

ORDINANCE NO. 2026-O-06

AMENDING CHAPTER 28 OF THE CITY OF LAREDO CODE OF ORDINANCES, ARTICLE II TO PROHIBIT ILLUMINATED SIGNAGE FOR ALL PROPERTIES LOCATED ALONG ALL RIGHT-OF-WAYS (ROW) ABUTTING DESIGNATED PLAZAS; PROVIDING A SEVERABILITY; ESTABLISHING AN EFFECTIVE DATE; AND PROVIDING FOR PUBLICATION.

WHEREAS, the City Council of the City of Laredo seeks to promote the public health and welfare through a comprehensive system of reasonable effective consistent, content-neutral and nondiscriminatory sign standards and requirements within its corporate limits and its extra territorial jurisdiction; and,

WHEREAS, the City Council recognizes the need to align sign regulations with historic preservation goals by limiting illuminated signage in proximity to designated historic plazas, thereby preserving their architectural integrity and traditional character that defines Laredo's historic core; and,

WHEREAS, the City Council finds upholding high standards for signage within the boundaries and immediate perimeter of designated historic plazas to preserve their architectural integrity and authenticity, and to prevent signage that may detract from or compromise the historic character of the plazas and the buildings in their vicinity; and,

WHEREAS, the City Council deems it necessary to adopt this ordinance to protect property values, the local economy and the quality of life for its residents by preserving and enhancing the appearance of the streetscape which enhances the impression of the City of Laredo to citizens tourists and visitors; and,

WHEREAS, the City Council is authorized to enact reasonable time, place and manner regulations of signs by virtue of the Texas Constitution, the City's police power and Texas Local Government Code, Chapter 216, and no provision of this Ordinance shall be deemed to conflict therewith.

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LAREDO, TEXAS THAT:

Section 1: That Chapter 28, Article II, Sign Regulations be and is hereby amended as follows:

Section 28-23 Definitions and Requirements

- 43) Illuminated ~~sign~~ *Sign* – A sign in which a source of light is used in order to make the message readable. This definition shall include internally and externally lighted signs and reflectorized, glowing, or radiating signs.
- (1) *Illuminated signs shall be prohibited on all properties located along the right-of-way abutting the perimeter of the following designated plazas:*
- a) *San Agustin Plaza*
 - b) *Jarvis Plaza*
 - c) *El Mercado Plaza*
 - d) *Bruni Plaza*
 - e) *St. Peter's Plaza*

Section 28-26 Illegal Signs

- n) Signs posted in specified areas – Unless otherwise permitted within this chapter, no person shall post or cause to be posted, attach or maintain any sign upon:
- 1. Any property not platted in conformance to the subdivision regulations of the city.
 - 2. No sign shall be erected nearer than ten (10) feet from any telephone cable, power line or any street light standard.

3. No Electronics/Color Video Signs are allowed in residential areas, except for schools and churches.
4. Illuminated signs shall be prohibited on all properties located along the right-of-way abutting the perimeter of the following designated plazas:
 - a) San Agustin Plaza
 - b) Jarvis Plaza
 - c) El Mercado Plaza
 - d) Bruni Plaza
 - e) St. Peter's Plaza

Section 28-28 Sign Specifications, Design and Other Requirements

- e) Illumination – Signs that are illuminated shall be designed so that any external illumination is shielded and no direct light is cast into residential areas or public streets. External lighting devices shall be permitted provided such fixtures do not extend more than eight (8) feet beyond the sign structure and are so attached that such illumination is directed upon the face of the sign so that it does not reflect directly into adjoining property or public streets. Illuminated signs shall be prohibited on all properties located along the right-of-way abutting the perimeter of the following designated plazas – San Agustin Plaza, Jarvis Plaza, El Mercado Plaza, Bruni Plaza, and St. Peter's Plaza.

Section 28-38.c Permitted Sign Dimensions – Historic – Freestanding

Permitted Sign Dimensions HISTORIC DISTRICTS																		
Permit Required	RESIDENTIAL DISTRICTS								FREESTANDING	Time Limit (Days)	NON-RESIDENTIAL DISTRICTS							
	AG	R-1	R-1A	R-2	R-3	RSM	RS	RO	On-Premise (Max Area is Sq. Ft) in general, unless noted below*		B-1	B-1R	CBD/ AE	B-3	B-4	M-1	M-2	MXD
Y	72	12 ♦	12 ♦	12 ♦	12 ♦			40		NONE	60	50	72 □	100 □	200 □	300	300	300
Y									CHANGEABLE COPY	NONE			32	32	32			
N	4	4 ♦	4 ♦	4 ♦	4 ♦			4	DIRECTIONAL	NONE	20	20	20	50	50	50	50	50
N	36	12	12	12	12	12	12	12	FOR SALE/RENT/LEASE	□	24	24	24	24	36	36	36	36
NA									ELECTRONIC MESSAGE DISPLAY	NONE								
NA									CEVMS	NONE								
Y	60	12 ♦	12 ♦	12 ♦	12 ♦			12	MONUMENT	NONE	50	40	60	60	90	90	90	90
Y									PROJECTING	NONE			30					
Y	90								MULTI-TENANT	NONE	90	90	140	300	300	300	300	300
	50	5	5	5	5	5	5	8	HEIGHT		15	15	15	15	50	50	50	50
	10	5	5	5	5	5	5	5	SETBACK (FT) ▲			5	2	5	10	10	10	10

LEGEND	
♦	Permitted for church, park, recreational facility, school, library, art gallery, or cultural facility and for home occupations only.
▲	No sign shall be permitted within the intersection visibility triangle.
□	Maximum or not more than three (3) percent of the total wall area fronting a public or private street - whichever is greater.
***	Eight (8) sq. ft. or twenty (20) percent of the window on which the sign is to be placed - whichever is less.
□	Signs must be removed by fourteen (14) days after the completion of event, election, construction, or sale.
■	Signs are allowed for one hundred (100) days / twice a year.
NOTE	Signs projecting over the sidewalk within the CBD shall have a sign clearance of eight (8) ft.
P	Not to exceed eight (8) ft. in height.
	Not permitted in this zoning district.
*	<u>Illuminated signage shall be prohibited on all properties located along the right-of-way abutting the perimeter of designated plazas in accordance with Section 28-41 (a).</u>

Section 28-38.d Permitted Sign Dimensions – Historic – Attached

Permitted Sign Dimensions HISTORIC DISTRICTS																			
Permit Required	RESIDENTIAL DISTRICTS								ATTACHED	Time Limit (Days)	NON-RESIDENTIAL DISTRICTS								
	AG	R-1	R-1A	R-2	R-3	RSM	RS	RO	On-Premise (Max Area is Sq. Ft)		B-1	B-1R	CBD/ AE	B-3	B-4	M-1	M-2	MXD	
Y	72	12 ♦	12 ♦	12 ♦	12 ♦			40	Wall, in general, unless noted below*	NONE	60	50	72 □	100 □	200 □	300	300	300	
Y	72							30		AWNING	NONE	40	30	50	72	100	100	100	100
Y	50	12 ♦	12 ♦	12 ♦	12 ♦			30		CANOPY	NONE	40	30	50	72	100	100	100	100
Y										CHANGEABLE COPY	NONE			32	32	32			
N	4	4 ♦	4 ♦	4 ♦	4 ♦			4	DIRECTIONAL	NONE	20	20	20	50	50	50	50	50	
N	36	12	12	12	12	12	12	12	FOR SALE/RENT/LEASE	□	24	24	24	24	36	36	36	36	
NA									FLASHING	NONE									
NA									ELECTRONIC MESSAGE DISPLAY	NONE									
NA									CEVMS	NONE									
Y									PROJECTING	NONE			30						
NA									ROOF	NONE									
Y	90								MULTI-TENANT	NONE	90	90	140	300	300	300	300	300	
NA									BEACON	0/ YR									
Y	72								BANNER	■	50	40	100	100	200	300	300	300	
Y	***								WINDOW	NONE	***	***	***	***	***	***	***	***	
									PROJECTION (FT)				3						
	10	5	5	5	5	5	5	5	SETBACK (FT) ▲		5	5	0	5	10	10	10	10	

LEGEND	
♦	Permitted for church, park, recreational facility, school, library, art gallery, or cultural facility and for home occupations only.
▲	No sign shall be permitted within the intersection visibility triangle.
□	Maximum or not more than three (3) percent of the total wall area fronting a public or private street - whichever is greater.
***	Eight (8) sq. ft. or twenty (20) percent of the window on which the sign is to be placed, whichever is less.
□	Signs must be removed by fourteen (14) days after the completion of event, election, construction, or sale.
■	Signs are allowed for one hundred (100) days / twice a year.
NOTE	Signs projecting over the sidewalk within the CBD shall have a sign clearance of eight (8) ft.
P	Not to exceed eight (8) ft. in height.
	Not permitted in this zoning district.
*	<i>Illuminated signage shall be prohibited on all properties located along the right-of-way abutting the perimeter of designated plazas in accordance with Section 28-41 (a).</i>

Section 28-41 Historic Districts

For the purpose of establishing, enhancing, preserving and developing the historical character and quality of the historic districts, no sign shall be erected, altered, restored, or moved within such a district until an application has been submitted to and approved by the Historic District / Landmark Board, except for the removal of abandoned/obsolete signage, official government signs, flags, flyers, for sale, rent, lease signs, political signs, banners, or construction signs. No sign shall obstruct any architectural feature which is of importance to the property's historical quality or character as determined by the Historic District / Landmark Board.

- a. Illuminated signs, including but not limited to internally or externally lighted signs and reflectorized, glowing, or radiating signs shall be prohibited on all properties located along the right-of-way abutting the perimeter of the following designated plazas:
 - i. San Agustin Plaza
 - ii. Jarvis Plaza
 - iii. El Mercado Plaza
 - iv. Bruni Plaza
 - v. St. Peter's Plaza

Section 2. This ordinance shall be published in a manner provided by Section 2.09 of the Charter of the City of Laredo.

Section 3. Severability

If any provision, section subsection, sentence, clause, or phrase of this ordinance, or the application of the same to any person or set of circumstances is for any reason held to be unconstitutional, void or invalid, the validity of the remaining portions of this ordinance or their application to other persons or sets of circumstances shall not be affected thereby, it being the intent of the City Council in adopting this ordinance that no portion hereof or provision or regulation contained herein shall become inoperative or fail by reason of any unconstitutionality, voidness or invalidity or another portion hereof, and all provisions of this ordinance are declared to be severable for that purpose.

Section 4. Open Meeting

The City Council officially finds, determines, recites and declares that a sufficient written notice of the date, hour, place and subject of this meeting of the City Council was posted at a place convenient to the public at the city hall of the City for the time required by law preceding this meeting as required by the Open Meeting Law, Article 6252-17, Texas Revised Civil Statutes Annotated; and that this meeting has been open to the public as required by law at all times during which this ordinance and the subject matter approves and confirms such written notice and the contents and posting hereof.

Section 5. After passage by City Council, this Ordinance shall become effective upon publication.

PASSED BY THE CITY COUNCIL AND APPROVED BY THE MAYOR ON THIS THE
_____ DAY OF _____, 2026.

DR. VICTOR D. TREVINO
MAYOR

ATTEST:

APPROVED AS TO FORM:

MARIO MALDONADO, JR.
CITY SECRETARY

DOANH “ZONE” T. NGUYEN
CITY ATTORNEY