

HISTORIC LANDMARK COMMISSION

AGENDA ITEM NO. 010

DATE: 04/02/2019

HLC PACKET NO: 2019-04A

HLC CASE NO: 2019-04-06

KAD PROPERTY ID: 26004

ADDRESS/BUS. NAME: 233 S. Main Street/Lady Lina

LEGAL DESCRIPTION: Schertz Addition Lot 133 0186 Acres

ZONING: "B-3" Central Business District, Historic

PUBLIC PROPERTY: N/A

DISTRICT: Historic

CONT./NON-CONT.: Contributing

**PRESERVATION
INTEGRITY RANKING:** High

LANDMARK STATUS: N/A

APPLICANT: Chelly Morales

OWNER: Presenzia Investment

TYPE OF WORK: Signage; sidewalk sign, 48" x 24" sign dimensions, wood construction, paint over plywood. Proposed colors are MDO black, white and red.

REQUEST: Request for approval for a Certificate of Appropriateness for a projecting sign.

RECOMMENDATION: Staff recommends denial.

CASE COMMENTS: Though sidewalk signs can be permitted in the historic district, such signs are only supported when a store front does not contain direct frontage. In this type of circumstance, the sidewalk sign must adhere to being placed or used during actual business hours of the establishment and follow placement guidelines to not impede pedestrian traffic. A sidewalk sign shall maintain a minimum clearance between signs for pedestrian movement of at least 4 feet and be placed a minimum of 2 feet from the edge of the curb.

Though the existing building has no direct frontage, signage for the applicant is on an existing free-standing sign adjacent to the proposed sidewalk sign location. The existing free-standing sign is clearly visible in the public way.

Also, there are other business at this location with signage already noted on the existing free-standing sign. The request is not in keeping with the historic guidelines.

RELATED CASE NO'S:

2018-08-006

Roof Sign

2018-02-004

Exterior Remodel

2017-12-001

Wall sign