



## AGENDA ITEM SUMMARY

<b>Agenda Date</b>	December 2, 2025
<b>Requested Action</b>	Consider a certificate of appropriateness for a sign permit for four new signs located at 455 S Main Street (SL Permanent Jewelry).
<b>Contact Person</b>	Benjamin Simmons, Planner I (830) 248-1630, bsimmons@boerne-tx.gov
<b>Background Information</b>	<p><b>BACKGROUND:</b></p> <p>The business is owned by Diann Duncan, and the applicant is Kelly Mattingly of Signarama – San Antonio NW &amp; Downtown.</p> <p>The UDC requires that any activity requiring a certificate of appropriateness inside of the Historic District must be approved by the Historic Landmark Commission and will be subject to the historic design guidelines. (UDC Sec. 3-11.B.8)</p> <p>The property is zoned C3 - Community Commercial and is located inside the Historic Overlay District.</p> <p><b>REQUEST:</b></p> <p>The property owner is requesting consideration of:</p> <ol style="list-style-type: none"><li>1. A certificate of appropriateness for a new sign permit for four new signs located at 455 S Main Street.</li></ol> <p><b>ANALYSIS:</b></p> <p>According to Historic District Survey records, the structure located at 455 S Main Street was constructed circa 1920. The structure was home to the Harry Davis Insurance Agency circa 1960 with no documented information regarding prior owners. The structure features double hung wood sash windows, double entrance doors, a standing seam metal porch roof, and exterior stucco walls.</p> <p>The applicant is proposing a new hanging sign panel to replace the existing hanging sign panel for a new business (SL Permanent Jewelry). The applicant is also proposing a new gate mounted sign and two wall mounted signs. The proposed hanging sign design features the</p>

	<p>following details:</p> <ul style="list-style-type: none"><li>• Metal rectangular sign panel measuring 48” W x 16” H</li><li>• White background with black lettering</li><li>• Non-lit sign</li></ul> <p>The proposed gate mounted sign features the following details:</p> <ul style="list-style-type: none"><li>• Metal circular sign panel measuring 18” W x 18” H</li><li>• White background with black lettering</li><li>• Non-lit sign</li></ul> <p>The first proposed wall sign features the following details:</p> <ul style="list-style-type: none"><li>• Metal lettering measuring 180”W x 15.75”H</li><li>• Black lettering mounted to existing white wall</li><li>• Non-lit sign</li></ul> <p>The second proposed wall sign features the following details:</p> <ul style="list-style-type: none"><li>• Metal lettering measuring 96”W x 32”H</li><li>• Black lettering mounted to existing white wall</li><li>• Non-lit sign</li></ul> <p>The proposed signs’ designs follow Historic District guidelines for signs:</p> <ul style="list-style-type: none"><li>• Metal material</li><li>• Max 2 typefaces</li><li>• Illumination</li><li>• Earth tone colors</li></ul> <p><b>FINDINGS:</b></p> <ul style="list-style-type: none"><li>• Staff finds that the sign design meets Boerne’s UDC Chapter 9 sign regulations and Historic District Guidelines</li></ul> <p><b>RECOMMENDATION:</b></p> <p>The Historic Landmark Commission should determine if the request meets the requirements of UDC section 3-11, UDC Section 9, and the Historic District Guidelines.</p> <p><b>MOTIONS FOR CONSIDERATION:</b></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 <b>APPROVE</b> a certificate of appropriateness for new sign permits located</p>
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	<p>at 455 S Main Street.</p> <p>OR</p> <p>I move that the Historic Landmark Commission rejects the findings and <b>DENY</b> a certificate of appropriateness for new sign permits located at 455 S Main Street. (The Commission will need to state the reasons for the denial. These reasons should reference specific regulations in the UDC).</p>
<b>Strategic Alignment</b>	
<b>Financial Considerations</b>	N/A
<b>Citizen Input/Board Review</b>	N/A
<b>Legal Review</b>	Section 3.11 of the UDC requires the review of signs located within the Historic District for compliance with Historic District Guidelines.
<b>Alternative Options</b>	<p>The Commission may consider the request for COA for sign permit:</p> <ul style="list-style-type: none"> <li>• Approved; or</li> <li>• Approved with conditions; or</li> <li>• Denied; or</li> <li>• Denied in part.</li> </ul>
<b>Supporting Documents</b>	<p>Attachment 1 – Aerial Map</p> <p>Attachment 2 – Zoning View</p> <p>Attachment 3 – Proposed Signs</p> <p>Attachment 4 – Street View</p>