



CITY OF FREDERICKSBURG

ZONING BOARD OF ADJUSTMENT

MEETING AGENDA

MONDAY OCTOBER 10, 2022, ~ 5:30 P.M.

LAW ENFORCEMENT CENTER – 1601 E. MAIN STREET

Devin Mullen, Chair
Marcus Vidrine, Vice Chair
Clay Sears, Member
Vacant, Member

Ashley Hunter, Member
Jim McAfee, Member
Vacant, Member

The City of Fredericksburg Zoning Board of Adjustment will meet in a regular session on **Monday, October 10, 2022, at 5:30 p.m.** The meeting will be in person at the Law Enforcement Center 1601 E. Main Street. This meeting will be held in person and live stream on our YouTube Channel.

Link to City of Fredericksburg YouTube Channel Fredericksburg, Texas USA - YouTube

<https://www.youtube.com/channel/UCrhnlFjVfDS1SPBJD2pYKcQ/featured>

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MEETING MINUTES

August 18, 2022, regular meeting minutes

4. PUBLIC COMMENTS ON ITEMS LISTED ON AGENDA

NOTE: The Texas Open Meetings Act permits a member of the public or a member of the governmental body to raise a subject that has not been included in the notice for the meeting. However, any discussion of the subject must be limited to a proposal to place the subject on the agenda for a future meeting and any response to a question posed to the City Council is limited to either a statement of specific information or recitation of existing policy. TEX. GOV'T CODE § 551.042.

Written Comments: to be submitted remotely:

1. Must be received by 2 p.m. on September 22 2022.
2. Complete the Citizen Comment Form online at www.fbgtx.org; or
3. Email your comments to scollier@fbgtx.org

Verbal Comments:

1. Sign up in-person between 5:00 p.m. and 5:30 p.m. at the Law Enforcement Center, 1601 E. Main Street, in order to comment.

You will be limited to 3 minutes to speak.

5. PUBLIC HEARING

- A.** Consider ZBA2022-03 – Request by Bruce Moore to Consider a Variance Chapter 29-7 of the Zoning Ordinance. -SIGNAGE. Applicants are requesting a Variance to construct two monument signs in lieu of one monument sign for property located at 206 N Milam.

6. ACTION ITEMS

- A. Receive recommendation and consider (ZBA2022-03).

7. ADJOURN

This is to certify that I, Shelby Collier, posted this Agenda before 12:00 PM. on October 7, 2022, on the entrance door and bulletin board at the City of Fredericksburg City Hall, 126 W. Main St., Fredericksburg, Texas.

Shelby Collier,
Associate Planner

Clay Sears made a motion to close the public hearing. Seconded by Jim McAfee. All voted in favor and the motion carried.

Shelby Collier, Associate Planner, stated a variance request has been submitted to applicant to obtain a STR-Unoccupied Permit for property located in a R1-Single Family Residential Zoned district.

The applicant requested a STR-Unoccupied Permit on May 30, 2022, which Staff denied on July 14, 2022. As Sec. 3.100 does not permit STR-Unoccupied units by right.

In order to operate a STR-Unoccupied in an R1 Zoned area, the applicant would need to obtain a Conditional Use Permit. In order to qualify for a Conditional Use Permit, 2 or more lot lines (1 for a corner lot) must be abutting a lawfully permitted STR Unoccupied & 75 % or more of the properties on the same side of the street, between intersecting streets, are lawfully permitted STR Unoccupied. Section 3.100

After researching 410 S. Orange, staff found that it does not meet the requirements necessary to qualify for a Conditional Use Permit.

The property is eligible to operate as a STR-B&B or an STR-Accessory, provided the property is owner occupied.

Shelby Collier went on to say that during her review of the Variance Request it was discovered that if issued, the variance would alter the character of the area as it would impair the zoning district as allowances such as requested would be in direct violation and intent of the regulations. In addition, this neighborhood's primary use is Single Family Residential with 11 of the 15 properties affected operating as a Primary Residence or Homestead.

In addition, the circumstances in this case were created by the applicant, as it is their desire to operate a STR-Unoccupied. There are no unique circumstances existing on the property that would keep the owner from adhering to the regulations in the ordinance. Furthermore, the applicant's interest in obtaining the STR-Unoccupied is purely financial as stated in the application and it is important to note that the conditions or regulations regarding permitted uses are the same regulations that apply to all other properties in R1 Zoned areas.

The City of Fredericksburg went through a 14-month long public process regarding potential amendments to the Short-Term Rental Ordinance with the first Public Meeting addressing this topic occurring on November 30, 2020. All property owners were given notice of potential changes and provided the opportunity to attend the Public Hearings. The applicant was made aware of the changes as notice was mailed to her regarding these Public Hearings on Friday, February 4, 2022, and upon adoption of Ordinance No. 2022-13, which went into effect April 1, 2022, the STR-Unoccupied use is no longer permitted by right in the R1 Zoned districts.

Staff recommends denial of the request

Jim McAfee asked the applicant if she was aware of the Short-Term Rental Ordinance changes. Karen Pong said yes, she was, and she participated in many of the discussions and was opposed to the changes.

Clay Sears complimented Karen Pong on the remodel process and stated the property has been greatly improved, however, he does not see a unique circumstance that would allow for approval of the variance. Marcus Vidrine agreed.

Clay Sears asked Shelby Collier if the applicant could have submitted a STR permit prior to the Ordinance Adoption on April 1, 2022, and prior to completion of the remodel. Shelby Collier stated yes.

Jim McAfee made a motion made to deny Application ZBA2022-02. Marcus Vidrine seconded the motion. All voted in favor and the motion carried.

ADJOURN

With nothing further to come before the Board, Jim McAfee moved to adjourn the meeting and Clay Sears seconded the motion. All voted in favor and the meeting was adjourned at 5:50 P.M. PASSED AND APPROVED this the 22nd day of SEPTEMBER 2022

SHELBY COLLIER, ASSOCIATE PLANNER

DEVIN MULLEN, CHAIRMAN



ZONING BOARD OF ADJUSTMENT MEMO

DATE: September 22, 2022
TO: Zoning Board of Adjustment
FROM: Anna Hudson
SUBJECT: ZBA2022-03 – Request by Bruce Moore to consider a Variance to Signage Chapter 29-7 (6)

Summary: A variance request has been submitted to allow the applicant to install two 8’ tall monument signs in lieu of one 15’ monument sign.

This application was reviewed for its conformity with relevant City Ordinances including [Sec. 5.650](#), Board of Adjustment, Findings.

Applicant: Bruce Moore for Fixin’ Fred LLC

Zoning: C1.5, Medium Commercial within the Historic District

Location: 206 N. Milam

Findings: The property in question was last used as a grocery store. The zoning for many years was C1- Neighborhood Commercial. When a new zoning category, C1.5 Medium Commercial, was created, the property was re-zoned to offer more opportunities for redevelopment of the large commercial building.

The applicant submitted a signage application for the multi-tenant (integrated business). Per signage for C1.5 zoning, one monument sign up to 15’ tall is allowed. However, given the location within the Historic District, the Historic Review Board recommends two 8’ tall signs be used instead of one 15’ tall monument sign.

The site and building are unique in the Historic District. The proximity of the property to Main Street and numerous short-term rentals/commercial tracts within walking distance create pedestrian traffic in the area. The standard signage allowance for C1.5 shopping/retail properties does not adequately

respond to the design/aesthetic considerations of the Historic District.

The Board of adjustment may grant a variance **if it makes affirmative findings of fact on each of the criteria described below:**

Signs: Criteria – The Board may grant a Variance to a regulation prescribed by the Sign Ordinance with respect to the placement of signs, the height of signs or the area of signs if it affirmatively finds each of the following:

- a. That a sign is being replaced. For the purpose of this Section, replacement shall include the erection of a new or different sign due to the removal of another sign for any reason, including the change in name of a business, whether from change of ownership, business being conducted, or otherwise, the change of a sign for a continuing business containing the same or different information as the sign being replaced, and the replacement of signs due to damage or vandalism. **One of the proposed monument signs (southern most sign) is in the same location as the former “Super S” monument sign.**
- b. That all structures on the property for which the sign is proposed that would impede the replacement of a sign were constructed prior to February 17, 1986. **The most recent sign was removed sometime between 2008 and 2011.**
- c. That it is impractical to abide by existing placement, height or area regulations due to the placement, size of construction of existing structures in relationship to the physical characteristics of the site. For the purposes of illustration, physical characteristics may include topography of the site or the surrounding sites, structures on surrounding sites, traffic conditions, street layouts and existing natural vegetation. **The speed limit on this block does not warrant a 15’ tall sign oriented toward vehicular traffic. Given the amount of pedestrian and slow-moving vehicular traffic in the area, two 8’ monument signs are more appropriate.**
- d. That the other types of signs which are permitted by the Ordinance cannot practically be used. In making this determination of practicality, the Board may consider:
 1. The undesirability of altering a historic site to accommodate a sign which would be permitted with no variance under this ordinance, or **A code-compliant 15’ tall monument sign is not compatible with the location in the historic district.**
 2. That alternatives permitted by this ordinance would involve extensive reconstruction of structures; or
 3. That alternatives permitted by this ordinance are prohibitively expensive; or

4. That alternatives permitted by this ordinance will not effectively identify the subject of the sign.

Relying only on wall signage would not be feasible and would not provide sufficient visibility given the distance the building is setback from the street.

- e. That the proposed sign has been reviewed by the Historic Review Board if applicable.
Yes, the Historic Review Board voted in favor of the proposed sign package, including support for a variance for two 8' tall monument signs on September 13, 2022. The Certificate of Appropriateness is included in the exhibits.
- f. That the proposed variance is as close to the requirements of the sign ordinance as is feasible.
The proposed two signs are a reasonable alternative. The overall size of total signage would otherwise be permitted.

OPPOSITION/SUPPORT OF REQUEST: None to date.

STAFF RECOMMENDATION:

Approval of the variance for two monument signs in lieu of one 15' monument sign.

Attachments:

1. Application
 2. Location & Use Map
 3. Photos, Drawings, & Renderings
 4. Chapter 29 - Signs
 5. Certificate of Appropriateness
-



VARIANCE APPLICATION TO BOARD OF ADJUSTMENT

City of Fredericksburg - Development Services Department
126 W. Main St., Fredericksburg, TX 78624 – (830)997-7521

1. Applicant: Bruce Moore
2. Owner: Fixing Fred LLC
3. Phone: 512-731-4507 Email: bruce.moore@fsgi.com

4. Description of property involved in this request.
Address: 206 N Milam
Legal Description: Tract comprising lot 21 & parts of 19, 20, 53 & 54
Lot Size: 1.6 Acres Zoning District: Historic

5. Request is made to the Board of Adjustment that a variance be granted to the following provisions of the Zoning Ordinance.
Section: 5.650 Subsection: 5.652
Item: Findings Relating To: Signs
Requiring: Additional wall sign square footage for center ID and client identity (allowed 80 sq ft) on building
"Grand Central at Milam" 69.28 sq ft, "Fresh Pickens Market" 39.03 Sq ft
"NobiliTea" 12.15 sq ft, Monument signs 15.67 sq ft each

6. INFORMATION TO BE SUBMITTED BY THE APPLICANT:

A. Site plans, preliminary building elevations, preliminary improvement plans, or other maps or drawings, sufficiently dimensioned as required to illustrate the following, to the extent related to the Variance application:

- i. Existing and proposed location and arrangement of uses on the site, and on abutting sides within 50-feet.
- ii. Existing and proposed site improvements, buildings, and other structures on the site, and any off-site improvements related to or necessitated by the proposed use. Building elevations shall be sufficient to indicate the general height, bulk, scale, and architectural character.
- iii. Existing and proposed topography, grading, landscaping, and screening, irrigation facilities, and erosion control measures.

- iv. Existing and proposed parking, loading, and traffic and pedestrian circulation features, both on the site and any off-site facilities or improvements related to or necessitated by the proposed use.

The Board of Adjustment may grant a variance if it makes affirmative findings of FACT on EACH of the criteria. The applicant shall give a reason why the request complies with the following criteria:

1. The Zoning Regulations applicable to the property do not allow for a reasonable use.
developer is asking for a sign to identify the center and give two of his clients storefront signage

2. The plight of the owner of the property is due to unique circumstances existing on the property, and the unique circumstances were not created by the owner of the property and are not merely financial and are not due to or the result of general conditions in the zoning district in which the property is located.

2 tenants would like storefront signage...complete name of business

3. The variance will not alter the character of the area adjacent to the property, will not impair the use of adjacent conforming property, and will not impair the purposes or regulations to the Zoning District in which the property is located.

the developers tenants will add to the Fredericksburg Historic District experience

- B. **PARKING: ADDITIONAL CRITERIA**-The Board may grant a Variance to a regulation prescribed by this ordinance with respect to the number of off-street spaces required if it makes findings of fact that the following additional criteria are also satisfied:

Neither present nor anticipated future traffic volumes generated by the use of the site or the uses of sites in the vicinity reasonably require strict or literal interpretation and enforcement of the specified regulation.
does not

The granting of the Variance will not result in the parking or loading of vehicles on public streets in such a manner as to interfere with the free flow of traffic of the streets.
developer providing sufficient parking

The granting of the Variance will not create a safety hazard or any other condition inconsistent with the objectives of this ordinance.
will not

The Variance shall run with the use or uses to which it pertains and shall not run with the site.
yes

- c. **SIGNS: ADDITIONAL CRITERIA**-The Board may grant a Variance to a regulation prescribed by the Sign Ordinance with respect to the placement of signs, the height of signs or the area of signs if it affirmatively finds each of the following.

That a sign is being replaced. For the purposes of this Section, replacement shall include the erection of a new or different sign due to the removal of another sign for any reason, including the change of name of a business, whether from change of ownership, business being conducted, or otherwise, the change of a sign for a continuing business containing the same or different information as the sign being replaced, and the replacement of signs due to damage or vandalism.

N/A

That all structures on the property for which the sign is proposed that would impede the replacement of a sign were constructed prior to February 17, 1986.

N/A

That it is impractical to abide by existing placement, height or area regulations due to the placement, size of construction of existing structures in relationship to the physical characteristics of the site. For purposes of illustration, physical characteristics may include topography of the site or the surrounding sites, structures on surrounding sites, traffic conditions, street layouts and existing natural vegetation.

developer is attempting to brand the center & provide clients opportunity to promote location of their enterprise without truncating the spelling of their brand

That the other types of signs which are permitted by this Ordinance cannot practically be used. In making this determination of practicality, the Board may consider

- A. The undesirability of altering a historic site to accommodate a sign which would be permitted with no variance under this Ordinance; or
- a. That alternatives permitted by this Ordinance would involve extensive reconstruction of structures; or
 - 1. That alternatives permitted by this Ordinance are prohibitively expensive; or
 - 2. That alternatives permitted by this Ordinance will not effectively identify the subject of the sign.

2. will not effectively identify the subject of the sign

ii. That the proposed sign has been reviewed by the Historic Review Board if applicable.

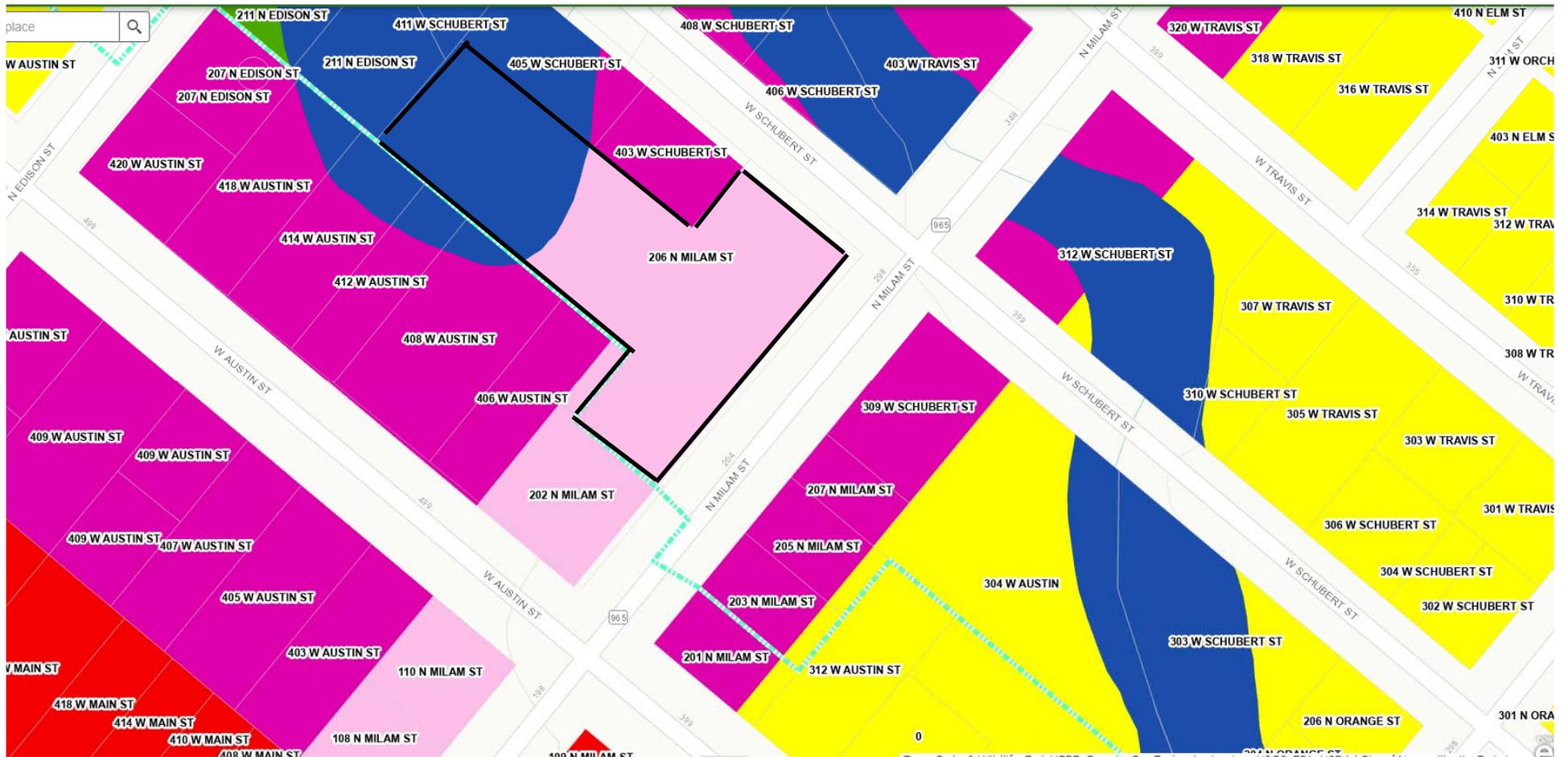
monument signs reviewed by Anna Hudson

iii. That the proposed variance is as close to the requirements of the sign ordinance as is feasible.

yes

Staff Use Only

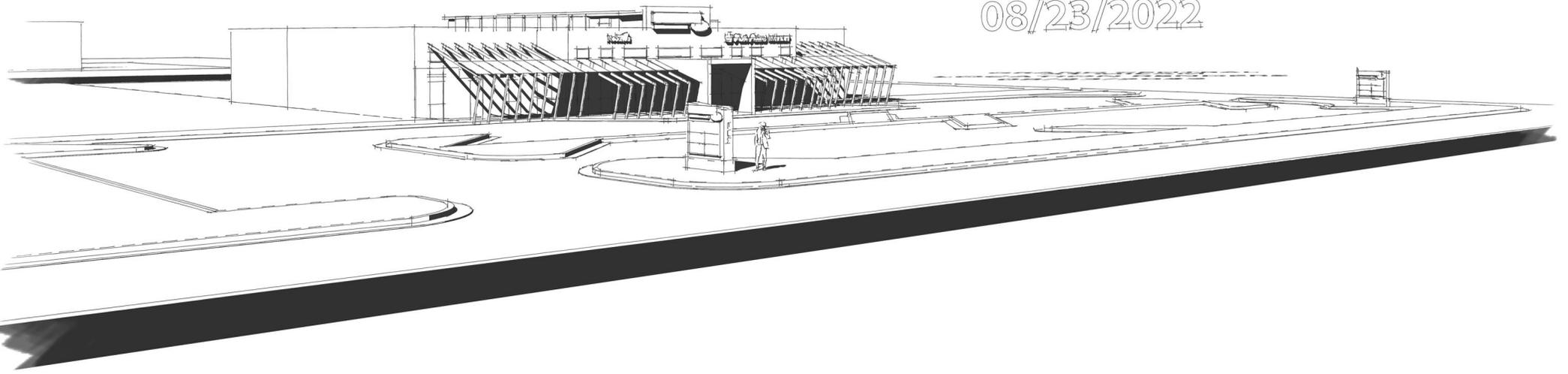
Application No: 8BA2022-03 Date: 07/27/22
Payment Type: CH# 52679 \$150.00



GRAND CENTRAL
AT MILAM

LOCATION RENDERS

08/23/2022

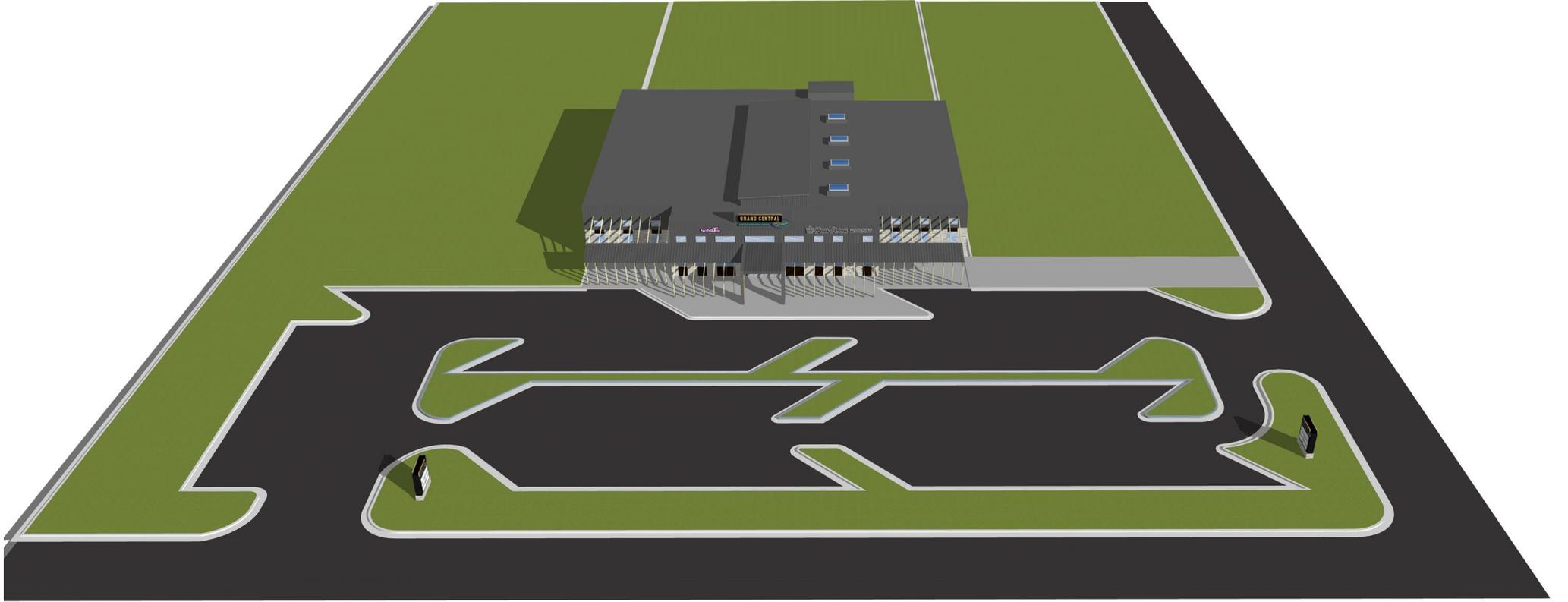


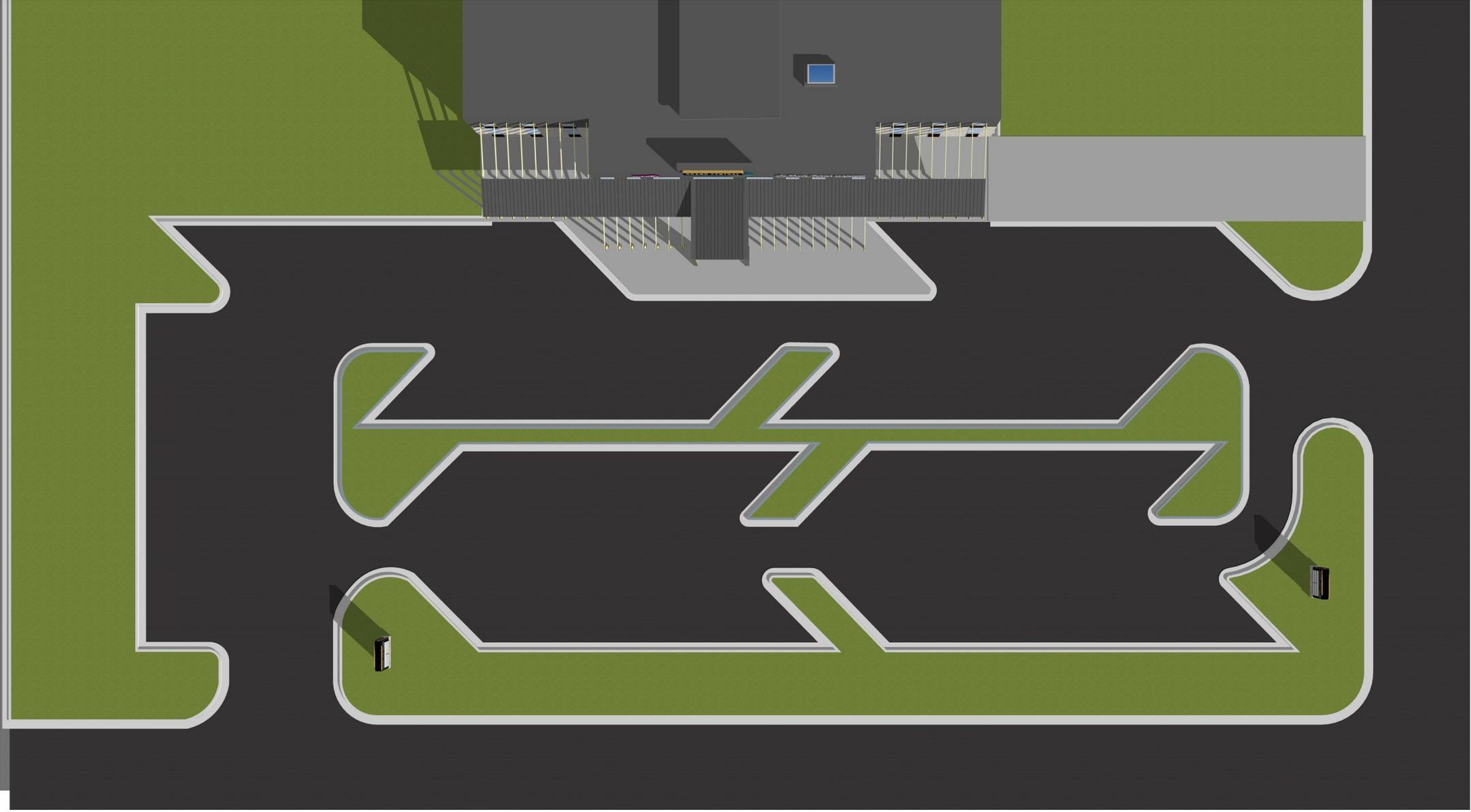








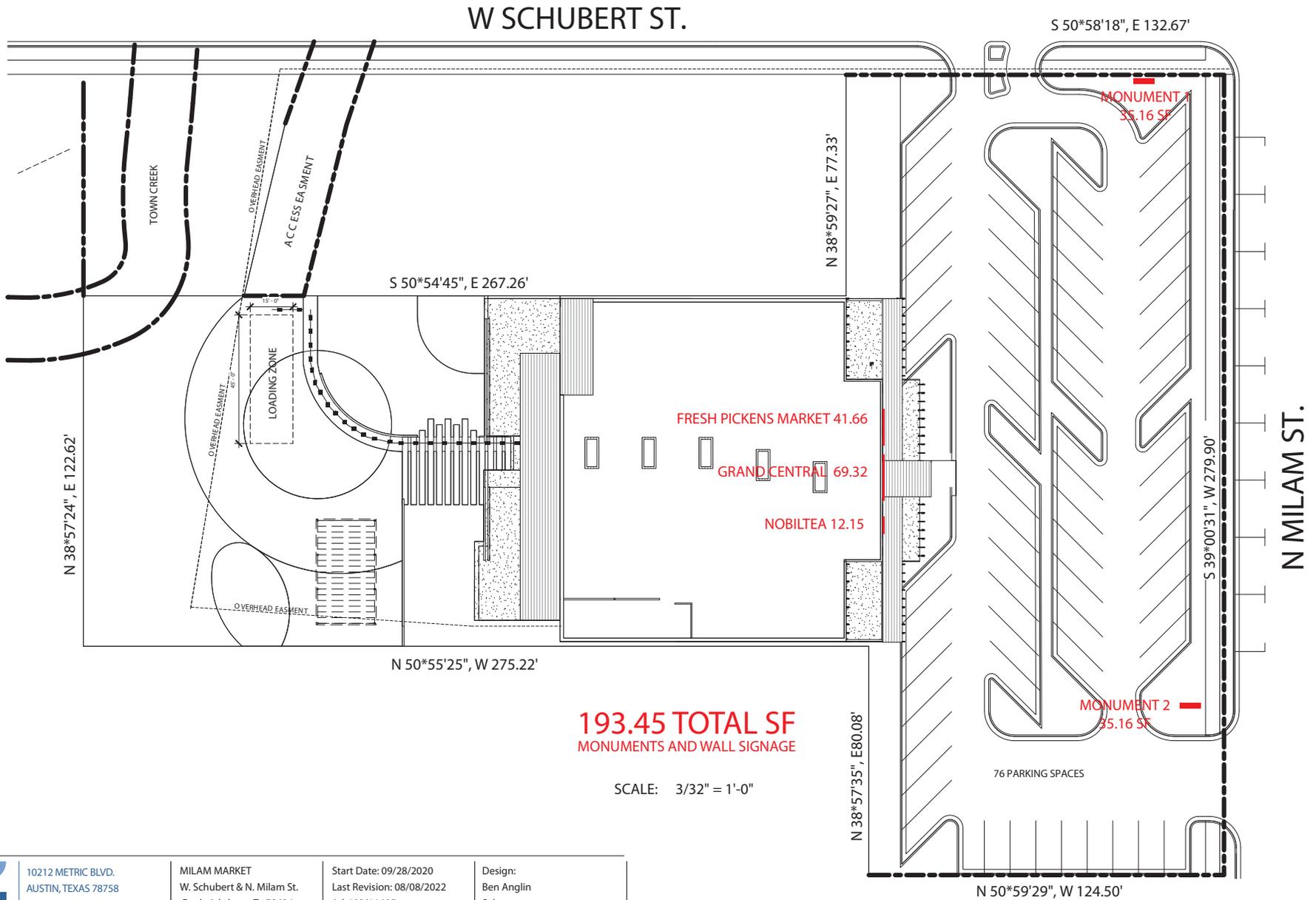












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AUSTIN, TEXAS 78758
800-327-1104 / 512-494-0002
fsgi.com

MILAM MARKET
W. Schubert & N. Milam St.
Fredericksburg, Tx 78624

Start Date: 09/28/2020
Last Revision: 08/08/2022
Job#92J11695
Dwg. #92J11695AV3S4_COMP

Design:
Ben Anglin
Sales:
BRUCE MOORE

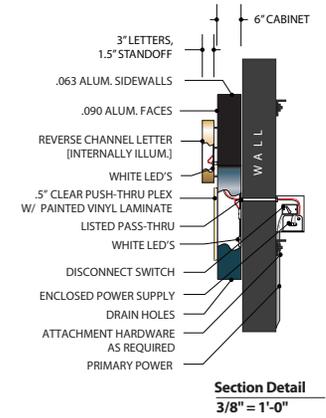
MILAM MARKET / STOREFRONT SIGNAGE / FREDERICKSBURG, TEXAS

B Storefront Signage
Scale: 3/8" = 1'-0"

- Fabricate and install one Identity sign built to UL specifications;
- **Sign cabinet** to have welded tubular aluminum framework and .090 aluminum plate finished in Matthews Black polyurethane;
- **Border pinstripe** to be masked and finished MP to match PMS 135;
- **"GRAND CENTRAL"** to be 3"-deep reverse halo-lit channel letters with .090 alum. faces / .063 alum. sidewalls / White translucent Lexan backs / White GE™ LED illumination / Pin-mounted to cabinet with a 1.5" standoff; Letters finished MP to match PMS 135 C; **White vinyl on cabinet behind letters for increased illumination;**
- **"AT MILAM"** oval cabinet portion to have a routed-out face with .5" push-thru copy; First surface vinyl laminate painted to match PMS 135 C to halo-illuminate; Second-surface diffuser; Finished in MP 00017 Montserrat Blue; White GE™ LED illumination;
- **"FREDERICKSBURG, TEXAS"** to be a **non-illuminated**, 2"-deep reverse-pan with routed .5" push-thru acrylic letters finished in Matthews to match PMS 135 C;
- Cabinets to mount flush to corrugated wall surface with non-corrosive hardware as needed;
- LED power supply located in aluminum enclosure mounted behind wall; Service switch to be mounted on enclosure;
- Electrical requirement: 120v to be supplied at sign location by others;



East Elevation / Detail
3/8" = 1'-0"



Section Detail
3/8" = 1'-0"



NIGHT VIEW



*Tenants shown for example, only.

East Elevation
3/32" = 1'-0"

- MP 00017 MONTSERRAT BLUE
- MP 00547 MUDSTONE
- PMS 135 C
- MP BLACK

5/10/21: Revised notes/spec's per review meeting and for added clarity, added section detail of lighting components and wall v



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Fredericksburg, Tx 78624

Start Date: 09/28/2020
Last Revision: 03/04/2022
Job# 92J11695
Dwg. # 92J11695BV451

Design:
Ben Anglin
Sales:
BRUCE MOORE

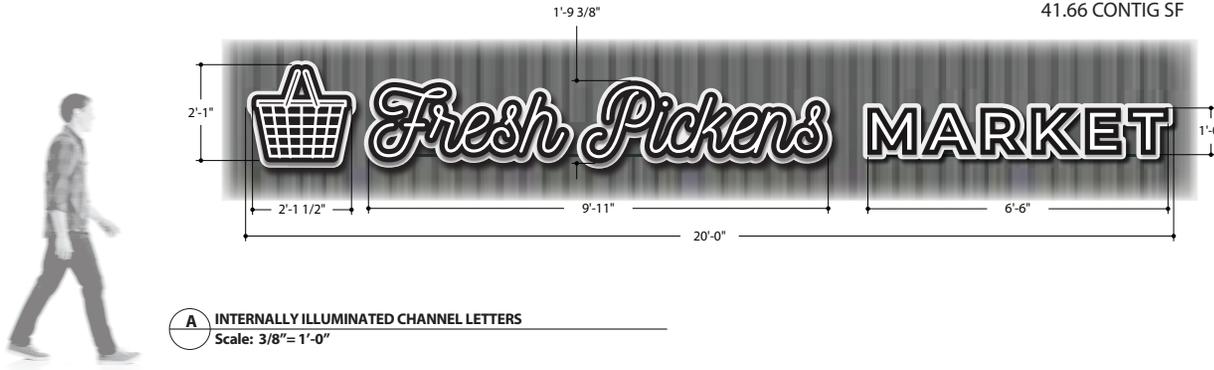
CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.
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UL Installation Requirements:
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

FRESH PICKINS MARKET / REVERSED HALO-ILLUMINATED CHANNEL LETTERS / FREDERICKSBURG, TEXAS

(33.42 SF)
41.66 CONTIG SF

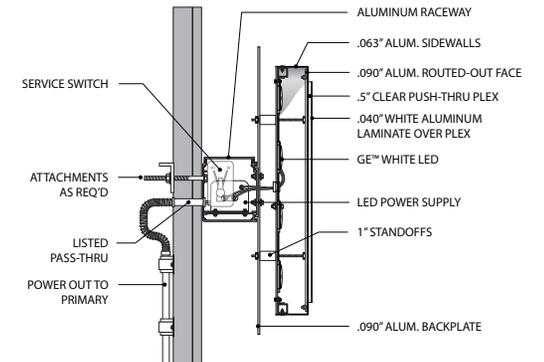
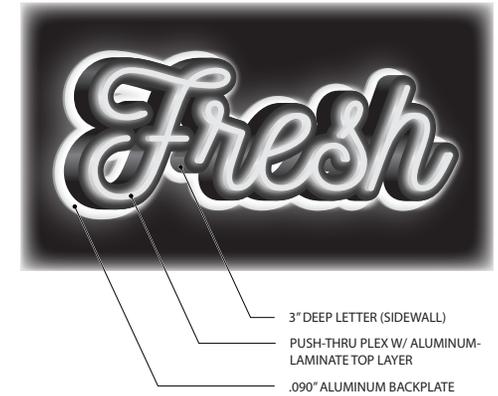


Fabricate and install one (1) set of internally illuminated channel letters and logo built to UL specifications;

- 3" deep .063" aluminum sidewalls / .090" aluminum faces routed-out / .5" Clear push-thru plex strokes on letters / .040" White aluminum laminate over strokes;
- Push-thru plex to have white diffuser film applied second-surface;
- Backs of letters to be white acrylic for halo-illumination against routed .090" aluminum backplates; Letters to stand-off from backplate 1";
- Letters/logo to have White GE™ LED illumination;

- Letters/logo finished in Matthews Black polyurethane;
- Backplates finished in Matthews Brushed aluminum polyurethane;
- Backplates to attach to 7" x 7" aluminum raceways; Raceways finished in Matthews to matchwall coloration;
- Service switch to mount @ end of raceway;
- Raceway attachment method to be determined;
- Electrical requirement: 120v to be supplied at sign location by others;

PERSPECTIVE DETAIL



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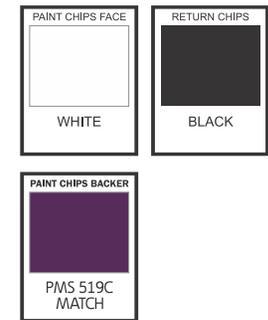
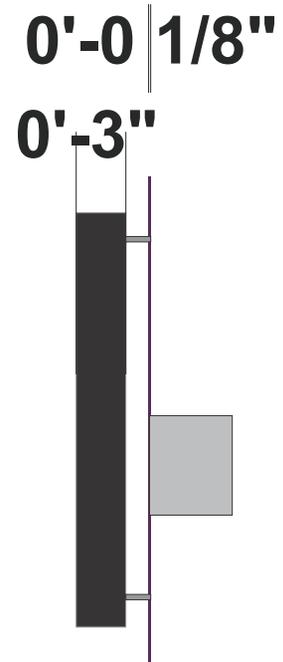
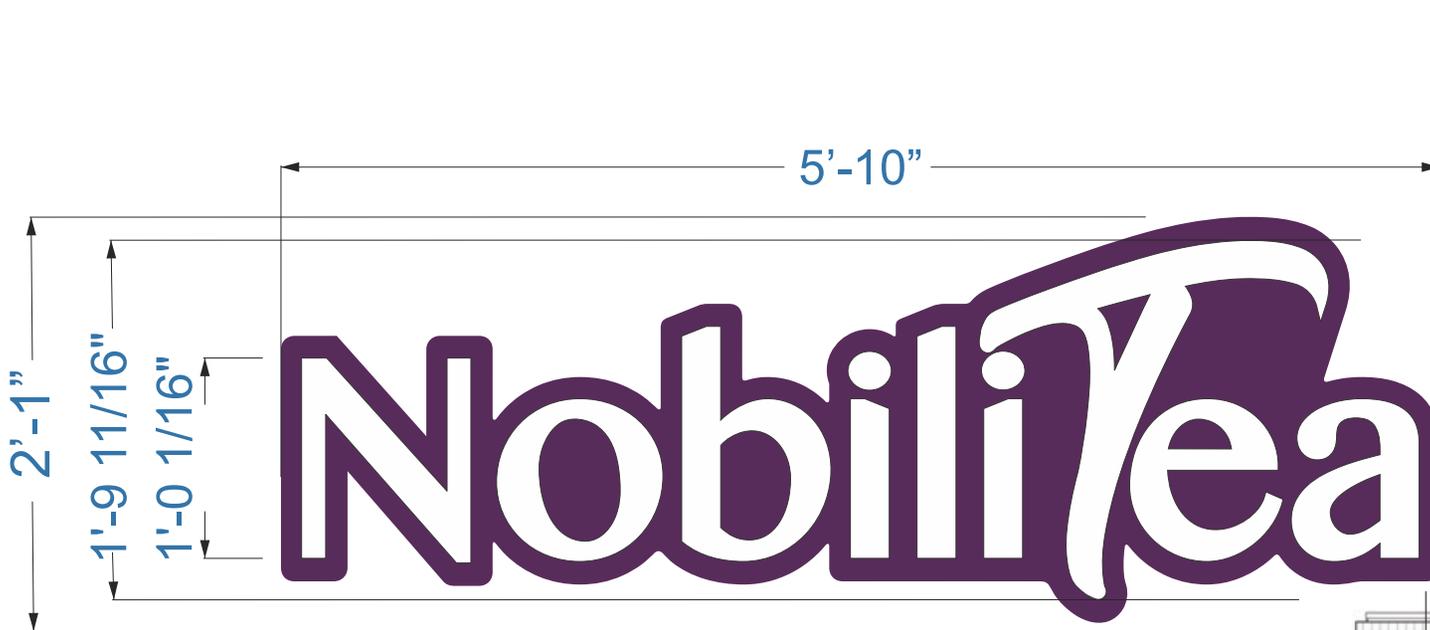
Start Date:07/28/2020
Last Revision:
Job#92J12494
Dwg. #92J12494AV1S1

Design:
Ben Anglin
Sales:
BRUCE MOORE

CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.
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UL Installation Requirements:
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



Channel Letters and Backer

Provide one (1) set of backlit channel letters to read: "Nobilitea".

Specifications: Channel letters with painted backer per approved brand standards. White Faces, Black Returns.

Exact Install Location To Be Determined After Site Survey



<p>SALES ART</p> <p>QUALITY SINCE 1946 Full Service Sign Company</p>	<p>851 East Northeast Loop 323 Tyler, Texas 75708 903-597-7731 Fax 903-597-1599 LeonsSignsInc.com Texas Electrical Sign Contractor License #18080</p>	<p>CLIENT NAME: Nobilitea ADDRESS: 206 N Milam St. Fredericksburg, TX 78624</p>	<p>ACCOUNT REP: Margaret M. DATE: 03-10-2022 QUOTE #: 211046-02 Scope 6 FILE: \\fileserv\DATA\Art & Production\ Master Drawings\ Nobilitea\211046 Fredricksburg.cdr</p>	<p>ARTWORK APPROVAL</p> <ul style="list-style-type: none"> - Please review all colors, spelling, sizing, and quantity before approving. - Colors are a representation only. Artwork is NOT an exact color match. - Primary Electric Supply is to be Supplied by Customer at Time of Installation. - Artwork does not represent a proposal. - All Artwork changes require a Signed Approval. <p>Date: _____ Customer: _____ Sales: _____</p>	<p>All Artwork Created by Leon's Signs Inc. remains the sole property of Leon's Signs and cannot be reproduced, transmitted or used without written permission.</p>
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MILAM MARKET / PYLON DESIGN / FREDERICKSBURG, TEXAS

A Internally Illuminated Pylon
Scale: nts

- Fabricate and install TWO (2) IdentityS sign built to UL specifications;
- Single Steel pole support set in concrete to grade;
- Welded tubular aluminum framework with .090 aluminum plate finished in Matthews Black polyurethane;
- [Grand Central at Milam] cabinets to have routed-out faces backed with clear Push-thru 3/4" plex letters, overlaid with 3M™ Marigold translucent vinyl 3630-75;
- [Fredericksburg, Texas] cabinet to have [non-illum.] MP 07791 Glen Ridge Gold lettering;
- Logo-cabinet(s) face colors: Matthews Black and MP14521 St.Barts Bay. Sidewalls finished MP14521 St.Barts Bay.
- Cabinets illuminated with White GE™ LED components;
- Borders on logo cabinets to be MP 07791 Glen Ridge Gold;
- Spine to have vertical alum. rails finished MP 00547 Dk. Grey; Fill area between rails to be finished MP 07791 Glen Ridge Gold;
- Tenant cabinets (one per side) to have white plex faces overlaid with translucent vinyl graphics; 2"-deep cabinets to be finished in MP Black;
- Cabinet(s) illuminated with GE™ White LED components;
- Base to be White Limestone;
- Address numerals to be 3M™ Duronodic Grey; One set / streetside only;



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Dwg. #92J11695AV3S3

Design:
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Sales:
BRUCE MOORE

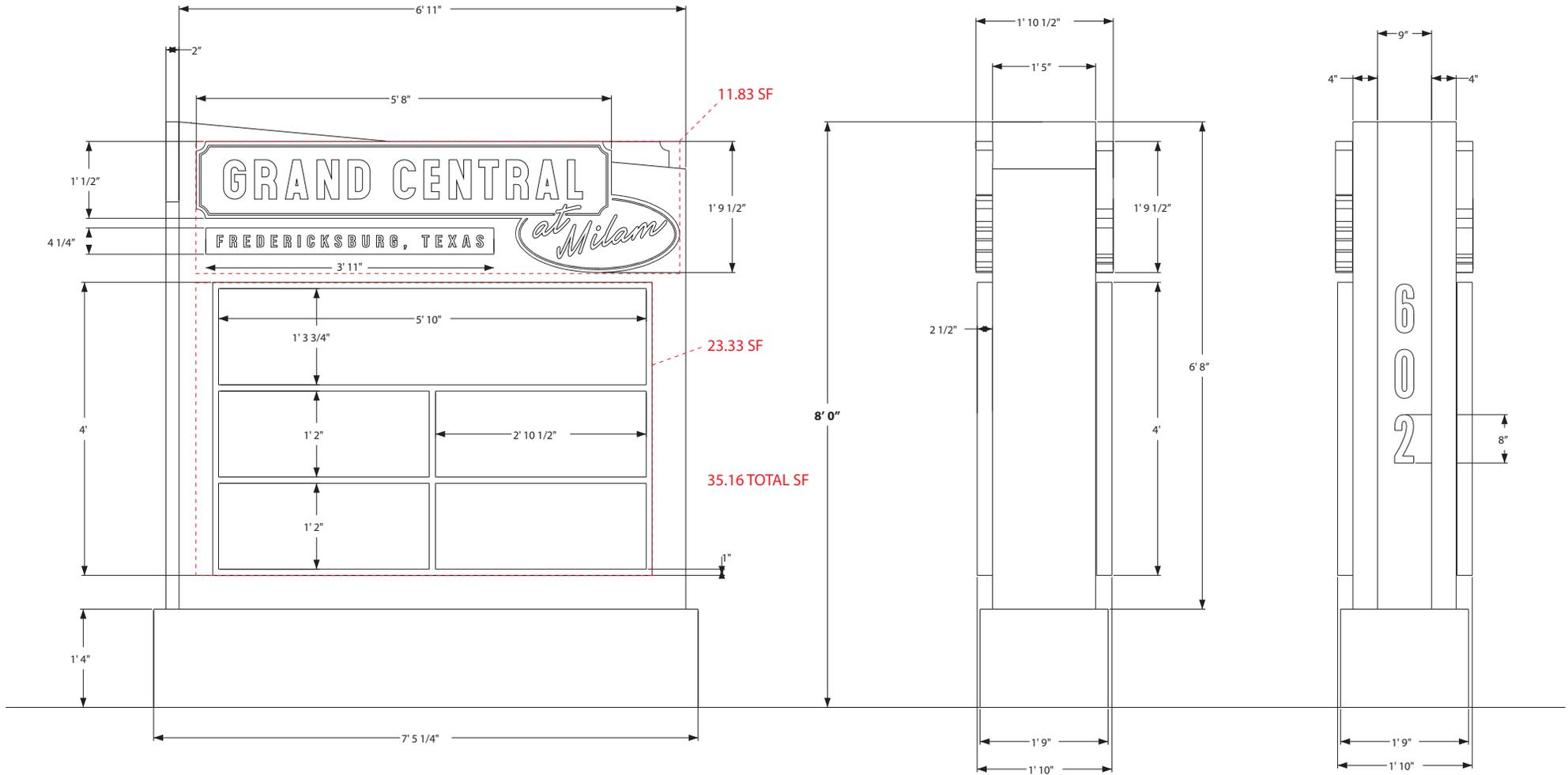
CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.
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UL Installation Requirements:
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

MILAM MARKET / PYLON DESIGN / FREDERICKSBURG, TEXAS

A Internally Illuminated Pylon
Scale: 3/4" = 1'-0"



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Fredericksburg, Tx 78624

Start Date: 09/28/2020
Last Revision: 03/04/2022
Job#92J11695
Dwg. #92J11695AV252

Design:
Ben Anglin
Sales:
BRUCE MOORE

CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.
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3.2.11. Signage

Signage: Marking our Place in Time

The function of signage intends to change as building tenants change. As a result, signs communicate not only a district's historic character, but how the present-day community has agreed to manage the appearance of historic districts. Signage is a tool that can be used to create a cohesive look and feel within historic districts, connecting low-priority buildings to the surrounding historic fabric. As a result, new signage on low-priority buildings is regulated to a higher degree than most other building elements.

Refer to the City's Signage Ordinance- Chapter 29- for maximum size area, placement and types of signs allowed by zoning district.

Maintenance

- (a) Preserve and maintain all elements of a historic sign unless deteriorated beyond repair (SOI Standards 2, 5, 6).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

- (b) Maintain and repair historic signs according to accepted preservation techniques (*Appendix G*); preventing rust on attachments is especially important to prevent expansion and damage to the surrounding wall materials (SOI Standards 5, 6, 7).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

- (c) Where possible, patch the smallest feasible portion of a deteriorated sign, matching the historic material, dimensions, profile, and configuration (SOI Standard 6).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

Alterations

- (d) Design new signs—including the configuration, shape, and profile—to reflect the historic character of the building, looking at other examples of the same style and era in the Fredericksburg Historic District or from historic catalogs (SOI Standard 9).

High Priority	Medium Priority	Low Priority
Required	Required	Required

- (e) Appropriate materials for new signs include wood, metal, and fiber-cement; vinyl and plastics are not appropriate (SOI Standard 9).

High Priority	Medium Priority	Low Priority
Required	Required	Recommended

- (f) Allow the lettering and graphics depicted on new signs to represent the present day to avoid creating a false sense of history (SOI Standards 3, 9).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

- (g) Position new signs so that they do not obscure historic character-defining features (SOI Standard 9).

High Priority	Medium Priority	Low Priority
Required	Required	Recommended

- (h) Attempt to position new signs so that they highlight and enhance the building's significant character-defining features (SOI Standards 3, 9).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

- (i) Attach new signs in a manner that does not damage the original exterior wall material; for masonry walls, all attachments should anchor into the mortar rather than the masonry unit; use galvanized stainless-steel anchors to avoid rust (SOI Standard 10).

High Priority	Medium Priority	Low Priority
Required	Required	Recommended

Restoration

- (j) If the extant signage is non-historic, consider researching the historic signage and, if documented, replicate and restore the historic storefront (SOI Standard 3).

High Priority	Medium Priority	Low Priority
Recommended	Recommended	Recommended

Figure 3-40. Example of a preserved historic sign at 307 E Main Street.
Photo source: Historic Preservation Officer



Figure 3-41. Examples of pedestrian-oriented signage under canopy.



National Trust for Historic Preservation Guidance for Decisions about Signs

The recommendations below may be helpful when designing a sign:

1) Determine the purpose of the sign.

- To identify the store?
- To project the store's individuality or uniqueness?
- To provide product information?

2) Determine the type of sign desired.

- Awning - A sign that is painted, printed, or attached flat to the surface of an awning or canopy.
- Flags - A rectangular piece of fabric attached on one side to a supporting rod or pole; it can be either a free-standing pole, or mounted on a building façade.
- Marquee - A permanent roof-like structure supported by and extended from the façade of a building.
- Monument - A sign affixed to the ground, usually for auto-oriented businesses.
- Product Display - A sample of products that can be purchased at that particular store, usually lively and changing.
- Projecting - A sign that is attached to and projected from a building wall.
- Short Free-Standing - A sign, resting on the ground, supported by poles or braces, not attached to any building.
- Wall - A sign that is parallel to the wall of a building.
- Window - A sign installed on a window, to be viewed from the outside.

3) Determine the materials to be used.

- See the standards and guidelines above (*Section 3.2.10*).

4) Determine what kind of signs were used on the building in the past.

- Refer to the "Historical Research Resources" in *Appendix H*.

5) Determine the dimensions of the sign.

- See the maximum dimensions in the standards and guidelines above.

6) Determine the placement of the sign.

- It should be visible without disrupting character-defining features.

7) Determine the message the sign is to convey.

- Keep the message direct and simple, not cluttered.

8) Determine the color scheme for the sign.

- Refer to the period-appropriate color palettes in *Appendix G*.

9) Determine the type of lighting to be used.

- If illuminating the sign at night, use a light source that is as inconspicuous as possible; keep it subtle.

10) Determine what is to be expressed in this sign and how to do so.

- This can be done by choosing a lettering style that best represents the character of the store. There are three main types of lettering:
 - Serif Face - historically appropriate, ranging from simple to elaborate
 - Sans Serif - more contemporary with clean, bold lines
 - Script - more decorative; historically often painted on glass

11) Determine a craftsman to create and design the sign.

- Remember that quality of craftsmanship and construction is vital in having a sign that lasts.

from the end of the canopy shall be provided, except that a canopy at a street corner is required.

- (5) The following signs shall be permitted in industrial (M-1, M-2 and M-3) districts:
 - a. Banners/temporary signs as permitted in subsection (3)b of this section.
 - b. Areas zoned for industrial uses shall have the same regulations for wall signs and ground signs as permitted in subsections (3)d and e, respectively, of this section.
- (6) The following signs shall be permitted for integrated businesses in commercial (C-1, C-1.5 and C-2) districts and industrial (M-1, M-2 and M-3) districts:
 - a. *Banners/temporary signs.* Banners/temporary signs as permitted in subsection (3)b of this section.
 - b. *Freestanding sign.* One freestanding sign shall be permitted for each integrated business property.
 1. *Total sign area.* The total sign area for a freestanding sign shall not exceed the greater of:
 - i. 32 square feet; or
 - ii. One square foot for each five linear feet of lot frontage, with a maximum of 100 square feet.
 2. *Total height.* The total height of the sign shall not exceed 15 feet and the lowest point of the sign face shall not exceed 24 inches above the adjacent ground, provided that such sign advertises more than one business. In the event that only one business is advertised, the height limitation shall be five feet.
 - c. *Wall signs.* Regulations for wall signs shall be the same as provided in subsection (3)d of this section but shall be limited to a maximum of 80 square feet of sign area per business or tenant. For buildings with multiple businesses or tenants arranged in such a fashion that each business or tenant does not have a separate building frontage, the wall signage per business or tenant shall be calculated as 0.03 square feet of sign area per square foot of business or tenant lease space, but shall not exceed 80 square feet of sign area per business or tenant.
- (7) Historic district.
 - a. Signs, other than exempted signs under section 29-5, to be placed in the historic district shall also be subject to the review requirements of the historic preservation ordinance.
 - b. Businesses located in the historic district shall have the option of erecting a medallion or shield sign in lieu of a ground sign as described in subsection (2)d, (3)e, or (4)e of this section. Any such sign shall not exceed nine square feet of sign area and shall be mounted no more than nine feet high.

(Code 1992, § 3.1007; Ord. No. 18-009, § 29-7, 11-3-2008)

Sec. 29-8. Reserved.

Editor's note(s)—Ord. No. 22-022, adopted Aug. 20, 2012, repealed § 29-8, which pertained to required address signs and derived from Ord. No. 22-010, adopted April 14, 2012.



**Historic Review Board
Certificate of Appropriateness**

Application Number: 22-093
Date: September 13, 2022
Address: 206 N Milam
Zoning: C1.5
Owner: Fixin' Fred
Applicant: Bruce Moore
Rating: Low
Proposal: new signage

Request:

The applicant is requesting a Certificate of Appropriateness to:

Install two monument signs measuring 8' tall each in lieu of one 15' tall monument sign.

Install 3 wall signs totaling 123 sf – one identifying the property and two identifying two tenants.

Total proposed signage (monument & wall) 193.45 sf

Relevant Sections Fredericksburg Historic District Design Guidelines/Standards:

3.2.11. Signage

The function of signage intends to change as building tenants change. As a result, signs communicate not only a district's historic character, but how the present-day community has agreed to manage the appearance of historic districts. Signage is a tool that can be used to create a cohesive look and feel within historic districts, connecting low-priority buildings to the surrounding historic fabric. *As a result, new signage on low-priority buildings is regulated to a higher degree than most other building elements.*

(e) Appropriate materials for new signs include wood, metal, and fibercement; vinyl and plastics are not appropriate (SOI Standard 9).

Low Priority – Recommended

Chapter 29- Sign Ordinance

Sec 29-7 Permanent Signs permitted by District

(7) b. Freestanding sign. One freestanding sign shall be permitted for each integrated business property. 1. Total sign area. The total sign area for a freestanding sign shall not exceed the greater of:

i. 32 square feet; or

ii. One square foot for each five linear feet of lot frontage, with a maximum of 100 square feet.

2. Total height. The total height of the sign shall not exceed 15 feet and the lowest point of the sign face shall not exceed 24 inches above the adjacent ground, provided that such sign advertises more than one business. In the event that only one business is advertised, the height limitation shall be five feet.

c. Wall signs. Regulations for wall signs shall be the same as provided in subsection (3)d of this section but shall be limited to a maximum of 80 square feet of sign area per business or tenant. For buildings with multiple businesses or tenants arranged in such a fashion that each business or tenant does not have a separate building frontage, the wall signage per business or tenant shall be calculated as 0.03 square feet of sign area per square foot of business or tenant lease space, but shall not exceed 80 square feet of sign area per business or tenant.

(7) Historic district.

a. Signs, other than exempted signs under section 29-5, to be placed in the historic district shall also be subject to the review requirements of the historic preservation ordinance.

b. Businesses located in the historic district shall have the option of erecting a medallion or shield sign in lieu of a ground sign as described in subsection (2)d, (3)e, or (4)e of this section. Any such sign shall not exceed nine square feet of sign area and shall be mounted no more than nine feet high.

Staff Recommendation/Findings:

Staff has worked with the applicant to reduce the height of the monument sign. As an integrated business a 15' sign is allowed per C1.5 zoning. Given the pedestrian nature of this neighborhood a 15' tall sign would be out of character. As such, the applicant has proposed to create two 8' tall monument signs to be located at opposite ends of the lot along N. Milam.

Case Comments:

The zoning ordinance does not speak to allowing two smaller monument signs in lieu of one large monument sign. If the Historic Review Board recommends this design the applicant must obtain a variance from the Zoning Board of Approval scheduled for September 22, 2022

Board Action:

Approved as submitted – support for variance for 2 smaller monument signs in lieu of one 15’ monument sign.



Anna Hudson

Historic Preservation Officer