

R. OTK - Old Town Keller District.

1. *General Purpose and Description.* The OTK District encompasses most of the original town site of Keller. The area generally contains a mixture of some of the oldest buildings in Keller along with newer uses and buildings that have replaced older structures over the years. Vacant lots are scattered throughout the district. The OTK District is designed to transform the area into a historic focal point of the City with the character of a small Texas town of the early to middle 1900's. The standards set forth in this district will ensure design consistency in both the redevelopment of existing structures and in new developments.

a. *Boundary Established.* The boundary of the OTK Overlay District consists of Johnson Road on the north, the Union Pacific Railroad on the west, and Bear Creek Parkway on the south. The eastern boundary follows various property lines near Elm Street and Ruby Street. Please refer to the attached Old Town Keller boundary map for exact boundaries (See Figure 1 within this Section).

b. *Subdistricts Created.*

1) *Main Street Subdistrict.* The Main Street Subdistrict consists of all properties with frontage along Main Street and Keller Parkway. This subdistrict is characterized by continuous storefronts along the streets with deep, long, and narrow shops. Buildings are typically one or two stories in height with flat roofs and display a historic mercantile character.

2) *Neighborhood Subdistrict.* The Neighborhood Subdistrict consists of all other properties within the OTK boundary. A mixture of architectural styles including Minimal Traditionalist with Tudor influence, Bungalow, Craftsman, American Foursquare, and Ranch Style. There are a few examples of the historic mercantile character.

c. *Monument Sign Overlay District Created.* The boundary of the Monument Sign Overlay District is the Main Street Subdistrict north of Keller Parkway.

-AND-

UDC Section 8.03(R)(5)(e):

*Signage Requirements.* All signage for new buildings/uses or change in use shall comply with these requirements at the time of sign permit.

1) A sign permit shall be required for all signage.

2) Signage may be internally or externally illuminated.

3) Unless located in the OTK Monument Sign Overlay District, monument signs are not permitted in OTK. Within the OTK Monument Sign Overlay District, only one monument (see 8.09) or detached sign (i.e. post and bracket) shall be allowed per business per public street frontage.

4) Only one attached sign shall be allowed per building or lease space elevation exclusive of address number signs and shingle signs. (Amended by Ord. No. 1799 on July 5, 2016)

5) Sign sizing shall be as set forth in Section 8.09. (Amended by Ord. No. 1799 on July 5, 2016)

a) Wall mounted signs on Main Street must be historic in context with the eclectic character of the Main Street Subdistrict.

b) Projecting signs are considered attached wall mounted signs and shall be allowed provided that they do not extend more than four feet (4') from the wall surface. (See Figure 4 within this Section). Vertically oriented (projection sign) signage shall be placed a minimum of ten feet (10') above grade.

c) Shingle signs on Main Street may be up to four (4) square feet and in keeping with the eclectic character of the Main Street Subdistrict.

6) Sign materials and styles shall reflect the character of Old Town Keller. Post and bracket styles; wood, metal, or masonry materials with painted, engraved, or mounted letters are encouraged.

7) Signs must be located on the facade in areas designated for this function; for example, a recessed or framed area or a parapet panel between shop-front and roofline.

8) Color, materials, sizes, shapes, and lighting of signs must be compatible with the architecture of the building, the business it identifies and the character of the surrounding area.

9) Sign shapes must be simple and straightforward to communicate well. Signs as symbols are permitted and encouraged because they are easily read and add to the vitality of a storefront.

10) Portable signs such as menu boards for restaurants or to direct customers to parking areas shall be allowed provided they do not block sidewalks or streets and are stored indoors after hours of operation.

11) Murals shall be considered on a case-by-case basis. Public murals shall be considered by the Public Arts Board for recommendation to and approved by the City Council. Private murals approval process includes a recommendation from the Planning and Zoning Commission to the City Council based on the following criteria:

- Shall not include any owner identification or commercial text message; however, it may contain graphics or images that relates to the products or services offered on the premises where the mural is located.

° Murals or art representation displaying any owner identification or commercial text message will be considered as a "flat/wall sign."

- Shall not depict nudity or obscene images and be generally acceptable for viewing by all audiences.

- Materials utilized in painting a mural shall have proven durability and shall be maintained or removed if not maintained.

12) Temporary signs are allowed in accordance with the general sign provisions of this Code.

(Amended by Ord. No. 1799 on July 5, 2016)