

A G E N D A

OLD TOWN DESIGN REVIEW COMMITTEE MONDAY, JANUARY 13, 2020

**LEWISVILLE CITY HALL
COMMUNITY DEVELOPMENT CONFERENCE ROOM
2ND FLOOR
151 WEST CHURCH STREET
LEWISVILLE, TEXAS**

REGULAR SESSION MEETING – 4:00 P.M.

- 1. Call to Order and Announce That a Quorum is Present.**
- 2. Approve the Minutes From November 25, 2019.**
- 3. Consideration of a Letter of Design Approval for a Single-Tenant Wall Sign and the Exterior Modifications of an Existing Building, Located at 400 West Main Street, as Requested by Doug Oppenheimer and Richard Crooks of Denton County Holdings LLC, the Property Owner.**
- 4. Consideration of a Letter of Design Approval for a Single Tenant Wall Sign for Old Town BBQ & Bodega, Located at 301 South Mill Street, as Requested by Gabriel Aguilar, of Bradburry Signs, on Behalf of Terry Sullivan, the Applicant.**
- 5. Request for Feedback for a Single-Tenant Wall Sign for Securitex Old Town Locksmith Located at 316 South Mill Street.**
- 6. Consideration of a Letter of Design Approval for a Projecting Sign for We + You, Located at 135 West Main Street, as Requested by Bill Gravitt of Gallery Custom Signs, on Behalf of Judy Kay Ferguson, the Applicant.**
- 7. Adjournment.**

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Lewisville City Hall & Community Development Conference Room are wheelchair accessible. Access to the building and special parking are available at the front entrance along Church Street. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the Economic Development Office at (972) 219-3736 or by FAX (972) 219-3412 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

**Minutes
Old Town Design Review Committee
November 25, 2019**

Item 1:

The Old Town Design Review Committee was called to order at 4:03 p.m. with the following members present: Amanda Ferguson, Jack Tidwell, Randy Tetzlaff, and Justin Moeller. Member Patricia Esselborn was absent.

Staff present: Richard Luedke, Planning Director; Michele Berry, Planning Manager; Jonathan Beckham, Planner.

Item 2:

The second item on the agenda was the approval of the minutes from the October 28, 2019 meeting. *A motion was made by Justin Moeller and seconded by Randy Tetzlaff to approve the minutes as presented. The motion passed unanimously (4-0).*

Item 3:

The next item on the agenda was Consideration of a Letter of Design Approval for a Single-Tenant Wall Sign for Haugen Law Firm, Located at 101 West Main Street, as Requested by Robin Berry, the Applicant.

Staff gave a brief overview of the proposed single-tenant wall sign and recommended approval. *A motion was made by Jack Tidwell and seconded by Justin Moeller to approve the single-tenant wall sign as presented. The motion passed unanimously (4-0).*

Item 4:

The next item on the agenda was a Presentation and Discussion on the Development Process and the Role of the Old Town Design Review Committee.

Item 5:

The next item on the agenda was a Report on Lewisville 2025 Vision Plan Update

Item 6:

The final item on the agenda was a Presentation of 2019 Planning Excellence Award and 2019 Gold Level Planning Achievement Award for Implementation of the Lewisville 2025 Visions Plan

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Minutes - Old Town Design Review Committee
November 25, 2019

There being no other items to discuss, the meeting was adjourned at 4:59 p.m.

Respectfully submitted,

Approved,

Richard Luedke, Planning Director

Amanda Ferguson, Chairperson

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Jonathan Beckham, Planner

MEETING

DATE: January 13, 2020

SUBJECT: **Consideration of a Letter of Design Approval for a Single-Tenant Wall Sign and the Exterior Modifications of an Existing Building, Located at 400 West Main Street, as Requested by Doug Oppenheimer and Richard Crooks of Denton County Holdings LLC, the Property Owner.**

BACKGROUND

PrototypeIT is an information technology company that has recently moved to the Old Town area. On October 14, 2019, the Old Town Design Committee granted a Letter of Design Approval for exterior modifications to this location including new windows and paint, and on October 28, 2019 the Committee approved changes to the previously approved paint colors. The applicant is now seeking approval for exterior modifications to the southern elevation, including new paint and two arbors, and a single-tenant wall sign.

ANALYSIS

Exterior Modifications: Paint

On October 28, 2019, the committee approved the color “Dover White” for this building. The applicant is now seeking approval for a bronze colored horizontal line painted above the windows. The applicant feels that this additional paint will help break up the white color and help mitigate the visual noise created from the existing brick work. The bronze strip is painted “Chestnut Brown (BBZ3) which is similar to “Rookwood Dark Brown” (SW 2808) from Sherwin William’s historic color collection.

Exterior Modifications: Arbors

Two arbors are proposed to bring attention to the east and west building entrances on the southern elevation. These arbors are constructed from steel. The applicants first color choice is PrototypeIT’s orange brand color, as seen on the attached elevations, but the applicant is willing to use a brown color choice that matches the existing painted metal. The construction of these awnings is similar to the awnings found in front of the MCL Grand.

Single Tenant Wall Sign

PrototypeIT is looking to move their existing single-tenant wall sign from their previous location to this building. The sign is constructed from metal and has an area of 126.05 square-feet which exceeds the 50 square-foot maximum area allowed for single-tenant wall signs in the Old Town Sign Code. The applicants are requesting a modification to allow the area of this sign to exceed the 50’ maximum. Staff is in support of this requested modification due to the relative scale of the sign compared to the scale of the front building façade. The sign allows for internal illumination but will not be connected to comply with the Old Town Sign Code.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee consider allowing a modification to the single-tenant wall signs area and approve a letter of design approval for the proposed exterior modifications and single-tenant wall sign as presented.

400 West Main Street

Denton County Holdings / prototype:IT (Future Tenant)

Prototype:IT, with offices currently in Flower Mound, is excited to relocate its headquarters to the former Bank One and LISD building located on 400 West Main Street directly past Medical City.

1) Proposed Strip (Color Add) to Exterior of Building – One Stripe above the windows around the building.

Color of Building has been approved for Dover White and 90% complete. We continue to repair brick around the exterior of the building and noticed that a line of color above windows when the brick changes direction will be visibility appealing and break up the white.

We would like to add the same color stripe where the brick changes direction. It would match the existing trim of the windows and the existing air-condition barrier color.

They have painted a sample for review of the front of the building for verification.

The Color is BRZ3 Chestnut Bronze. It is very similar to the Historical Pallet - SW2808. The BRZ3 Chestnut Bronze matches according to the existing color around the AC units.



2) Signage Request to move existing sign from our building in Flower Mound to Lewisville – Not Powered.

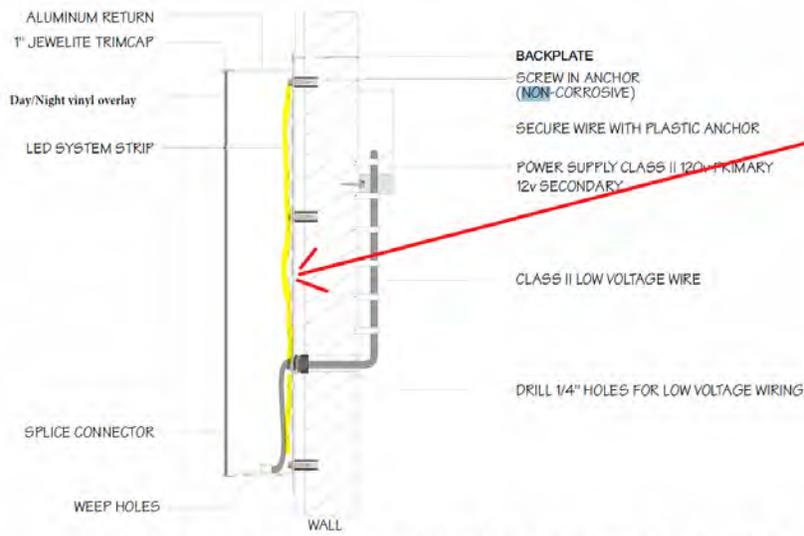
Prototype:IT has an existing sign at their Flower Mound location at 5870 Long Prairie Rd. The current sign sits in front of its current headquarters. We are proposing to move the sign to this building located at 400 West Main Street. We will keep the sign off due to light ordinance and will work with city for solutions if the sign is approved to be moved. Details about the sign are below. The building size is 3 times larger than our current building and feel that this signage would look good to the scale of the building. See below pictures.



Existing Location with sign off during the day.



Sign at night, just showing, but not asking approval for lit sign. Will not turn on light.



Lighting will be turned off and not enabled until a further review can be done on lighting in Lewisville or an alternative lighting option will be discovered. No internal lighting allowed at this time.

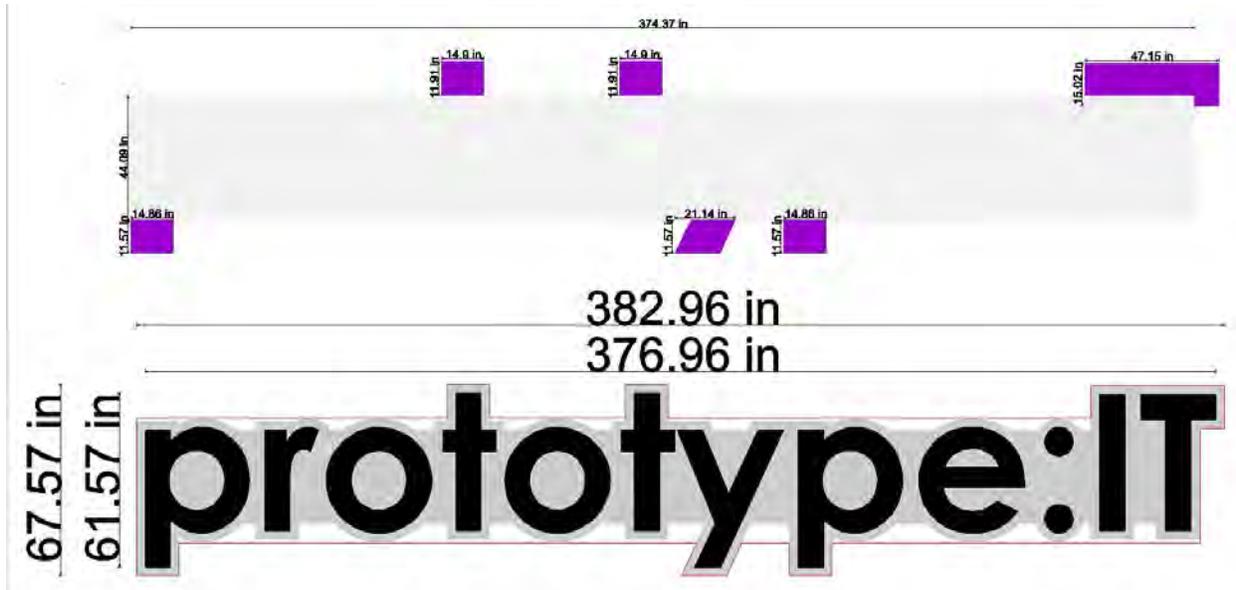
**FRONT INTERNALLY LIGHTED CHANNEL LETTERS
w/ BACKPLATE**

Material List



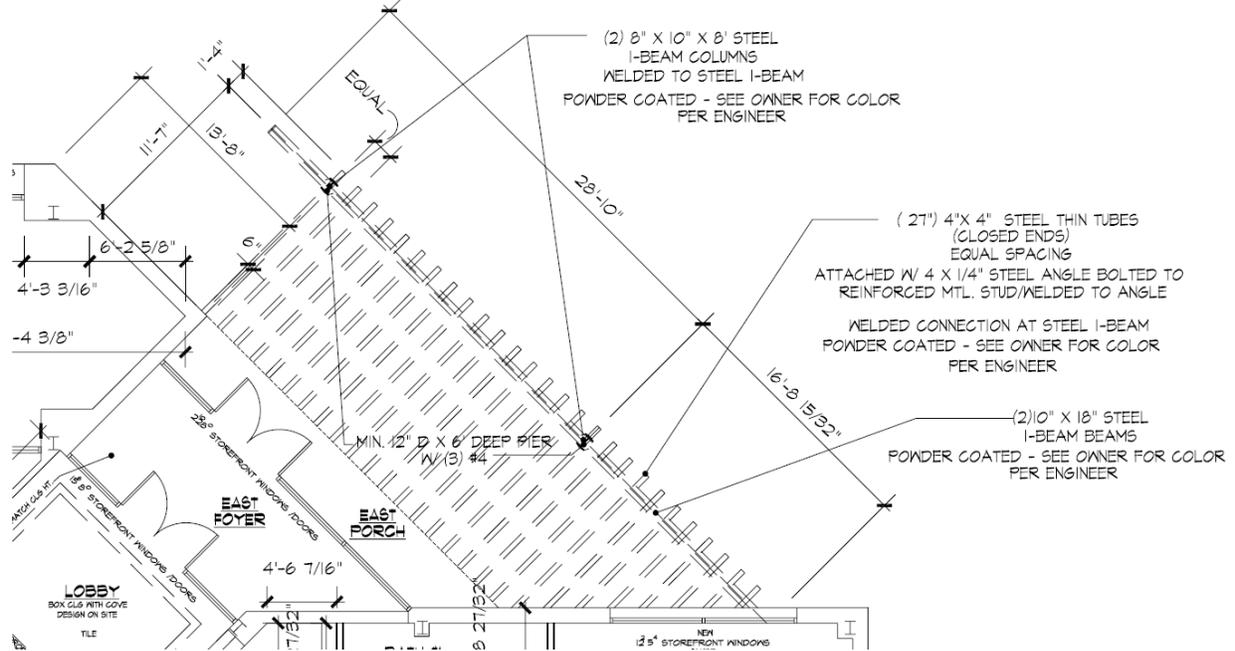
Shows the scale of the sign to building.

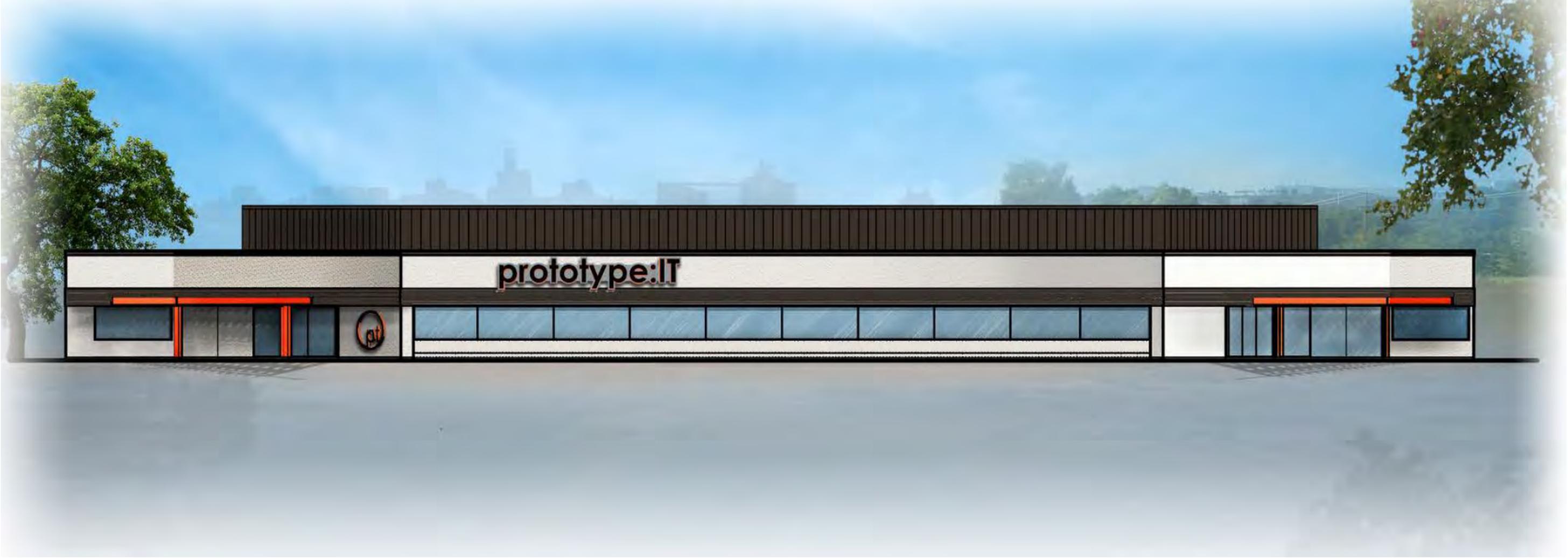
Signage Size



5 1/2 feet x 31 feet

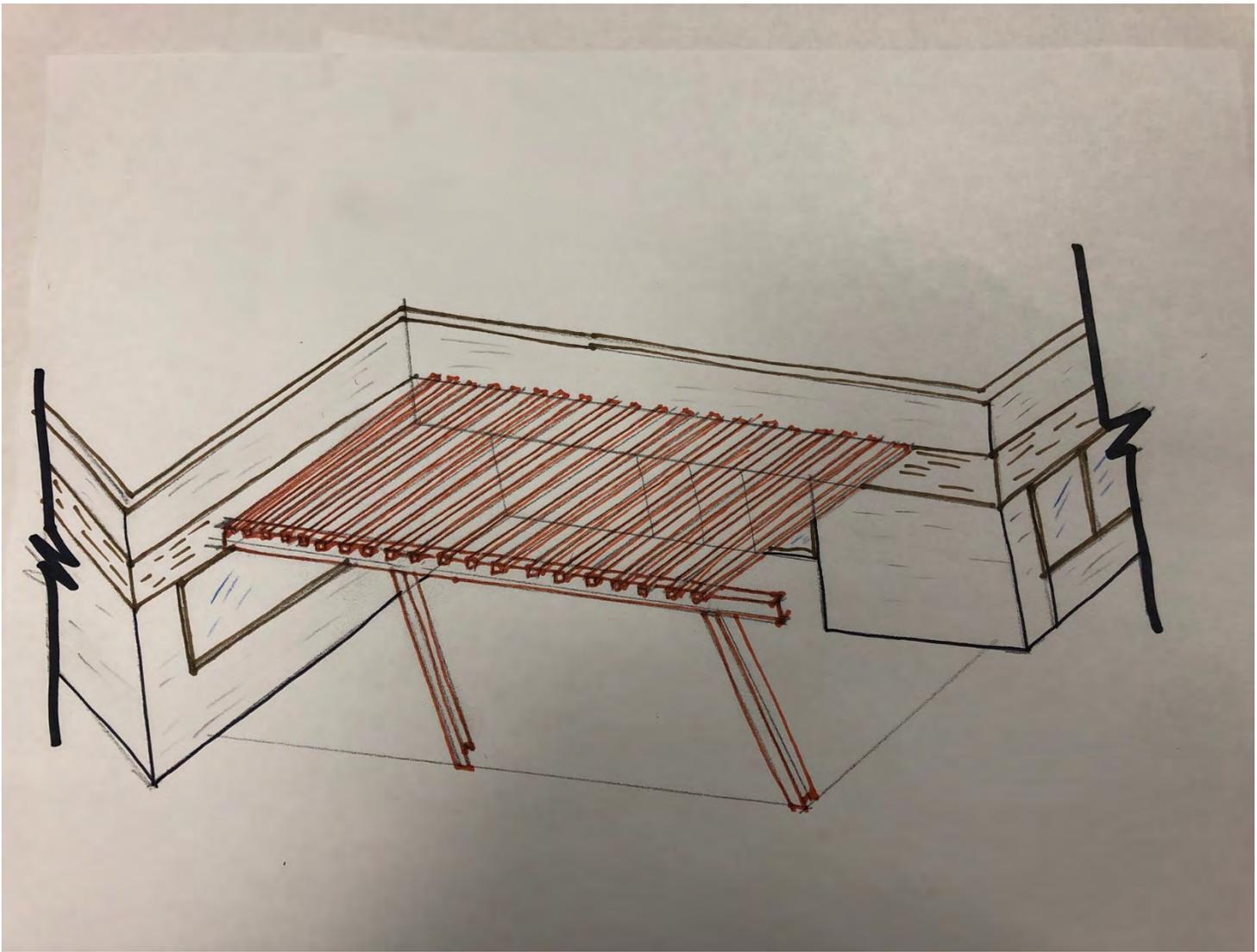
EAST PAINTED STEEL AWNING





prototype:IT





Hand drawing of the structure.

Sample of other Similar Structures



 alamy stock photo DGCPP8
www.alamy.com





In lewisville

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Jonathan Beckham, Planner

MEETING

DATE: January 13, 2020

SUBJECT: **Consideration of a Letter of Design Approval for a Single Tenant Wall Sign for Old Town BBQ & Bodega, Located at 301 South Mill Street, as Requested by Gabriel Aguilar, of Bradburry Signs, on Behalf of Terry Sullivan, the Applicant.**

BACKGROUND

Terry Sullivan has recently opened a barbeque restaurant at 301 South Mill Street, the previous location of the Old Town Meat Market. The applicant is seeking approval for his single-tenant wall sign.

ANALYSIS

Single-Tenant Wall Sign

The proposed sign is located in the same frame and support structure of the previous businesses sign, above the awning, centered on the building. The sign has a rectangular shape with the business logo positioned on the left and the words “Old Town BBQ & Bodega” written in a serif styled font. A blue border frames the text and gives the impression of detailed edges. The blue and red colors of the sign are taken from the businesses logo, and the background is “Classical White (SW 2829) from Sherwin Williams Historic Color Selection. The sign measures 126.05 square feet, which exceeds with the 50 square foot maximum. The applicant is requesting a modification to allow the sign’s area. Staff has no issue with this requested modification as the sign is proposed to be located in the existing housing. No lighting is proposed.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee grant a modification for the area of the sign and approve a letter of design approval for the single-tenant wall sign as presented.



CITY OF LEWISVILLE



OFFICE OF ECONOMIC DEVELOPMENT
151 W. CHURCH ST. LEWISVILLE, TEXAS 75057 TEL: 972-219-3736 FAX: 972-219-3772
OLD TOWN DESIGN REVIEW COMMITTEE APPLICATION

Sign Application

Date: **12-3-19** Application #: _____ OTDRC Case # _____

Permit Address: **301 S. Mill St Lewisville TX 75057**

PROPERTY OWNER or TENANT INFORMATION:

Name: **TERRY SULLIVAN** Address, City, State, Zip: **301 S. Mill St Lewisville, Texas 75057**

Company: **SULLIVAN BBQ FOODS, LLC** Title: **OWNER**

Phone/Fax Number: **972-955-7976** Cell Phone and E-mail: **972-955-7976 TERRY@GARRISONBBQ.COM**

SIGN CONTRACTOR INFORMATION:

Name: **Gabriel Aguilar** Address, City, State, Zip: **894 N. Mill St. Suite 3, Lewisville, TX 75057**

Company: **Bradburry Signs** Title: **Graphic Designer / Manager**

Phone/Fax Number: **972-221-3944** Cell Phone and E-mail: **bradburrysigns@yahoo.com**

ELECTRICAL CONTRACTOR INFORMATION, IF APPLICABLE:

Name: _____ Address, City, State, Zip: _____

SIGN INFORMATION:

Sign Dimensions: **(1)47.75" x 37" (2) 48" x 10'** Sign Display Surface Material: **Acrylic** List all other signs currently on the property: _____

Illuminated? If so, type of illumination: _____ Sign Lettering Material: **vinyl**

How will sign be mounted? _____ Value of Sign: _____

Attach to this application: 1) two copies of full color designs of the sign to scale with dimensions and materials clearly labeled 2) Photographs of the existing building 3) for a monument sign: include a site plan 4) If the proposed sign projects over a pedestrian or vehicular way, show the distance from the lowest part of the sign to the finished grade.

For Office Use Only

Plan Review Fee: _____ Permit Fee: _____ Electrical Fee: _____

Permit Approved By: _____ Date: _____ Permit Total: _____

Design Approved By OTDRC: _____ Date: _____

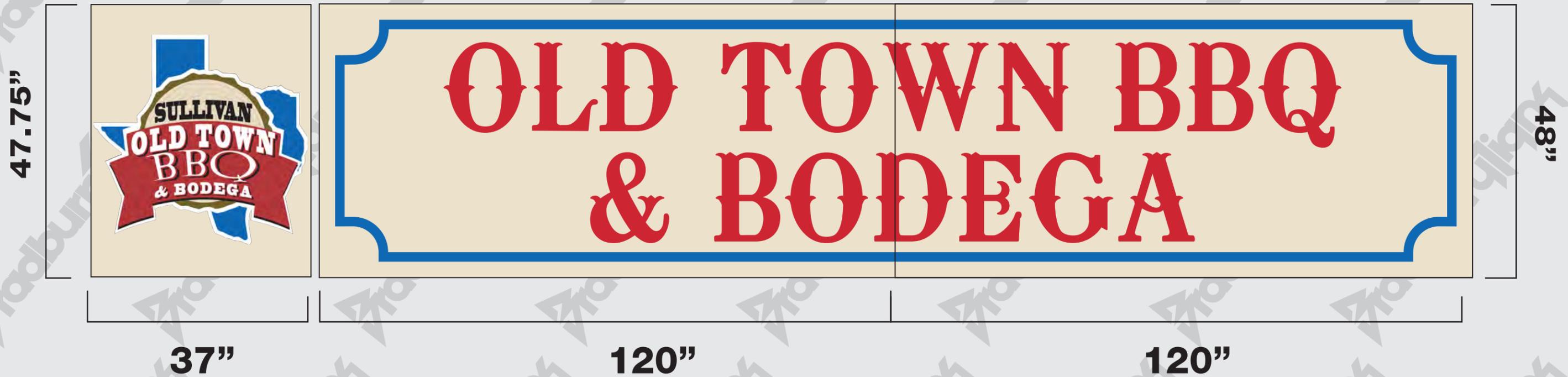
Comments:

Verb. PU& \$ _____ Returned to Cust _____ Rejected _____

L/M PU& \$ _____ Re_Sub Date _____ Cor. Req. _____

GC or Sub Must Reg _____ 2nd Notice to P/U _____ Copy/Copies Needed _____

(1) 47.75" x 37" (2) 48" x 20' (48" x 10' placed together) Aluminum



Will be replacing old signs and installed in existing frames in front of store.

***Please Read**

Print Proof(s) is(are) attached. **ALL ART DIGITALLY PRESENTED IS ONLY ACCURATE NOT EXACT (ESPECIALLY COLORWISE).**

Please **reply** back to this **email** with approval. Your order will move forward in production as soon as email approval is received.

Turnaround takes a minimum of **3-5 business days**. PLEASE check this proof carefully for **errors** and **omissions**. PLEASE check for **spelling** and **layout accuracy**.

Your email approval constitutes acceptance of full responsibility for all errors, omissions and legal compliance in this proof. Any changes from this approval will be charged extra according to both time and materials.

All design has **3 revisions**, after these, extra hourly charges will apply. All created art is property of Bradburry Signs until released to customers.



Aluminum signs

- (1) 47.75" x 37 (2) 48" x 120"
- Printed and cut vinyl
- Colors: Red / blue / black / tan / Classical White SW 2829 / brown
- Mounted and drilled into existing frame
- lift will be used

Customer: Terry Sullivan

Business: Old Town BBQ & Bodega

Address: 301 S Mill St
Lewisville, TX 75057

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Jonathan Beckham, Planner

MEETING

DATE: January 13, 2020

SUBJECT: Request for Feedback for a Single-Tenant Wall Sign for Securitex Old Town Locksmith, Located at 316 South Mill Street.

BACKGROUND

The Old Town Locksmith is located on a segment of South Mill Street that is being improved in the Main and Mill Corridor Project. As a part of this project, the Old Town Locksmith pole sign has been removed to provide space for additional parking. The City has agreed to replace this sign with a wall sign as prescribed by the business owner. Staff recommends that the Old Town Design Review Committee provide feedback for the proposed sign to help guide its design.

Gallery Custom Signs
543 Bennett Lane, Suite 100
Lewisville, TX 75057

**Wall Sign Mockup Revision 1.1 - City of Lewisville Street
Improvement Project. Attn: Jon Beckham (per Sagar Medisetty
Traffic Engineer**

- Changed sign material from Poly to ACM/Aluminum

Securitex Old Town Locksmith/City of
Lewisville

316 S Mill Street

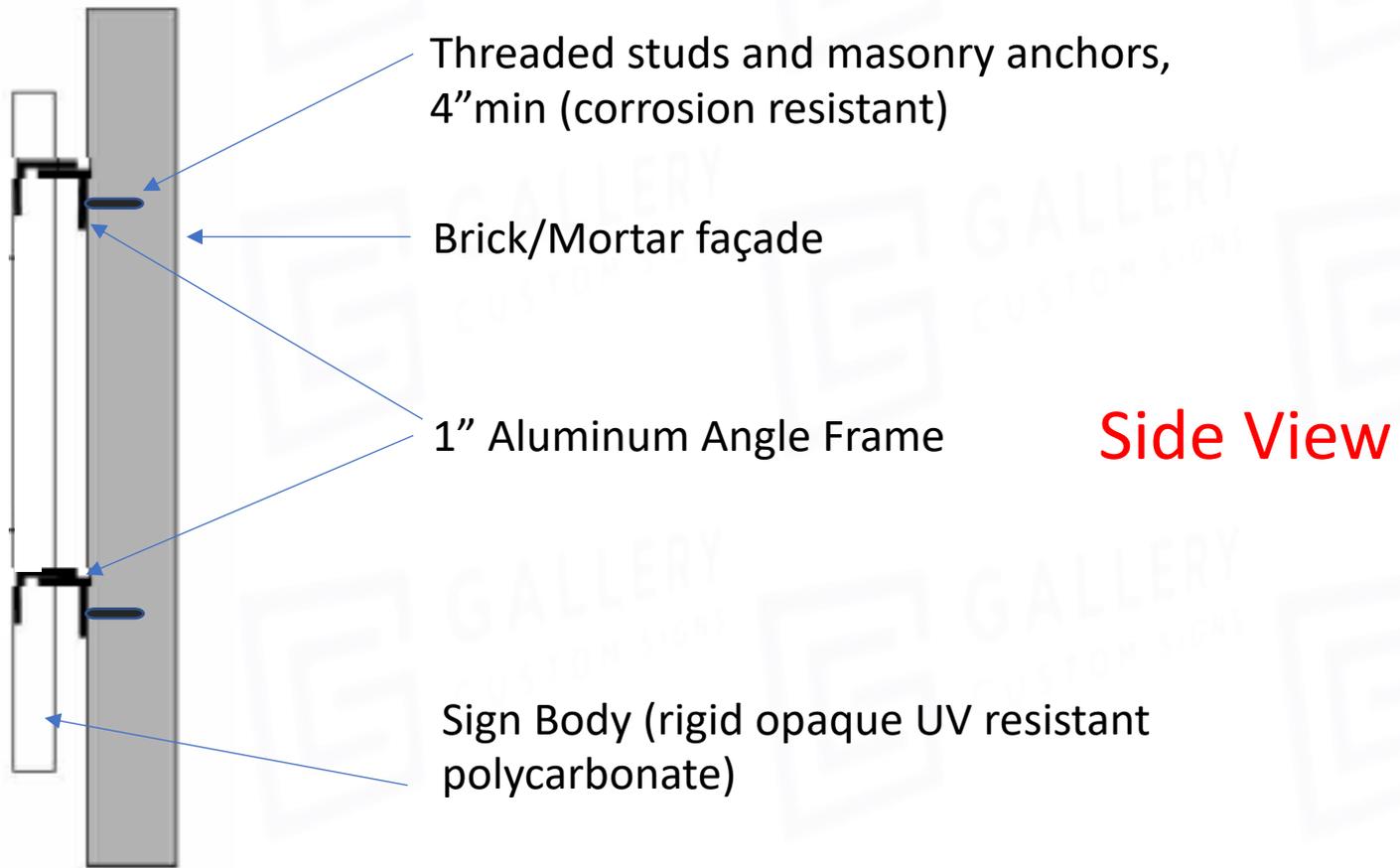
Lewisville, TX 75057

Customer Name	Job Name	Contact Name	Site Address	Date
City of Lewisville	Securitex Old Town Locksmith Wall Sign	John Arnold	316 S Mill St	01/08/2020



Order #	PMS Colors	Sign Materials	Designer	Notes
429	No	Rigid Aluminum or ACM Fabricated aluminum frame (hidden) w/mechanical fasteners to brick façade. UV laminated digital print	Paul LeBlanc	Attn: Jon Beckham and Sagar Medisetty

Customer Name	Job Name	Contact Name	Site Address	Date
City of Lewisville	Securitex Old Town Locksmith Wall Sign	John Arnold	316 S Mill St	12/30/19



Order #	PMS Colors	Sign Materials	Designer	Notes
429	No	UV resistant polycarbonate Fabricated aluminum frame (hidden) w/mechanical fasteners to brick façade. UV laminated digital print	Paul LeBlanc	

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Jonathan Beckham, Planner

MEETING

DATE: January 13, 2020

SUBJECT: **Consideration of a Letter of Design Approval for a Projecting Sign for We + You, Located at 135 West Main Street, as Requested by Bill Gravitt of Gallery Custom Signs, on Behalf of Judy Kay Ferguson, the Applicant.**

BACKGROUND

Judy Kay Ferguson, the property owner of 135 West Main Street, is seeking approval for a new projecting sign.

ANALYSIS

Projecting Sign

The proposed aluminum sign features a black background with the “We + You” business name and logo in white font with the words “Floral Design” and “Intimate Venue” located above and below the logo respectively. A thin white line creates a border around the logo. The sign is flush mounted to the wall with a concealed bracket. The sign meets area requirements found in the Old Town Sign Code but does not meet the placement requirements which state that a project sign be placed above the main building entrance. The sign does closely resemble a hanging sign and meets all placement requirements for this sign type. Staff recommends that the Committee grant a modification to allow this sign to placed adjacent to the building entrance, as the sign meets all clearance requirements found in the hanging sign regulations.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee grant a modification for the placement of the sign and approve letter of design approval for the projecting sign as presented.



**OLD TOWN DESIGN REVIEW
COMMITTEE
SIGN APPLICATION**



LEWISVILLE

Date: 15 DEC 2019 Application #: _____ OTDRC Case # _____

Permit Address:
139 W MAIN ST

PROPERTY OWNER or TENANT INFORMATION:

Name: JUDY KAY FERGUSON Address, City, State, Zip: SAME AS ABOVE

Company: WE + YOU Title: OWNER

Phone/Fax Number: 214 534 6902 Cell Phone and E-mail: _____

SIGN CONTRACTOR INFORMATION:

Name: BILL GRAVITT Address, City, State, Zip: 543 BENNETT LN 75057

Company: GALLERY CUSTOM SIGNS Title: OWNER

Phone/Fax Number: 972 532 6709 Cell Phone and E-mail: 940 368 9903

ELECTRICAL CONTRACTOR INFORMATION, IF APPLICABLE:

Name: _____ Address, City, State, Zip: _____

SIGN INFORMATION:

Sign Dimensions: 12" W X 34" W Sign Display Surface Material: ALUMINUM List all other signs currently on the property: WALL SIGN

Illuminated? If so, type of illumination: NA Sign Lettering Material: PIGMENTED VINYL OR ACRYLIC WINDOW SIGNS

How will sign be mounted? FLUSH MOUNT / LED BACKLIT Value of Sign: _____

Attach to this application: 1) two copies of full color designs of the sign to scale with dimensions and materials clearly labeled 2) Photographs of the existing building 3) for a monument sign: include a site plan 4) If the proposed sign projects over a pedestrian or vehicular way, show the distance from the lowest part of the sign to the finished grade.

*****For Office Use Only*****

Plan Review Fee: _____ Permit Fee: _____ Electrical Fee: _____

Permit Approved By: _____ Date: _____ Permit Total: _____

Design Approved By OTDRC: _____ Date: _____

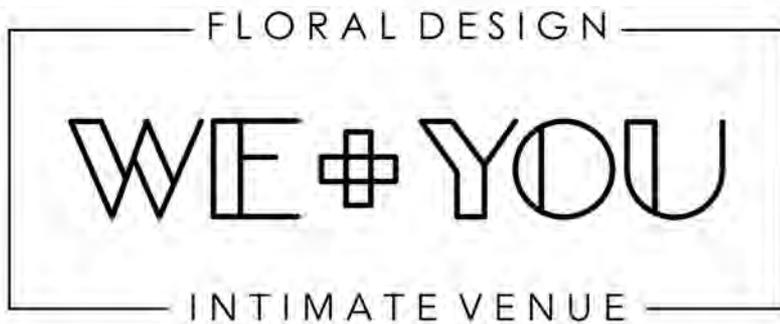
Comments: _____

Verb. PU & \$ _____ Returned to Cust _____ Rejected _____

L/M PU & \$ _____ Re_Sub Date _____ Cor. Req. _____

GC or Sub Must Reg _____ 2nd Notice to P/U _____ Copy/Copies Needed _____

Gallery Custom Signs
543 Bennett Lane, Suite 100
Lewisville, TX 75057
972.532.6789



Pendant Sign

Amanda Ferguson

135 W Main St

Lewisville, TX 75057

Customer Name	Job Name	Contact Name	Site Address	Date
We + You	Pendant Sign Exterior	Amanda Ferguson	135 W Main St Lewisville 75057	12/18/19

- Exterior
- Non illuminated
- Vandal resistant
- Concealed bracket
- 87" from sidewalk to bottom of sign
- >3 Square Ft



Order #	PMS Colors	Sign Materials	Designer	Notes
	No	Aluminum Acrylic/Vinyl	Paul LeBlanc	Flush mount, concealed bracket

Old Town Center District Projecting Sign Requirements



Projecting Sign

- (1) Definition. Projecting sign shall mean a sign that is wholly or partly dependent upon a building for support and projects more than 12 inches from such building.
- (2) Projecting signs are permissible upon approval by the Old Town design review committee and subject to the following conditions:
 - a. *Time.* A projecting sign shall not be installed, constructed, or erected prior to the issuance of a sign permit.
 - b. *Place.* Projecting from an elevation of a building and only from the primary building facade. No wall sign shall project above the highest point of the building, excluding any rooftop mechanical structures, chimneys, elevator shafts, ventilators or other such facilities.
 - c. *Manner.* Projecting signs shall not exceed an area of 15 square feet in size per sign face. There shall be no more than two sign faces. The maximum projection shall be five feet and the maximum thickness shall be five feet. The lowest point of any sign, which extends over an area intended for vehicular use, shall not be less than 14 feet above the finished grade below it. The lowest point of any sign, which extends over an area intended for pedestrian use, shall not be less than seven feet above the finished grade below it.