



151 W. Church Street  
Lewisville, TX 75057

## A G E N D A

### OLD TOWN DESIGN REVIEW COMMITTEE MONDAY, SEPTEMBER 14, 2020

#### ZOOM MEETING WILL BE HELD LINKS FOR THE MEETING LOCATED BELOW

#### REGULAR SESSION MEETING – 4:00 P.M.

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The Old Town Design Review Committee meeting scheduled for Monday, September 14th, will only be open to public via remote access. This is pursuant to Governor Greg Abbott's temporary suspension of various provisions of the Texas Open Meetings Act to allow for telephonic or videoconference meetings of governmental bodies that are accessible to the public in an effort to reduce in-person meetings that assemble large groups of people.

Citizens/Visitors wanting to access the meeting may go to <https://cityoflewisville.zoom.us/j/97966448188> or call 888.475.4499 (Toll Free) or 877.853.5257 (Toll Free) using the following information: Meeting ID: 979 6644 8188. Listeners must sign-in to the event in order to comment. If you have a technical issue connecting to this meeting, or during the meeting, call 972.219.3455 or e-mail [planning@cityoflewisville.com](mailto:planning@cityoflewisville.com).

Comments will be accepted via e-mail until 3 p.m. prior to the meeting. To submit a comment, please e-mail [planning@cityoflewisville.com](mailto:planning@cityoflewisville.com) with the agenda date and agenda number in the subject line of the e-mail. Please include your name and physical address for the record.

- 1. Call to Order and Announce That a Quorum is Present.**
- 2. Selection of Chair and Vice-Chair.**
- 3. Approve the Minutes From July 27, 2020.**
- 4. Consideration of a Letter of Design Approval for Two Single Tenant Walls Signs for Lone Star Auto, Located at 536 South Mill Street, as Requested by Bill Gravitt, of Gallery Custom Signs, the Applicant.**
- 5. Consideration of a Letter of Design Approval for the Internal Sign Illumination of Two Existing Signs, Located at 400 West Main Street, as Requested by Doug Oppenheimer of Prototype:IT, the Applicant.**

#### 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.



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6. **Consideration of a Letter of Design Approval for a Mural for The Mill Street House, Located at 322 North Mill Street, as Requested by Zach Moore of Z&M Properties, the Applicant.**
7. **Adjournment.**

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**Minutes  
Old Town Design Review Committee  
July 27, 2020**

**Item 1:**

The Old Town Design Review Committee was called to order at 4:00 p.m. with the following members present: Amanda Ferguson (Teleconference), Randy Tetzlaff (Teleconference); Jack Tidwell (Teleconference); Justin Moeller (Teleconference).

Staff present: Michele Berry, Planning Manager (Teleconference).

**Item 2:**

The second item on the agenda was the approval of the minutes from the July 13, 2020 meeting. *A motion was made by Jack Tidwell and seconded by Randy Tetzlaff to approve the minutes as presented. The motion passed unanimously (4-0).*

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**Item 3:**

The third item on the agenda was Consideration of a Letter of Design Approval for Exterior Building Modifications, Located at 224 South Charles Street, as requested by Bill Peck, on behalf of Mike Johnson, the Property Owner.

Staff gave a brief overview of the proposed exterior building modifications and recommended approval as presented. The applicant and property owner were present via Teleconference and available for questions. Discussion was held regarding the proposed lighting fixtures and parking lot striping on the interior of the site. *A motion was made by Jack Tidwell and seconded by Justin Moeller to approve the item as presented. The motion passed unanimously (4-0).*

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There being no other items to discuss, the meeting was adjourned at 4:10 p.m.

Respectfully submitted,

Approved,

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Michele Berry, Planning Manager

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Amanda Ferguson, Chairperson

## STAFF REPORT

**TO:** Old Town Design Review Committee

**FROM:** Jon Beckham, Senior Planner

**MEETING**

**DATE:** September 14, 2020

**SUBJECT: Consideration of a Letter of Design Approval for Two Single Tenant Walls Signs for Lone Star Auto, Located at 536 South Mill Street, as Requested by Bill Gravitt, of Gallery Custom Signs, the Applicant.**

### **BACKGROUND**

Lone Star Auto is a new automotive dealership located on the northeast corner of South Mill Street and East Purnell Street. The applicant is seeking approval for two wall signs.

### **ANALYSIS**

#### *Single Tenant Wall Signs*

The applicant is proposing two wall signs identical in design: a 19.7 square foot sign on the west façade and a 12.6 square foot sign on the east façade. The signs are both circular in shape using a contrasting black and white color palette. The business name and phone number are displayed with a State of Texas outline and a single star centered on the sign. Please refer to the exhibit for detail. The design of the signs meets the Guidelines for Signage in Old Town which recommends detailed edges, variety of design and creativity. The signs meet all other Old Town requirements regarding placement, area and materials.

### **RECOMMENDATION**

Staff recommends that the Old Town Design Review Committee approve a letter of design approval for the two proposed single-tenant wall signs as presented.

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



Wall Sign Permit Request

Lone Star Auto  
536 S Mill St  
Lewisville, TX 75057

Customer Name	Job Name	Contact Name	Site Address	Date
Lone Star Auto	Wall Signs	Mike Azizi	536 S Mill St, Lewisville, TX 75057	13AUG2020



Order #	PMS Colors	Sign Materials	Designer	Notes
INV613	No	3MM Aluminum Composite (Dibond) UV Laminated Vinyl (Digitally Printed) Fabricated aluminum frame (hidden).	Paul LeBlanc	

Customer Name	Job Name	Contact Name	Site Address	Date
Lone Star Auto	Wall Signs	Mike Azizi	536 S Mill St, Lewisville, TX 75057	13AUG2020

## Proposed Wall Sign #1 (West, facing Mill St.)

### Sign Details:

- 60"X60" Circle = 19.7 SF
- Roof peak to grade: 221"
- Bottom of sign to Grade: 147"
- Total facade width: 392"



Order #	PMS Colors	Sign Materials	Designer	Notes
INV613	No	3MM Aluminum Composite (Dibond) UV Laminated Vinyl (Digitally Printed) Fabricated aluminum frame (hidden).	Paul LeBlanc	

Customer Name	Job Name	Contact Name	Site Address	Date
Lone Star Auto	Wall Signs	Mike Azizi	536 S Mill St, Lewisville, TX 75057	13AUG2020

### Proposed Wall Sign #2 (South, facing Purnell St.)

Sign Details:

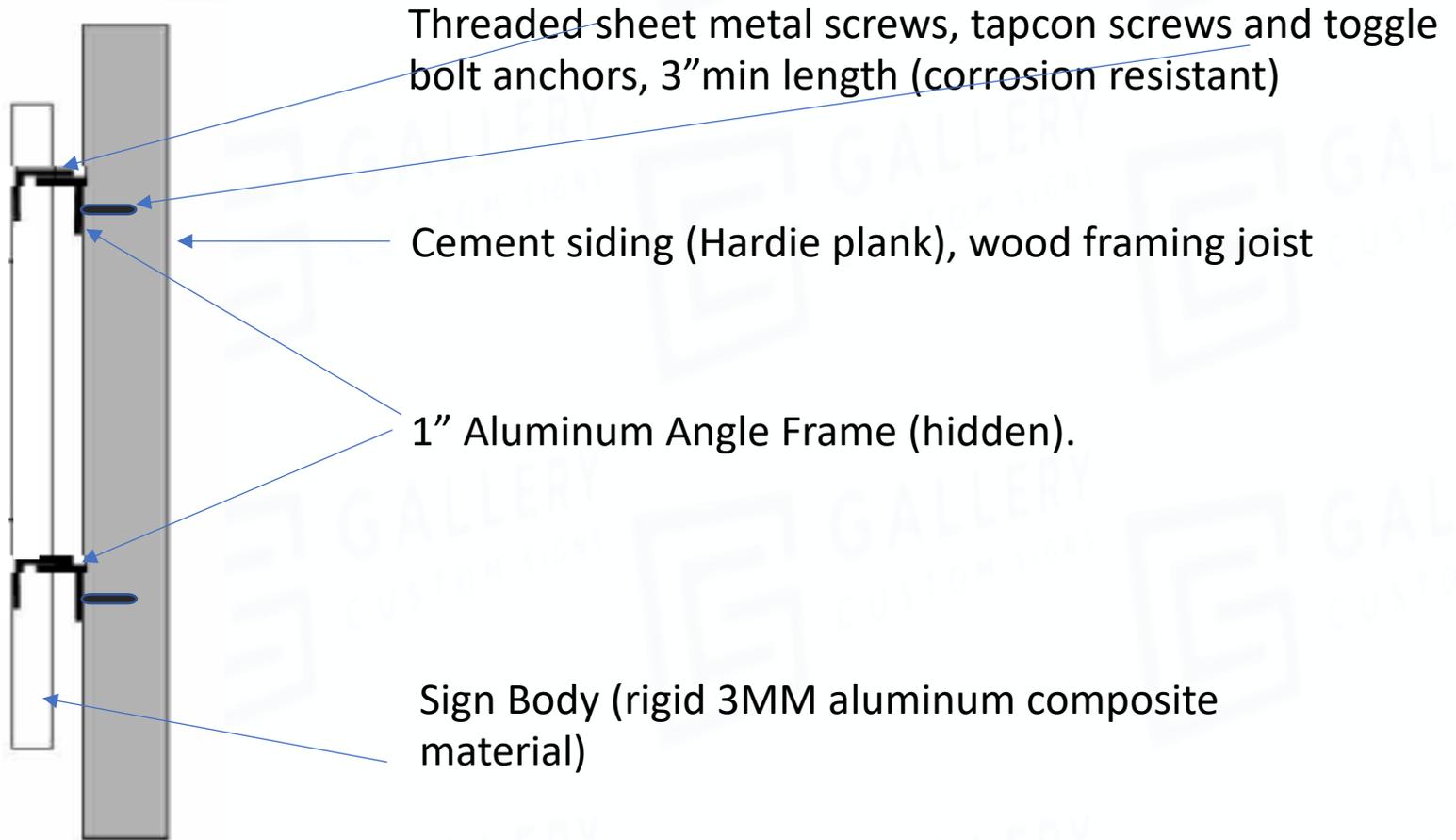
- 48"X48" Circle = 12.6 SF
- Roof peak to grade: 160"
- Bottom of sign to Grade: 84"
- Total facade width: 288"



Order #	PMS Colors	Sign Materials	Designer	Notes
INV613	No	3MM Aluminum Composite (Dibond) UV Laminated Vinyl (Digitally Printed) Fabricated aluminum frame (hidden).	Paul LeBlanc	

Customer Name	Job Name	Contact Name	Site Address	Date
Lone Star Auto	Wall Signs	Mike Azizi	536 S Mill St, Lewisville, TX 75057	13AUG2020

## Side View Mounting Detail



Order #	PMS Colors	Sign Materials	Designer	Notes
INV613	No	3MM Aluminum Composite (Dibond) UV Laminated Vinyl (Digitally Printed) Fabricated aluminum frame (hidden).	Paul LeBlanc	

## STAFF REPORT

**TO:** Old Town Design Review Committee

**FROM:** Jon Beckham, Senior Planner

**MEETING**

**DATE:** September 14, 2020

**SUBJECT:** **Consideration of a Letter of Design Approval for the Internal Sign Illumination of Two Existing Signs, Located at 400 West Main Street, as Requested by Doug Oppenheimer of Prototype:IT, the Applicant.**

### **BACKGROUND**

PrototypeIT is an information technology company that has recently moved to the Old Town area. The business has previously appeared before the Old Town Design Review Committee:

- October 14, 2019, the Committee granted a Letter of Design Approval for exterior modifications to this location including new windows and paint
- October 28, 2019 the Committee approved changes to the previously approved paint colors
- January 13, 2020 the Committee approved additional exterior modifications and two wall signs.

The applicant is now seeking a modification to allow internal illumination for the two existing signs.

### **ANALYSIS**

Prototype:IT has previously attained approval of two wall signs with modifications for area, one 126.05 square-foot wall sign located on the front façade of the building displaying the business name, and one smaller sign located on the eastern portion of front façade near the main entrance to the building. These signs were previously located at the businesses Flower Mound location. Both signs are setup for internal LED illumination, but this illumination was not permitted to be used as the Old Town Code only permits the indirect illumination of signs. The applicant has come forward requesting a modification to the allowed lighting type for these two signs.

The modification to allow internal illumination has been previously approved by the Old Town Design Review Committee in 2017 and 2018 with Medical City of Lewisville's sign package. The hospital, which is directly adjacent to Prototype:IT to the west, was allowed this modification due its scale and character. The hospital was removed from Old Town Design District boundary in 2018.

Prototype:IT is positioned on the edge of the Old Town District and acts as a transition to the Old Town area from the IH-35E Overlay. Due to its location, character and proximity to the hospital which also has internally illuminated signs, staff has no objection to this modification request.

**RECOMMENDATION**

Staff recommends that the Old Town Design Review Committee grant a modification to allow internal illumination for Prototype:IT's two wall signs.



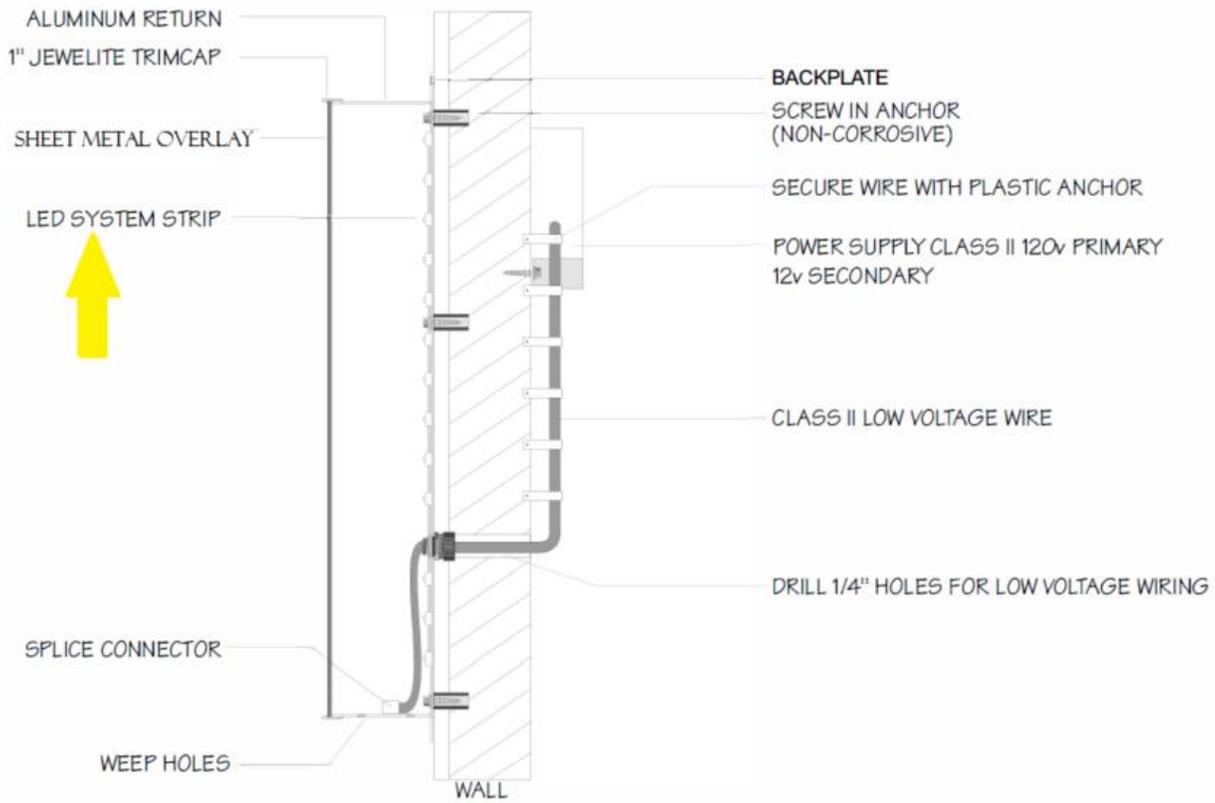
Signage during the day



Signage at Night



## Lighting Material



## FRONT INTERNALLY LIGHTED CHANNEL LETTERS w/ BACKPLATE

**Other signage in area (old town design district)**

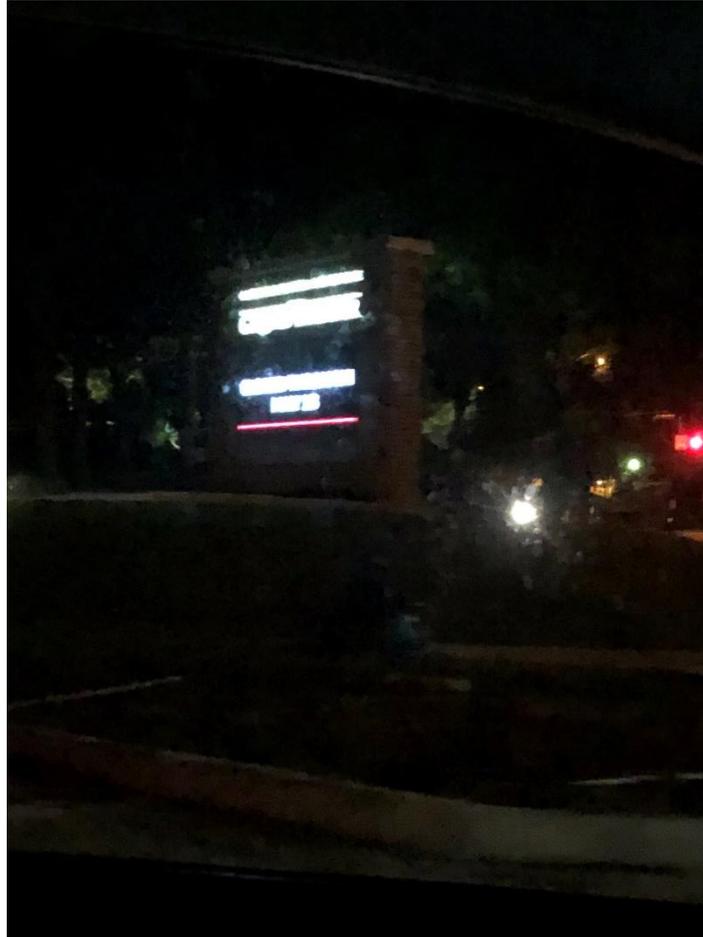
**Signage in window with LED (Open and 2<sup>nd</sup> sign in window that states Medical Clinic) – 403 Main Street**



Signage on corner with LED and back lit Channel letters – 216 W Main Street – During Day



Signage on corner with LED and back lit Channel letters – 216 W Main Street – During Night



Chase Bank at 400 W Main Street. (Same address as prototype:IT)

Plastic Letters and Fluorescent



Within Property View (Hospital) -Fluorescent light bulbs behind plastic ( Out of oldtown area)



## STAFF REPORT

**TO:** Old Town Design Review Committee

**FROM:** Jon Beckham, Senior Planner

**MEETING**

**DATE:** September 14, 2020

**SUBJECT: Consideration of a Letter of Design Approval for a Mural for The Mill Street House, Located at 322 North Mill Street, as Requested by Zach Moore of Z&M Properties, the Applicant.**

### **BACKGROUND**

The Mill Street House is an existing real estate office building that also functions as a small meeting space. The applicant is seeking approval for a mural located on the north side of their building.

### **ANALYSIS**

#### *Mural*

The proposed mural will be located on the north side of the building and will be visible from Mill Street traffic heading south into the Old Town District. The applicant has provided two options for the mural, both with a similar circular design stating “Welcome to Old Town Lewisville.” Please see the attached exhibits for detail. The mural will be painted in an approximate 10-foot x 10-foot area using a black-colored oil based exterior paint. The artist creating the mural has provided a sample of artwork in the exhibits for the Committee and expects to finish this mural in one day.

### **RECOMMENDATION**

Staff recommends that the Old Town Design Review Committee approve a letter of design approval for the proposed mural as presented.

Re: Mural Painting Application

September 10, 2020

To whom it may concern,

Thank you for your consideration of the application for a new wall mural to be installed at our location at 322 N Mill Street. Our property serves as a small event space on the weekends as well a Real Estate office during the week.

The purpose of this proposed wall painting is to act as a gateway or 'entry point' to the Historic District of the Old Town area. It should help draw attention to visitors traveling southbound on Mill Street, and help them identify that they have just entered a unique area. This, in essence, will help those people pay more attention to their surroundings and realize the shopping and eatery that surrounds the City Hall and Main & Mill areas.

The area being used is the north facing wall faced with white metal siding. The mural will be approx 10'x10'. The paint used will be Rust-Oleum High Performance oil based exterior paint in a Flat Black color. We have a local painter who will project the drawing onto the wall before sketching it and then painting. We expect this to only take 1 day to complete and are attempting to complete by the end of September if possible.

Thank you again for your consideration and assistance in helping grow the Old Town area and its businesses.

Zach Moore - Owner  
The Mill Street House  
322 N Mill Street  
Lewisville, TX 75057  
[www.TheMillStreetHouse.com](http://www.TheMillStreetHouse.com)  
[info@themillsthouse.com](mailto:info@themillsthouse.com)



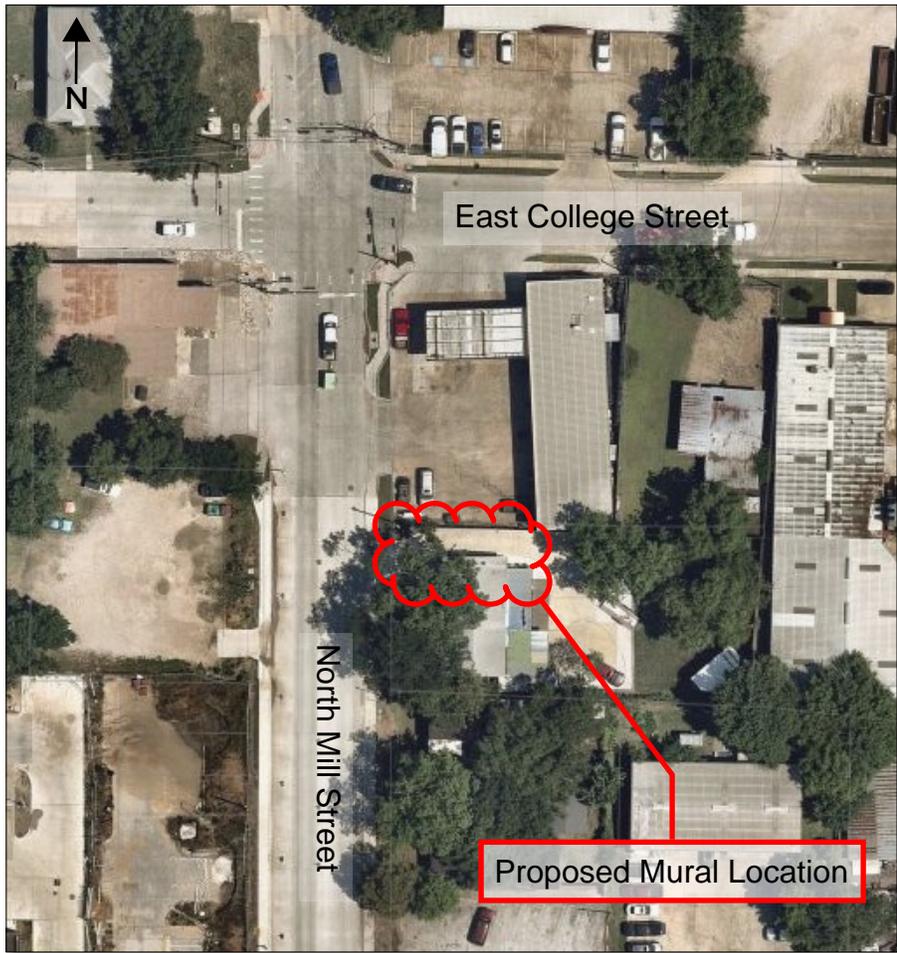
# The Mill Street House—Mural Exhibit



Option A



Option B



Location map



Example of Artist's previous work