

MINUTES OF A BUILDING DESIGN COMMITTEE SPECIAL MEETING  
CITY OF WEST LAKE HILLS, TEXAS  
Wednesday, June 6, 2018  
5:30 P.M.

PRESENT: BDC Chairman Darin Walker, BDC Members Robert Meisel and Kathy Tullos

ABSENT: None

1. Call to Order. Chairman Darin Walker (for Brian Plunkett).

**BDC Chairman Walker calls the meeting to Order at 5:30 p.m.**

2. Land Use: Amendment to The Village at Westlake Uniform Sign Agreement for a Wall Hanging Sign for The Joint Chiropractic at 701 South Capital of Texas Highway, Suite D-475. (Section 32.03.008 of the West Lake Hills Code.) Applicant Kevin Stutz.

- a. Staff Briefing.

**City Planner Ashby Grundman: They are requesting an amendment because the size of the letters in the sign are 24” for the word Joint. The USA allows 15”. They are within the total sq. ft. but they want the larger letters.**

- b. Presentation by applicant.

**Jackie is representing Kevin today. I have additional photos to pass out showing the proportions of the sign. Our goal was to make sure we follow the criteria. When we looked really small given there is a big tree in front of the location and on a corner. The signs to the left are pretty big. The smaller sign matches the criteria and you can see the difference in the size. We wanted to maximize the allowable sq. ft. We didn’t want the Joint to be the highlight of their corporate branded sign.**

**BDC Chairman Walker: The European Wax Center, do we know how big these are?**

**City Planner Grundman: I don’t know if they got amendments always. I can find out.**

**BDC Member Tullos: I think ordinances are there for a reason. The fact I want it bigger is not enough if I’m ready what ZAPCO would say. Everybody would like more visibility.**

**Jackie: They are allowed 24 sq. ft. They are not maximizing the allocated space. We thought we could go larger if we went smaller with the Joint, it would be hard to see. I went out there today, he is dead center of that tree.**

**BDC Member Meisel: The tree was there when he signed the lease.**

**Jackie: Again, Kevin wants to make sure that his store is visible to dry business. This is one of many locations he has. He know the criteria, and me from a sign company we want to follow that. We talked to Colin as well to get advice on how to approach this.**

**BDC Member Meisel:** Colin makes sure the check clears. His understanding of the sign ordinance stops as soon as the check clears.

**BDC Member Tullos:** Can you show me the earlier sign.

**Jackie:** Here is the smaller version. This is our first draft; we wanted to show you the comparisons.

**BDC Member Tullos:** The label store front option 3 is not the proposed sign?

**Jackie:** Yes.

**BDC Member Meisel:** Part of what the BDC does is help you fashion the presentation more attractive to ZAPCO and CC. What I'm actually hearing you say you're not using the maximum space and as you are trading oversized letters for reduced signage. In Westlake speak we call that mitigation. Is that a correct assessment?

**Jackie:** Yes.

**BDC Member Meisel:** Since you don't want that much space, you'd like to have your letters bigger. That's a tradeoff argument when you present this to the commission. That's where you want to go. You're over-complying with the area. This is an aesthetic issue.

**BDC Member Tullos:** Was there any discussion making Chiropractic bigger? If I drove past this, Joint, have you thought about leaving Joint a little smaller?

**Jackie:** The sign is their branded logo sign. It is either stacked or linear. We didn't have space to do the linear. The letters are proportioned. We could try that.

**BDC Member Tullos:** You've not looked at that at this point?

**BDC Chairman Walker:** The maximum is 15" and you're asking for 24"?

**City Planner Grundman:** Right.

**Jackie:** That's based on the number of letters.

**BDC Chairman Walker:** I agree with Kathy's saying. You may want to present different ways. When presenting your case, you see European Wax and you're not proportional. I'd like to know what those sizes were with the neighboring businesses.

**BDC Member Tullos:** I've used a photograph on storefront and taken a measure, they are about the same size. You put that up to Joint and Joint is maybe a border as high. It would be helpful to have numbers.

**Jackie:** I went and counted the bricks today to see where our sign would lay as opposed to European Wax. I'll have additional information.

- c. Public Hearing: All persons wishing to speak for or against shall be heard.

**BDC Chairman Walker closes the Public Hearing and reconvenes the meeting.**

- d. Deliberation and action.

**BDC Chairman Walker: This is an advisory committee. This commission gives you comments so you can get ready before ZAPCO.**

**BDC Member Meisel: The starting point, we have an ordinance of why we are discussing this. Your counter argument could be the tradeoff on the size.**

**BDC Member Tullos: And what your neighbors have done.**

**BDC Member Meisel: Counting bricks is a good trick.**

**Jackie: I appreciate your feedback.**

- 3. Land Use: Proposed Monument Sign for Travis County Water District No. 10 at 5324 Bee Cave Road. (Section 32.03.007 of the West Lake Hills Code.) Applicant Carla Glass.

- a. Staff Briefing.

**City Planner Grundman: They are asking for a monument sign for the office off Bee Cave Road. The sign will be set back off a ways. The size and color conforms with no variances. Just a commercial sign.**

BDC Member Meisel: It's here because our ordinance says so.

- b. Presentation by applicant.

**Rafael: You have the layout that shows the dimensions of the mon. showing the structures. The stone is going to be white stone and it matches the current wall that is out there so it doesn't quite look like the color rendering. Since we have only one proof remaining in case of necessary changes. It sits 300' from Bee Cave Road. It's a flag lot is for the driveway purposes, we can actually put the sign on Bee Cave Road so we had to set it back.**

**BDC Member Meisel: If this weren't be called a sign, would it require variances? Are there any setback issues?**

**City Planner Grundman: It might be in the setback.**

**Rafael: It's not in the setback. This is a flag lot.**

**City Planner Grundman: The sign will face you?**

**Carla: By the flower shop is on the left. You turn inn, you pass the flower shop and we're at the back of the property.**

- c. Public Hearing: All persons wishing to speak for or against shall be heard.

**BDC Chairman Walker closes the Public Hearing and reconvenes the meeting.**

- d. Deliberation and action.

**BDC Member Meisel: On those types of lots, we don't fix the setback lines then it gets 150' wide. You have that narrow flagpole. That is all in your setback.**

**Rafael: I can show another exhibit.**

**BDC Member Meisel: For your next presentation, get a survey and accurately mark the proposed location of the sign. ZAPCO would be a little more comfortable addressing.**

**Rafael: I can do that.**

**City Planner Grundman: Show the distance from Bee Cave Road.**

**BDC Member Meisel: As long as there are no setback issues.**

4. Adjournment. Chairman Darin Walker (for Brian Plunkett).

**BDC Chairman Walker adjourns the meeting at 5:50 p.m.**