



AGENDA ITEM SUMMARY

Agenda Date	June 04, 2024
Requested Action	Consider a certificate of appropriateness for a pylon sign located at 911 S Main Street (Haven Skincare & Aesthetics)
Contact Person	Foster Simonsen, Planning Intern (830) 248-1501, fsimonsen@boerne-tx.gov
Background Information	HLC case Number: 2024-06-005E
	Contribution/ Integrity: District Contributing/Medium
	Related Case: N/A
	<p>BACKGROUND:</p> <p>The structures located at 911 S Main were built in 1951 as the Boerne Motel. The façade has a Mid-20th century style with limestone walls. It currently houses Haven Skincare & Aesthetics and other businesses.</p> <p>The request is to add the Haven Skincare & Aesthetics business sign within the existing multi-tenant pylon sign located at 911 S Main.</p> <p>Existing Street Pylon</p> <ul style="list-style-type: none">• The existing street pylon is in the same style as the façade of the buildings, limestone. <p>Proposed Street Pylon Sign</p> <ul style="list-style-type: none">• The proposed street pylon sign will have a rectangular shape, measuring 66" by 20", with a black background and white lettering, in a serif and sans serif type of font.• The business logo is in a sans serif type of font, with the remaining text in a serif type of font.• The signs are not illuminated signs. <p>ANALYSIS AND KEY FINDINGS:</p> <ul style="list-style-type: none">• The proposed sign respects the footprint of the existing sign design.• The sign complies with the color and font requirements, which limit sign colors to 4 or less colors and use 2 or less fonts.• The sign fonts are in the Serif and Sans Serif type styles, respecting the business' brand logo, while also tying in with the

	Historic District design guidelines.
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	C3 – Collaborating with community partners to enhance quality of life
Financial Considerations	N/A
Citizen Input/Board Review	N/A
Legal Review	N/A
Alternative Options	N/A
Supporting Documents	Att 1 – Location Map – 911 S Main St Att 2 – Street View – 911 S Main St Att 3 – Existing Pylon – 911 S Main St Att 4 – Proposed Street Pylon Sign