

**Minutes  
Old Town Design Review Committee  
March 13, 2017**

**Item 1:**

The Old Town Design Review Committee was called to order at 4:02 p.m. with the following members present: Sharon Ellis, Andrea Fowler, Doug Killough and Advising Architect Bill Peck. Members Amanda Ferguson, Casey Dunn were absent.

Staff present: Richard Luedke, Planning Manager; June Sin, Planner; Jonathan Beckham, Planner and George Babineaux, Assistant Building Official (arrived at item 5).

**Item 2:**

The second item on the agenda was the approval of the minutes from the February 13, 2017 meeting.

*A motion was made by Doug Killough and seconded by Andrea Fowler to approve the minutes.*

*The motion passed unanimously (3-0).*

**Item 3:**

The third item was Consideration of a Letter of Design Approval for a Single Tenant Sign at Beside the Bride located at 125 N. Mill Street, as requested by Caroline Berend the property owner.

Staff gave a brief presentation indicating the applicant painted over the existing mural and provided a new wall sign. Staff discussed the size, location and design of the new wall sign.

Member Sharon Ellis asked about regulations regarding murals. Richard Luedke stated that murals require a Letter of Design approval and will need to follow the Old Town Ordinance.

*A motion was made by Doug Killough and seconded by Andrea Fowler to approve the wall sign with a modification allowing a sign area of 90.5 square-feet in lieu of the maximum sign area of 50 square-feet.*

*The motion passed unanimously (3-0).*

Vice Chair Sharon Ellis revised the order of agenda items as indicated below:  
George Babineaux arrived at 4:14pm.

**Item 5:**

The next item on the agenda was consideration of a Letter of Design Approval for a Single Tenant Signs, a Monument Sign and Exterior Lights for Relevant Life Church, Located at 331 East Church Street, as Requested by Michael Benn, of Michael Benn Associates.

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Staff gave a brief presentation indicating the applicant plans to reuse the existing monument sign structure and resurface the sign with their logo. Staff also discussed the proposed wall sign which will be installed on the east elevation along Church Street. Staff discussed exterior lighting options for both the wall sign and the monument sign.

Advising Architect Bill Peck suggested that the lettering for the “Relevant Life Church” be moved down to be centered on the sign for overall balance.

*A motion was made by Doug Killough and seconded by Andrea Fowler to approve the sign as presented with the condition that the lettering be centered on the sign and allowing modifications to the wall sign area and the monument sign height and area.*

*The motion passed unanimously (3-0).*

**Item 4:**

The next item on the agenda was consideration of a Letter of Design Approval for a Monument Sign and Window Sign for The Lewisville Convention & Visitors Bureau, Located at 247 West Main Street, as Requested by Phyllis Cox, on Behalf of the City of Lewisville.

Staff gave a brief presentation indicating that The Lewisville Convention and Visitors Bureau, plans to install a monument sign at their new location. Staff discussed the proposed sign design, material, and location. The committee discussed the proposed material. Bill Peck suggested that sign should be made of brick rather than proposed stone to match the existing building. Member Sharon Ellis agreed that the use of brick would be recommended in lieu of proposed natural stone. Richard Luedke stepped out to contact the applicant.

There was a brief recess from 4:25 to 4:41.

The committee discussed the design intent with the applicant, who was available by speaker phone. The applicant indicated that the proposed stone was to match the color of the building. The design intent was to provide a unique sign which stood out to grab the attention of the public and would be perceived as welcoming.

The committee suggested following:

- 1) Proposed stone slab with an undulating top to have a flat top or a curved top.
- 2) Proposed stone to be replaced with brick material
- 3) Instead of matching the existing building, consider to match the color of surrounding building for inspiration, especially the MCL Grand which provides a backdrop.

*A motion was made by Doug Killough and seconded by Andrea Folwer to table the item to the next meeting to give the applicant time to consider the recommended alternative design options.*

*The motion passed unanimously (3-0).*

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There being no other items to discuss, the meeting was adjourned at 4:57 p.m.

Respectfully submitted,

Approved,

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Richard E. Luedke, Planning Manager

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Amanda Ferguson, Chairperson