

TOWN OF WESTLAKE

ORDINANCE NO. 750

AN ORDINANCE AMENDING ORDINANCE 202, AS AMENDED; ADDING SECTION 12 “SIGNS”; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING FOR A SAVINGS CLAUSE; PROVIDING FOR A PENALTY CLAUSE; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on August 24, 1992, the Town Council of the Town of Westlake, Texas adopted a Comprehensive Plan for the Town; and

WHEREAS, on November 13, 1992, the Town Council of the Town of Westlake, Texas adopted a Comprehensive Zoning Ordinance; and

WHEREAS, on November 16, 1992, based upon the recommendation of the Planning and Zoning Commission, the Town Council of the Town of Westlake, Texas amended the Comprehensive Zoning Ordinance with Ordinance 202, creating “PD-1”, and

WHEREAS, an analysis of the Town’s codes and regulations has determined that an amendment to these codes and regulations are required in order to protect the health, safety, and welfare of the Town and to comply with the development goals for low density residential development; and

WHEREAS, upon the recommendation of the Planning and Zoning Commission on June 08, 2015, which recommended that Ordinance 202, as amended, be revised in accordance with the procedures and processes established in the Code of Ordinances for the Town. The Town Council of the Town of Westlake, Texas, is of the opinion that it is in the best interests of the town and its citizens that the amendments (**Exhibit “1”**) should be approved and adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF WESTLAKE, TEXAS:

SECTION 1: That the recitals set forth above are hereby incorporated herein, adopted by the Town and found to be true and correct.

SECTION 2: That Ordinance 202 (“PD-1”), as amended, of the Town of Westlake, Texas be amended by adding Section 12 to read as shown in Exhibit 1, attached.

SECTION 3: Sections, paragraphs, sentences, phrases, clauses and words of this Ordinance are severable, and if any section, paragraph, sentence, phrase, clause or word in this Ordinance or application thereof to any person or circumstance is held invalid or unconstitutional by a Court of competent jurisdiction, such holding shall not affect the validity of the remaining portions of this ordinance, and the Town Council hereby declares that it would have passed such

remaining portions of this Ordinance despite such invalidity, which remaining portions shall remain in full force and effect.

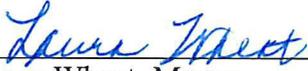
SECTION 4: This Ordinance shall be cumulative of all other ordinances of the Town affecting the regulations of land and zoning and shall not repeal any of the provisions of those ordinances except in those instances where the provisions of those Ordinances are in direct conflict with the provisions of this Ordinance.

SECTION 5: It shall be unlawful for any person to violate any provision of this Ordinance, and any person violating or failing to comply with any provision hereof shall be fined, upon conviction, in an amount not more than Two Thousand Dollars (\$2,000) and a separate offense shall be deemed committed each day during or on which a violation occurs or continues.

SECTION 6: This ordinance shall take effect immediately from and after its passage as the law in such case provides.

PASSED AND APPROVED ON THIS 15th DAY OF JUNE 2015.

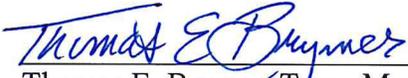
ATTEST:



Laura Wheat, Mayor



Kelly Edwards, Town Secretary



Thomas E. Brymer, Town Manager

APPROVED AS TO FORM:



L. Stanton Lowry, Town Attorney



EXHIBIT “1”

Section 12. Signs. The regulations of this Section shall apply to all exterior signs in PD1 unless differing regulations are contained within a specific Planning Area, in which case the Planning Area regulations shall govern.

A. DEFINITIONS. In this section, the following words and phrases have the meanings respectively ascribed to them by this section:

- (1) ATTACHED SIGN means any sign attached to, applied on, or supported by, any part of a building (such as a wall, roof, window, canopy, awning, arcade).
- (2) DIRECTOR means the director of the Department of Planning and Development.
- (3) MONUMENT SIGN means a detached sign applied directly onto a grade-level support structure (instead of a pole support) with no separation between the sign and grade.
- (4) MOVEMENT CONTROL SIGN means a sign that must direct vehicular or pedestrian movement onto or within this district and may include the identification of any area or service or the name or logo of any premise located in this district.
- (5) PEDESTRIAN MOVEMENT CONTROL SIGN means a sign providing information about any of the following:
 - (A) The name, trade name, or logo of the owner or occupant of any premise within this district.
 - (B) The identification of any premise within this district.
 - (C) Any accommodations, services, or activities offered or conducted, other than incidentally, on any premise within this district.
 - (D) Pedestrian directional information.
 - (E) Campus maps and other orientation information.

B. GENERAL PROVISIONS

1. Sign Permits. Except as otherwise provided herein, a sign permit issued in accordance with the procedures set forth in the UDC is required before any sign is erected or displayed. All sign permits shall be for a specific location, and any relocation shall require a new permit.

2. Lighting and Materials.

(a) For horizontal monument signs, vertical monument signs, building identifications signs and façade panel signs backlit illumination are preferred. However, internal illuminated within individual letters or sign element is permissible if dimmable, in which case lighting levels

shall be subject to maximum settings established by the Town Council. Wall plaques may be illuminated with downward directed wall sconces, or if located under covered areas may be illuminated by directional spot lighting.

(b) Sign materials identified in Exhibits A through K- 2 shall be the permitted materials for each type of corresponding sign.

3. Signs Over The Public Right-Of-Way.

(a) Signs may be located in or attached to structures located in public right-of-way subject to the approval of a license agreement by the Town Council.

(b) The Town Engineer shall review the location of any sign located in or overhanging the public right-of-way to ensure that the sign will not pose a traffic hazard or visibility obstruction.

C. PERMITTED SIGN TYPES AND APPROVAL PROCEDURES. In this planning area the following types of signs may be permitted. Sign permits for signs complying with this ordinance shall be issued by the director. However, the director shall have the discretion to refer any sign permit to the Town Council for approval.

Area Marker. Area markers are monument signs that are movement control signs and are vertically oriented. They are intended to supplement horizontal monument signs and denote the entrance into the subareas/campuses of the district. Area markers are limited to 96 inches in height and 60 inches in width, with a maximum letter dimension of 12 inches in height. The director may issue permits for area markers at locations shown on Exhibit L. Additional locations may be established by site plan approval. An example of an area marker is shown at Exhibit A.

Blade Signs. Blade signs are attached signs that project at right angles to (perpendicular to) the face of a building. They are intended to be visible to pedestrians walking parallel to the building façade to demarcate the location of individual tenants/occupants, or to display the building number. Blade signs along the same façade shall be of uniform dimension and mounted at a uniform height in a manner that will not impede pedestrian traffic. Blade signs shall nor project more than 30 inches from the face of a façade nor exceed 48 inches in height. Blade signs identifying a building number shall be limited to one sign per building façade. In addition, tenants shall be allowed one blade sign per façade. However, if more than one tenant façade panel sign has been established by site plan approval, additional corresponding tenant blade signs may be permitted as well. Examples of a blade sign is shown at Exhibit B-1 and B-2.

Building Identification Signs. Building identification signs are attached signs affixed to building walls or attached to or cut out of attached architectural elements such as canopies, wall projections or freestanding entrance canopies or portals. Except for hotel or special use buildings, these signs are intended to identify general names of buildings or building numbers rather than individual businesses occupying buildings. Letter height shall not exceed 24 inches. If a building number is used for building identification, it may be no more than 360 square feet. One building identification sign shall be permitted for each of up to two façades of the same

building having primary entrances. In the case of a hotel or fitness club, the hotel or fitness club brand may be used as the building identification rather than the general building name or building number. Examples of building identification signs are shown at Exhibit C-1, C-2 and Exhibit D.

Corral Portal Signs. Corral portal signs are attached signs intended to indicate arrival in the Solana district from the S.H. 114 exit ramps, and the direction of the subareas/campuses. Text is limited to the name of the district and the names of the subareas/campuses. Non-text graphics are limited to the Solana logo and directional arrows. Locations and dimension of Corral Portal Signs will be determined in conjunction with the license authorizing their placement in public right of way. An example of a corral portal sign is shown at Exhibit E.

Façade Panel Signs. Façade panel signs are attached signs intended for buildings primarily containing retail tenants. Background panels in building facades intended for façade panel signs may not exceed the width of the corresponding retail space. Individual letters and logos not exceeding 16 inches in height may be affixed or incorporated into the panels to identify the name of the establishment occupying the space. Occupants shall be limited to one façade panel sign per façade unless otherwise established by site plan approval. The director may approve sign permits for individual tenants or changes of occupancy provided that the signs comply with the letter height maximum and illumination standards established by this section. An example of a façade panel sign is shown at Exhibit F.

Horizontal Monument Signs. Horizontal monument signs are monument signs where the length exceeds the height. Horizontal monument signs are intended to identify the entrances to the district subarea/campuses from Kirkwood and Solana Boulevards and Sam School Road. Text is intended only to identify the subarea or campus and no more than one individual businesses or occupant name or logo per sign. Horizontal monument signs may not exceed five feet in height or forty feet in length. Non-text graphics are limited to graphic elements identified with the district. Except for locations approved with Exhibit L, site plan approval shall be required for horizontal monument signs. An example of a horizontal monument sign is shown at Exhibit G. Monuments will comply with signs within rights of way provisions herein.

Parking Garage Entrance Sign. Parking garage entrance signs are attached signs on or near the entrance of a parking garage or an entrance portal. Parking garage entrance signs shall be used solely to denote the entrance to a parking garage. One parking garage entrance sign is permitted for each entrance with letters not to exceed 20 inches in height. An example of a parking garage entrance sign is attached as Exhibit H.

Vehicle Movement Control Sign. Vehicle movement control signs as defined in subsection A shall be permitted by the director at any street or driveway intersection. Vehicle movement control signs may be pole mounted at a height not to exceed 72 inches. The sign face of vehicle movement control signs may not exceed 12 square feet. An example of a vehicle movement control sign is shown at Exhibit I.

Vertical Monument Signs. Vertical monument signs are monument signs where the height exceeds the length, or where a taller vertical element is combined with a horizontal element. There are two types of vertical monument signs.

(a) **Primary Vertical Monument Signs.** These signs may include text that identifies the district, the building and the individual businesses or organizations occupying a building. Primary oriented vertical monument signs are limited to 20 feet in height and 10 feet in width. The maximum letter height is 9 inches. A logo identifying the development is limited to 180 square inches; letters and other logos may not exceed 9 inches in height. Two primary vertical monument sign are permitted per building. Examples of primary vertical monument signs are shown at Exhibits J-1 and J-2.

(b) **Secondary Pedestrian-Oriented Vertical Monument Signs.** Secondary pedestrian oriented vertical monument signs are dimensioned and oriented for view by from pedestrian walkways. One secondary pedestrian oriented vertical monument is permitted per building façade. Secondary pedestrian oriented vertical monument signs may not exceed 12 feet in height or 10 feet in width. Title or district identification letter and logo height may not exceed 8 inches, otherwise letter and logo height may not exceed 4 inches. Pedestrian oriented vertical monument signs may contain any information listed under the definition of pedestrian movement control sign. If more than one pedestrian oriented vertical monument sign is requested per building façade, it must be approved through the site plan approval process. Examples of pedestrian oriented vertical monument signs are shown at Exhibits K-1 and K-2.

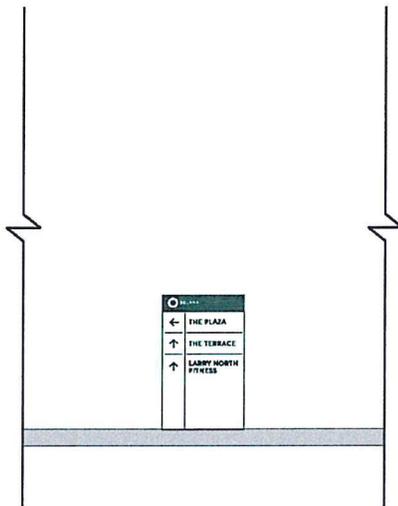
Wall Plaques. Plaques and affixed to the face of a building and not exceeding 648 square inches or one inch in thickness, and containing any information listed under the definition of pedestrian movement control sign may be approved by the director in any number, provided that multiple signs may not be approved in a single location.

Window Decals and Display Boxes. Each tenant/occupant shall be allowed to display window decals or display boxes indicating hours of operation, menus or other information pertinent to the premises. Window decal and display boxes shall not be require a permit if limited to no more than 216 square inches.

C. UNLISTED SIGN TYPES.

The Town Council shall have the discretion as part of site plan approval to approve sign types not listed herein or to approve listed sign types that vary in dimension or number from the signs listed herein, including detached monument signs located in or along the S.H. 114 right of way indicating entry into the Town of Westlake. Final design and location of Town of Westlake entry signs shall be as approved by the Town Council. A sample design is attached here to as Exhibit M solely to illustrate preliminary concepts.

EXHIBITS A through M for Section 12.



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

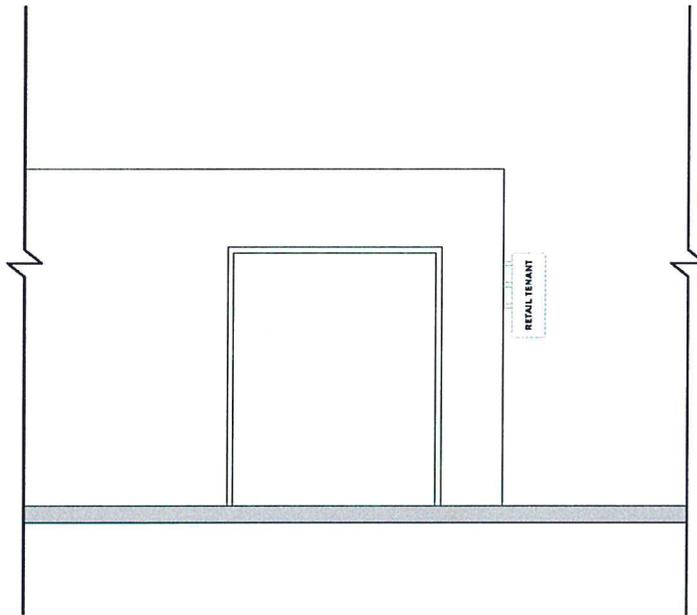


AREA MARKER

EXHIBIT A
1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-001
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

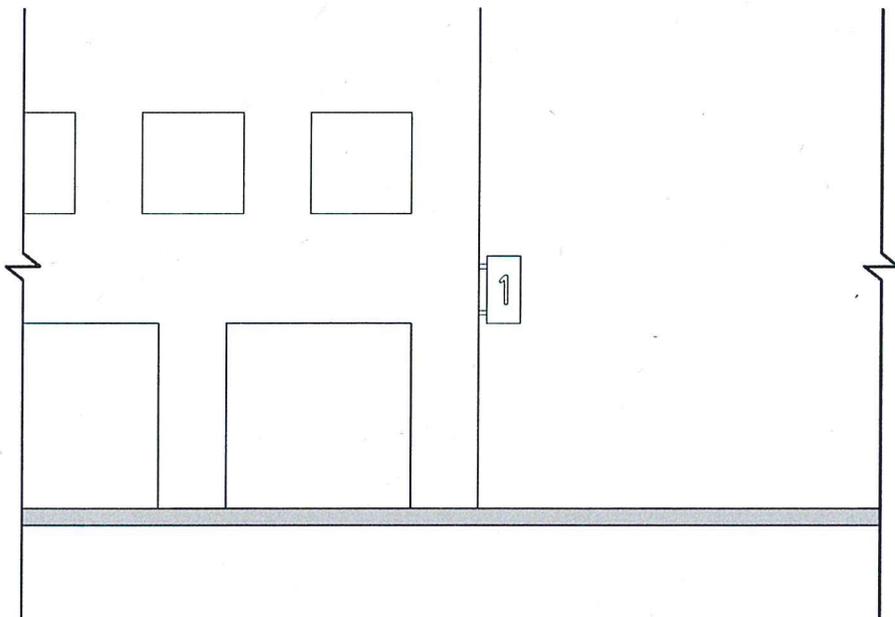


BLADE SIGN

EXHIBIT B-1
1/8" = 1'-0"

SOL001
PROJECT NUMBER

SK-A-002
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

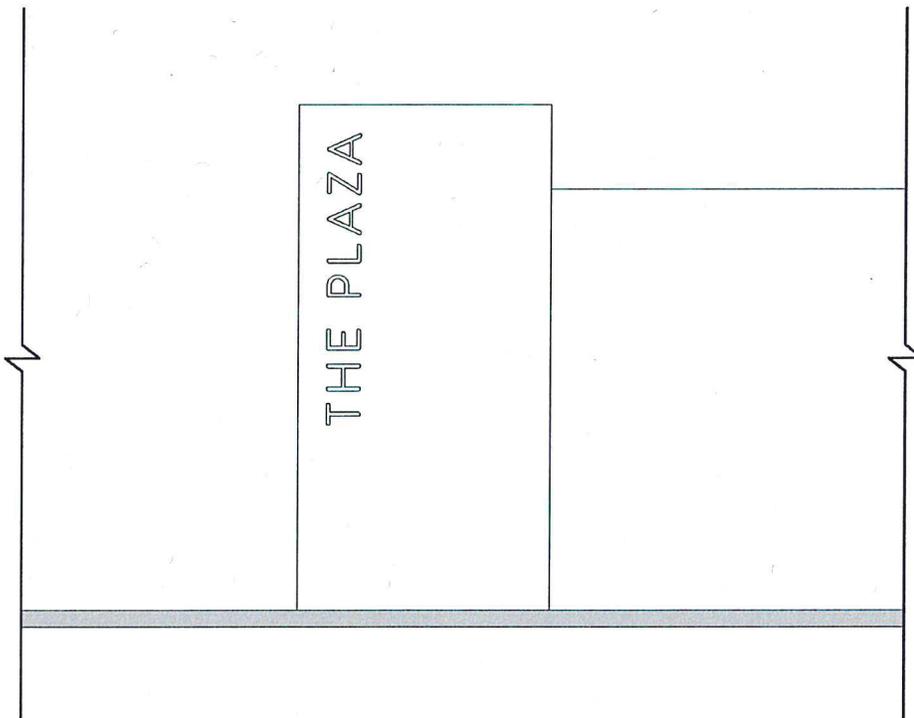


BLADE SIGN

EXHIBIT B-2
1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-003
SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL LETTERS; LETTERS MAY BE CUT OUT OF AN ARCHITECTURAL ELEMENT OR MOUNTED TO THE BUILDING.

May 14, 2015



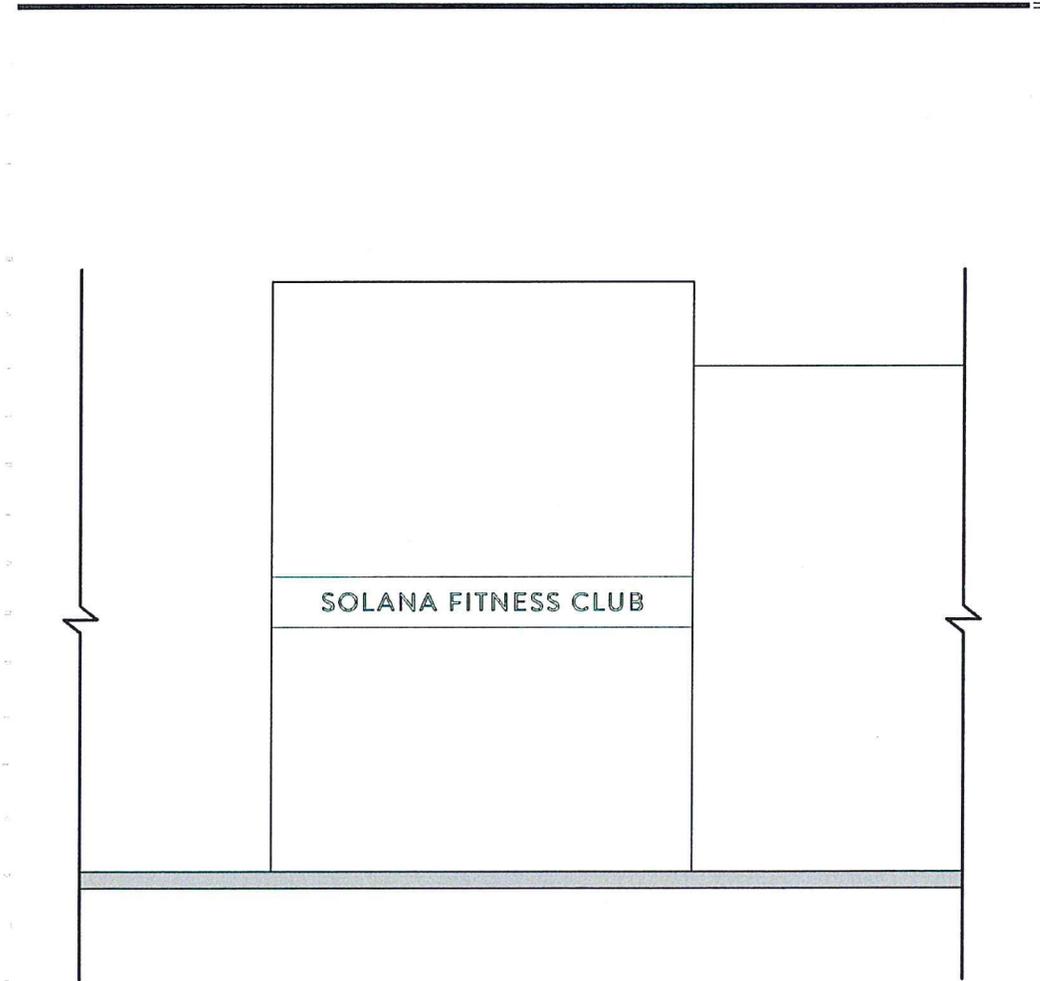
BUILDING IDENTIFICATION SIGN

EXHIBIT C-1

1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-004
SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL LETTERS; LETTERS MAY BE CUT OUT OF AN ARCHITECTURAL ELEMENT OR MOUNTED TO THE BUILDING.

May 27, 2015

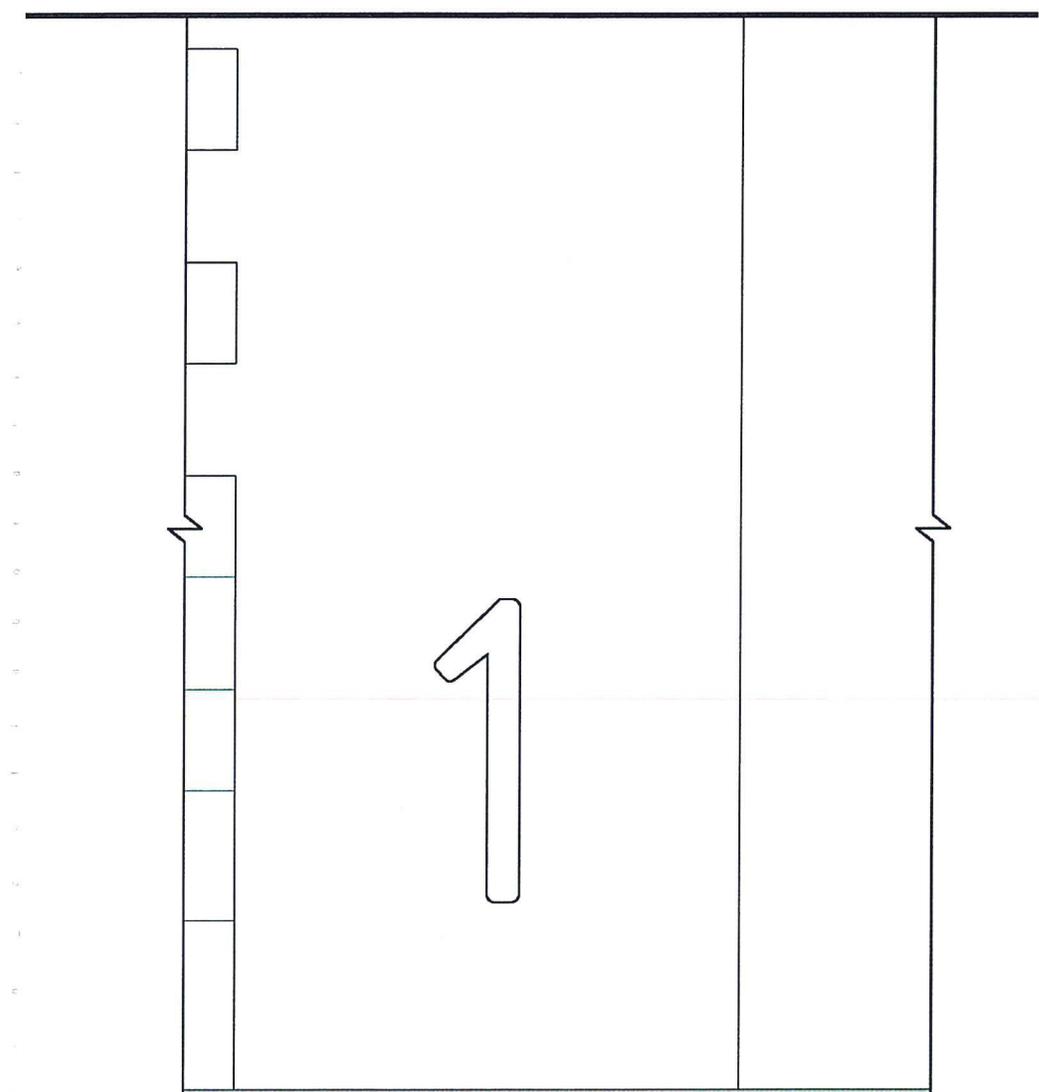


BUILDING IDENTIFICATION SIGN

EXHIBIT C-2
1/8" = 1'-0"

SOL001
PROJECT NUMBER

SK-A-005
SKETCH NUMBER



MATERIAL: NUMBER SIGN TO BE PAINTED ON THE BUILDING OR
 MADE OF ACRYLIC, POLYCARBONATE, OR METAL; NUMBER MAY
 ALSO BE MOUNTED TO OR CUT OUT OF ARCHITECTURAL ELEMENT
 May 14, 2015



BUILDING IDENTIFICATION SIGN

SOL001
 PROJECT NUMBER

EXHIBIT D
 1/8" = 1'-0"

SK-A-006
 SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL FOR LETTERS, LOGO, AND ARROWS; THESE ARE TO BE MOUNTED TO THE EXISTING PORTAL.

May 14, 2015

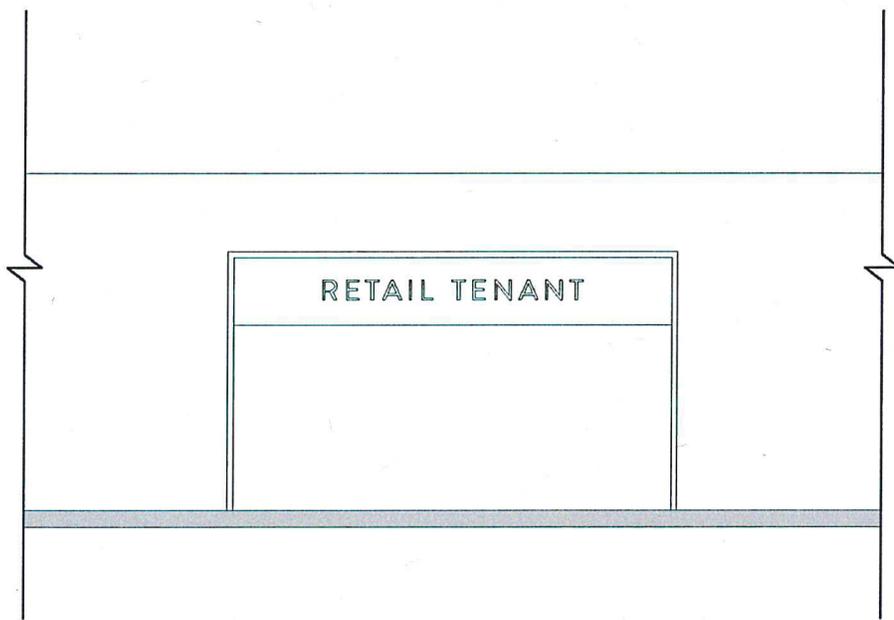


CORRAL PORTAL SIGN

SOLO01
PROJECT NUMBER

EXHIBIT E
1/8" = 1'-0"

SK-A-007
SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL LETTERS; LETTERS MAY BE CUT OUT OF AN ARCHITECTURAL ELEMENT OR MOUNTED TO THE BUILDING.

May 14, 2015

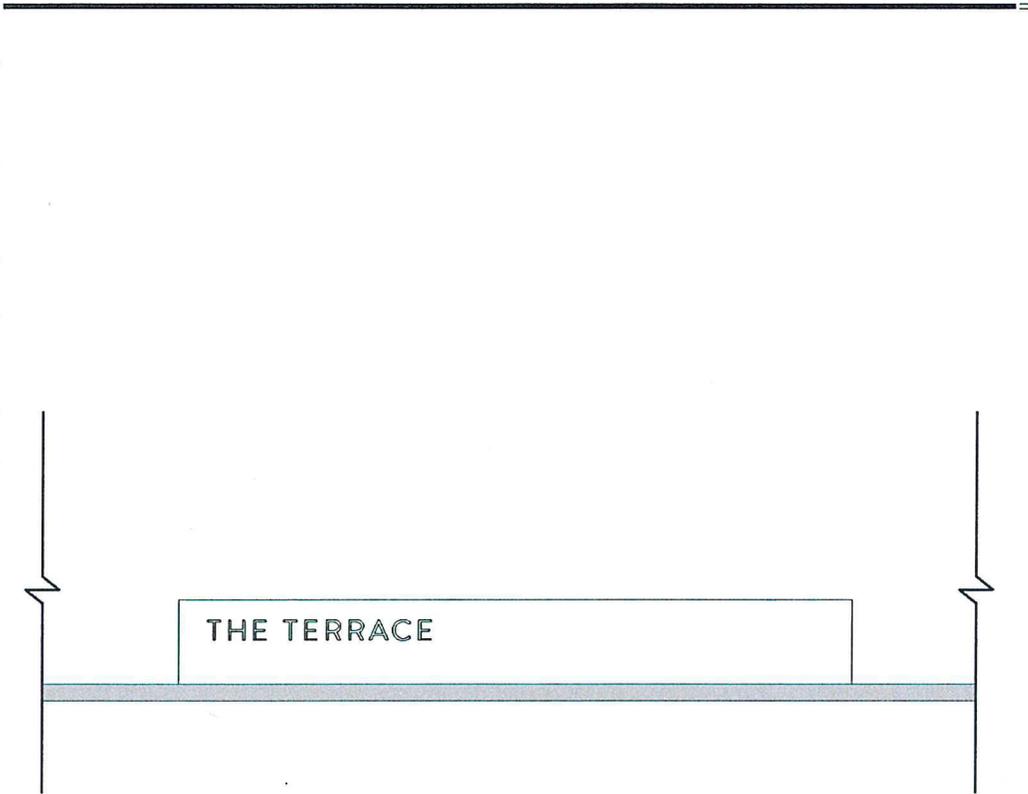


FACADE PANEL SIGN

EXHIBIT F
1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-008
SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL LETTERS MOUNTED TO OR CUT OUT OF METAL (EXPOSED, WEATHERED, OR PAINTED) MONUMENT SIGN; HORIZONTALLY-INSTALLED STONE TO BE LOCATED AT THE SIGN BASE.

May 14, 2015

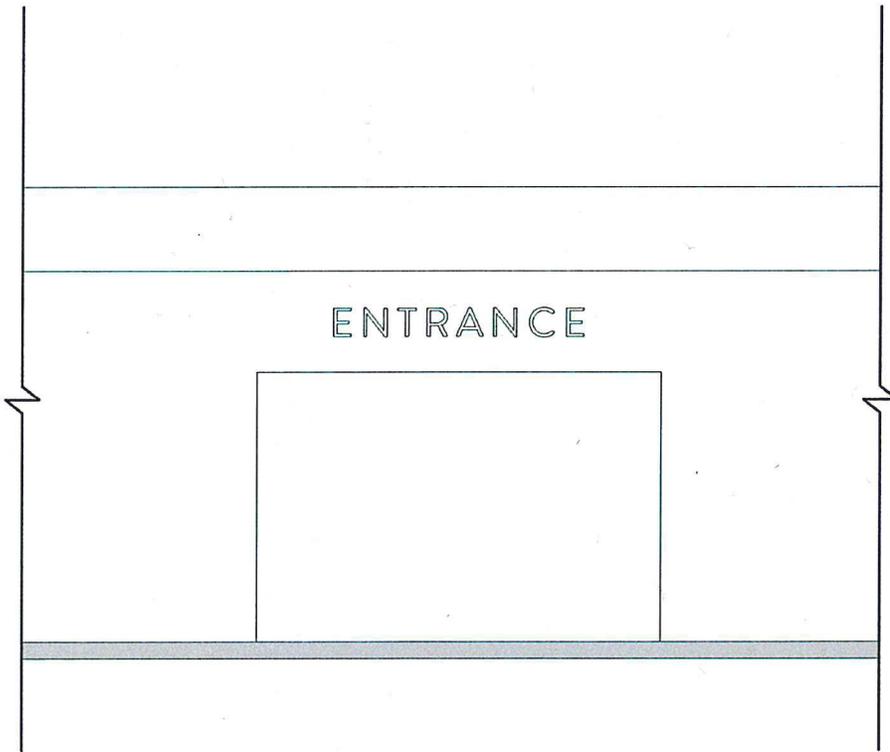


HORIZONTAL MONUMENT SIGN

SOL001
PROJECT NUMBER

EXHIBIT G
1/8" = 1'-0"

SK-A-009
SKETCH NUMBER



MATERIAL: ACRYLIC, POLYCARBONATE, OR METAL LETTERS; LETTERS MAY BE CUT OUT OF AN ARCHITECTURAL ELEMENT OR MOUNTED TO THE GARAGE.

May 14, 2015



PARKING GARAGE ENTRANCE SIGN

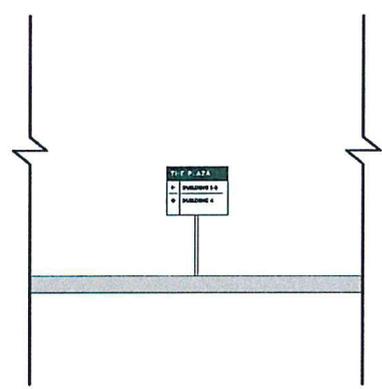
SOL001
PROJECT NUMBER

EXHIBIT H
1/8" = 1'-0"

SK-A-010
SKETCH NUMBER



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MATERIAL: ALUMINUM OR POLYCARBONATE MOUNTED TO METAL POLE;
ALUMINUM MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

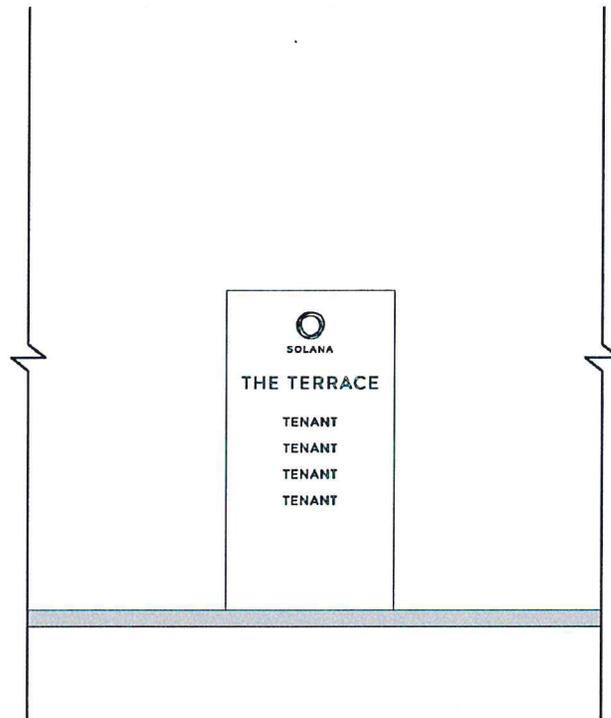


VERTICAL MOVEMENT CONTROL SIGN

EXHIBIT I
1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-011
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

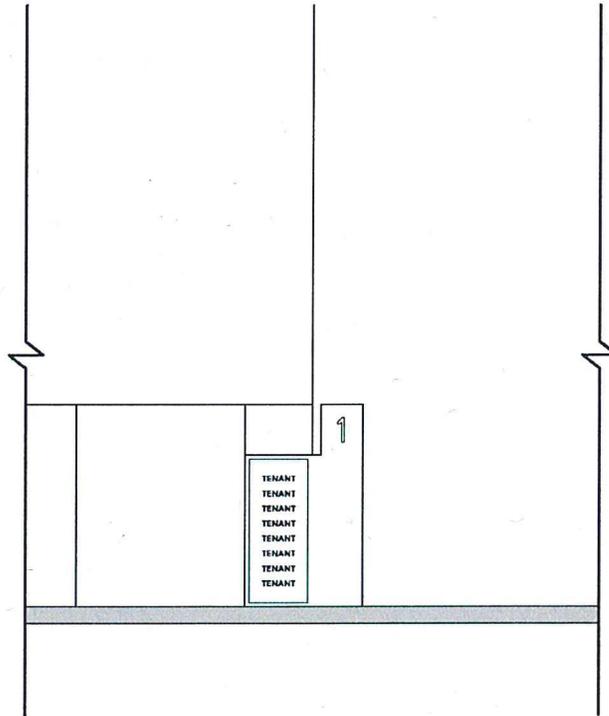


PRIMARY VERTICAL MONUMENT SIGN

SOLO01
PROJECT NUMBER

EXHIBIT J-1
1/8" = 1'-0"

SK-A-012
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM
MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 29, 2015

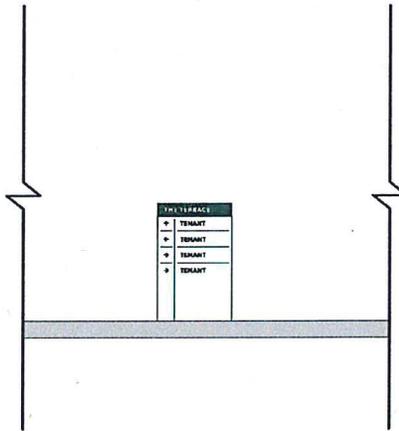


PRIMARY VERTICAL MONUMENT SIGN

EXHIBIT J-2
1/8" = 1'-0"

SOLO01
PROJECT NUMBER

SK-A-013
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM
MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 14, 2015

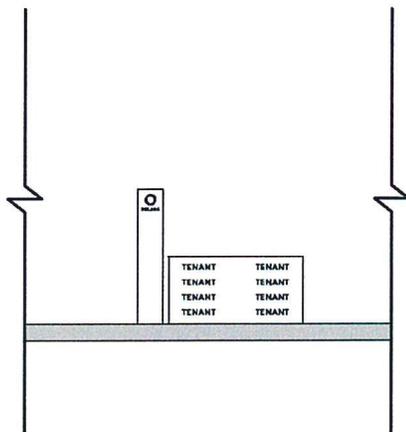


SECONDARY PEDESTRIAN ORIENTED
VERTICAL MONUMENT SIGN

SOL001
PROJECT NUMBER

EXHIBIT K-1
1/8" = 1'-0"

SK-A-014
SKETCH NUMBER



MATERIAL: ALUMINUM COMPOSITE MATERIAL OR POLYCARBONATE; ALUMINUM
MAY BE PAINTED OR PRE-FINISHED. LETTERS CAN BE ACRYLIC.

May 29, 2015



SECONDARY PEDESTRIAN ORIENTED
VERTICAL MONUMENT SIGN

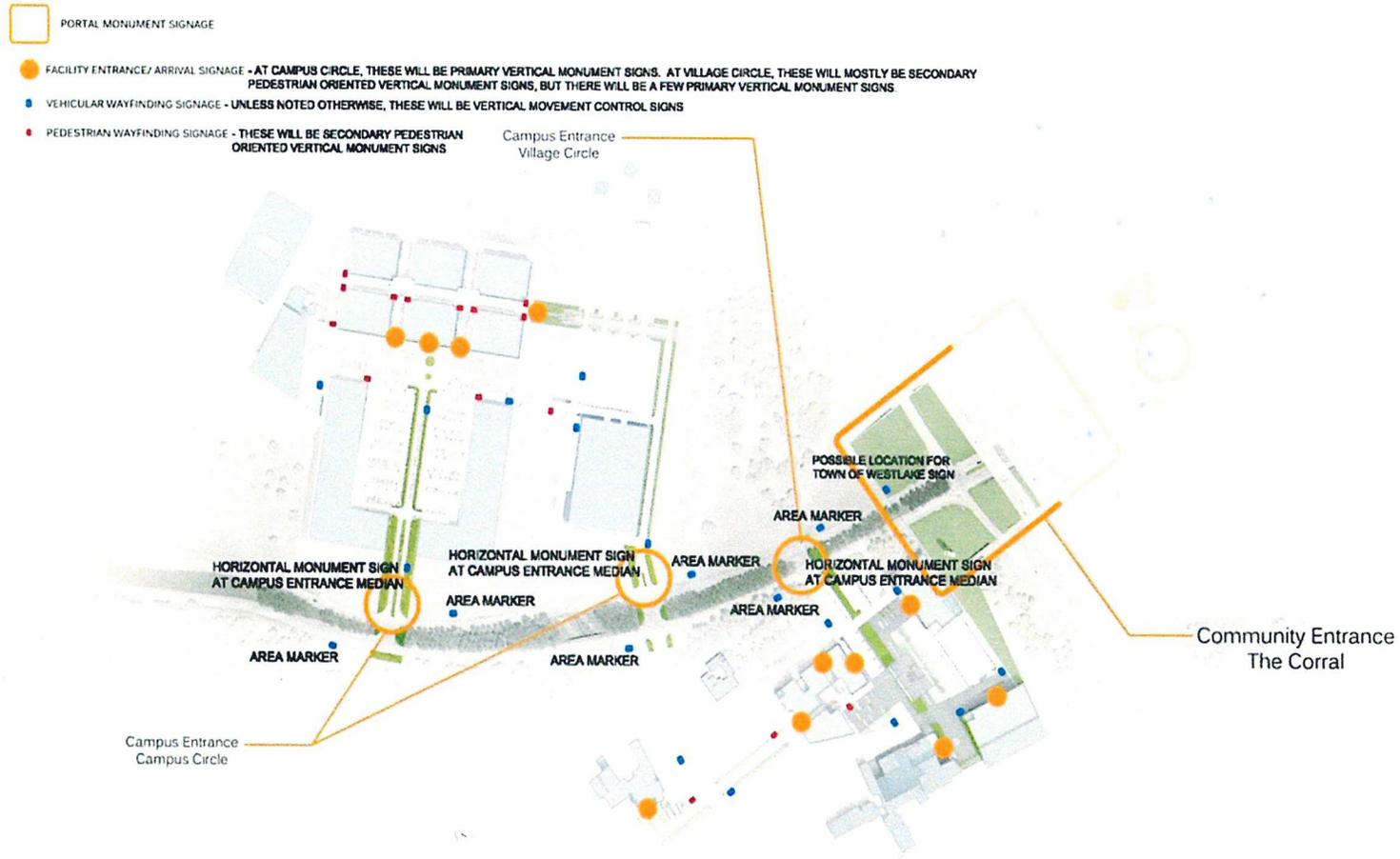
EXHIBIT K-2
1/8" = 1'-0"

SOL001
PROJECT NUMBER

SK-A-015
SKETCH NUMBER

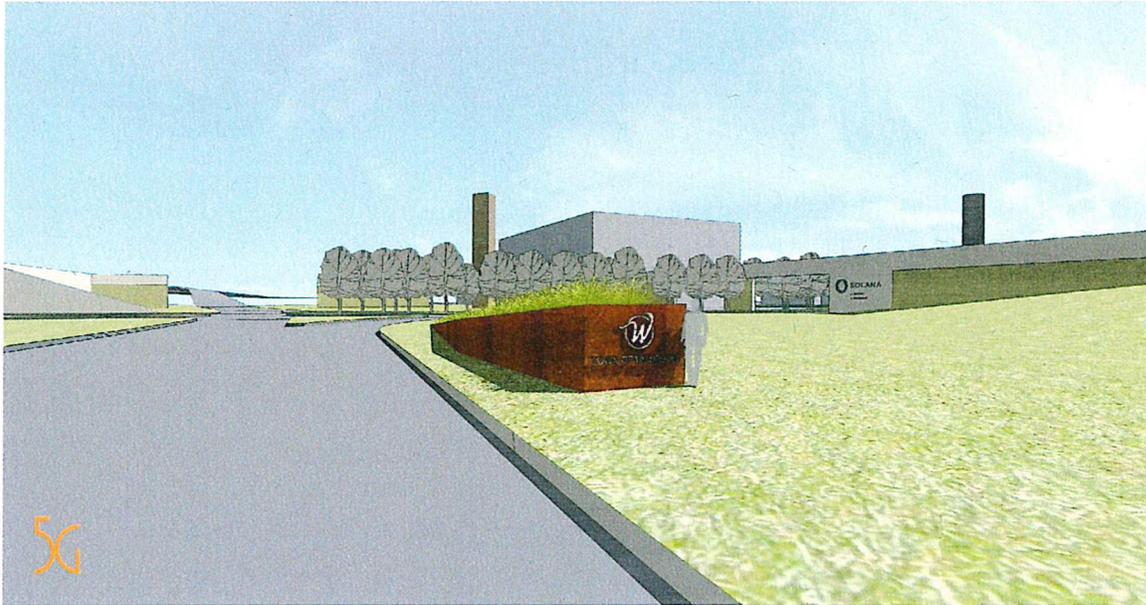
Solana Wayfinding Masterplan

*THIS SITE PLAN IS AN EXAMPLE OF WHERE DIFFERENT SIGN TYPES WILL MOST LIKELY BE LOCATED. THE DECISIONS FOR THE EXACT LOCATION OF SIGNS AND NUMBER OF SIGNS HAVE NOT YET BEEN FINALIZED.



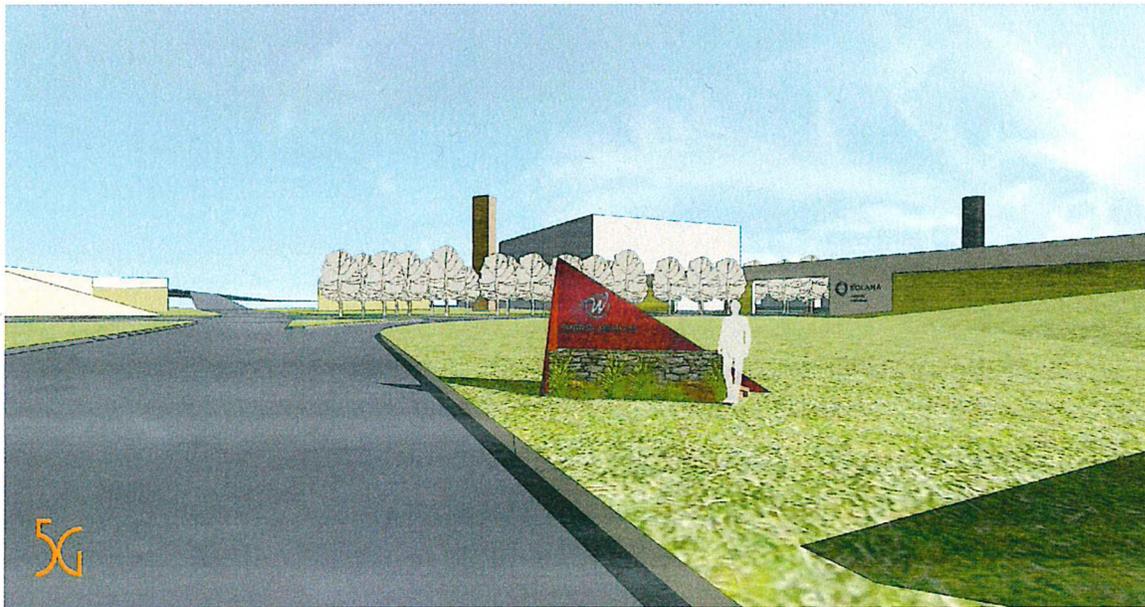
Town of Westlake | PD Site Plan Amendment | Exhibit L

Town of Westlake Proposed Sign - Option A
THE DECISIONS FROM THE TOWN OF WESTLAKE ON THE SIGN DESIGN AND ITS EXACT LOCATION ARE TBD



Town of Westlake | PD Site Plan Amendment | Exhibit M

Town of Westlake Proposed Sign - Option B
THE DECISIONS FROM THE TOWN OF WESTLAKE ON THE SIGN DESIGN AND ITS EXACT LOCATION ARE TBD

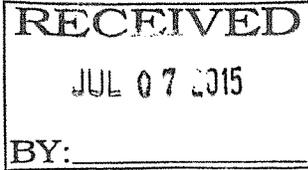


Town of Westlake | PD Site Plan Amendment | Exhibit M

INVOICE

Star-Telegram

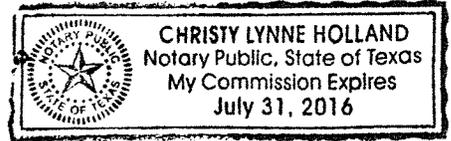
808 Throckmorton St.
FORT WORTH, TX 76102
(817) 390-7761
Federal Tax ID 26-2674582



Customer ID: TOW27
Invoice Number: 334508671
Invoice Date: 6/25/2015
Terms: Net due in 21 days
Due Date: 6/30/2015
PO Number:
Order Number: 33450867
Sales Rep: 073
Description: TOWN OF WESTLA
Publication Dates: 6/24/2015 - 6/25/2015

Bill To:
TOWN OF WESTLAKE
3 VILLAGE CIR STE 202
WESTLAKE, TX 76262-7940

Description	Location	Col	Depth	Linage	MU	Rate	Amount
TOWN OF	TOWN OF WESTLAKE ORDINANCE NO. 750	NO.	13580	1	23	23	LINE \$6.17 \$283.76
Misc Fee	AN ORDINANCE AMENDING ORDINANCE 202, AS AMENDED; ADDING SECTION 12 "SIGNS"; PROVIDING FOR A SEVERABILITY CLAUSE; PROVIDING FOR A SAVINGS CLAUSE; PROVIDING FOR A PENALTY CLAUSE; AND PROVIDING FOR AN EFFECTIVE DATE. SECTION 5: It shall be unlawful for any person to violate any provision of this Ordinance, and any person violating or failing to comply with any provision hereof shall be fined, upon conviction, in an amount not more than Two Thousand Dollars (\$2,000) and a separate offense shall be deemed committed each day during or on which a violation occurs or continues. PASSED AND APPROVED ON THIS 15th DAY OF JUNE 2015.						\$10.00
Net Amount:							\$293.76



THE STATE OF TEXAS
County of Tarrant

Before me, a Notary Public in and for said County and State, this day personally appeared Deborah Baylor, Bid and Legal Coordinator for the Star-Telegram, published by the Star-Telegram, Inc. at Fort Worth, in Tarrant County, Texas; and who, after being duly sworn, did depose and say that the attached clipping of an advertisement was published in the above named paper on the listed dates: BIDS & LEGAL DEPT. STAR TELEGRAM (817) 390-7039

Signed: Deborah Baylor
SUBSCRIBED AND SWORN TO BEFORE ME, THIS Thursday, June 25, 2015.
Notary Public: Christy Lynne Holland

Thank You For Your Payment

Remit To: Star-Telegram
P.O. BOX 901051
FORT WORTH, TX 76101-2051

Customer ID: TOW27
Customer Name: TOWN OF WESTLAKE
Invoice Number: 334508671
Invoice Amount: \$293.76
PO Number:
Amount Enclosed: \$ _____