



151 W. Church Street
Lewisville, TX 75057

A G E N D A

OLD TOWN DESIGN REVIEW COMMITTEE MONDAY, APRIL 8, 2024

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

REGULAR SESSION MEETING – 4:00 P.M.

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- 1. Call to Order and Announce That a Quorum is Present.**
 - 2. Approve the Minutes from the March 25, 2024 Meeting.**
 - 3. Consideration of a Letter of Design Approval for A Multi-Tenant Wall Sign Located at 190 West Main Street Suite 104A; as Requested by Ali Azimimotlagh, the Business Owner. (24-04-11-LDA)**
 - 4. Announcements**
 - 5. Adjournment**

I do hereby certify that the above notice of meeting of the City of Lewisville Old Town Design Review Committee was posted at City Hall, City of Lewisville, Texas in compliance with Chapter 551, Texas Government Code on _____, 2024 by _____ A.M.

Planning Department

NOTICE OF ASSISTANCE AT THE PUBLIC MEETINGS

The Lewisville City Hall & Development Services 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 Planning Department at (972) 219-3455 or by FAX (972) 219-3698 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

**MINUTES
OLD TOWN DESIGN REVIEW COMMITTEE
MARCH 25, 2024**

Committee Members Present: Chair Randy Tetzlaff, Kelly Blackall, Odin Clack, Vice-Chair Amy Puckett

Committee Members Absent: Audra Smolinski

City Staff Present: Michele Berry, Planning Manager; Grace Martin-Young, Planner I

Item 1: Call to Order and Announce That a Quorum is Present

With a quorum present, the Old Town Design Review Committee meeting was called to order by Chair Randy Tetzlaff at 4:00 p.m. on Monday, March 25, 2024, in the Development Services Conference Room, 2nd Floor, of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas.

Item 2: Approve the Minutes From the March 11, 2024 Meeting

The first item on the agenda was the approval of the minutes from the March 11, 2024 Meeting. *A motion was made by Kelly Blackall and seconded by Odin Clack to approve the minutes as presented. The motion passed unanimously (4-0).*

Item 3:

Consideration of a Letter of Design Approval for Twelve New Signs Associated With two Multi-Family Buildings, Located at 100 East Main Street and 151 South Mill Street; as Requested by Zach Roark, the Sign Contractor, on Behalf of the Business Owner, AMAC Holdings LLC. (24-03-9-LDA)

Grace Martin-Young, Planner I, gave a brief overview of the proposed twelve new signs associated with two multi-family buildings with a recommendation to approve the signs with the modifications as presented. *A motion was made by Odin Clack and seconded by Amy Puckett to approve one monument sign; four directional signs with modifications to allow increased size, quantity, and acrylic material; four single-tenant wall signs with modifications to allow increased size and quantity; and three building markers with modifications to allow acrylic material. The motion passed unanimously (4-0).*

Item 4: Announcements

- Michele Berry, Planning Manager, talked about Council Canines with Mayor Gilmore, stating that Mayor Gilmore will highlight a large dog for adoption during City Council meetings.
- Michele Berry, Planning Manager, reminded the committee members to please respond to email from staff to confirm their attendance when the Old Town Design Review Committee meeting agenda is sent out.

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March 25, 2024

Item 5: Adjournment

There being no other items to discuss, the meeting was adjourned at 4:09 p.m.

These minutes approved by the Old Town Design Review Committee on April 8, 2024.

Respectfully submitted,

Approved,

Michele Berry, Planning Manager

Randy Tetzlaff, Chair

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Grace Martin-Young, Planner I

MEETING

DATE: April 8, 2024

SUBJECT: Consideration of a Letter of Design Approval for a Multi-Tenant Wall Sign Located at 190 West Main Street Suite 104A; as Requested by Ali Azimimotlagh, the Business Owner. (24-04-11-LDA)

BACKGROUND

Shake Land, at 190 W Main, is a new business to Old Town Lewisville that opened in October of 2023. The Business is a restaurant use that serves ice cream and snack foods. Ali Azimimotlagh, the business owner is seeking a Letter of Design Approval for a multi-tenant wall sign that was installed in approximately September of 2023.

The owner hired a sign contractor to permit and install the sign. However, no sign permits were received prior to installation of the sign. Code enforcement sent a letter stating the permits are required.

ANALYSIS

The sign is four (4) feet tall and six (6) feet in width, totaling 24 square feet. The sign is centered over the business front and reaches beyond the edge of the articulation band. The sign is made out of vinyl and features a white border and purple striped background, in the center of the sign is an oval type shape with the brand name "Shake Land" written in a cursive font with the top portion of the letters being pink and the bottom portion purple. The text is framed by various cartoon-style full color ice cream and dessert renderings which are all outlined in purple. These elements as well are further bracketed by abstract lines in the colors pink and purple. The sign is mounted with 3/8-inch, non-corrosive galvanized bolts into the existing fascia, and lit by red LED halo lighting as well as three (3) upcast lights which are mounted onto the business awning.

The sign does not comply with the Unified Development Code's sign requirements in the Old Town Center District as they relate to:

- a. Sign materials: vinyl is not an allowed material type.
- b. Sign area: the maximum allowed size for a multi-tenant wall sign is twelve (12) square feet for a building of this size, the proposed sign is more than double this size.

Though, the Old Town Design Review Committee is permitted to allow for modifications. Further, the sign does not meet the design guidelines found in the UDC Appendix 1, chapter A-1.18 which states that signs be subordinate to the overall building architecture.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee approve the multi-tenant wall sign with the condition that it be moved to fit within the building architecture.

DATE:

CLIENT APPROVAL:



MEASUREMENTS

BUILDING LENGTH: 18'0"

BUILDING HEIGHT: 15'0"

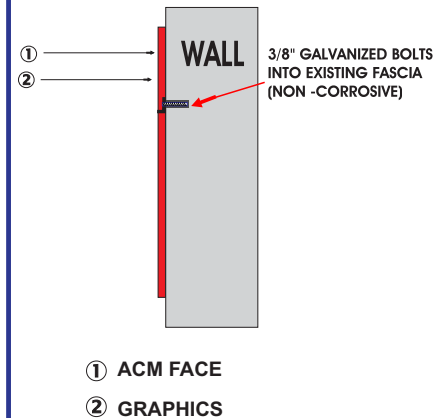
SIGN HEIGHT: 4'0"

SIGN LENGTH: 8'0"

SIDE-SECTION VIEW

SIGN SQ. FT. 32

NON LIT
ACM SIGN



CLIENT:	SHAKE LAND
PHONE:	
EMAIL:	

ADDRESS:	190 W. MAIN ST STE: 103
CITY/STATE:	LEWISVILLE, TX 75057

SQ.FT:	32
ELEVATION:	NORTH

SIGNBUILDERSDFW.COM  

972 • 522 • 8578 DALLAS, TX LISTED

DATE:

CLIENT APPROVAL:



MEASUREMENTS

BUILDING LENGTH: 18'0"

BUILDING HEIGHT: 15'0"

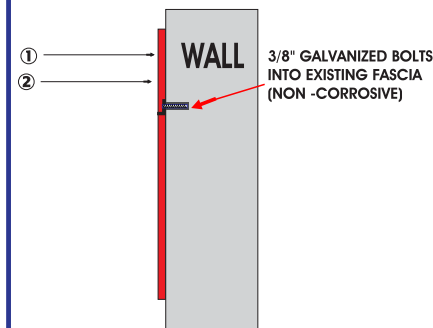
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- ① ACM FACE
- ② GRAPHICS

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Shake Land





