



AGENDA ITEM SUMMARY

Agenda Date	February 12, 2026
Requested Action	Consider a request for a variance to the Unified Development Code 9.7.D.7. (Dimensional Table) to reduce the minimum vertical clearance for hanging signs from 10 feet of vertical clearance or 2 feet below the edge of the awning, whichever is greater, to 7 feet of vertical clearance for two new hanging signs, located at 455 S. Main Street.
Contact Person	Benjamin Simmons, Planner I (830) 248 1630, bsimmons@boerne-tx.gov
Background Information	<p>BACKGROUND:</p> <p>The property is located at 455 S. Main Street, the business owner is Silvia Hance, and the applicant is Kelly Mattingly of Signarama – San Antonio NW & Downtown</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 sign permit to add two new hanging signs was approved by the Historic Landmark Commission (HLC) on January 6, 2026. HLC determined that the design and location of these signs are compatible with the historic district and recommended approval knowing that these signs would need to seek a variance from the Design Review Committee.</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 reduce the minimum vertical clearance for hanging signs from 10 feet of vertical clearance or 2 feet below the edge of the awning, whichever is greater, to 7 feet of vertical clearance for two new hanging signs, located at 455 S. Main Street.2. The applicant is proposing two new hanging signs for two new businesses (La Dama Fina and Hance Realty). The proposed signs

are non-lit and measure 12in. H x 72in. W (6 sf each). They are proposed to be hung under the awning parallel to main street.

ANALYSIS:

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 in this chapter will create an unnecessary hardship or practical difficulty.

The subject property features an attached awning which projects from the building facade. Under current UDC standards, hanging signs are limited to a minimum vertical clearance of 10 feet or two feet below the edge of the awning, whichever is the greater distance. In this case the applicant is proposing a vertical clearance of seven feet which is less than 2 feet below the edge of the awning. Strict adherence to this limitation would not allow for a hanging sign in this configuration.

This property was constructed circa 1920, well before current sign regulations were adopted by the City of Boerne. The single story structure features a standing seam metal porch roof which blends into the attached awning. Due to this unique building design there are limited options for signage. An additional difficulty is related to the sidewalk at this location; the walkway is elevated above the street further reducing the amount of vertical clearance for these signs.

The situation causing the hardship or difficulty is unique to the affected property.

The subject property is a circa 1920s 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 does not meet the minimum vertical clearance 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 vertical clearance standard may limit effective signage visibility in a manner not fully anticipated by the regulation.

The situation or hardship is not self-imposed.

The height of the awning 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.

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 is consistent with the existing signage present on Main Street. 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.

STAFF RECOMMENDATION:

Based on the requirements of UDC Section 2-10.E.4.c, staff recommends that the Design Review Committee determine if the request meets the criteria for a variance and approve or deny the variance request for 455 S. Main Street (La Dama Fina and Hance Realty).

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	
Financial Considerations	
Citizen Input/Board Review	
Legal Review	
Alternative Options	The Commission may consider the variance request: <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 Details Attachment 5 - Main Street Sign Height Exhibit