



AGENDA ITEM SUMMARY

Agenda Date

June 11, 2026

Requested Action

Consider a Certificate of Approval for Alliance Credit Union, located at 1440 South Main Street, to allow the digital element of a proposed monument sign to exceed twenty-five percent (25%) of the total sign face area within the Entrance Corridor Overlay District. (Clifton Johnson, on behalf of Alliance Credit Union)

Contact Person

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Background Information**BACKGROUND:**

The subject property is located at 1440 South Main Street and is owned by Alliance Credit Union; the applicant is Clifton Johnson.

The property is located within the city limits, zoned C3 – Community Commercial and is within the Entrance Corridor Overlay District along South Main Street.

The Entrance Corridors Overlay District is regulated by UDC Chapter 3, Section 3-16. The purpose of the district is to preserve the economic function of the city’s primary entrance corridors, manage traffic, parking, and connectivity effectively within these corridors, and strengthen wayfinding and orientation through streetscape design.

The applicant is requesting Design Review Committee consideration and approval of a digital sign component on a monument sign. The proposed digital display is approximately 7 feet wide by 4 feet tall, or 28 square feet. The overall monument sign structure is shown as approximately 8 feet wide and 8 feet tall.

REQUEST:

1. The applicant is requesting a Certificate of Approval to allow a digital sign component that exceeds 25 percent of the sign face area. The digital display is proposed as part of a monument sign located within the Entrance Corridors Overlay District.
2. The proposed digital sign will comply with UDC Section 9-5.C.5 and Appendix D, Dark Sky Regulations, including a correlated color temperature of 2700K or less and an automatic shut-off control, such as a timer or photocell, set for 10:00 p.m. or

business closing, whichever occurs first. Final sign permit approval will be required prior to installation, and the sign permit will not be approved unless the proposed sign complies with all applicable UDC requirements.

ANALYSIS:

The Design Review Committee is asked to determine whether the proposed digital sign component is appropriate for the site and consistent with the purpose and intent of the Entrance Corridors Overlay District (UDC Section 3-16.J.3.c) and the applicable sign standards in UDC Chapter 9.

The proposed digital display is approximately 28 square feet. Based on the submitted sign details, the digital component would comprise 100 percent (100%) of the display face and would exceed twenty-five percent (25%) of the total sign face area. Therefore, Design Review Committee approval through a Certificate of Approval is required.

The proposed sign is located along South Main Street, one of the city's primary entrance corridors. The DRC should consider whether the proposed digital element is compatible with the purpose and intent of the Entrance Corridors Overlay District, including corridor appearance, business visibility, streetscape character, and potential impacts to motorists.

The digital sign must comply with all applicable UDC operational standards for digital signs, including requirements related to message duration, brightness, dimming, motion, flashing, scrolling, and malfunction controls.

Preserve the economic function of the primary entrance corridors into the city.

- The proposed digital sign may support the visibility of Alliance Credit Union and allow the business to communicate current services, events, and information to customers along South Main Street. However, because the digital component would comprise 100 percent (100%) of the display face, the sign may not consistently display the permanent business name or identification. The DRC should consider whether a sign face that functions entirely as a digital display provides appropriate business identification and supports the intended economic function of the entrance corridor.

Manage traffic, parking and connectivity effectively within these corridors.

- The proposed digital sign must comply with UDC Section 9-5.C.5, which includes regulations such as static message display, change frequency, automatic dimming, malfunction controls, and prohibitions on flashing, scrolling, or motion. While these standards are intended to minimize impacts on traffic, parking, and connectivity, the effectiveness of these protections depends on continued compliance by the operator and enforcement by the City after installation.

Strengthening Wayfinding and Orientation through streetscape design.

	<ul style="list-style-type: none"> The monument sign provides business identification along South Main Street. The proposed digital component may assist with site identification; however, the DRC should determine whether the proportion of the digital display to the overall monument sign structure is compatible with the streetscape and character of the Entrance Corridors Overlay District. <p>STAFF RECOMMENDATION:</p> <p>Based on the requirements of UDC Section 2-10.E.4.c, staff recommends that the Design Review Committee determine whether the request meets the criteria for a Certificate of Approval.</p> <p>MOTIONS FOR CONSIDERATION:</p> <p>The following motions are provided to assist the Design Review Committee’ decision and motion.</p> <p>I move that the Design Review Committee accept the findings and APPROVE the Certificate of Approval for Alliance Credit Union, located at 1440 South Main Street, to allow the digital element of a proposed monument sign to exceed twenty-five percent (25%) of the total sign face area within the Entrance Corridor Overlay District, subject to compliance with all applicable UDC standards and final sign permitting.</p> <p>OR</p> <p>I move that the Design Review Committee DENY the Certificate of Approval for Alliance Credit Union, located at 1440 South Main Street, to allow the digital element of a proposed monument sign to exceed twenty-five percent (25%) of the total sign face area within the Entrance Corridor Overlay District. (The Design Review Committee shall state the reasons for denial, and those reasons should reference specific regulations in the UDC.)</p>
Strategic Alignment	
Financial Considerations	
Citizen Input/Board Review	
Legal Review	
Alternative Options	The Design Review Committee may consider the Certificate of Approval 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 – Application Attachment 5 – Site Plan Attachment 6 – Proposed Sign Details