

**ZONING BOARD OF ADJUSTMENT & SIGN CONTROL BOARD  
AUGUST 28, 2014  
MINUTES**

Members Present: Vicki Frenzel, Ray Raley, Charlie Pankey, Dawn O'Donnel

Members Absent: None

Alternate member(s)  
Present: Manuel Pena, Isaac Anzaldua

Others Present: Kristina Vega, Zoning Administrator; William Ince, Building Official

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Item #1, A quorum of the Zoning Board of Adjustment met in the Council Chambers of the Gonzales Municipal Building on Thursday, August 28, 2014. Madam Chairman Frenzel called the meeting to order at 6:00 p.m.

Item #2, Madam Chairman Frenzel asked the members if they had an opportunity to review the minutes from the previous meetings. Madam Chairman then asked for a motion. Board Member Ray Raley made a motion to approve the minutes of the April 1, 2013, May 6, 2013, September 12, 2013, February 3, 2014 Workshop, February 3, 2014 Meeting, and the June 25, 2014 Meetings. Board Member Charlie Pankey seconded the motion. Madam Chairman Frenzel asked for a roll call vote. Board Member O'Donnel, Raley, Pankey and Madam Chairman Frenzel all voted "aye".

Item #3, Madam Chairman Frenzel opened the Public Hearing to discuss and consider an application for a Sign Variance requesting to upgrade an existing 12' x 28' Static Billboard to a 10' x 30' LED Billboard on the property located at 1903 W. Hwy 90A.

John Gannon of JGI Outdoor Advertising stated that what we are trying to do on the property on the corner of 90A and Hwy 183 and we presently have a billboard on that corner, is that we want to take the faces off the billboard and put an LED on the board. Your present ordinance doesn't exactly address that, and the City Council was reluctant to make any decisions so they kicked to the board. That's really the only alteration to the billboard (the LED faces), and some modification on the unit to make sure it meets your ordinance on the structural requirements.

Garrett Middleton of Middleton Advertising of Victoria stated that one of the things that are interesting in a community like Gonzales is that there is not a lot of ways for people that are in transit to come and eat at a restaurant or know about these places. Outdoor advertising is one of the ways to get people off of the highway and into the cities, because at the end of the day sales tax drives the wagon. That is what you, as a community, get a lot of benefit from. Digital Billboards are pretty seamless and would attract more business to the downtown area. The state limits the ads to 8 seconds and there can't be any motion on it. It's up for 8 to 10 seconds and then changes. I actually have some information from the National Traffic Association and they did a study and LED Billboards did not cause an increase in wrecks.

Board Member Dawn O'Donnel asked the question if this would be considered as a new billboard or repairing of an old billboard.

Madam Chairman Frenzel stated that she has a concern about setting a precedence because we have nothing in the Ordinance that addresses this so we are in essence setting the code for the future.

Board Member O'Donnel stated again that what the Sign Control Board has to decide is if we will interpret the billboard as new versus repaired.

Madam Chairman Frenzel stated that with approving this she feels that it is setting an ordinance because there is nothing in the ordinance relating to an LED billboard.

Board Member Raley stated that he was not going to set an ordinance or precedence for this type of billboard.

Board Member O'Donnel stated that this is not setting a precedence, we just need to interpret if the billboard is a new or repaired.

Item #4, Madam Chairman Frenzel closed the Public Hearing.

Item #5, Discuss and Consider an Application for a Sign Variance Requesting to Upgrade an Existing 12' x 28' Static Board to a 10' x 30' LED Billboard on:

Address: 1903 W. Hwy 90A

Property Owner: John P. Gannon

Physical Description: PT 3 06 Range I West

Parcel: 12119

Madam Chairman Frenzel asked for a motion. Board Member O'Donnel made a motion to approve the variance as requested. Madam Chairman asked for a second. Madam Chairman asked again for a second. No second was made. The motion died due to the lack of second.

Item #4, Madam Chairman Frenzel asked for a motion to adjourn. Board member Raley made a motion to adjourn. Board member Pankey seconded the motion. Madam Chairman then adjourned the meeting at 6:26 p.m.



City Secretary

APPROVED:



Chairman