

November 4, 2026

ITEM: New Business – Resolution 11.26.06: Granting Sign Permit for Plaza Jalisco Co. at 608 1st Avenue South

BACKGROUND: The City of St. James received a sign permit application from Everardo Magalianes Hildag, representing Plaza Jalisco Co., requesting approval to install a wall-mounted electronic message sign at 608 1st Avenue South.

The property is located within the B-3 General Business District. Pursuant to St. James City Code §156.033, proposed signage plans are reviewed by the Planning and Zoning Commission and require City Council approval.

The Planning and Zoning Commission reviewed the application at its October 26, 2026, meeting and recommended approval. The meeting was open to the public, and no public comments were received regarding the application.

The proposed resolution authorizes installation of the electronic message sign with the condition that messages remain stationary and change periodically. Continuous scrolling, animation, flashing, and prohibited changes in light intensity will not be permitted.

Approval of the resolution will allow Plaza Jalisco Co. to proceed with the proposed signage in accordance with the conditions established by the City.

STAFF RECOMMENDATION: Approve/Deny Resolution.