

**TAKE NOTICE THAT A REGULAR MEETING
OF THE BOARD OF ADJUSTMENT
OF THE CITY OF PHARR, TEXAS
WILL BE HELD AT CITY HALL, COMMISSIONERS' ROOM,
118 S. CAGE BLVD., 2ND FLOOR, PHARR, TEXAS
COMMENCING AT 3:30 PM ON
WEDNESDAY, SEPTEMBER 17, 2025**

The City of Pharr has called this meeting as allowed pursuant to Texas law, city charter, and city ordinances. The governing body may recess from day to day when it does not complete consideration of a particularly long subject as authorized by law. All persons desiring to address the governing body must register with the presiding city clerk prior to the scheduled meeting.

1. CALL TO ORDER:

A) Roll call and possible action on the excusing of any absent member.

2. APPROVAL OF MINUTES:

A) Minutes of September 18, 2024 - Regular Called Meeting

3. PUBLIC HEARINGS: *(Ordinance No. O-2019-31): A registered speaker during the public hearing may not exceed 1.5 minutes when addressing the board. A sign-in form for participation in public a hearing shall be promulgated by the presiding clerk and be made available at the city clerk's office. The public hearing sign-in form shall include the person or entity's name, address, telephone number, other contact information, organization if applicable, and other notices, authorizations, and acknowledgements as may be allowed by law from time to time. No registered speaker may be allowed to address the governing body once the public hearing has closed.*

A) Sam Liu, owner, is requesting a variance to the City of Pharr's Sign Ordinance to allow a freestanding business pylon sign from its current height of 30 feet to 60 feet. The property is legally described as being Lot 2A, Replat of Pharr Commercial Park-Phase II Subdivision, an addition to the City of Pharr, Hidalgo County, Texas. The property's physical address is 1943 Interstate 2 West, Pharr, Texas.
BOA#250819

4. ANNOUNCEMENTS/OTHER BUSINESS:

5. CLOSED SESSION: *In accordance with Chapter 551 of the Texas Gov't. Code, the Board hereby gives notice that it may meet in a closed (non-public) executive session to discuss the items listed on the public portion of the meeting agenda in accordance with the following below:*

Pursuant to Section 551.071, the Board may convene in a closed, non-public meeting with its attorney and discuss any matters related to **legal advice on pending or contemplated litigation, settlement offer, and/or on a matter in which the duty of the attorney to the governmental body under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with this chapter.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.072, the Board may convene in a closed, non-public meeting to discuss any matters related to **real property and deliberate the purchase, exchange, lease, or value of real property as such would be detrimental to negotiations between the City and a third party in an open meeting.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.074, the Board may convene in a closed, non-public meeting to discuss any matters related to **appointment, employment, evaluation, reassignment, duties and discipline or dismissal of a public officer or employee and to hear any complaints or charges against an officer or employee.** The City and its attorney may also discuss such issues with the appropriate staff including members so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.076, the Board may convene in a closed, non-public meeting to discuss any matters on the **deployment, or specific occasions for implementation, of security personnel or devices.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.084, the Board may convene in a closed, non-public meeting to discuss any matters involving an **investigation and may exclude a witness from hearing during the examination of another witness in the investigation.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

Pursuant to Section 551.087, the Board may convene in a closed, non-public meeting to discuss any matters regarding **economic development issues.** The City and its attorney may also discuss such issues with the appropriate staff so as to obtain necessary and relevant information so that such discussion is informative and developed.

6. RECONVENE: *into Regular Session and consider action, if necessary, on any items(s) discussed in closed session.*

7. ADJOURNMENT:


NOTICE OF ASSISTANCE AT THE PUBLIC MEETING

City Hall is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Clerk's Office at 956-402-4200 Ext 1201 or FAX 956-475-3442 or Email cityclerksoffice@pharr-tx.gov for further information. Braille is not available.

I, the undersigned authority, do hereby certify that the above notice of said Regular Meeting of the Board of Adjustment of the City of Pharr was posted on the bulletin board at City Hall and on the City's web page at www.pharr-tx.gov. This Notice was posted on the 9TH day of September 2024 at 4:00 p.m. and will remain posted continuously for at least 72 hours preceding the scheduled time of said Meeting, in compliance with Chapter 551 of the Government Code, Vernon's Texas Codes, Annotated (Open Meetings Act).

WITNESS MY HAND AND SEAL, this 9th day of September 2025





ALESSANDRA GARCIA, CPM
ASSISTANT CITY CLERK

I certify that the attached notice and agenda of items to be considered by the Board of Adjustment was removed from the bulletin board of City Hall on the _____ day of _____, 20__ by,

Name: _____

Title: _____



AGENDA MEMORANDUM



BOARD: BOARD OF ADJUSTMENT

AGENDA ITEM #: 2.A.

DATE SUBMITTED: September 9, 2025

MEETING DATE: September 17, 2025

FROM: Kimberly Mendoza, Development Services Director

DEPARTMENT: Development Services

DIRECTOR: Kimberly Mendoza

Agenda Item: Minutes of September 18, 2024 - Regular Called Meeting

Classification: Regular

(* If closed session, City Attorney must review and approve.)

Issue: Minutes for September 18, 2024

Fiscal Consideration:

Staff Recommendation: Development Services recommends approval.

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Kimberly Mendoza

Created/Initiated - 09/09/2025

Kimberly Mendoza

Final Approval - 09/09/2025

**MINUTES
BOARD OF ADJUSTMENT
City Commissioner's Room
118 S. Cage Blvd. September 18, 2024 - 3:30 p.m.**

A meeting of the Board of Adjustment of the City of Pharr was held on Wednesday, September 18, 2024, and following is the record of attendance.

MEMBERS PRESENT: Danny Wylie
Ruben Luna
Ramiro Gutierrez
Charlie Ramirez

ABSENT: Rafael Munguia
Rogelio Torres
Andres Zuniga

STAFF PRESENT: David Friedlein, Asst. City Manager
Ricardo Rodriguez III, City Attorney
Kimberly Mendoza, Director of Development Services
Laura Fonseca, Planner II
Nancy Hernandez, Administrative Assistant
Tania Goo, Secretary
Roy Rodriguez, Asst. Dir. of Building & Code Compliance
Alyn Cervantes, Plans Examiner
Dylan Rocha, Code Compliance Officer II

ITEM 1. CALL TO ORDER

A) ROLL CALL AND POSSIBLE ACTION ON THE EXCUSING OF ANY ABSENT MEMBER

Chairman, Danny Wylie, called the meeting to order at 3:30 p.m. Roll call established a quorum.

Board Member Charlie Ramirez moved to excuse the absent members. Board Member Ruben Luna seconded the motion and when put to a vote it carried unanimously.

ITEM 2. APPROVAL OF MINUTES

A) MINUTES OF April 17, 2024 – REGULAR MEETING

Chairman, Danny Wylie, introduced the item.

Charlie Ramirez moved to approve the minutes as submitted. Ruben Luna seconded the motion and when put to a vote it carried unanimously.

ITEM 3. PUBLIC HEARING:

A) LANDON B. JENNINGS OF BENCHMARK OUTDOOR MEDIA, REPRESENTING LONE STAR NATIONAL BANK, OWNER, REQUESTED A VARIANCE TO THE CITY OF PHARR TO ALLOW A FREESTANDING BUSINESS PYLON SIGN FROM ITS CURRENT HEIGHT OF 60 FEET TO 80 FEET IN A GENERAL BUSINESS DISTRICT (C). THE PROPERTY IS LEGALLY DESCRIBED AS BEING A 0.027 OF AN ACRE TRACT OF LAND OUT OF LOT 1, LONE STAR NATIONAL BANK SUBDIVISION, PHARR, HIDALGO COUNTY, TEXAS. THE PROPERTY'S PHYSICAL ADDRESS IS 100 WEST FERGUSON, PHARR, HIDALGO COUNTY, TEXAS. BOA#240818

Laura Fonseca, Planner II, introduced the item and stated the property was currently zoned General Business District (C) and the surrounding properties to the north, south, east, and west were zoned General Business district (C). She further stated the area was generally designated for General Business use in the Land Use Plan.

Laura Fonseca, Planner II, reported one (1) letter was mailed out to the surrounding property owners within a two hundred (200) foot radius on September 6, 2024. She stated a legal notice was published in the Advance News Journal on Wednesday, August 21, 2024, Wednesday, August 28, 2024, and Wednesday, September 04, 2024 and staff received no responses to the letters or the legal notice.

Laura Fonseca, Planner II, further stated the applicant was proposing to increase the height of an existing freestanding business pylon sign from sixty feet to eighty feet. The applicant is requesting this variance due to the height of the newly constructed expressway and wishes to increase the visibility for the existing Lone Star National Bank sign.

Laura Fonseca, Planner II, stated if the request was approved, the sign shall only be for the advertisement of the Lone Star National Bank as it now exists. No billboards nor off-premise advertisements are to be allowed. Mrs. Fonseca stated we had representation in the audience.

Board Member Javier Gutierrez asked the applicant if he knew about the height regulations. Landon B. Jennings, representing Lone Star National Bank stated the ordinance states 60 feet tall and did not have any guidance to find out how exactly it was measured.

Kimberly Mendoza, Director of Development Services, explained the City of Pharr was a Certified City with Texas Department of Transportation (TXDOT) since 2014 and

had worked together with TXDOT to regulate commercial signs. Measurements are from the ground up, to a max of sixty feet.

At this time, Chairman Danny Wylie stated they would deviate from the agenda and go into closed session. There was no objection.

ITEM 5. CLOSED SESSION: IN ACCORDANCE WITH CHAPTER 551 OF THE TEXAS GOV'T. CODE, THE BOARD OF ADJUSTMENTS HEREBY GIVES NOTICE THAT IT MAY MEET IN A CLOSED (NON-PUBLIC) EXECUTIVE SESSION TO DISCUSS THE ITEMS LISTED ON THE PUBLIC PORTION OF THE MEETING AGENDA IN ACCORDANCE WITH THE FOLLOWING BELOW

The time being 3:38 p.m., Chairman Danny Wylie stated the Board would be entering into closed session in accordance with Chapter 551 of the Texas Govt. Code to discuss agenda items listed in the public portion of the agenda and Pursuant to Sections 551.071, 551.072, 551.074, 551.076, 551.084 and 551.087.

ITEM 6. RECONVENE:

The time being 3:48 p.m., Chairman Danny Wylie stated the Board would be resuming the open meeting.

Board Member Charlie Ramirez asked applicant if sign would be digital. Mr. Landon B. Jennings stated it would be an illuminated astatic sign only.

Chairman, Danny Wylie reintroduced the item and asked if anyone signed up to speak. Nancy Hernandez, Administrative Assistant, stated there was no one who signed up to speak.

There being no further comments, Board member Ramiro Gutierrez **moved** to approve the variance to the City of Pharr to allow a freestanding business pylon sign from its current height of 60 feet to 80 feet in a General Business District (C). Board member Ruben Luna seconded the motion and when put to a vote, it carried unanimously.

Mr. Landon B. Jennings of Benchmark Outdoor Media, representing Lone Star National Bank thanked the department and staff for being helpful for calling him to make sure application was complete. He further stated it was a pleasant experience working with the City of Pharr.

ITEM 4. ANNOUNCEMENTS/OTHER BUSINESS

None.

ITEM 7. ADJOURNMENT

There being no further business, Board member Ramiro Gutierrez **moved** to adjourn. Ruben Luna seconded the motion and when put to a vote, the motion carried unanimously. Meeting adjourned at 3:49 p.m.

BOARD OF ADJUSTMENT

Chairman, Danny Wylie

ATTEST:

Rafael Munguia, Secretary

APPROVED: _____



AGENDA MEMORANDUM

BOARD: BOARD OF ADJUSTMENT

AGENDA ITEM #: 3.A.

DATE SUBMITTED: August 29, 2025

MEETING DATE: September 17, 2025

FROM: Kimberly Mendoza, Development Services Director

DEPARTMENT: Development Services

DIRECTOR: Kimberly Mendoza

Agenda Item: Sam Liu, owner, is requesting a variance to the City of Pharr's Sign Ordinance to allow a freestanding business pylon sign from its current height of 30 feet to 60 feet. The property is legally described as being Lot 2A, Replat of Pharr Commercial Park-Phase II Subdivision, an addition to the City of Pharr, Hidalgo County, Texas. The property's physical address is 1943 Interstate 2 West, Pharr, Texas. **BOA#250819**

Classification: Public Hearing

(* If closed session, City Attorney must review and approve.)

Issue: Sam Liu, owner, is requesting a variance to the City of Pharr's Sign Ordinance to allow a freestanding business pylon sign from its current height of 30 feet to 60 feet.

Fiscal Consideration:

Staff Recommendation:

Alternatives: N/A

Exclude Material from Public Packet? No

Reason: N/A

ROUTING:

Kimberly Mendoza

Ricardo Rodriguez

David Friedlein

Kimberly Mendoza

Created/Initiated - 08/29/2025

Approved - 09/02/2025

Approved - 09/02/2025

Final Approval - 09/09/2025



Pharr

Development Services



MEMORANDUM

DATE WEDNESDAY, SEPTEMBER 17, 2025

TO: BOARD OF ADJUSTMENT

FROM: DEVELOPMENT SERVICES

SUBJECT: VARIANCE TO THE CITY OF PHARR - A request for a variance to allow a freestanding business pylon sign from its current height of 30 feet to 60 feet in a General Business District (C). The property is legally described as being Lot 2A, Replat of Pharr Commercial Park-Phase II Subdivision, an addition to the City of Pharr, Hidalgo County, Texas. The property's physical address is 1943 Interstate 2 West, Pharr, Texas.
BOA#250819

GENERAL INFORMATION:

APPLICANT: Sam Liu, owner, is requesting a variance to the City of Pharr's Sign Ordinance to allow a freestanding business pylon sign from its current height of 30 feet to 60 feet.

LEGAL DESCRIPTION: The property is legally described as being Lot 2A, Replat of Pharr Commercial Park-Phase II Subdivision, an addition to the City of Pharr, Hidalgo County, Texas.

LOCATION: The property's physical address is 1943 Interstate 2 West, Pharr, Texas.

ZONING: The property and surrounding properties to the north, south, east, and west are currently zoned General Business District (C). The area is generally designated for General Business use in the Land Use Plan.

**NOTIFICATION
OF PUBLIC:**

Seven (7) letters were mailed out to the surrounding property owners within a two hundred (200) foot radius on August 29, 2025.

A legal notice was published in the Advance News Journal on August 27, 2025, September 3, 2025, and September 10, 2025. Staff has received no responses to the letters or the legal notice.

**FOR YOUR
INFORMATION:**

The variance request is for the following:

Proposed:

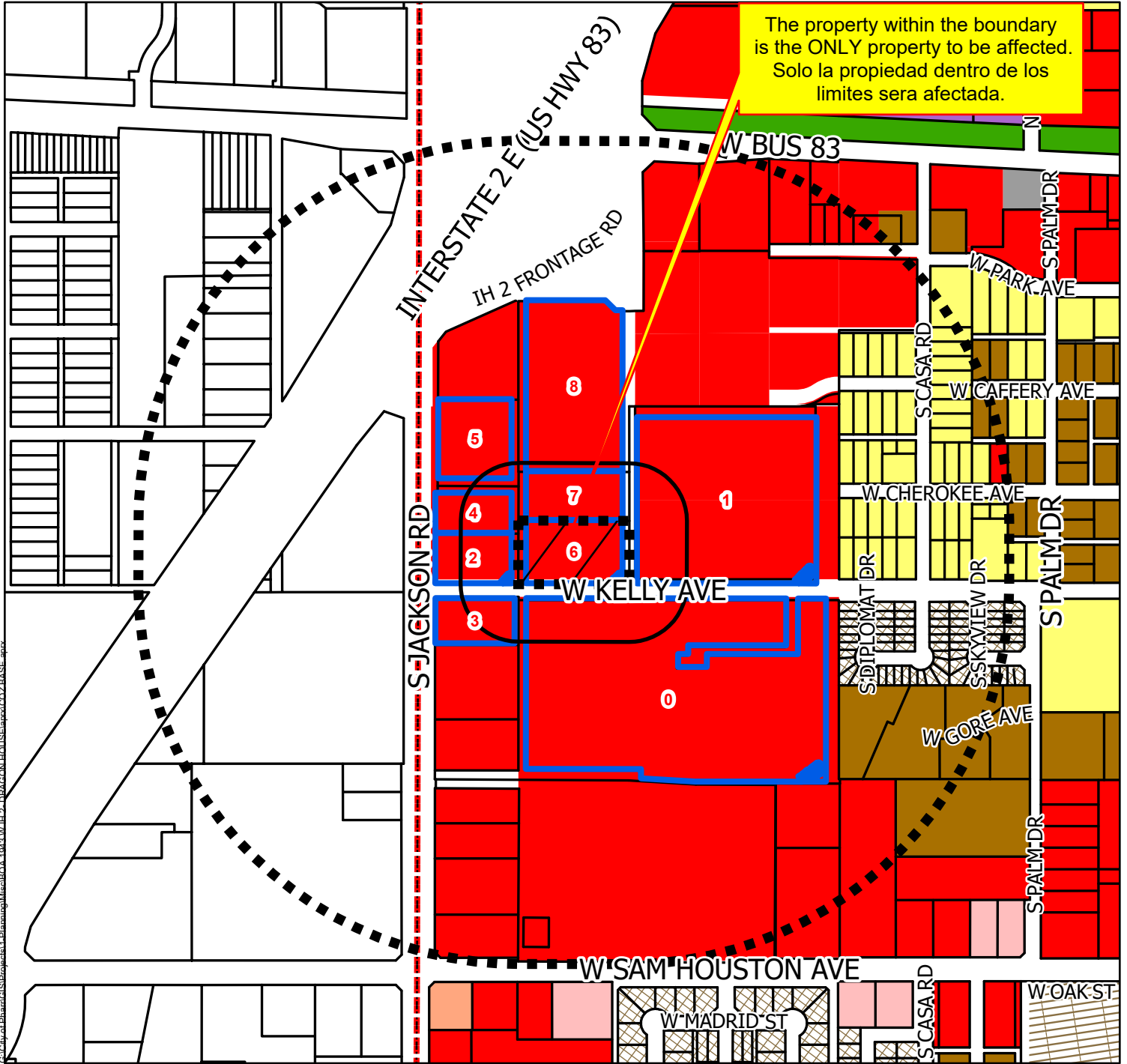
- 1) The applicant is proposing to replace an existing 30 foot freestanding business pylon sign with a new sign with a height of 60 feet, exceeding the currently permitted maximum height of 30 feet as outlined in the applicable zoning regulations. The applicant is requesting this variance to help the restaurant business thrive by providing more visibility to the potential customers in the area.

If approved, the sign shall be only for the advertisement of the existing business on the property (no off-premise advertising allowed).

City Requirements:

- 1.) The City of Pharr Sign Ordinance O-2021-03
Sec.106-145. Business District Section E)
 - 1.) Non-Expressway Corridor
 - A) Minimum setback: five (5) feet from property line.
 - B) Maximum size: up to three hundred (300) square feet.
 - C) Maximum height: thirty (30) feet.

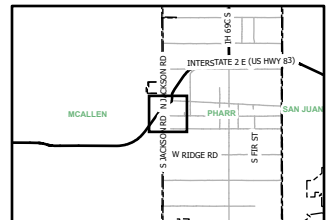
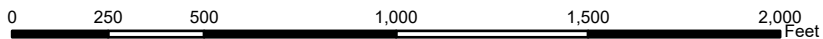
- 2.) Scenic City – City of Pharr currently has a Gold designation. The mission of the Scenic City Certification Program is to support and recognize Texas municipalities that implement high-quality scenic standards for public roadways and open spaces. The Scenic City Certification Program provides a proven, highly-regarded tool to Texas cities for assessment, evaluation, and recognition of infrastructure standards.

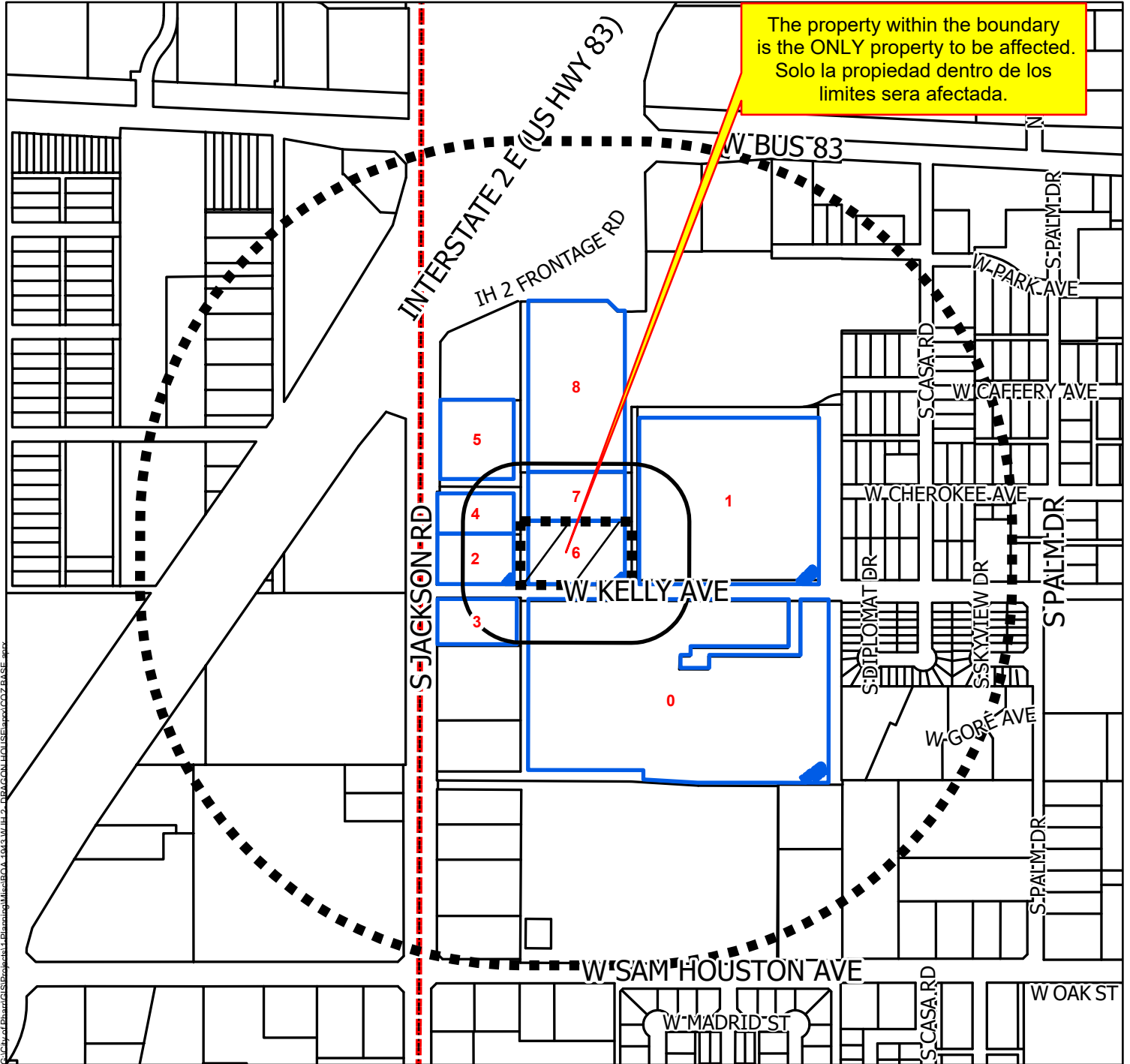


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- Location
- Quarter Mile Radius
- 200ft_Buffer
- Notify

All information displayed on this map is subject to verification by field survey or by the agency responsible for maintaining the information. This map is intended for general information only.

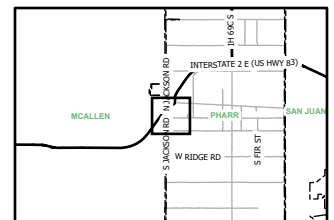
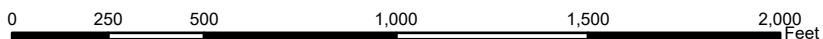




C:\City of Pharr\GIS\Projects\14-Pharr\14-0143-DRAGON HOUSE\Map\002\Base.aprx

- Location
- Quarter Mile Radius
- 200ft_Buffer
- Notify

All information displayed on this map is subject to verification by field survey or by the agency responsible for maintaining the information. This map is intended for general information only.



DRAGON HOUSE PHARR



30ft
DRAGON
HOUSE
CHINESE KITCHEN

15ft

60ft

J&S Signs Mission TX >956-400-9276
arturo montes design edinburg tx 78539 >956-207-4997

12ft

8ft

Fazio's
FAST ITALIAN

8ft

4ft

HOUR M-F
SLIDERS
THRU

arturo montes design edinburg tx 78539 >956-207-4997



PROJECT:
POLE SIGN

LOCATION:
Pharr, TX

DESIGNED BY:
Arturo Montes

DATE:
March 5,
2025

Version:
1/1

POLE SIGN



APPLICATION FOR VARIANCE/SPECIAL EXEPTION

Application Date: 04/17/25

Company Name or Business Entity: Dragon House Chinese Kitch

Applicant: Sam Phone No.: 646-289-1
(First) (Middle) (Last)

Mailing Address: 3308 Santa Olivia Mission
(Address) (City) (State) (Zip)

Email: hellosamliu@gmail.com

Property Owner: Sam Phone No.: 64628915
(First) (Middle) (Last)

Owner Mailing Address: 3308 Santa Olivia Mission T
(Address) (City) (State) (Zip)

Present Property Zoning: Commercial Nature of Request: Proposing 60'

Property Address: 1943 W IH 2 Pharr, TX

Property Legal Description: PHARR COMMERCIAL PARK PH 2
(Subdivision) (Block) (Lot)

Current use of Property: FAZOLI's(Restaurant) Proposed use of Property: Restaurant use

I hereby certify that the information provided above is true and correct to the best of my knowledge. By signing this application I hereby grant the City of Pharr authorization to do the background and information check(s) necessary to process this application. I also hereby grant employees of the City of Pharr to enter the premises and conduct any inspections necessary to process this application. Alterations, changes or deviations from the plans authorized by this permit are unlawful without written authorization. The applicant hereby agrees to comply with all City Ordinances, Code, Subdivision Regulations, Restrictions, Local, State and Federal Laws and assumes all responsibility for such compliance. I understand that the City of Pharr does not enforce any private restriction, covenant rule, or regulation that may be imposed. If permit becomes invalid for any reason no refunds will be issued.

I hereby request a hearing before the Board of Adjustment and I acknowledge receiving the Guidelines & Restrictions as they will apply to the proposed use.

As agent, appointed by the owner, I am authorized to act on his/her behalf in regards to the above information.

17
(Agent Signature) (Date)

BY: [Signature] 4/17/25
(Agent Print Name) (Date)

As owner of the above described property, I hereby request a hearing before the Board of Adjustment in reference to the above information.

[Signature]
(Property Owner Signature) (Date)

SAM LIU 4/17/25
(Property Owner Print Name) (Date)

CONDITIONS NECESSARY FOR GRANTING A VARIANCE

Below are the conditions that are required to exist in order for the Board of Adjustment to grant a variance request. Describe in detail how the requested variance meets these conditions. (Attach additional pages if necessary.)

1. The variance is not contrary to the public interest.

Granting the Variance will not negatively impact the general well-being of the community.

Yes. granting the variance of proposing 60' pole sign will not negative impact the general well-being of

2. Due to special conditions, a literal enforcement of the ordinance would result in unnecessary hardship.

A. Granting the Variance would help the future restaurant business ~~to~~ thrive by provide more visibilities to the potential customers.

B. One of the main reasons, previous business owner was not able to make it is due to the absent of visibilities.

C. Hence strongly believe with Granting the 60' height pole sign would help future business thrive, creating more job oppottunities to the communities.

3. Such variance will not authorize the operation of a use other than those uses specifically authorized for the district in which the subject property is located.

A: No change of operational use.

No change of operation use. Just asking for variance of 60' instead of 30' height pole sign.

4. Such variance will not substantially injure the appropriate use of adjacent conforming property or alter the essential character of the district in which the property is located.

A: All the neighboring restaurants have 60' height pole sign. With same "IH" Address street.

B: By Granting the Variance will not negatively affect adjacent building owners.

The neighboring restaurants all have 60' height of pole sign. By granting the variance will not negatively

5. 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 district in which the property is located.

A: Granting the Variance would help the restaurant business thrive by provide more visibilities to the potential customer in the Area.

B: Increase sale Tax Revenue to the city of Pharr, TX.

C. The previous owner of Fazoli's was not thriving in their business mainly due to not enough visibilities.

Granting the variance would help the restaurant business thrive by provide more visibilities to the potenti



Pharr
Development Services



Site Photo

1943 Interstate 2 West Pharr Texas

