



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve the second reading of an ordinance of the City of Los Fresnos, Cameron County, Texas amending Chapter 48, Zoning, Article II, District Regulations, Division 7, Additional Standards, Subdivision Iv, Signs, Sec. 48-275 Signs Permitted by Zone, E. Off-Premises (Billboard) Regulations and Repealing All Ordinances and Parts of Ordinances in conflict therewith.

Recommendation:

This was approved on the first reading by the Council on November 12.

We have received and continue to receive a lot of complaints for allowing a billboard sign across from Whataburger. Under the new regulations, that area was the only area on that side of the city that one could be placed due to the existing ones further west on Highway 100. The variance that was approved had no bearing on it since it would have been allowed automatically in that area by meeting the setback regulations. So this is not about the variance. It is about billboard signs in general that our residents don't want. Additionally, one billboard sign can be place on the east side of the City on Highway 100, one on the north side of the City on FM 1847 and one on the south side of the City on FM 1847. This will clutter up the City making us look like all other cities. Los Fresno has always been different in good ways. I believe we have an opportunity to still stand out by leaving the current ones but not allowing any new ones keeping the other 3 sides of the City on the main roads pure. That is overwhelmingly what our residents want.

I recommend approval.