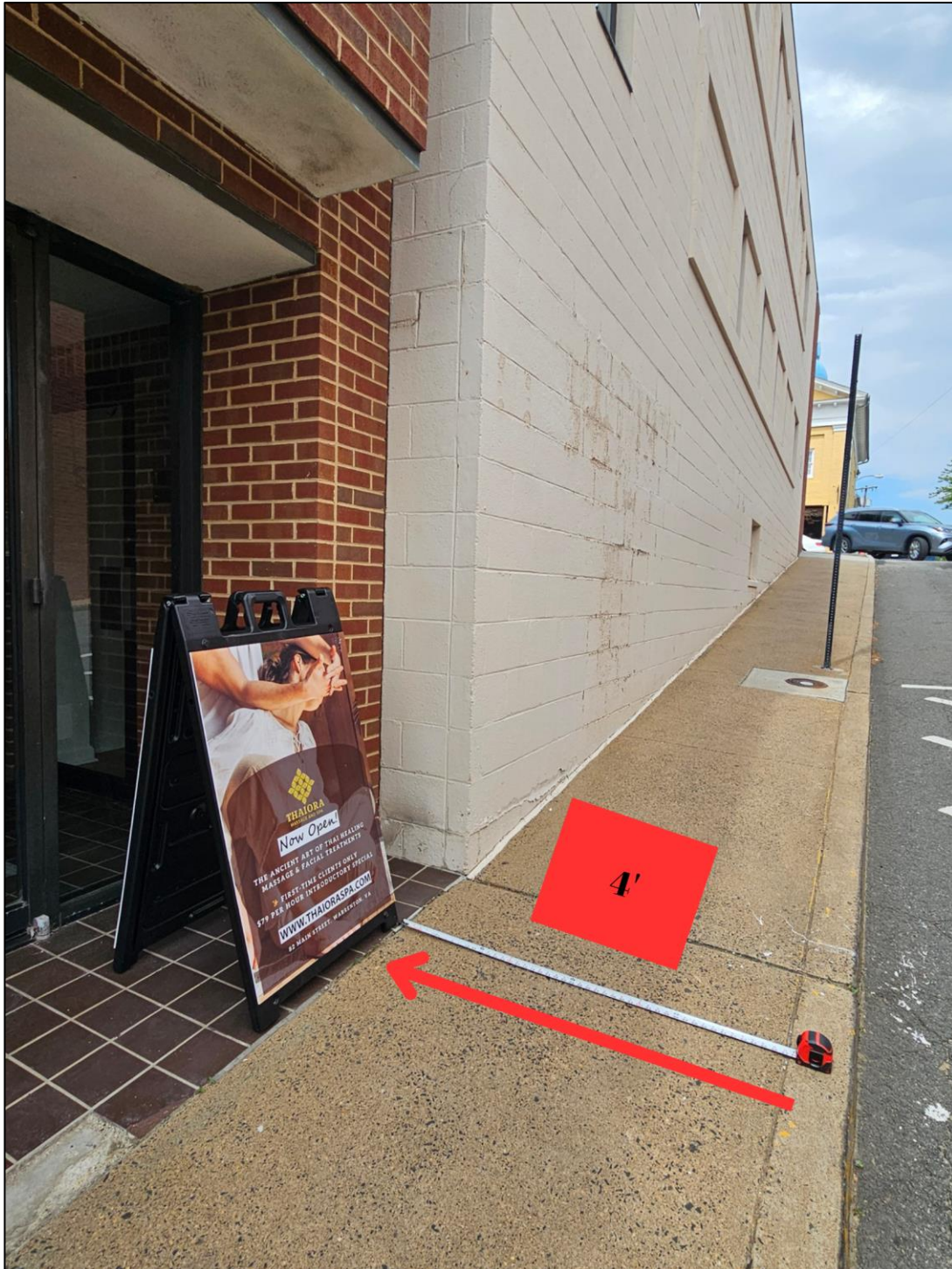
Proposed Business Signage



Location and Dimensions of Proposed Signage



Proposed A-Frame Sidewalk Sign



Location of Proposed Sidewalk Sign Relative to Sidewalk

DESIGN GUIDELINE CONSIDERATIONS

Historic District Guideline	Page No.
F. PROJECTING SIGNS	3.41
1. The bottom edge of the projecting sign should be eight (8) feet above the sidewalk.	
2. Projecting signs should not be larger than six (6) square feet. The sign panel should have a minimum six-inch (6") clearance from the face of the building and extend to its outermost part less than four (4) feet. Projecting signs will be reviewed according to their scale and size and to the scale and size of the building to which they are proposed.	
3. Creative designs and shapes are always encouraged.	
4. Limit the number of projecting signs to one per business.	

STAFF RECOMMENDATION

Staff recommends approval of Certificate of Appropriateness 2026-11 for the request to install a double-sided hanging sign (20" x 20") from a new bracket on the 4th Street elevation of 82 Main Street, as well as a new A-frame sidewalk sign, as described and depicted in the application and plans, provided the following conditions are met:

- 1) All necessary permits are acquired;
- 2) The hanging sign shall not exceed 30" x 30";
- 3) The bracket shall be installed only within the mortar joints and not directly into the brick to avoid damage to the masonry;
- 4) The hanging sign shall have at least 4 inches of clearance from the end of the sign to the face of the wall;
- 5) The bottom of the hanging sign to the sidewalk must provide at least 8 feet of clearance;
- 6) The A-Frame sign shall be internally weighted (can use sandbags, weights, etc.);
- 7) The A-Frame sign shall leave at least 4 feet of clearance along the sidewalk, so it does not impede any pedestrian traffic.

ATTACHMENTS

1. Attachment 1- Photos
2. Attachment 2- Draft Motion