



AGENDA ITEM SUMMARY

Agenda Date	June 9, 2025
Requested Action	Consider a certificate of appropriateness and variance recommendation for a new sign (1 of 3) located at 101 S. Main Street, Suite C. (Mainz Meat Market)
Contact Person	Jo-Anmarie Andrade, Planner II (830) 816-2040, jandrade@boerne-tx.gov
Background Information	<p>BACKGROUND:</p> <p>The property is located at 101 S. Main St. It is owned by Patti Mainz, and the applicant is Mason Mainz.</p> <p>The property is located within the city limits, zoned C3 – Community Commercial within the Historic Overlay District.</p> <p>The property was approved for a certificate of appropriateness for a building permit at the May 6, 2025 HLC Meeting.</p> <p>The applicant will be requesting two variances related to the overall sign package for the tenant space at 101 S. Main Street. The first is to exceed the allowable projection for a perpendicular sign under UDC Section 9.7.D.7 (Dimensional Table), which limits projection to 60% of the depth of the structure to which the sign is attached. The second is to exceed the maximum total allowable sign area under UDC Section 9-7.D.1.b, which limits sign area to 25 square feet for tenant spaces with 50 feet or less of frontage. Both variance requests will be reviewed by the Design Review Committee on June 12, 2025. While the variance will be decided by the Design Review Committee, the Historic Landmark Commission must also determine if it is appropriate for the site.</p> <p>REQUEST:</p> <p>The property owner is requesting consideration of:</p> <ol style="list-style-type: none">1. A certificate of appropriateness for a new sign (1 of 3) at 101 S. Main Street, Suite C (Mainz Meat Market), located within the Historic Overlay District (Attachment 3). <p>ANALYSIS:</p>

	<p>According to Historic District Survey records, the structure located at 101 S. Main Street was originally built in 1967 using a Hill Country Commercial architectural style. The building has a traditional storefront with a façade featuring masonry and stucco and a wraparound front porch with a metal roof supported by wooden posts mounted in masonry bases. Individual tenant suites/entryways feature their own attached canopies adorned with dark metal stars for ornamentation.</p> <p>The applicant is proposing a new hanging sign for a new business (Mainz Meat Market). The proposed sign design features the following details:</p> <ul style="list-style-type: none"> • A wooden hanging sign panel with lettering and a logo measuring 2 ft. 6 in. H x 4 ft. W (10 sf) hung perpendicularly under the attached canopy structure • Black sans serif type font • Non-lit sign • Allows for 7 ft. 6 in. vertical/pedestrian clearance. • The proposed sign design follows several Historic District guidelines for signs: <ul style="list-style-type: none"> • Wooden material • Max 2 fonts • Less than 4 colors • Earth-tone colors • Complements building façade <p>Although the proposed wall sign meets the Historic District Design Guidelines in terms of materials, scale, and design, the total sign area proposed for the tenant space exceeds the maximum allowed under UDC Section 9-7.D.1.b. Per the UDC, “For tenant spaces with a total frontage of fifty (50) feet or less on a public street or public space, the maximum sign area is twenty-five (25) square feet.” The applicant is proposing a 24 square foot canopy sign and a 48 square foot wall sign, in addition to a hanging sign, for a combined total of 82.4 square feet. Due to this overage, the applicant will be requesting a variance for total allowable sign area at the Design Review Committee meeting on June 12, 2025.</p> <p>The proposed hanging sign exceeds the projection limit for perpendicular signs under UDC Section 9.7.D.7 (Dimensional Table), which restricts projection to 60% of the depth of the structure to which the sign is attached. The applicant is proposing a 4-foot projection from a 5-foot-deep canopy, where the maximum allowed is 3 feet. A variance for the projection will also be reviewed by the Design Review Committee on June 12, 2025.</p>
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	<p>FINDINGS:</p> <ol style="list-style-type: none"> Staff finds that the sign design meets Boerne’s UDC Chapter 9 sign regulations and Historic District Guidelines related to materials, scale, and appearance; however, two variances are required for compliance with UDC dimensional standards. <p>RECOMMENDATION:</p> <p>Based on its alignment with the Comprehensive Master Plan, UDC Chapter 3.11 and 9, and Historic District Design Guidelines, staff recommends that the Historic Landmark Commission APPROVE a certificate of appropriateness for a new sign (1 of 3) at 101 S. Main Street, Suite C.</p> <p>Additionally, staff recommends Historic Landmark Commission recommend APPROVAL for both sign variances to the Design Review Committee, pursuant to applicable design review procedures outlined in the UDC.</p> <p>MOTIONS FOR CONSIDERATION:</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 APPROVE a certificate of appropriateness for a new sign (1 of 3), including a recommendation for APPROVAL for both sign variances to be considered by the Design Review Committee.</p> <p>OR</p> <p>I move that the Historic Landmark Commission rejects the findings and DENY a certificate of appropriateness for a new sign (1 of 3). (The Commission will need to state the reasons for the denial. These reasons should reference specific regulations in the UDC).</p>
Strategic Alignment	<p>C2 – Seeking customer-driven feedback.</p> <p>C3 – Collaborate with community partners to enhance quality of life.</p>
Financial Considerations	N/A

Citizen Input/Board Review	N/A
Legal Review	Section 3.11 of the UDC requires the review of signs located within the Historic District for compliance with Historic District Guidelines.
Alternative Options	<p>The Commission may consider the request for COA for sign permit:</p> <ul style="list-style-type: none"> • Approved; or • Approved with conditions; or • Denied; or • Denied in part.
Supporting Documents	<p>Attachment 1 – Aerial Map Attachment 2 – Zoning Map Attachment 3 – Street View Attachment 4 – Proposed Sign (1 of 3)</p>