

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: 9/17/2025