

HISTORIC LANDMARK COMMISSION

AGENDA ITEM NO. 006

DATE: 08/06/2019

HLC PACKET NO:	2019-08A
HLC CASE NO:	2019-08-003
KAD PROPERTY ID:	19911
ADDRESS/BUS. NAME:	153 S. Main Street, Shops at 153 Main Street
LEGAL DESCRIPTION:	153 South Main Street, .2410 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:	Guy Sanders
OWNER:	Guy Sanders/AcreWerks Inc.
TYPE OF WORK:	Signage; 32 square foot internally lit projecting sign, MDO max metal; proposed colors black and white stating 153 Main including tenants.
REQUEST:	Request for approval for a Certificate of Appropriateness for a projecting sign.
RECOMMENDATION:	<p>Staff recommends approval of the proposed projecting sign with the condition that CC approves the variance.</p> <p>The proposed sign conforms to the recommended Historic Design Guidelines in keeping the proposed colors to no more than four and the proposed fonts to only two and that the sign does not extend above the roofline and that a variance be obtained to allow up to 5' for distance point from the point of sign attachment as opposed to the required 4'. The small tenant identifiers shall be a black background with whiter lettering.</p>

CASE COMMENTS:

The proposed sign is well supported by the Boerne Historic District Guidelines, where replication of signs existing from the 1950 and previous is encouraged. The sign is a replica of the Ford/Mercury Dealer sign. At the same time the guidelines encourage unique variations on historical signage to meet today's needs. The proposed replica includes the address and additional tenant names as well as enclosed LED lighting versus neon with the original sign.

The sign does require a variance related to attachment distance to the building as noted in the recommendation.

Additionally, the applicant submitted two versions of the sign. Version one consists of the tenant identifiers with black lettering and a white background. The second version contains tenant identifiers with white lettering and a black background; this version is staff's preference.

RELATED CASE NO'S:**2019-03-002**

The Commission approved a commercial complex sign in March of 2019.

2017-06-005

The Commission approved various modifications to the building through the historic district improvement program in June of 2018.