



151 W. Church Street  
Lewisville, TX 75057

## A G E N D A

### OLD TOWN DESIGN REVIEW COMMITTEE MONDAY, MAY 13, 2024

LEWISVILLE CITY HALL  
DEVELOPMENT SERVICES CONFERENCE ROOM  
2<sup>ND</sup> 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 April 22, 2024 Meeting.**
  3. **Consideration of a Letter of Design Approval for a Single Tenant Wall Sign; Located at 115 West Main Street; as Requested by Kenneth Waits, the Applicant, on Behalf of Lauren Miller, the Business Owner and RO Properties, the Property Owner. (24-04-17-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**  
**APRIL 22, 2024**

**Committee Members Present:** Chair Randy Tetzlaff, Kelly Blackall, Odin Clack

**Committee Members Absent:** Vice-Chair Amy Puckett, Audra Smolinski

**City Staff Present:** Richard Luedke, Planning Director; 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 4:06 p.m. on Monday, April 22, 2024, in the Development Services Conference Room, 2<sup>nd</sup> Floor, of the Lewisville City Hall, 151 West Church Street, Lewisville, Texas.

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**Item 2: Approve the Minutes From the April 8, 2024 Meeting**

The first item on the agenda was the approval of the minutes from the April 8, 2024 Meeting. *A motion was made by Kelly Blackall and seconded by Odin Clack to approve the minutes as presented. The motion passed unanimously (3-0).*

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**Item 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)**

Grace Martin-Young, Planner I, gave a brief overview of the proposed two single tenant wall signs with a recommendation to approve the signs with modifications to allow for the larger sign areas. Discussion was held concerning setting a precedent and staff indicated each letter of design approval is issued based on its merits. Odin Clack and Kelly Blackall noted the front sign was interesting and proportional to the sign space. Odin Clack noted the rear sign was replacing a larger mural and Kelly Blackall noted it was a large black wall space. *A motion was made by Odin Clack and seconded by Kelly Blackall to approve the signs with modifications requested. The motion passed unanimously (3-0).*

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**Item 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)**

**Page 2**  
**Minutes - Old Town Design Review Committee**  
**April 22, 2024**

Grace Martin-Young, Planner I, gave a brief overview of the proposed multi-tenant wall sign with a recommendation to consider the request. The committee discussed the unfortunate situation the small business owner had been put in by the original sign contractor and wish it had been designed and permitted prior to fabrication and installation, the existing Ashes Smoke Shop sign location being permitted over the brick, the fact that the sign doesn't detract from the building significantly and that it would be significant cost to the business owner to redesign the sign now. A motion was made by Kelly Blackall and seconded by Odin Clack to approve the letter of design approval for the sign as requested, in its new location. The motion passed unanimously (3-0).

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**Item 5: Announcements**

- ColorPalooza will be this Saturday, April 27, 2024 from 10 a.m. to 5 p.m. in Old Town Lewisville.
  - Sounds of Lewisville Concert Series will kick off on Tuesday, May 7, 2024 at 7 p.m. at Wayne Ferguson Plaza.
  - Neighborhood and Ambassador program has more dates upcoming is information so keep an eye out for those emails.
  - Old Town was recognized by the Texas Chapter of the American Planning Association as a Great Place in Texas, specifically a Great Neighborhood.
- 

**Item 6: Adjournment**

There being no other items to discuss, the meeting was adjourned at 4:31 p.m.

These minutes approved by the Old Town Design Review Committee on May 13, 2024.

Respectfully submitted,

Approved,

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Michele Berry, Planning Manager

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Randy Tetzlaff, Chair

**TO:** Old Town Design Review Committee

**FROM:** Lauren Cook, Planner I

**MEETING**

**DATE:** May 13, 2024

**SUBJECT: Consideration of a Letter of Design Approval for a Single Tenant Wall Sign; Located at 115 West Main Street; as Requested by Kenneth Waits, the Applicant, on Behalf of Lauren Miller, the Business Owner and RO Properties, the Property Owner. (24-04-17-LDA).**

### **BACKGROUND**

The Perc Coffeehouse at 115 West Main Street is requesting a new sign at the rear of the building. The sign will be placed above the rear entrance to enhance wayfinding from Wayne Ferguson Plaza and the alley.

### **ANALYSIS**

The sign design includes the words “COFFEE HOUSE”, “PERC”, a graphic of a coffee pot and an arrow pointing towards the entrance. The sign materials are painted aluminum. The portion of the sign that reads “COFFEE HOUSE” consists of black sans-serif letters on a white background. This lettering is outlined with double stroke white neon lighting. The coffeepot is black with white paint to outline the shape and “PERC”. Single-stroke white neon lights outline the coffee pot and clear red neon lighting spells “PERC” on it. The black arrow will have 1.5” diameter LED bulbs that resemble incandescent lighting. The sign meets the design guidelines by use of neon lighting, use of sans-serif lettering at different scales, use of less than five colors, and positive contrast.

The sign standards for the Old Town Center Overlay District specify that there may be one single tenant wall sign with a maximum size of 25 square feet on secondary facades. This sign is the only secondary wall sign on this façade and measures a total of 85 inches wide and 54.5 inches tall. The total area of the sign is 16.21 square feet, meeting the area requirements. There is a temporary banner sign on the building today.

The Old Town Center Design District states that single tenant wall signs should not extend above the height of the building on which they are attached. This sign is placed higher than that, above the roof of the building. It does not exceed the height of the adjacent building and will not be viewable from Main Street. The Old Town Design Review Committee can approve a modification to allow this alternative placement. A similar sign location modification was approved for a neon sign on the rear of Beasley’s Jewelry at 177 West Main Street in 2022.

### **RECOMMENDATION**

Staff recommends that the Old Town Design Review Committee approve the sign as presented with modifications to allow the sign to go above its height.

**ELEVATION: PROPOSED EXTERIOR SIGNAGE**

- Sign Area: Survey/Sign Area Dimensions

**The Perc Coffee House**  
**109 W Main St.**  
**Lewisville, TX 75057**

18"



22' 3"

**GRADE**

APPROVED: \_\_\_\_\_  
 AS SUBMITTED  
 AS NOTED  
 NOT APPROVED RESUBMIT  
DATE: \_\_\_\_\_

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**01** **EXTERIOR ELEVATION:** *WALL ELEVATIONS*  
SCALE: 3/16" = 1' 0" WEST ELEVATION



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3914 ELM ST. - DALLAS, TX 75226

214-826-4475 [citysignservices.com](http://citysignservices.com)

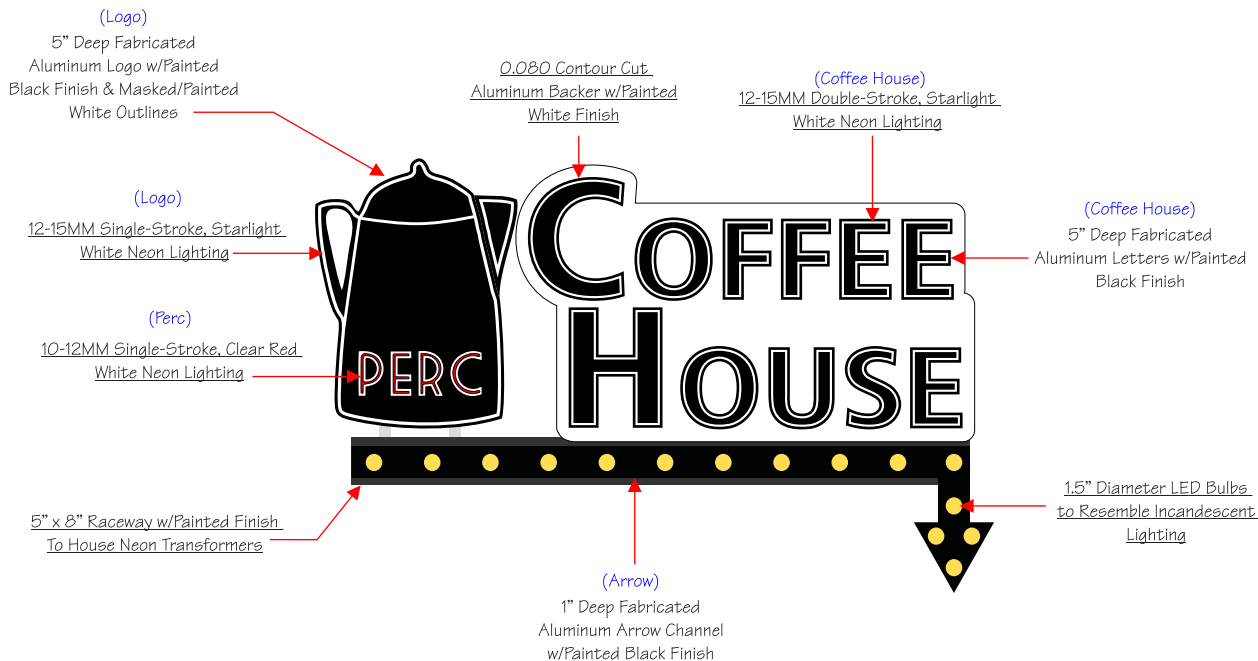
CONTACT: CODY WAITS

EMAIL: [CODY.WAITS.CITYSIGNS@GMAIL.COM](mailto:CODY.WAITS.CITYSIGNS@GMAIL.COM)

# CONCEPT/DESIGN: PROPOSED EXTERIOR BRANDING

**The Perc Coffee House**  
**115 W Main St.**  
**Lewisville, TX 75057**

- Design/Sign Concept: **Sign Base Details**



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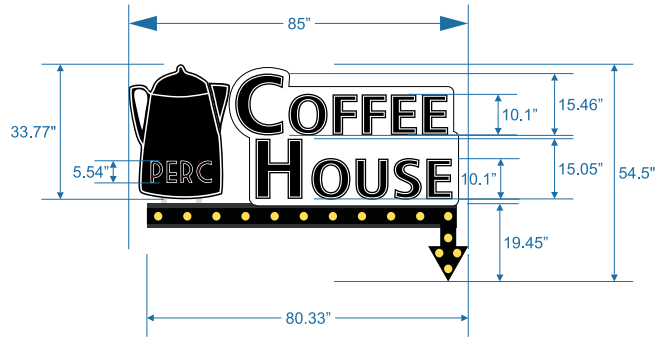
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 EMAIL: [CODY.CITYSIGNS@AOL.COM](mailto:CODY.CITYSIGNS@AOL.COM)

# DETAIL: PROPOSED EXTERIOR SIGNAGE

**The Perc Coffee House**  
**115 W Main St.**  
**Lewisville, TX 75057**

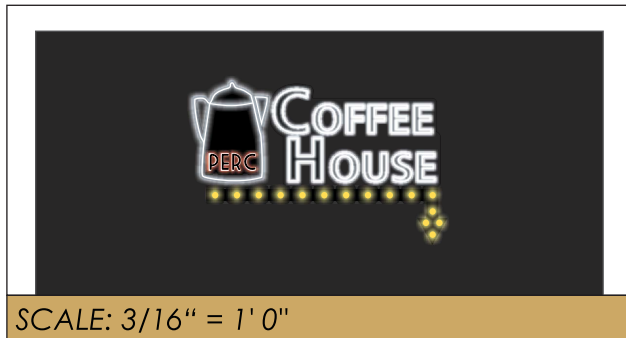
- Sign Details: **Sign Dimensions, Details & Colors Specs**

## - SIGN DIMENSIONS



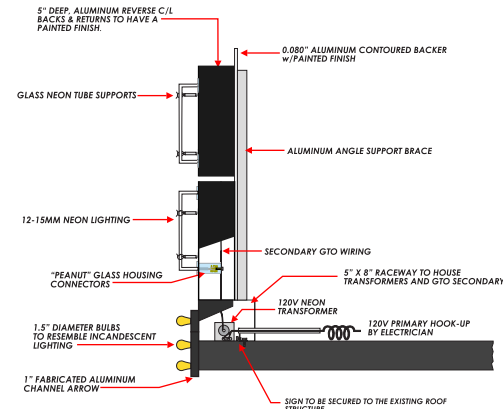
SCALE: 1/4" = 1' 0"

## - ILLUMINATED VIEW



SCALE: 3/16" = 1' 0"

## - SIDE VIEW



**Important Note:**  
 All Penetration Must Be Sealed By Other City Sign Services is NOT Responsible For Roof Sealing

## SIGN COLOR REFERENCE

COLOR #1 - Raceway/Arrow Channel - Painted Semi Gloss Black		COLOR #5 - Perc/Logo Outlines - Masked/Painted Semi-Gloss White	
COLOR #2 - Channel Letters - Painted Semi-Gloss Black		COLOR #6 - Neon(Perc) - Clear Red	
COLOR #3 - Contour Backer (Letters) - Painted Semi-Gloss White		COLOR #7 - Neon(Coffee House/Logo) - Starlight White	
COLOR #4 - Channel Logo - Painted Semi-Gloss Black		COLOR #6 - Bulbs - Yellow, LED to Resemble Incandescent	

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DATE: \_\_\_\_\_



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**ELEVATION: PROPOSED EXTERIOR SIGNAGE**

- Sign Area: [Survey/Sign Area Dimensions](#)

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