



AGENDA ITEM SUMMARY

Agenda Date	June 04, 2024
Requested Action	Consider a Certificate of Appropriateness for a wall sign located at 222 S Main Street (Blithe Creamery).
Contact Person	Sara Varvarigos, Planner II, Staff Liaison to the HLC (830) 248-1630, svarvarigos@boerne-tx.gov
Background Information	HLC Case Number: 2024-05-005C
	Contribution/ Integrity: Highly Contributing, Local Historic Landmark Designation
	BACKGROUND: The building located at 222 S Main was built circa 1910, as a residence featuring a mixture of Folk Victorian, Queen Anne, and German Vernacular architectural styles. It has clapboard siding with Queen Anne post and trim details along the porch. It is now a commercial building occupied by Blithe Creamery (in addition to “the Shoppes at 222” and “Tea Chemist”). The request is to replace the existing sign design for Blithe Creamery, which is located within an existing pylon multi-tenant sign structure located in the front yard of 222 S Main (Attachment 3 & 4). Existing Sign Design <ul style="list-style-type: none">• The existing sign design is rectangular in shape, with a color scheme consisting of green, black, and white colors.• The sign features sans serif types of fonts. Proposed Sign Design <ul style="list-style-type: none">• The updated sign design is rectangular in shape, with a color scheme consisting of white, blue, beige, and rose color colors.• The sign features a combination of cursive and sans serif types of fonts (Attachment 3).• The sign is not an illuminated sign. ANALYSIS AND KEY FINDINGS: <ul style="list-style-type: none">• The proposed updated sign complies with dimensional requirements for signage located within the Historic District.• The sign complies with the color requirements for the Historic

	<p>District, which limits sign colors to earth colors, and requires signs to use 4 colors or less (including white)</p> <ul style="list-style-type: none"> • The sign’s font features a mixture of cursive and sans serif type styles, which honors the traditional style of design for properties located within the Historic District • The pylon sign structure is illuminated by an existing light fixture located at the top of the structure, which casts its light downward along the sign faces.
Item Justification	<input type="checkbox"/> Legal/Regulatory Obligation <input type="checkbox"/> Infrastructure Investment <input type="checkbox"/> Reduce Costs <input checked="" type="checkbox"/> Customer Pull <input type="checkbox"/> Increase Revenue <input type="checkbox"/> Service Enhancement <input type="checkbox"/> Mitigate Risk <input type="checkbox"/> Process Efficiency <input type="checkbox"/> Master Plan Recommendation <input type="checkbox"/> Other:
Strategic Alignment	<p>C2 – Seeking customer-driven feedback. C3 – Collaborating with community partners to enhance quality of life.</p>
Financial Considerations	N/A
Citizen Input/Board Review	N/A
Legal Review	N/A
Alternative Options	
Supporting Documents	<p>Att 1 – Location Map Att 2 – Street View Att 3 – Original Approved Sign Details Att 4 – Proposed Updated Sign Details</p>