



**MEETING DATE:** April 1, 2026

**PRESENTED BY:** Xavier Cervantes, AICP, CPM, Director of Planning

**AGENDA ITEM:** Consideration and possible action to approve a variance to allow the construction of a Billboard Sign along Griffin Parkway, and to allow it to be a distance of 177 feet from an existing billboard sign, being Lot 1, Elizondo 495 Plaza Subdivision, located at 2211 E. Griffin Parkway (F.M. 495). Applicant – Antonio & Melissa Villarreal - Cervantes

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**NATURE OF REQUEST:**

Project Timeline:

- March 12, 2026 – Letter with variance request submitted to the City.
- April 1, 2026 – Consideration of the requested variance by the Planning and Zoning Commission.
- April 28, 2026 – Consideration of the requested variance by the City Council.

Summary:

- The applicant is proposing to construct an 8-foot by 16-foot LED changeable billboard sign measuring 128 square feet, and 35 feet in total height.
- The request is for a variance not to comply with Sec. 86-154. – General Business District of the Mission Code of Ordinances, which states:
- (b) Billboard sign. Off-premises signs shall not be permitted in the general business, the heavy commercial, the light industrial, and heavy industrial zones except as provided for in the expressway corridor and the secondary arterial corridors.
- A Secondary Arterial Corridor is defined by Ordinance to be all of U.S. Business Highway 83 and the commercially or industrially zoned properties along F.M. 1016 frontage, south of the U.S. Expressway 83.
- (4) Spacing: off-premises billboards shall not be erected within 1,500 linear feet of another off-premises sign.
- There is a total of eight (8) existing billboards along Griffin Parkway within the city limits.
- As per Code of Ordinance: Billboard sign is defined as any flat surface erected on a framework or on any structure, or attached to posts and used for, or designed to be used for, the display of bills, poster, or other advertising materials, for the purpose of advertising a business, organization, event, person, place, or thing not located on the same premises as such advertising material, with one or two parallel and directly opposite signs with their faces oriented in opposite directions and space not more than ten feet apart.

**STAFF RECOMMENDATION:**

Staff recommends denial.

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**RECORD OF VOTE:**

**APPROVED:** \_\_\_\_\_

**DISAPPROVED:** \_\_\_\_\_

**TABLED:** \_\_\_\_\_

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

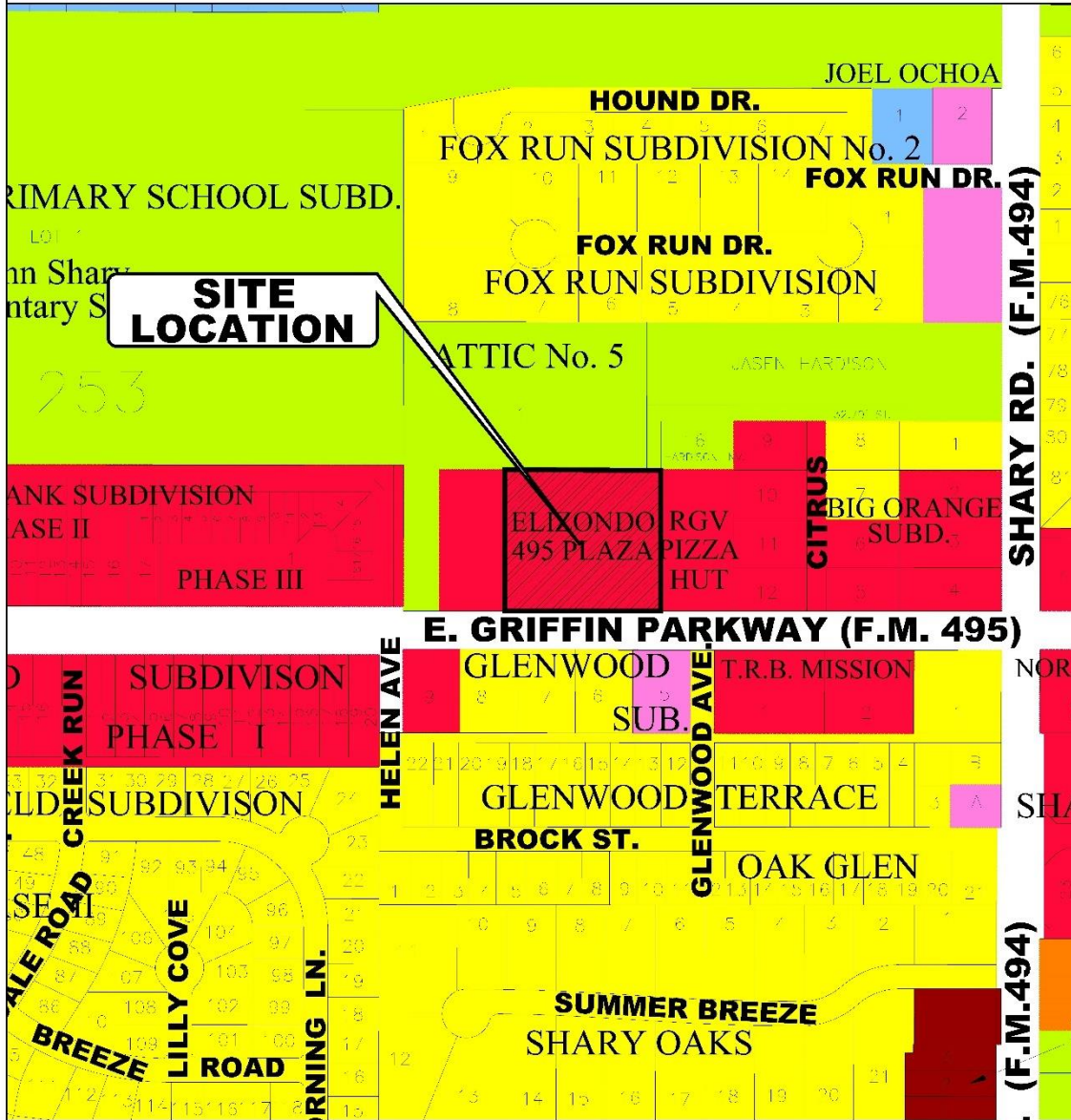
\_\_\_\_\_ DISSENTING \_\_\_\_\_

**AERIAL MAP**



Texas Parks & Wildlife, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA

# ZONING MAP



## ZONING LEGEND

<span style="color: green;">■</span> A0-I AGRICULTURAL OPEN INTERIM	<span style="color: brown;">■</span> R-3 MULTI-FAMILY RESIDENTIAL	<span style="color: tan;">■</span> C-4 HEAVY COMMERCIAL
<span style="color: green;">■</span> A0-P AGRICULTURAL OPEN PERMANENT	<span style="color: brown;">■</span> R-4 MOBILE & MODULAR HOME	<span style="color: purple;">■</span> C-5 ADAPTIVE COMMERCIAL
<span style="color: blue;">■</span> R-1A LARGE LOT SINGLE FAMILY	<span style="color: pink;">■</span> R-5 HIGH DENSITY MFCT'D HOUSING	<span style="color: blue;">■</span> I-1 LIGHT INDUSTRIAL
<span style="color: orange;">■</span> R-1T TOWNHOUSE RESIDENTIAL	<span style="color: purple;">■</span> C-1 OFFICE BUILDING	<span style="color: blue;">■</span> I-2 HEAVY INDUSTRIAL
<span style="color: yellow;">■</span> R-1 SINGLE FAMILY RESIDENTIAL	<span style="color: red;">■</span> C-2 NEIGHBORHOOD COMMERCIAL	<span style="color: cyan;">■</span> PUD PLANNED UNIT DEVELOPMENT
<span style="color: green;">■</span> R-2 DUPLEX-FOURPLEX RESIDENTIAL	<span style="color: red;">■</span> C-3 GENERAL BUSINESS	<span style="color: grey;">■</span> P PUBLIC

## VARIANCE LETTER

Dear Mr. Xavier Cervantes,

On behalf of A&M Epic Agency, we would like to respectfully submit a request for a variance to install an LED screen at [2211 E Griffin Pkwy, Mission, TX 78572](#).

The proposed LED screen will measure 16 ft x 8 ft, with an overall height of 35 ft. This height has been intentionally planned to maintain a proper eyeline for drivers and pedestrians, ensuring that the display does not interfere with visibility or create distractions for the surrounding community or commuters traveling along Griffin Parkway.

The LED screen will feature off-premise advertisements and will operate 24 hours a day, with brightness levels that can be adjusted as needed to comply with city standards and community considerations. In addition to advertising local businesses, the display will also promote plaza tenants, nearby businesses, and community information, including City of Mission events, announcements, and schedules, as desired.

Our goal with this project is not only to support local businesses but also to create a collaborative opportunity with the City of Mission. Through this platform, the city would have the opportunity to share public announcements, community initiatives, and upcoming events with a highly visible audience.

We have successfully worked through a similar process with the City of Weslaco, where we conducted meetings with city officials and completed the necessary variance procedures. Through that collaboration, we became the first company in Weslaco to introduce a digital billboard platform dedicated to promoting local businesses and community messaging. This initiative has helped expand visibility for businesses while also providing the city with an additional communication channel for public information.

In the same spirit, A&M Epic Agency is committed to working closely with the City of Mission to ensure that this project aligns with city guidelines, enhances the local business environment, and contributes positively to the community. We are eager to collaborate and explore ways this platform can support both economic growth and community engagement within Mission.

We appreciate your time and consideration of this request and would welcome the opportunity to meet and discuss the proposal further. Our team is fully willing to work with the city throughout the review process and make any necessary adjustments to ensure the project serves the best interests of the community.

Thank you for your time, and we look forward to the opportunity to collaborate with the City of Mission.

Antonio & Melissa V.



# SIGN EXHIBIT

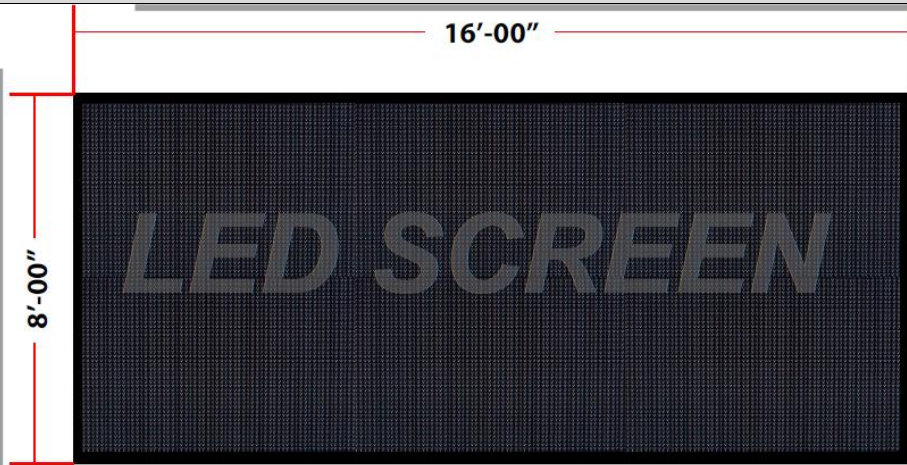
Led screen both sides



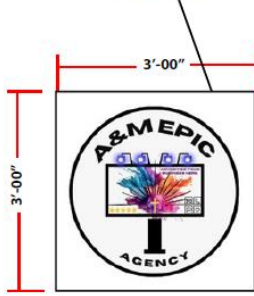
A&M Epic Agency  
956-600-0343  
956-780-6954  
Electrical Sign License #13514

Client: A&M Epic Agency Address: 2211 E Griffin Pkwy Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
City: Mission State: Texas, EE. UU. Zip code: 78572 Authorized signature: \_\_\_\_\_

# SIGN DETAIL



## Plate

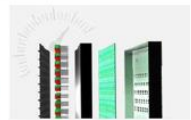


High grade, light weight, weatherproof cabinets built to withstand all types of weather conditions



Breakthrough Ip65 sealed module technology to withstand any harsh environment

State of the art heat sink technology (regulates internal temperatures for optimum component longevity)



Electrical Sign License #18514

Client: Pylon LED Screen Address: 2211 E Griffin Pkwy Phone: Email:  
City: Mission State: Texas, EE. UU. Zip code: 78572 Authorized signature: \_\_\_\_\_

EXISTING SIGN

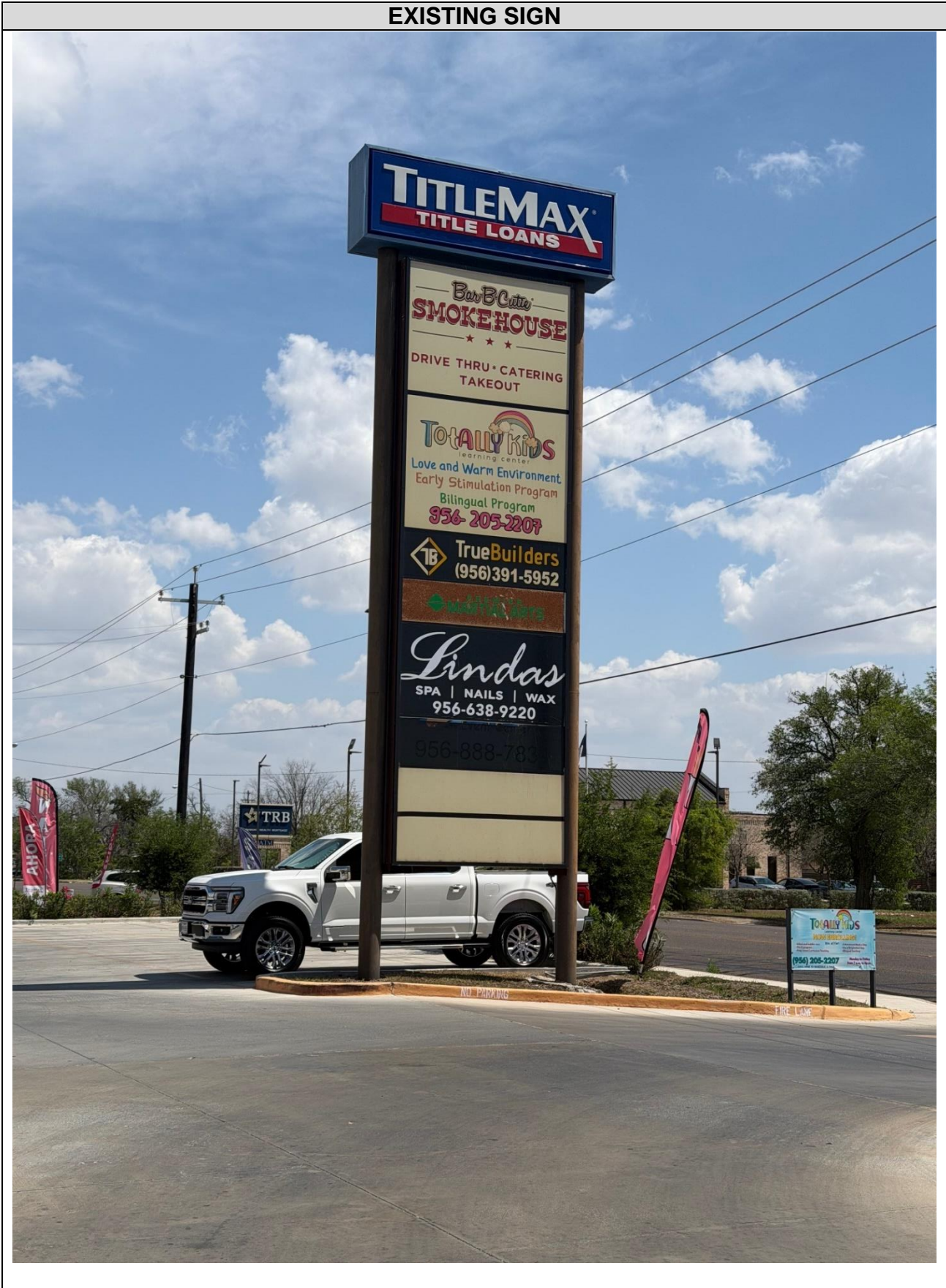




PHOTO OF EXISTING BILLBOARD IN THE SUBJECT PROPERTY

