



## DESIGN REVIEW COMMITTEE AGENDA ITEM SUMMARY

<b>Agenda Date</b>	June 12, 2025
<b>Requested Action</b>	Consider a request for a variance to the Unified Development Code Section 9-7.D.1.b, to allow 82 square feet of total tenant signage where a maximum of 25 square feet is permitted for tenant spaces with less than 50 linear feet of building frontage for a new tenant, located at 101 S. Main Street.
<b>Contact Person</b>	Jo-Anmarie Andrade, Planner II (830) 816-2040, jandrade@boerne-tx.gov
<b>Background Information</b>	<p><b>BACKGROUND:</b></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><b>REQUEST:</b></p> <ol style="list-style-type: none"><li>1. The applicant has submitted permits for a wall sign, canopy sign, and blade sign totaling approximately 82 sq. ft., which exceeds the 25 sq. ft. total sign area permitted for tenant spaces with less than 50 linear feet of building frontage under UDC Section 9-7.D.1.b.</li></ol> <p><b>ANALYSIS:</b></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:

*Literal enforcement of the regulations will create an unnecessary hardship or practical difficulty.*

The intent of the 25-square-foot sign area limit is to prevent visual clutter on narrow storefronts in multi-tenant buildings. In this case, while the tenant frontage measures less than 50 feet, the proposed signage is distributed across approximately 70 feet of wall façade—spanning a larger, more open area of the building’s exterior. Because the signage is well-proportioned to the available wall space and does not appear crowded, strict application of the regulation does not further its intended purpose and may unnecessarily limit functional, appropriately scaled signage.

*The situation causing the hardship is unique to the affected property.*

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 and guidelines; as well as providing a recommendation on all variances. This building is configured for multiple tenants—an uncommon condition in the area, where most storefronts are single-tenant. Many of these single-tenant storefronts are a similar size to the subject property, however this regulation restricting the total amount of signage does not apply. Additionally, while the tenant frontage is under 50 feet, the building façade being utilized for signage is approximately 70 feet. This combination of multi-tenant use, expanded façade, and HLC design oversight creates a unique context in which the total sign area regulation applies more restrictively than originally intended.

*The hardship is not self-imposed.*

The building’s circa 1960s construction and multi-tenant configuration predate the current UDC and were not created by the applicant. While many storefronts in the Historic District are of similar scale, they are typically single-tenant and therefore not subject to the same sign area limitations. In this case, applying the regulation introduces a challenge not commonly faced by comparable properties in the district.

*The relief sought will not injure the existing or permitted use of adjacent conforming properties.*

The proposed signage is proportionate to the building façade and consistent with the visual character of nearby commercial uses. It is not expected to obstruct views, cause visual clutter, or negatively impact adjacent properties.

*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 package 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 the findings and **APPROVE** the sign area variance request.

**MOTIONS FOR CONSIDERATION:**

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

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

OR

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

<b>Strategic Alignment</b>	C1 - Offering quality customer experiences
<b>Financial Considerations</b>	None
<b>Citizen Input/Board Review</b>	None
<b>Legal Review</b>	None
<b>Alternative Options</b>	None
<b>Supporting Documents</b>	Attachment 1 – Aerial Location Map Attachment 2 – Zoning Map Attachment 3 – Street View Attachment 4 – Proposed Sign Details Attachment 5 – Site Plan and Proposed Sign Details