

A G E N D A

**OLD TOWN DESIGN REVIEW COMMITTEE
MONDAY, FEBRUARY 10, 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 January 13, 2020.**
- 3. Consideration of a Letter of Design Approval for a Single-Tenant Wall Sign for Securitex Old Town Locksmith Located at 316 South Mill Street, as Requested by Bill Gravitt of Gallery Custom Signs, on Behalf of John Arnold, the Applicant.**
- 4. 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
January 13, 2020**

Item 1:

The Old Town Design Review Committee was called to order at 4:02 p.m. with the following members present: Amanda Ferguson, Justin Moeller, Patricia Esselborn, Randy Tetzlaff, and Advising Architect Greg Johnston. Member Jack Tidwell arrived at 4:06 p.m.

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

Item 2:

The second item on the agenda was the approval of the minutes from the November 25, 2019 meeting. Advising Architect Greg Johnston made a correction to the minutes. *A motion was made by Justin Moeller and seconded by Randy Tetzlaff to approve the minutes as corrected. The motion passed unanimously (4-0).*

Item 3:

The third item on the agenda was 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.

Staff gave a brief overview of the proposed single-tenant wall sign and exterior modifications and recommended consideration of a modification to the sign area and approval of the proposed exterior modifications as presented. *A motion was made by Justin Moeller and seconded by Jack Tidwell to approve the item with the following modifications: 1.) to allow a size modification to the wall sign; 2) to allow a modification to the number of signs. The motion passed unanimously (5-0).*

Item 4:

The fourth item on the agenda was 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.

Staff gave a brief overview of the proposed single-tenant wall sign and recommended consideration of a modification to the sign area and approval of the single-tenant wall sign as presented. *A motion was made by Justin Moeller and seconded by Patricia Esselborn to approve the item with the following modifications: 1) to allow a size modification to the wall sign; 2) to allow a modification to the location of the sign. The motion passed unanimously (5-0).*

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Minutes - Old Town Design Review Committee
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Item 5:

The fifth item on the agenda was a Request for Feedback for a Single-Tenant Wall Sign for Securitex Old Town Locksmith Located at 316 South Mill Street.

Staff gave a brief overview of the proposed single-tenant wall sign and requested feedback on the proposed signage. Discussion was held regarding the background, border style chosen and content of the sign. The Committee felt that a darker background, limitation of large font types, adding a border, and the removal of secondary text would be more appropriate.

Item 6:

Chairperson Amanda Ferguson recused herself for the following item.

The sixth item on the agenda was 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.

Staff gave a brief overview of the proposed projecting sign and recommended approval as presented. *A motion was made by Randy Tetzlaff and seconded by Patricia Esselborn to approve the projecting sign as presented. The motion passed unanimously (4-0).*

There being no other items to discuss, the meeting was adjourned at 4:56 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: February 10, 2020

SUBJECT: **Consideration of a Letter of Design Approval for a Single-Tenant Wall Sign for Securitex Old Town Locksmith Located at 316 South Mill Street, as Requested by Bill Gravitt of Gallery Custom Signs, on Behalf of John Arnold, the Applicant.**

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. This item appeared before the Committee on January 13th for design guidance. The applicant is now requesting approval from the proposed wall sign.

ANALYSIS

Single-Tenant Wall Sign

The proposed blue colored rectangular aluminum sign features the words “Sexuritex Old Town Locksmith” in white serif font, “Locks, High Security Keys, Safes, Security Systems” in a smaller red sans-serif font, and the business’s phone number at the bottom in white. A yellow border frames the text and gives the impression of a detailed edge. The applicant is requesting a modification to allow the sign’s area. The sign has a proposed area of 52 square-feet which is two feet larger than the allowed 50 square foot maximum area. Staff has no issue with this requested modification as the size of the sign does not conflict with the size of the building’s facade. No lighting is proposed.

RECOMMENDATION

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

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

**Wall Sign Mockup Revision 1.2 - City of Lewisville Street
Improvement Project. Attn: Jon Beckham (per Sagar Medisetty
Traffic Engineer)**

- Changed sign material from Poly to ACM/Aluminum
- Added scalloped edges on digital print

Securitex Old Town Locksmith/City of
Lewisville

316 S Mill Street

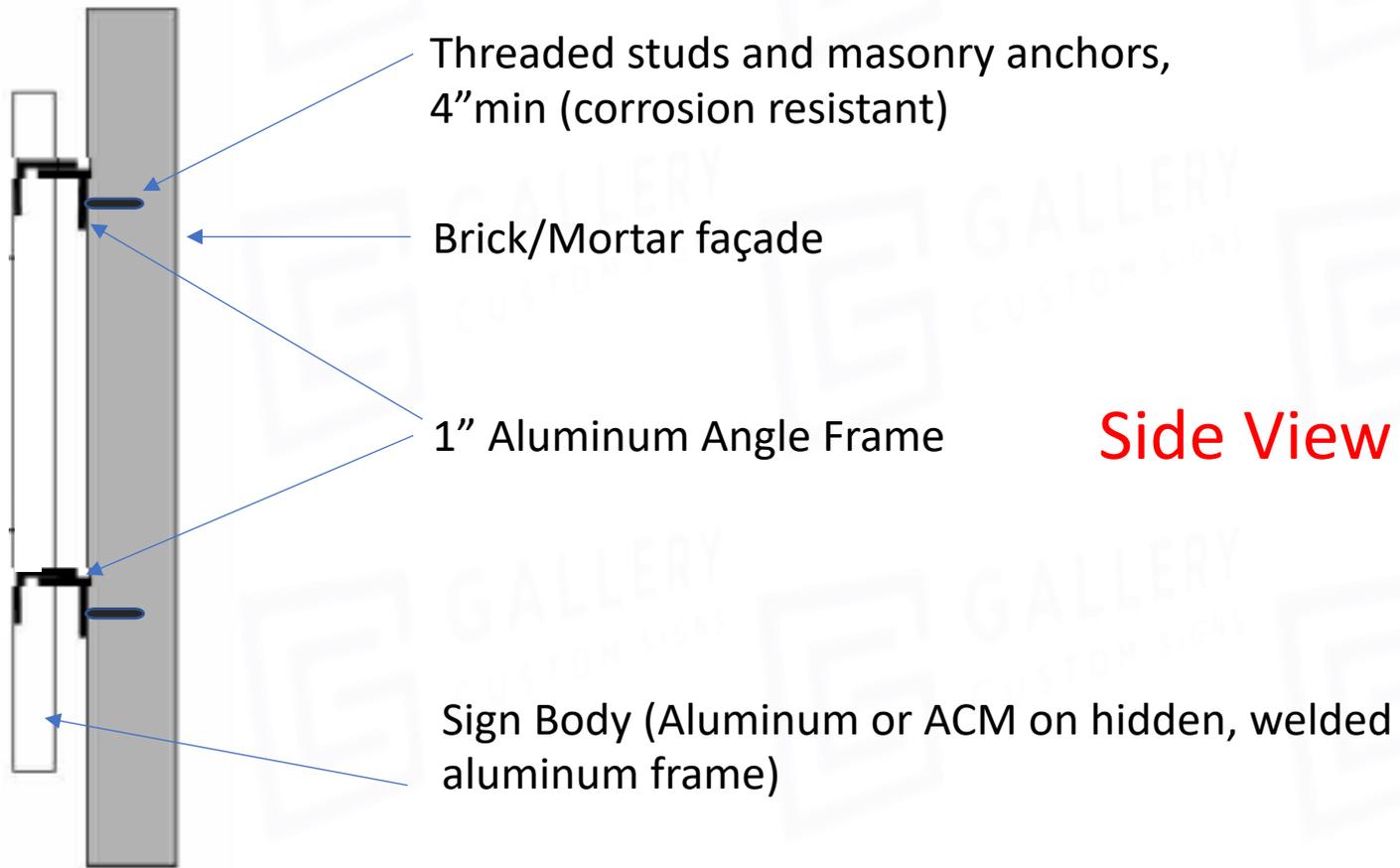
Lewisville, TX 75057

Customer Name	Job Name	Contact Name	Site Address	Date
City of Lewisville	Securitex Old Town Locksmith Wall Sign	John Arnold	316 S Mill St	01/22/2020



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	01/22/2020



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	