

SUBJECT

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.

PREVIOUS ACTION

On October 6, 2025, Council Member, Melissa R. Cigarroa proposed an item of discussion with possible action to create an ordinance regarding signage in the Historic District of Laredo to prevent illuminated signs in and adjacent to St. Agustin Plaza in order to preserve its authenticity. This item was tabled for the next meeting.

On October 20, 2025, City Council directed staff to create an ordinance preventing illuminated signs in and adjacent to the following City of Laredo designated plazas - San Agustin Plaza, Jarvis Plaza, El Mercado Plaza, Bruni Plaza, and St. Peter's Plaza.

BACKGROUND

Currently, the sign ordinance allows for limited illuminated signage in historic districts; however, the proposed amendment will prohibit illuminated signage for all properties located along all Right-of-Ways (ROW) abutting the following designated plazas – San Agustin Plaza, Jarvis Plaza, El Mercado Plaza, Bruni Plaza, and St. Peter's Plaza.

The purpose of this ordinance amendment is to align the City's sign regulations with established historic preservation goals by protecting the architectural integrity, visual cohesion, and traditional character of Laredo's plazas.

This amendment also seeks to enhance the appearance of the surrounding streetscape and ensure that signage remains compatible with the historic setting and cultural significance of these plazas.

The proposed ordinance amendment will not affect existing illuminated signage within the proposed prohibited areas, as well as any illuminated signage previously approved before the adoption of this ordinance amendment.

COMMITTEE RECOMMENDATION

The Historic District/Landmark Board in 6 to 0 vote recommended approval of the proposed illuminated signage ordinance amendment.

STAFF RECOMMENDATION

Staff recommended an ordinance amendment for illuminated signage.