

	<div style="text-align: center;">AGENDA ITEM SUMMARY</div> <div style="border: 1px dashed purple; padding: 5px; float: right; margin-top: 10px;"> District Impacted <input type="checkbox"/> 1 = Wolosin <input type="checkbox"/> 2 = Woolard <input type="checkbox"/> 3 = Vacant <input type="checkbox"/> 4 = Vacant <input checked="" type="checkbox"/> 5 = Handren <input type="checkbox"/> All </div>
AGENDA DATE	<i>April 23, 2019</i>
DESCRIPTION	RECEIVE AND CONSIDER A REQUEST FROM DOG & PONY FOR A VARIANCE TO THE SIGN ORDINANCE SECTION 10. RESTRICTIONS ON CERTAIN TYPES OF SIGNS. BB. AREA OF SELF SUPPORTED SIGN AND SECTION 11. PROHIBITED SIGN TYPES. H. LED. (1481 S Main St.)
STAFF'S RECOMMENDED ACTION (be specific)	<p>Approval of the requested variance with either sign option (changeable copy or LED)</p> <p>If Council is in favor of the LED sign, it is recommended that the Council's action specifically include the following conditions: 1) the sign shall only be used to advertise for the entertainment venue; 2) the sign display shall not move or flash; and 3) the sign display shall not be changed more than once daily.</p>
CONTACT PERSON	Laura Talley, Director Planning and Community Development
SUMMARY	<p>The new owners of Dog & Pony have requested a variance to the Sign Ordinance to allow a larger Self-supported sign and a Changeable Copy sign on a Self-supported sign.</p> <p>SECTION 10. RESTRICTIONS ON CERTAIN TYPES OF SIGNS BB. <i>Self-Supported Signs.</i></p> <p style="padding-left: 40px;">2. The area of a self-supported sign shall not exceed:</p> <ul style="list-style-type: none"> a. a single establishment – thirty-two (32) square feet. b. a commercial complex in the Central Area – thirty-two (32) square feet c. a commercial complex located in the City limits or ETJ – sixty-four (64) square feet d. a commercial complex with a land area of two (2) acres or more and frontage of two hundred (200) feet or more on each of two (2) or more streets - the total area of all self-supported signs shall not exceed one hundred twenty-eight (128) square feet. <p>SECTION 11. PROHIBITED SIGN TYPES LED signs except for, window or door signs (only one per store front), and Public Service and Governmental signs, theater marquee signs and canopy gas pricing signs, as described in Section 10 GG of this</p>

ordinance, outside of the central area.

The existing sign exceeds the sign square footage requirements that are permitted today. The ordinance requires that when a new application is made that existing signs be brought into conformance with the current regulations. The Commercial Complex sign is allowed by ordinance with a maximum sign area of 64 square-feet and a maximum height of 20 feet. The proposed sign is 80 square-feet and 16 feet tall. The sign includes advertisement for two businesses: the Dog & Pony restaurant/music venue and the Boerne Farmhouse. The Dog & Pony portion of the sign is proposed to have two components: a fixed advertisement for the restaurant and a changeable component that would advertise acts for the music venue. The Boerne Farmhouse will be a fixed advertised on the same sign.

The Sign Ordinance allows a Changeable Copy Commercial Complex Monument sign instead of the Self-supported sign. The monument sign may be up to 80 square-feet with a maximum height of 8 feet, at this location. A changeable copy, monument sign would not require a variance, but a LED sign will require a variance.

The owner has provided two options for the changeable component of the sign. One is the typical changeable copy with black plastic letters that slip into sleeves and is illuminated from within. The other is a LED sign with a black background and amber letters that does not flash or change more than once a day. The changeable copy part of the sign will only advertise the music schedule and will not advertise food.

The Sign Variance Review Committee recommended approval of the requested variance with either sign option (changeable copy or LED). The Committee voted in favor for the following reasons:

- A monument sign that would allow for the changeable copy would not be visible from the street in time to safely turn into the complex.
- The speeds are faster on this section of Main Street and a larger sign is easier to see from a distance.
- Based on the elevation difference between the property and the street (property is lower than the street), a monument sign would not be easily seen.
- The LED sign as submitted with the dark background and amber color of the letters would not be bright or flash.
- Changeable copy (white background and black letters) would shift, fade and look less orderly over time.
- LED signs will be considered for inclusion with the update of

	<p>the sign ordinance.</p> <p>The City Council may approve, with conditions or requirements, or deny a sign variance request as necessary, in the Council's judgment, to protect the overall character of the community and to achieve the fundamental purposes of the ordinance. If, in the Council's judgement, the fundamental purposes of the ordinance are achieved, the variance should be approved.</p> <p>If Council is in favor of the LED sign, it is recommended that the Council's action specifically include the following conditions: 1) the sign shall only be used to advertise for the entertainment venue; 2) the sign display shall not move or flash; and 3) the sign display shall not be changed more than once daily.</p>
COST	NA
SOURCE OF FUNDS	NA
ADDITIONAL INFORMATION	NA

This summary is not meant to be all inclusive. Supporting documentation is attached.