



**MEETING DATE:** April 28, 2026

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

**AGENDA ITEM:** Conduct a public hearing and 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 4133 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. Ordinance 4133 was adopted in August 25, 2014.
- (4) Spacing: off-premises billboards shall not be erected within 1,000 linear feet of another off-premises sign as per Ordinance 4581. Ordinance 4581 was adopted in December 18, 2017.
- 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.
- The Planning and Zoning liked the concept of the digital billboard sign but recommended denial due to an existing billboard in the same commercial plaza.

**STAFF RECOMMENDATION:**

Staff recommends denial.

**Departmental Approval:** N/A

**Advisory Board Recommendation:** Denial

**City Manager's Recommendation:** Denial *JP7*

**RECORD OF VOTE:**

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

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

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

\_\_\_\_\_ AYES

\_\_\_\_\_ NAYS

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