



151 W. Church Street
Lewisville, TX 75057

A G E N D A

OLD TOWN DESIGN REVIEW COMMITTEE MONDAY, APRIL 22, 2024

LEWISVILLE CITY HALL
DEVELOPMENT SERVICES 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 the April 8, 2024 Meeting.**
 3. **Consideration of a Letter of Design Approval for two Single Tenant Wall Signs at 165 West Main Street; as Requested by Michael Gary of Giant Sign, the Sign Contractor, on Behalf of the Property Owner, RO Properties. (24-02-4-LDA)**
 4. **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)**
 5. **Announcements**
 6. **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.



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**MINUTES
OLD TOWN DESIGN REVIEW COMMITTEE
APRIL 8, 2024**

Committee Members Present: Kelly Blackall, Odin Clack, Vice-Chair Amy Puckett, Audra Smolinski

Committee Members Absent: Chair Randy Tetzlaff

City Staff Present: Richard Luedke, Planning Director; Lauren Cook, 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 Vice-Chair Amy Puckett at 4:01 p.m. on Monday, April 8, 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 25, 2024 Meeting

The first item on the agenda was the approval of the minutes from the March 25, 2024 Meeting. *A motion was made by Audra Smolinski and seconded by Kelly Blackall to approve the minutes as presented. The motion passed unanimously (4-0).*

Item 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)

Richard Luedke, Planning Director, gave a brief overview of the proposed multi-tenant wall sign with a recommendation to approve the sign with the modifications as presented. The applicant was present and available for questions. *A motion was made by Kelly Blackall and seconded by Audra Smolinski to approve a multi-tenant wall sign with the following modifications: a) to allow vinyl sign material; b) to allow a sign area of 24 square feet; and with a condition that the top of the sign be lowered below the bottom of the brick cornice and the bottom of the sign may encroach onto the flashing of the metal canopy. The motion passed unanimously (4-0).*

Item 4: Announcements

There were no announcements.

Item 5: Adjournment

There being no other items to discuss, the meeting was adjourned at 4:13 p.m.

Page 2
Minutes - Old Town Design Review Committee
April 8, 2024

These minutes approved by the Old Town Design Review Committee on April 22, 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 17, 2024

SUBJECT: Consideration of a Letter of Design Approval for two Single Tenant Wall Signs at 165 West Main Street; as Requested by Michael Gary of Giant Sign, the Sign Contractor, on Behalf of the Property Owner, RO Properties, the Property Owner. (24-02-4-LDA)

BACKGROUND

State 28 is a new restaurant located at 165 W Main Street. The Old Town Design Review Committee previously approved a Letter of Design Approval for exterior modifications to this site on February 12, 2024. At the February 12 meeting, the restaurateur shared his vision for an elevated kitchen and cocktail restaurant which he anticipates bringing increased traffic to Old Town Lewisville.

ANALYSIS

The applicant is proposing to replace the existing projecting neon sign with new single tenant wall signs, one on the front and one on the rear facade of the property. The proposed signs are routed aluminum pan signs with vinyl graphics. The sign background is white and the sign features lettering and graphics in dark red and deep blue colors.

The front sign is proposed to measure eleven feet (11') wide and five feet, eight and a half inches (5' 8 ½") in height, with an area of 62.7 square feet. The rear sign is circular measuring 84 inches in width and height, with a total area of 49 square feet. Both signs will be lit by gooseneck lighting, with three lighting fixtures over the front sign, and two fixtures over the rear sign. The specific product information for the lighting fixtures has not yet been decided, but they are proposed to be black metal.

The front sign features the Business name "STATE 28" in a capitalized dark blue sans-serif font. This is framed by rows of stars above and below as well as a graphic of Texas above and capitalized serif letting in a half circle stating "KITCHEN & COCKTAILS" below, all of which are in the dark red color. Lastly, these design features are outlined in dark blue line work with a thin white border creating detailed edges and unique sign shape.

The rear sign proposes a simplified version of the primary sign with a circular shape with the focus being the business logo with the red Texas graphic with white numbers framed by dark blue, capitalized, serif font stating “STATE” on top, and “LEWISVILLE” on the bottom portion of the sign. These primary graphics are bracketed by blue and red line work as well as the phrase “EST.” and “2024” in the dark blue serif font at a zero-degree angle at the approximate middle of the sign.

The sign standards for the Old Town Center overlay district specify that signs may be a maximum of fifty (50) square feet on primary facades and twenty-five (25) square feet on secondary facades. These signs exceed the allowed size by 25% on the front façade and 96% on the rear façade. The Old Town Design Review Committee is permitted to allow for a modification to the sign area.

The signs do not meet the Old Town design guideline suggestions to a) only use colors from a historical color palette and b) to provide positive contrast with lighter details on a darker background. Though, the signs do meet the suggestions of lighting type, use of serif and sans-serif fonts at different scales, placement relative to building architecture, using less than five colors, and the front sign provides detailed edges as requested by the guidelines.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee approve the single tenant wall signs with modifications to allow for the larger sign areas.



11226 Ables Ln., Dallas, TX 75229

Phone: 972-247-4404 / Fax: 972-247-0040 / giantsign.com

April 17, 2024

City of Lewisville Planning Department
Old Town Design Committee
151 Main St.
Lewisville, TX 75057

Dear OTD Committee Members,

Giant Sign is submitting the sign proposal for State 28 which is a new restaurant owned by State 28 Entertainment Group, headed Barry Luther (214) 718-8988. State 28 is the new Tenant replacing the previous Tenant "Alkeys" located at:

165 W. Main Street

The previously installed Projecting Exposed Neon Blade Sign will be removed from the front elevation facing Main St., and in its place will be the proposed aluminum backer with both dimensional and vinyl letter graphics. The rear elevation will have a circular backer panel with vinyl graphics. Both signs will be externally lit with gooseneck lighting, which should help with the Old Town District feel.

Please let us know if you have any questions by kindly emailing me at:
mike@giantsign.com

Sincerely,

A handwritten signature in black ink that reads "Michael A. Gary".

Mike Gary
Director of Operations/Managing Partner
Master Sign Electrician
Giant Sign

LISTED SIGN COMPANY
Texas Sign Contractors License: TSCL#18434
Regulated by The Texas Department of
Licensing and Regulation
P.O. Box 12157 Austin, TX 78711 1-800-803-9202



SITE MAP

NOT TO SCALE

AUL LISTED SIGN COMPANY



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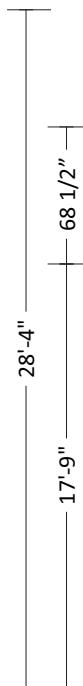
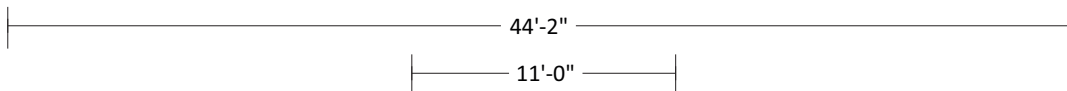
LANDLORD APPROVAL		CLIENT APPROVAL		Client: State 28	Date: 3/4/24
The undersigned consents to the installations and maintenance of this sign on my property in accordance with the agreement between Giant Sign Co. and my tenant(s) and any extension, renewals, or modifications thereof.		This drawing is the property of Giant Sign and all rights to its use for reproduction are reserved by Giant Sign.		Address: 165 W Main St, Lewisville, TX 75057	
x _____ (Property Owner/Authorized Agent Signature) Date		x _____ (Client Signature) Date		Revision notes:	
				Artist: AE Phone: (972) 247-4404 Email: andy@GiantSign.com	

Electrical Notes
 Power must be provided by customer unless otherwise specified in writing. Access to back side of fascia is required for installation. Each sign location must have:
 1. Primary electrical of 120V.
 2. J-box installed within 6 feet of sign.
 Otherwise, customer is responsible for the power connection to the sign.



SIGN(S) TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH ARTICLE 600 OF NATIONAL ELECTRIC CODES

The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.



SOUTH ELEVATION

SIMULATED NIGHT VIEW



EXISTING CONDITIONS

SCALE: 1/8"=1'

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A FCOs ON AN ALUM PAN BACKER
 QTY. 1

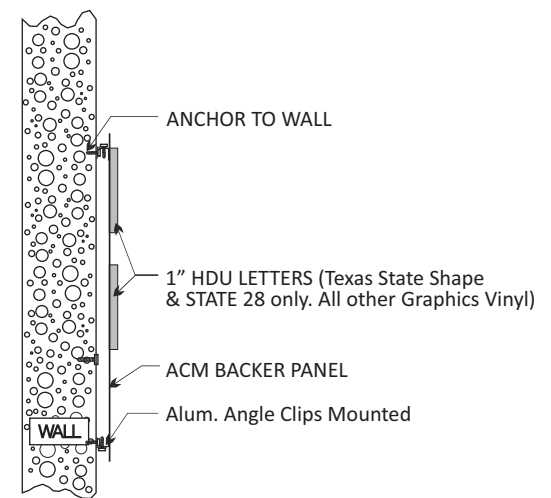
SCALE: 1/2"=1'
 62.7 SQ. FT.

SCOPE OF WORK:

MANUFACTURE & INSTALL (1) NON-ILLUMINATED PAN SIGN WITH HIGH DENSITY URETHANE (HDU) FLAT CUT OUT LETTERS (FCO)s.

COLORS:

- 1/8" ACM BACKER
- HDU FCOS
- MATTHEWS PAINT
- MATTHEWS WHITE
- PMS 704C
- PMS 281C



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The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.

40'-0"

84"

16'-0"
84"
68"



NORTH ELEVATION

SCALE: 3/16"=1'

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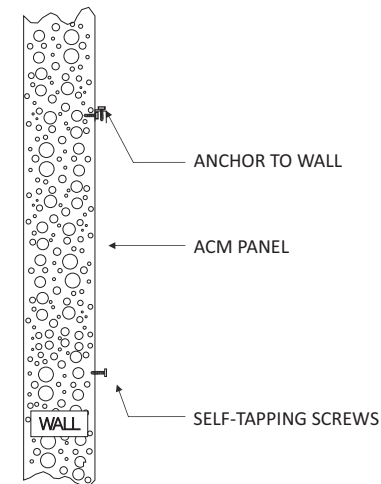


B ACM PANEL W/ VINYL GRAPHICS SCALE: 1/2"=1'
 QTY. 1 49 SQ. FT.

SCOPE OF WORK:
 MANUFACTURE & INSTALL (1) ROUTED ALUM PAN SIGN W/ VINYL GRAPHCS.

- ACM PANEL
- VINYL OVERLAYS

- COLORS:**
- ORACAL 751-030 DARK RED
 - ORACAL 751-537 DEEP BLUE



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State 28: Gooseneck Lighting Information:



**C-Lite LED Gooseneck Light w/ 14-inch
Angled Shroud | Wattage Selectable | C-
WM-A-WDG Series | 4500 Lumens |
5000K | Black**

Dimensions: 20"L. x 14"W. x 22.5"H.
Input: 120V-277V
Powder Coated Black
Lens: Tempered Glass

STAFF REPORT

TO: Old Town Design Review Committee

FROM: Grace Martin-Young, Planner I

MEETING

DATE: April 22, 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

At the April 2, meeting of the Old Town Design Review Committee a multi-tenant wall sign was approved unanimously (4-0) with a condition to lower the placement of the sign so that the brick was not covered.

Since receiving the letter of design approval, the applicant proceeded to lower the sign to comply with the condition, though the sign was unable to be moved any lower and still does not fit within the sign band on the building.

ANALYSIS

The applicant reached out to the planning department on Thursday, April 18th to request the sign be allowed to remain, though they were unable to meet the conditions of approval. The sign was lowered five inches (5') from the previous location, though it still covers the architectural band of the building. The applicant is unable to lower the panel without the panel being cut, and requests the sign be approved at the current placement.

RECOMMENDATION

Staff recommends that the Old Town Design Review Committee review consider the request.

Fwd: Shake land

Patricia Dominguez <pdominguez@cityoflewisville.com>
To: Grace Martin-Young <gmartin-young@cityoflewisville.com>
Cc: Michele Berry <mberry@cityoflewisville.com>

Thu, Apr 18, 2024 at 3:53 PM

----- Forwarded message -----

From: **samira aslroosta** <aslroosta@yahoo.com>
Date: Thu, Apr 18, 2024 at 3:23 PM
Subject: Re: Shake land
To: <pdominguez@cityoflewisville.com>



Hello

We did our best and lowered the board by 5 inches from the previous location. More than this, it is not possible to lower the panel and the panel must be cut. Please

give us the chance to keep the sign
as you have helped Smoke Shop.

Thanks a lot

Yahoo Mail: Search, Organize, Conquer

On Wed, Apr 3, 2024 at 11:33 AM, samira aslroosta
<aslroosta@yahoo.com> wrote: