



AGENDA ITEM SUMMARY

Agenda Date	June 9, 2025
Requested Action	Consider a certificate of appropriateness and variance recommendation for a new sign (3 of 3) located at 101 S. Main Street, Suite C. (Mainz Meat Market)
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 St. The property owner is Patti Mainz, and the applicant is Mason Mainz.</p> <p>The property is designated Downtown in the Future Land Use Map, which is intended for a vibrant mix of uses that promote walkability, historic preservation, and a dynamic urban character, accommodating retail, commercial, residential, and civic functions that support the community's cultural and economic vitality.</p> <p>The property is located within the city limits, zoned C3 – Community Commercial within the Historic Overlay District.</p> <p>The applicant will be requesting a variance to exceed the total allowable sign area under UDC Section 9-7.D.1.b at the upcoming Design Review Committee meeting scheduled for June 12, 2025. The variance request is related to the overall sign package for the property; while the variance will be decided by the Design Review Committee, the Historic Landmark Commission must also determine if it is appropriate for the site.</p> <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 (3 of 3) at 101 S. Main Street, Suite C (Mainz Meat Market), located within the Historic Overlay District. <p>ANALYSIS:</p> <p>According to Historic District Survey records, the structure located at</p>

	<p>101 S. Main Street was originally built in 1967 using a Hill Country Commercial architectural style. The building has a traditional storefront with a façade featuring masonry and stucco and a wraparound front porch with a metal roof supported by wooden posts mounted in masonry bases. Individual tenant suites/entryways feature their own attached canopies adorned with dark metal stars for ornamentation.</p> <p>The applicant is proposing a new wall sign for a new business (Mainz Meat Market). The proposed sign design features the following details:</p> <ul style="list-style-type: none">• Wooden wall-mounted lettering and logo measuring 4 ft. H x 12 ft. W. (48 sf)• Black sans 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">• Wooden material• Max 2 fonts• Less than 4 colors• Earth-tone colors• Complements building façade <p>Although the proposed wall sign meets the Historic District Design Guidelines in terms of materials, scale, and design, the total sign area proposed for the tenant space exceeds the maximum allowed under UDC Section 9-7.D.1.b. Per the UDC, <i>“For tenant spaces with a total frontage of fifty (50) feet or less on a public street or public space, the maximum sign area is twenty-five (25) square feet.”</i> The applicant is proposing a 24 square foot canopy sign and a 48 square foot wall sign, in addition to a hanging sign, for a combined total of 82.4 square feet. Due to this overage, the applicant will be requesting a variance for total allowable sign area at the Design Review Committee meeting on June 12, 2025.</p> <p>FINDINGS:</p> <ul style="list-style-type: none">• Staff finds that the sign design meets Boerne’s UDC Chapter 9 sign regulations and Historic District Guidelines related to materials, scale, and appearance; however, the total proposed sign area exceeds the maximum allowed for the tenant space under UDC Section 9-7.D.1.b. <p>RECOMMENDATION:</p> <p>Based on its alignment with the Comprehensive Master Plan, UDC</p>
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	<p>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 (3 of 3) at 101 S. Main Street, Suite C.</p> <p>Additionally, staff recommends Historic Landmark Commission recommend APPROVAL for the sign variance to the Design Review Committee, pursuant to applicable design review procedures outlined in the UDC.</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 (3 of 3), including a recommendation for APPROVAL of the sign variance to be considered by the Design Review Committee.</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 (3 of 3). (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.</p> <p>C3 – Collaborate with community partners to enhance quality of life.</p>
Financial Considerations	N/A
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	<p>The Commission may consider the request for COA for sign permit:</p> <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 – Zoning Map Attachment 3 – Street View Attachment 4 – Proposed Sign (3 of 3)
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