



AGENDA ITEM SUMMARY

Agenda Date	June 12, 2025
Requested Action	Consider a request for a variance to the Unified Development Code 9.7.D.7. (Dimensional Table) to allow the installation of a 4-foot hanging sign from a 5-foot wide attached canopy, which exceeds the 60% depth requirement for perpendicular signs for a new tenant, located at 101 S. Main Street.
Contact Person	Jo-Anmarie Andrade, Planner II (830) 816-2040, jandrade@boerne-tx.gov
Background Information	<p>BACKGROUND:</p> <p>The property is located at 101 S. Main Street and is owned by Patrice Mainz; the applicant is Mason Mainz.</p> <p>The property is located within the city limits, zoned C3 – Community Commercial and is within the Historic District. The Historic District introduces additional standards to preserve the architectural and visual character of the Historic District as outlined in UDC Section 3-11.</p> <p>A Certificate of Appropriateness for a building permit to add two new exterior doors was approved by the Historic Landmark Commission on May 6, 2025.</p> <p>The applicant requested a Certificate of Appropriateness and Recommendation for the signage package at the June 3, 2025 Historic Landmark Commission meeting, unfortunately this was unable to be heard due to a lack of quorum. Instead, it will be considered at a special called Historic Landmark Commission meeting on June 9, 2025. The outcome of this meeting will be provided to DRC at the meeting.</p> <p>REQUEST:</p> <ol style="list-style-type: none">1. The applicant is requesting a variance to the Unified Development Code 9.7.D.7. (Dimensional Table) to allow the installation of a 4-foot hanging sign from a 5-foot wide attached canopy, which exceeds the 60% depth requirement for perpendicular signs.2. The applicant is proposing a new hanging sign for a new business (Mainz Meat Market). The proposed sign is non-lit and

	<p>2 ft. 6 in. H x 4 ft. W (10 sf) hung perpendicularly under the attached canopy structure.</p> <p>ANALYSIS:</p> <p>The Design Review Committee must determine whether the proposed variance meets the requirements of Section 2-10.E.4.c of the UDC prior to granting a variance. The applicant bears the responsibility of demonstrating compliance. Below is a summary of staff analysis:</p> <p><u><i>Literal enforcement of the regulations in this chapter will create an unnecessary hardship or practical difficulty.</i></u></p> <p>The subject property includes a canopy that projects 5 feet from the building facade. Under current UDC standards, perpendicular signs are limited to 60% of the canopy width. Strict adherence to this limitation would require the sign to be reduced in size to 3 feet, which may impact its visibility from Main Street. The configuration of the building and its placement on the lot contribute to this practical difficulty.</p> <p><u><i>The situation causing the hardship or difficulty is unique to the affected property.</i></u></p> <p>The subject property is a circa 1960s commercial structure located within the Historic Overlay District. The Historic Landmark Commission (HLC) is responsible for reviewing signage within the district to ensure compatibility with its character. As a highly pedestrian-oriented area, the Historic District requires signage that is clearly visible and legible at a walkable distance. While the proposed hanging sign exceeds the 60% canopy projection limit, it remains proportionate to the building and appropriately scaled for pedestrian visibility. In this context, the district’s pedestrian character creates a unique condition where strict enforcement of the projection standard may limit effective signage visibility in a manner not fully anticipated by the regulation.</p> <p><u><i>The situation or hardship is not self-imposed.</i></u></p> <p>Although the applicant plans to remodel the side entrance along E. San Antonio Avenue—enclosing the recessed entry and consolidating access to Suites A and C—the existing canopy will not be altered. The canopy depth was established prior to the variance request and remains unchanged. These conditions were not created by the applicant and do not reflect an attempt to circumvent current sign regulations.</p>
--	---

The relief sought will not injure the existing or permitted use of any adjacent conforming property.

The proposed sign location does not obstruct views, interfere with adjacent structures, or result in apparent visual clutter. The surrounding properties are similarly commercial in use, and the proposed signage consistent with the existing signage already present on site. It remains within the general scale and design parameters of the area and is compatible with the established visual character.

The granting of a variance will be in harmony with the purpose and intent of this chapter.

The intent of the signage chapter includes provisions to maintain visual clarity, safety, and compatibility with surrounding development. The proposed sign complies with design requirements and is intended to be compatible with the character of the Historic Overlay District. The variance would allow for a sign that remains consistent with these broader objectives.

FINDINGS:

- Staff finds that the sign variance request satisfies the approval criteria outlined in UDC Section 2-10.E.4.c.

STAFF RECOMMENDATION:

Based on the requirements of UDC Section 2-10.E.4.c, staff recommends that the Design Review Committee accept staff findings and **APPROVE** the variance request.

MOTIONS FOR CONSIDERATION:

The following motions are provided to assist the Commission's decision and motion.

I move that the Design Review Committee accept the findings and **APPROVE** the sign variance request.

OR

I move that the Design Review Committee **DENY** the variance request. (The Commission will need to state the reasons for the denial. These reasons should reference specific regulations in the UDC.).

Strategic Alignment	C1 - Offering quality customer experiences
Financial Considerations	None
Citizen Input/Board Review	None
Legal Review	None
Alternative Options	None
Supporting Documents	Attachment 1 – Aerial Map Attachment 2 – Zoning Map Attachment 3 – Street View Attachment 4 –Proposed Sign Details