



AGENDA ITEM SUMMARY

Agenda Date	April 1, 2025
Requested Action	Consider a certificate of appropriateness for a new sign located at 231 S. Main, Suite D. (Texas Treasures Co. Frame Shop & Gallery)
Contact Person	Tyler Cain, Planner II (830) 248-1628, tcain@boerne-tx.gov
Case Number	HLC-2025-005C
Subject Property	231 S. Main, Suite D
Background Information	<p>BACKGROUND:</p> <ul style="list-style-type: none">• Historic District Status: The subject property is a contributing structure within the Historic District (Attachment 1 & 2).• Applicant/owner: Circle H Signs on behalf of Texas Treasures Co. Frame Shop & Gallery (Paul Holecamp; Lojopaca, LLC).• Zoning: C3-Community Commercial, Historic Overlay District. <p>REQUEST:</p> <p>The property owner is requesting consideration of:</p> <ol style="list-style-type: none">1. A certificate of appropriateness for a new sign permit request (Attachment 3). <p>ANALYSIS & FINDINGS:</p> <p>According to Historic District Survey records, the structure located at 231 S. Main Street was originally built in 1966 as a combination of a Main Street Commercial and single-story Texas ranch/rambler architectural styles. The building has a traditional storefront that expands into a courtyard configuration that offers shared off-street parking. Its façade incorporates wood, brick, stucco, and masonry with a shed style standing seam metal roof over the front porch. The porch features wood posts that are stained a grey color.</p> <p>The applicant is proposing a new roof sign for a new business (Texas Treasures Co. Frame Shop & Gallery). The proposed sign design features</p>

	<p>the following details:</p> <ul style="list-style-type: none"> • Metal rectangular sign panel measuring 48” H x 96” W • Beige background with black serif type font • Non-lit sign <p>The proposed sign design follows several Historic District guidelines for signs:</p> <ul style="list-style-type: none"> • Metal material • Max 2 fonts • Less than 4 colors • Earth colors • Complements building façade <p>RECOMMENDATION:</p> <p>Based on its alignment with the Comprehensive Master Plan, UDC Chapter 3.11 and 9, and Historic District Design Guidelines, staff recommends that the Historic Landmark Commission APPROVE a certificate of appropriateness for a new sign at 231 S. Main, Suite D. (Texas Treasures Co. Frame Shop & Gallery)</p> <p>MOTIONS FOR CONSIDERATION:</p> <p>The following motions are provided to assist the Commission’s decision.</p> <p>I move that the Historic Landmark Commission accepts the findings and APPROVE a certificate of appropriateness for a new sign.</p> <p>OR</p> <p>I move that the Historic Landmark Commission rejects the findings and DENY a certificate of appropriateness for a new sign. (The Commission will need to state the reasons for the denial. These reasons should reference specific regulations in the UDC).</p>
Strategic Alignment	<p>C2 – Seeking customer-driven feedback. C3 – Collaborate with community partners to enhance quality of life.</p>
Financial Considerations	<p>N/A</p>

Citizen Input/Board Review	N/A
Legal Review	Section 3.11 of the UDC requires the review of signs located within the Historic District for compliance with Historic District Guidelines.
Alternative Options	The Commission may consider the request for COA for sign permit: <ul style="list-style-type: none"> • Approved; or • Approved with conditions; or • Denied; or • Denied in part.
Supporting Documents	Attachment 1 – Aerial Map Attachment 2 – Street View Attachment 3 – Proposed Sign