

Chapter 20.18 - SIGN REGULATIONS

Sections:

Article I. - General Provisions^[1]

Footnotes:

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Editor's note— Ord. No. 17317, § 1, adopted May 4, 2010, repealed the former Art. I, §§ 20.18.010—20.18.050, and enacted a new Art. I as set out herein. The former Art. I pertained to similar subject matter and derived from Ord. 16761 § 1 (Exh. A)(part), 2007; Ord. No. 17013, § 2, 10-14-2008; Ord. No. 17185, §§ 1—6, 9-1-2009.

20.18.010 - Title and authority.

This chapter shall be known as the "Sign Ordinance for the City of El Paso, Texas." This chapter is authorized by the Texas Local Government Code Chapters 211 and 216, the city's zoning powers, and the city's inherent police powers.

(Ord. No. 17317, § 1, 5-4-2010)

20.18.020 - Applicability.

- A. This chapter shall apply to the incorporated area of the City of El Paso, Texas, and as to off-premises signs (as defined herein), to the extraterritorial jurisdiction area of the City of El Paso.
- B. Compliance required. No person shall hereafter erect, construct, reconstruct, alter, repair, locate or relocate a sign, or remove or demolish an off-premises or on-premises sign except in accordance with the provisions of this chapter, and failure to comply with this chapter shall constitute a violation of the Code. Signs subject to this chapter may be subject to other requirements stated elsewhere within the Code, and if in conflict, the stricter provision shall control. Nothing in this chapter shall be interpreted or construed to conflict with Texas Local Government Code Section 216.903 (Regulation of Political Signs by Municipality).
- C. Regulatory scope. This chapter applies to all signs, as defined herein, which are located on private property within the jurisdictional area of this chapter. This chapter also applies to land owned by a public entity, to include the city, when the city has land use regulatory authority over such land owned or occupied by such public entity. This chapter applies to signs on city property or the public right-of-way except as modified by Title 13 and/or Chapter 15.08. Nothing herein waives the proprietary rights the city has as a property owner. This chapter does not apply to advertising on the city's bus benches that were authorized under the city's franchise agreement, approved prior to February 19, 2013, however, beginning February 19, 2013, new bus benches with advertising may go into operation only when an existing advertising bus bench is removed from operation, on a one-to-one exchange rate; the total number of bus benches displaying advertising may not increase. This chapter does not apply to advertising on waste containers located on sidewalks or other city property authorized under the city's franchise agreement; however, new waste containers with advertising may be put into service only when an advertising waste container appearing on a franchisee's original franchise agreement with the city is removed from operation, on a one-to-one exchange rate, so that the total number of

waste containers displaying advertising may not increase for each franchisee from the number described in each franchisee's original waste container franchise with the city.

- D. Additional Regulations. Signs which are outside the regulatory scope of this chapter or the jurisdiction of the city may be subject to other laws, rules, regulations and policies. A permit issued under the provisions of this chapter does not constitute compliance with county, state or federal laws, rules, regulations and policies and it is the applicant's responsibility to comply with those laws.

(Ord. No. 17317, § 1, 5-4-2010; Ord. No. 17854, § 2, 8-21-2012; Ord. No. 17960, § 2, 2-19-2013; Ord. No. 18238, § 1, 9-2-2014)

20.18.030 - Purposes.

This chapter provides a comprehensive system for the regulation of signs within the city and its extraterritorial jurisdiction area, to serve the following purposes:

- A. To allow adequate opportunity for the exercise of free speech by the display of a message or an image on a sign, while balancing that opportunity against the community and public interests affected by signs.
- B. To protect the health, safety, and general welfare of the City, its residents and to execute the policies of the City's Comprehensive Plan.
- C. To enhance the aesthetic value of the city's landscape by reducing visual clutter that is potentially harmful to property values and economic development;
- D. To protect adjacent and nearby properties from the impact of excessive or inappropriate signage;
- E. To protect the safety and efficiency of the City's transportation network by reducing confusion and distractions to pedestrians and motorists while enhancing motorists' ability to see pedestrians, obstacles, other vehicles, and traffic signs; and
- F. To preserve, protect and enhance areas of designated historical, architectural and scenic value.

(Ord. No. 17317, § 1, 5-4-2010)

20.18.035 - Onsite and offsite distinction.

Within this chapter, the onsite/offsite distinction applies only to commercial messages. Onsite has the same meaning as "on-premise" and "point-of-sale" and "point-of-purchase."

(Ord. No. 17317, § 1, 5-4-2010)

20.18.040 - Findings.

In adopting this chapter, the city council makes the following findings:

- A. That the number, sizes and height of signs in the city, both off-premises and on-premise, is unduly distracting and confusing to motorists and pedestrians, creates traffic hazards, and reduces the effectiveness of signs needed to direct the public;
- B. That the appearance of the city, particularly that of its residential and light commercial districts, is marred by the excessive number of signs;
- C. That the aforementioned effects detract from the pleasure, safety and economic well-being of the community, and that the number of distracting signs ought to be reduced in order to lessen the detrimental effects;

- D. That the use of signs in the exercise of First Amendment freedoms must be balanced against the community, neighborhood, and social impacts of such signs; and
- E. That the regulations contained in this chapter are the minimum amount of regulation necessary to achieve its purposes.

(Ord. No. 17317, § 1, 5-4-2010)

20.18.050 - Definitions.

Definitions. For purposes of this chapter, the following terms have these specially defined meanings. If a term is not defined hereunder, the definition contained in chapter 20.02 shall apply, provided, however, where there is conflict the definition contained in this chapter shall apply.

"Add-ons," in the context of billboards, means a design element that extends outside the structural display face on a billboard. Also called "extensions."

"Adopt-a-median sign" means a freestanding sign located in the median of a street right-of-way identifying the entity or organization that is responsible for maintaining the median where the sign is located.

"Aerial sign." See "overhead sign."

"Auxiliary sign." A sign with no commercial advertising, except for the name or logo of the business or establishment, that pertains to the safe and efficient movement of pedestrians and vehicular traffic into and out of a building or premises and that has a directional purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," "emergency entrance," and other similar directives.

"Billboard" means a permanent structure sign which meets any one or more of the following criteria: a) it is used for the display of off-site commercial messages; b) it is used for general advertising for hire; c) it functions as a principal or separate principal use of the land on which it is located, in contrast to functioning as an accessory or auxiliary to a principal use which is not a sign. The term "billboard" applies to all physical parts of the sign, including display faces, structure, support poles, attached ladders, attached catwalks, and appurtenant lighting systems, and visual display systems.

"Bulletin" means a billboard with a sign face area equal to or greater than three hundred square feet of image display area, but less than six hundred seventy-two square feet of image display area.

"Building; marker sign." A sign indicating the name of a building, date of construction, or other incidental information about its construction and/or history. Includes cornerstones, foundation stones, and similar devices.

"Business day" means a day on which City Hall is open to the public for regular business.

"Canopy sign" means a wall sign suspended from, mounted on or otherwise supported by a canopy, arcade or portal.

"CEVMS." See "changeable electronic variable message sign."

"Changeable electronic variable message sign," also referred to by the acronym CEVM, means a sign which uses electronic technology that is capable of displaying changeable or intermittent images, such as by turning on or off various lighting elements. The term includes any illuminated sign on which such illumination is not kept stationary or constant in intensity and color at all times when such sign is in use, or which changes the visual image more than one time per twenty-four-hour period. The term includes display technology such as LED (light emitting diode) or digital displays which can vary in color or intensity, or any system which is functionally equivalent even if the message is static. The term also includes any display, or device, which changes the "static" message or copy on the sign, in "slide show" fashion, by electronic means.

"Commercial message" means an image or message which proposes or promotes a commercial transaction, or concerns the economic interests of the advertiser and/or the audience. Contrast: noncommercial message.

"Commercial mascot" means a person or live animal decorated or attired with commercial advertising insignia and displayed to the public for commercial advertising purposes. Includes sign clowns, sign twirlers, and "human sandwich board" type signs.

"Community service sign." A sign displaying a non-commercial message relating to an event or activity sponsored by a governmental organization.

"Construction sign" means a sign displayed on a construction site during the time that actual construction is continuing.

"Copy" means the visually communicative elements of a sign.

"Directory sign" means a wall or monument sign that provides a listing of names of the tenants and space numbers for a multi-tenant building, lot or park.

"Display face" or "display area" means that portion of a physical structure which can be used for the display of copy.

"Establishment" means any legal use of land, other than long-term residential, which involves the use of structures subject to the Building Code and the presence of human beings on the premises more than 20 hours per week. By way of example and not limitation, this definition includes businesses, factories, farms, schools, hospitals, hotels and motels, offices and libraries but does not include single-family homes, mobile homes, residential apartments, residential care facilities, or residential condominiums. The term does not include automated facilities, such as electrical power transformer stations, broadcast towers, vending machines, etc.

"Externally illuminated sign" means the illumination of a surface of a sign from an external source of light intentionally directed upon the sign. Also known as "indirectly illuminated sign." Contrast: internally illuminated sign.

"Extraterritorial jurisdiction" has the meaning stated in Texas Local Government Code 42.021.

"Flag" means any fabric, banner, or bunting containing distinctive colors, patterns, or design that displays the symbol(s) of a nation, state, local government, company, organization, belief system, idea, or other meaning.

"Garage sale" means the irregular selling of used and/or hand made articles on the premises of a dwelling unit. Events commonly known as estate sales, yard sales, moving sales, and their functional equivalents, are within this definition.

"General advertising" means the business of advertising other businesses, establishments or causes, typically for a fee or other consideration. Also known as general advertising for hire. The term applies regardless of whether a given message is commercial, noncommercial, or "public service" in nature.

"Home occupation sign" means a wall sign indicating the name, address or business, in any combination, of a code-compliant home occupation operated by the occupant at that residence.

"Inflatable advertising device" means a device which is inflated with air or another gas, or which is activated by wind, air, or propelled gas, and used for outdoor advertising purposes.

"Internally illuminated sign" means the illumination of an electric sign with a source of light within the sign.

"Junior" means a billboard with a sign face area not greater than seventy-two square feet.

"LED or light emitting diode" means a semiconductor diode that emits light when conducting current; as used in this chapter, the term also includes functionally equivalent technologies.

"Marquee sign" means a wall or projecting sign suspended from, mounted on or otherwise supported by a marquee, such as a canopy entrance.

"Mobile billboard sign" means a motor vehicle or trailer which is used for the display of general advertising for hire.

"Monument sign" means a freestanding sign with a one hundred percent width base; however, the sign may be supported by an internal pipe structure. Base materials may include unpainted brick, stone, or other natural material such as adobe or rammed earth (or similar veneer). Skirts shall also be constructed of a minimum three millimeter aluminum, excluding sheet metal. Also known as "ground sign."

"Multi-tenant sign" means a sign displaying messages sponsored by three or more establishments, each of which holds a separate certificate of occupancy, located on the same lot or premises.

"Noncommercial message" means a communicative visual image not pertaining to commercial matters. Noncommercial messages commonly concern religion, politics, social commentary and other matters of public debate. Contrast: commercial message.

"Nonconforming sign" means a sign which was legally erected prior to enactment or amendment of this Code and which has been maintained in compliance with the El Paso City Codes in effect at the time of installation, but which does not conform to the current provisions of the sign code or other applicable city ordinances. Also referred to as a legal nonconforming sign.

"Off-premises sign," also called offsite or non-point-of-sale sign means a sign displaying a commercial message that pertains to a business, person, organization, activity, event, place, service or product not principally located, or primarily manufactured, or sold on the premises on which the sign is located. Also known as "off-site sign." The on-premise/off-premises distinction applies only to commercial messages.

"On-premises sign," also called an onsite or point-of-sale sign, means a sign advertising an establishment, business, person, activity, good, product or service located on the premises where the sign is installed and maintained. In the context of construction signs, all establishments involved in the construction are considered on-premises during the time of construction. Products or services which are expected to be offered at the same location in the near future also qualify as "on-premise."

"Overhead sign" means a sign which is visible only from above, as from an airplane or helicopter, and is generally not visible to, or oriented for viewing by, persons on the ground.

"Planning official" shall be as defined in Section 1.04.030 of this Code.

"Planning division" means the planning division of the city development department.

"Pole sign" means a freestanding sign that is supported from the ground by pole(s) or a three-dimensional support structure that is not attached to a building and does not fit the definition of a monument sign.

"Portable sign" means an inanimate sign which, by virtue of its physical structure, is easily moved from one location to another. Common examples include signs on vehicles, trailers, or wheels.

"Poster" means a billboard with a display face area equal to or greater than seventy-two square feet but less than three hundred square feet.

"Primary or principal sign" means the monument or pole sign along a street frontage selected by the establishment as defined in 20.18.450.

"Real estate sign" means a temporary sign whose message pertains to a proposed economic transaction (sale, lease, rent, etc.) of real estate. Signs related to transient occupancy, such as rates and vacancies at hotels, motels, inns, and bed and breakfast facilities, are not within this definition.

"Roof sign" means a sign that is mounted on a roof or projects above the highest point of the roof line, parapet, or fascia of a building. A sign mounted on a mansard roof is a wall sign, not a roof sign.

"Secondary advertising sign" means an on-premises sign placed on private property, which is not the primary sign intended for advertising.

"Shingle sign" means a wall sign that projects from the face of a building and is suspended from a metal structure, awning, canopy or marquee, or wall.

"Sign" means any outdoor display surface, structure, search light, banner, pennant, inflatable and airborne device, whether mounted on land, air, or water, which is visible from any portion of the public right-of-way to vehicular or pedestrian traffic, a principal purpose of which is to attract attention to a communicative visual or graphic image. The term "sign" is inclusive of both on- and off-premises signs, including billboards, and any moving part, lighting, sound equipment, framework, background material, structural support, or other part thereof. A display, device, or thing need not contain lettering to be a sign. Notwithstanding the generality of the foregoing, the following are not within this definition:

- Overhead signs or banners towed behind aircraft.
- Architectural features. Decorative or architectural features of buildings (not including lettering, trademarks or moving parts), which do not perform a communicative function.
- Fireworks.
- Foundation stones and cornerstones which are permanent in nature and incapable or not intended for modification once installed.
- Grave markers, grave stones, headstones, mausoleums, shrines, and other markers of the deceased.
- Holiday and cultural observance decorations on private residential property which are on display for not more than 45 calendar days per year (cumulative, per parcel or use or dwelling unit).
- Inflatable games and gymnasiums. Inflatable, temporary, moveable, gymnasium devices commonly used for children's birthday parties, and similar devices. Also called "party jumps."
- Manufacturers' marks. Marks on tangible products, which identify the maker, seller, provider or product, and which customarily remain attached to the product even after sale.
- Mass transit graphics. Graphic images mounted on duly licensed and authorized mass transit vehicles that legally pass through the City Merchandise on public display and presently available for purchase on-site;
- News racks and newsstands;
- Personal appearance. Items or devices of personal apparel, decoration or appearance, including tattoos, makeup, wigs, costumes, masks, etc. (but not including commercial mascots or hand-held signs or appliances worn for the principal purpose of holding a sign);
- Search lights and klieg lights when used as part of a search and rescue or other emergency service operation; this exclusion does not apply to search lights or klieg lights used as attention attracting devices for commercial or special events;
- Shopping carts, golf carts, horse drawn carriages, and similar devices; any motorized or self-propelled vehicle which may be legally operated upon a public road is not within this exclusion;
- Symbols of non-commercial organizations or concepts including, but not limited to, religious or political symbols, when such are permanently integrated into the structure of a permanent building which is otherwise legal; by way of example and not limitation, such symbols include stained glass windows on churches, carved or bas relief doors or walls, bells, religious statuary, etc.
- Vehicle and vessel insignia on street legal vehicles and properly licensed watercraft or aircraft: license plates, license plate frames, registration insignia, non-commercial messages, messages relating to the establishment of which the vehicle or vessel is an instrument or tool (not including general advertising) and messages relating to the proposed sale, lease or exchange of the vehicle or vessel;

- Vending machines, product dispensing devices and automated product intake devices which do not display offsite commercial messages or general advertising messages; by way of example and not limitation, "automated product intake devices" means machines which accept recycle materials, or "book return" slots at libraries, or "leave your clothes here" boxes at laundry places;
- Window displays. The display of merchandise in a store window and offered for sale.

"Sign cut-outs" means the following:

- A. The area of sign face extension available to complete the artwork on a billboard.
- B. The portion of the sign structure area of a monument sign that is completely open or void.

"Sign height" means the following:

1. For freestanding signs, the vertical measurement between the highest part of the sign, excluding all billboard add-ons, and the ground level upon which the sign is located;
2. For wall and all other signs, the vertical measurement of the sign area.
3. Small format billboard means a billboard which has a display face of less than 72 square feet.

"Special event directional sign" means a temporary sign providing direction information to a properly authorized special event that is open to the public.

"Static billboard" means a billboard which displays a single visual image that does not change more frequently than once per 24-hour period and does not include LED or CEVM or functionally equivalent technology.

"Structure area" means the entire area of a monument sign structure, which is computed by multiplying the sign height by the sign structure width.

"Structure support width" applies to freestanding signs and means the width of the three-dimensional support structure(s) that extends from the top of the sign structure to the ground.

"Subdivision identification sign" means a monument or wall sign located at a main entrance of a housing subdivision.

"Temporary banner" means a temporary sign composed of lightweight fabric or similar material used to attract visual attention. Flags are not within this definition.

"Temporary active motion inflatable" means a temporary type of inflatable sign utilizing wind baffles and fabric combined with a vortex of air created by a mechanical air system to allow the inflatable to dance and move, and which does not contain any words, numerals, trademarks, pictures, designs, or objects. Such devices are also known as "aircrows," "wind dancers" and "air dancers."

"Temporary construction sign" means a temporary sign located on a construction site, typically used to display messages concerning the owner, occupant, contractor, architect, engineer, financial institution, real estate company or similar entities involved with the construction at that site.

"Temporary sign" means a sign which, by virtue of its construction from lightweight or flimsy materials, and construction or installation by hand or with ordinary hand tools, is not suitable for long term display.

"Temporary inflatable sign" means an inflatable advertising device greater than two cubic feet in volume, used for advertising purposes.

"Temporary special event sign" means a temporary sign advertising a properly authorized special event and located at the site of the event.

"Temporary subdivision kiosk signs" means a sign that shall include any or all of the following: the name of the subdivision(s), the name of the developer or subdivider of record, the name of the homebuilder(s) and a descriptive statement describing the development (e.g. single-family homes, condominiums, etc.) and directional information including arrows or other similar symbols for the purpose of direction only.

"Tri-vision sign" means a rotating slat sign whose rotation is completed within one second and the message is stationary for at least 8 seconds following a rotation.

"Wall sign" means a sign permanently affixed to any wall or vertical portion of a building not extending beyond the elevation of the building.

"Warning and notice signs" are signs containing information or symbols about regulatory violations, hazardous conditions, or other educational messages; examples include "beware of dog," "high voltage," "no trespassing," "eviction notice," etc.

"Wayfinding sign" means a sign, map, or marker designed, constructed, installed and managed by the city located on city property or right-of-way placed by the city that guides the traveling public to key civic, cultural, visitor, and recreational destinations; educational, scholastic or artistic events; community or public interest activities or destinations; designated or recognized civic routes or trails; areas of historical or archaeological significance; or trade shows, events and festivals. Any sponsorship information contained on a wayfinding sign shall be limited to twenty percent of the sign and shall only contain the name of the sponsor.

(Ord. No. 17317, § 1, 5-4-2010; Ord. No. 17442, §§ 42—44, 10-26-2010; Ord. No. 17585, § 2, 6-14-2011; Ord. No. 17801, § 12, 6-5-2012, eff. 6-11-2012; Ord. No. 17854, § 3, 8-21-2012; Ord. No. 18134, § 3, 3-4-2014)

Article II. - Administration [\[2\]](#)

Footnotes:

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Editor's note— Ord. No. 17317, § 2, adopted May 4, 2010, repealed the former Art. II, §§ 20.18.100—20.18.140, and enacted a new Art. II as set out herein. The former Art. II pertained to similar subject matter and derived from Ord. 16761 § 1 (Exh. A)(part), 2007; Ord. No. 17001, § 2, 2008; Ord. No. 17013, § 2, 10-14-2008; Ord. No. 17185, §§ 5—7, 9-1-2009.

20.18.100 - Sign permit.

- A. Sign permit required. The purpose of a permit is to ensure compliance with the provisions of this chapter. A sign permit shall be required prior to the placing, erecting, constructing, moving, installing, displaying, mounting, reconstructing, repairing, relocating, or demolishing of any sign, unless the subject sign or activity is expressly exempted from the permit requirement by this chapter or other applicable law. Signs requiring a permit shall comply with the provisions of this chapter and all other applicable laws and ordinances.
- B. All new billboards erected within the city shall have the permit number affixed to the structure below the sign face. The number must be visible for a distance of fifty feet from the pole supporting the billboard.
- C. Decision time. As to all signs which require a permit, the decision on the application for such permit shall be made within thirty business days of submission of a complete application. Decisions on appeals to the zoning board of adjustment shall be made by the zoning board of adjustment within 30 business days from the date the board hears the appeal. This time limit shall apply anew to each stage of review or appeal. After receipt of a complete sign application, the planning official shall render a decision to approve, approve with modifications or conditions, or deny the sign request. Unless the

applicant waives time, failure of the planning official to issue a written decision within thirty business days shall constitute denial of the application. During the application and appeal procedures, the status quo shall be maintained, unless an existing sign, by virtue of its physical condition, presents an immediate and significant threat to the public safety, in which case it may be removed or repaired pending the outcome of the appeal.

- D. Review criteria. When reviewing a sign permit application, no consideration shall be given to the proposed message or the proposed graphic design, so long as the intended message is within the protections of the First Amendment to the U.S. Constitution and/or corollary provisions of the Texas Constitution. This provision does not prevent consideration of whether a sign will or will not be used to display offsite commercial messages. Such a review shall ensure that any sign proposal is in conformance with the requirements of this chapter and other applicable law, regulation and policy.
- E. Any existing moratorium imposed by ordinance of city council regarding the acceptance and issuance of permits shall not apply to the application for and the issuance of permits required under this Code when the purpose is to achieve Code compliance, or applications or permits for the repair and maintenance of existing legal signs, provided that such maintenance and repair does not structurally alter the sign.
- F. Where the building official determines that a permit was issued in accordance with the law in effect at the time the sign was erected and that such permit was lost or destroyed, the building official shall provide a replacement permit when the sign permit is still valid under such law.
- G. Sign permit applications must be accompanied by all applicable fees, as established by formal action of city council.
- H. After a permit application has been submitted, if additional information is requested in order to process the application, then the applicant has ninety days to provide the information or the sign permit application shall be deemed to have been abandoned. One extension of time for a period not to exceed ninety days may be allowed by the permit official if the extension is requested in writing.

(Ord. No. 17317, § 1, 5-4-2010; Ord. No. 17442, § 45, 10-26-2010; Ord. No. 17686, § 2, 12-6-2011; Ord. No. 17960, § 3, 2-19-2013)

20.18.110 - Application procedure.

- A. Permit—Method of application. An application for a sign permit shall be made on forms as prescribed by the planning official. Such an application shall be filed with the planning division. The application shall be accompanied by any fees or bonds as specified by city council resolution. In addition to all the information required by Title 18 (Building and Construction), the application for a sign permit shall include the following:
 - 1. Permit application—Contents. A sign permit application shall contain the location by street and number of the proposed sign structure, the PID for the property, as well as the name and address of the owner and the sign contractor or installer. One electronic copy, in a format authorized by the planning official, and three copies of the plans, fully dimensioned, shall be filed with the application, including:
 - a. Plot plan, fully dimensioned, showing location and dimensions of all buildings and improvements and the location of each proposed sign together with the location, setback, size and height of all existing signs on the premises/site. The street frontage shall be clearly indicated on the plan as well as the property line;
 - b. Elevation plan, fully dimensioned, showing height and size of each proposed sign, method of illumination and materials of construction, and if a wall sign, the exact location on the face of the building;
 - c. Nearest street intersections and abutting arterials;
 - d. Legal description of the property;

- e. Zoning;
 - f. Written evidence that the property owner has authorized the placing of the sign(s) on the property;
 - g. Structural and wind load calculations;
 - h. Name, address and city or state sign electrical contractor license number of applicant;
 - i. If the proposed sign is over twenty-four feet high, the certification of an engineer licensed or registered in Texas; and
 - j. Structural details and circulations prepared and signed by an engineer or architect registered in the State. Such details shall be required when the area of the sign exceeds five square feet and the height of the sign exceeds six feet. Structural details shall include all attachments such as satellite dishes, sign cabinets, etc. These plans shall also be submitted electronically in a format authorized by the planning official.
2. A statement by the owner of the proposed sign as to whether the display face will be permanent, changeable, or a permanent structure with changeable elements. If the proposed sign is to be used to display commercial messages, then the applicant shall also state whether the message is to be onsite or offsite, and whether it is proposed to be used to display general advertising for hire.
- B. For billboard sign demolitions and/or relocations and/or replacements.
- 1. Size and location of all sign(s) to be removed or relocated;
 - 2. Photograph or digital image of all sign(s) to be removed;
 - 3. A copy of the original permit for the sign(s) to be removed or a copy of the registration list provided to the city manager or designee, provided that the sign to be demolished, relocated or replaced must be on the registration list;
 - 4. For billboard replacement or relocation permits for billboards removed after July 2, 2002:
 - a. Completed application with site plan and structural calculations;
 - b. Size(s), location(s) and type(s) of sign(s) removed; and
 - c. Copy of the demolition permit(s) for the sign(s) removed;
 - 5. Issuance of building permits and revocation of permits shall be done in accordance with provisions of Title 18.
- C. Multiple sign applications. When an application proposes two or more signs, the application may be granted either in whole or in part, with separate decisions as to each proposed sign.
- D. Grounds for denial. When an application is denied in whole or in part, the planning official's written notice of determination shall specify the grounds for such denial.
- E. Portable sign permits shall not be issued for a period of more than three hundred sixty-five days.
- F. Revocation or cancellation. The planning official shall revoke any approval or permit upon refusal or failure of the holder thereof to comply with the provisions of this chapter and/or the terms or conditions of any permit, after written notice of noncompliance and at least ten (10) days opportunity to cure.
- G. Permits issued in error. Any approval or permit issued in error may be summarily revoked at any time by the city upon written notice to the holder of the reason for the revocation.

(Ord. No. 17317, § 1, 5-4-2010; Ord. No. 17442, § 46, 10-26-2010; Ord. No. 17960, § 4, 2-19-2013)

20.18.115 - Appeals.

All sign permit applications shall be initially reviewed by the director. When the director issues a decision on a sign permit application, or when the time for doing so has expired without a written decision, then the applicant or any concerned person may appeal to the zoning board of adjustment under the provisions of 2.16.040 of the El Paso City Code. The appeal shall be processed under the same procedures specified for appeals to the zoning board of adjustment. The zoning board of adjustment shall hold a duly noticed public hearing thereon, and issue a written decision thereon, within 30 business days. Failure of the board to render a decision within the time specified hereunder shall deem the appeal denied. The written decision shall make findings and state reasons, supported by evidence in the record, for the decision. In determining the appeal, the zoning board of adjustment shall not consider message content or graphical design of the sign, unless the message or image has no protection under the First Amendment to the U.S. Constitution.

(Ord. No. 17317, § 1, 5-4-2010)

20.18.120 - Maintenance.

- A. Every sign, including those specifically exempt from this Code in respect to permits and permit fees, shall be maintained in good structural condition at all times. All signs shall be kept neatly painted, including all metal parts and supports thereof, except those portions that are galvanized or of rust-resistant material. The building official shall inspect all signs and shall have the authority to order the painting, repair, alteration or removal of any sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance or dilapidation. The owner of the property on which a sign is located and the owner of the sign shall be jointly and severally responsible for the conditions of the area occupied by the sign and shall be required to keep the area clean, sanitary and free from rubbish; and failure to comply with this section shall constitute a violation of this Code. For purposes of responsibility, the owner of the property refers, jointly and severally, to the legal owner of the property, as well as to all parties holding the present right of possession and control.
- B. Billboard maintenance and repair. The following are considered to be routine maintenance activities that do not require a permit:
 - 1. The replacement of nuts and bolts;
 - 2. Nailing, riveting, or welding;
 - 3. Cleaning and painting;
 - 4. Changing of the advertising message;
 - 5. The replacement of minor parts if the materials of the minor parts are the same type as those being replaced and the basic design or structure of the sign is not altered;
 - 6. Changing all or part of the sign face structure but only if like materials are used.
- C. The following are customary maintenance activities that require a permit before initiation:
 - 1. Replacement of poles, but only if not more than one-half of the total number of poles of the sign structure are replaced in any twelve-month period and the same material is used for the replacement poles; and
 - 2. Adding a catwalk to the sign structure.
- D. The following are examples of substantial changes that require a permit application before the initiation of such an activity; however, legal nonconforming signs may not engage in such maintenance activities and will lose their legal nonconforming status if they engage in such maintenance, regardless of whether or not a permit was issued:
 - 1. Adding lights to an unilluminated sign or adding more intense lighting to an illuminated sign whether or not the lights are attached to the sign structure;
 - 2. Changing the number of poles in the sign structure;

3. Adding permanent bracing wires, guy wires, or other reinforcing devices, except if the structure is modified to convert a static sign to a CEVM sign to conform with the current IBC Code;
 4. Changing the material used in the construction of the sign structure, such as replacing wooden material with metal material;
 5. Adding faces to a sign or changing the sign configuration;
 6. Increasing the height of the sign;
 7. Changing the configuration of the sign structure, such as changing a "V" sign to a stacked or back-to-back sign, or a single face sign to a back-to-back sign; and
 8. Moving the sign structure or sign face in any way unless the movement is made in accordance with a relocation or replacement.
- E. An added catwalk must meet occupational safety and health administration guidelines.

(Ord. No. 17317, § 1, 5-4-2010; Ord. No. 17960, § 5, 2-19-2013)

20.18.130 - Removal of signs.

- A. After inspection by the building official, the following signs may be subject to removal by the city, in accordance with the procedure enumerated herein; however, the city may at any time under its police powers immediately remove signs which constitute and immediate danger to persons or property without going through the procedures identified herein:
1. Signs or their supporting structures which appear to the building official to have become abandoned, neglected or made unattractive by missing letters, panels, lights, faded or peeling paint or graffiti;
 2. Any sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance or dilapidation;
 3. Any sign erected without permit that cannot be registered under the provisions in this chapter.
- B. Procedure. Except as provided herein, prior to the removal of a sign by the city, the building official shall follow the following procedure:
1. The building official shall inform the permit holder, if a permit has been issued; if no permit has been issued, the building official shall send a written notice, via certified mail, to the owner, if the owner is known, by mailing a written notice to the last known address of the owner, or lessee of the sign if that person is identified on the sign or is otherwise known to the building official, to remove such sign and structure or to cure the defect resulting from its neglect within a period of ten days after receipt of notification of violation of this chapter.
 2. If the permit holder, owner, or lessee is unknown or cannot be reached, the building official shall publish a legal notice identifying the sign, its location and the corrective action required. The legal notice shall be given by any contemporary means of information sharing, including, but not limited to, publication in a newspaper of general circulation in the city and placement on the city's official website.
 3. If no response is received by the building official within ten working days from the date of receipt of notification, or five working days after the date of publication, the building official shall refer the case to the building and standards commission and the case shall be processed under the procedures of Chapter 2.38 of the El Paso City Code.
- C. An on-premises sign shall be removed in compliance with the Local Government Code Title 7 Subtitle A. Sec. 216.003.

(Ord. No. 17317, § 1, 5-4-2010)

20.18.140 - Prohibited signs.

In addition to the list of prohibited signs stated below, any sign erected in violation of the city's building, electrical, lighting, or other applicable local, state or federal regulations, not expressly authorized by the code, a sign not specifically authorized by action of city council or specifically exempted from the provisions hereof, is prohibited within the corporate limits of the city and, as to billboards only, the city's extraterritorial jurisdiction. The following sign types are prohibited:

- A. New static or CEVM billboards except as provided herein.
- B. Off-premises commercial wall signs, except as provided herein.
- C. Off-premises portable signs or any portable sign that is electrical or is more than seven feet in height including the support structure.
- D. Wall signs that extend beyond the elevation of the building more than three feet.
- E. Any sign which resembles an official traffic sign or signal or that bears the words "Stop," "Go," "Slow," "Caution," "Danger," "Warning" or similar words, or that bears symbols communicating similar meanings in a manner which is likely to be confused with official traffic signs.
- F. Signs which, by reason of their size, location, movement, content, coloring or manner of illumination, may be confused with or construed to be a traffic control sign, signal or device, or the light of an emergency or road equipment vehicle, or which hide from view any street or traffic sign, signal or device.
- G. Any banner, handbill whether commercial or noncommercial, advertisement, notice, circular poster, piece of paper, figure, word, or letter, or any other kind of sign printed, painted, cut, branded, stamped, marked, written, posted, pasted, installed, or affixed in any way upon any utility post or stand, upon traffic control signs or signals, or upon any public property or public right-of-way, including, but not limited to, public buildings, sidewalks, parkways, easements and curbs; unless such sign is installed or affixed pursuant to authorization granted a special privilege license or by a city ordinance, resolution, or other valid official city authorization, or is otherwise permitted or regulated in the code.
- H. Signs on vehicles or trailers that are parked or located for the primary purpose of displaying a commercial message. It shall be prima facie evidence that the primary purpose of a vehicle or trailer is to display a sign if the vehicle or trailer is parked on a site, or in the same general location, for a continuous period exceeding seventy-two hours per month. This prohibition does not apply to a vehicle displaying a commercial message which pertains to the establishment of which the vehicle is an instrument, and the parking is short term and incidental to the performance of the establishment's customary activities.
- I. Mobile billboards.
- J. Festoons, including tinsel, strings of ribbon, streamers and pinwheels.
- K. Signs erected or maintained upon trees, painted or drawn upon rocks or other natural features.
- L. Satellite dishes, cell phone, microwave or broadcast towers, operable or inoperable, used as signs.
- M. Signs, any portion of which revolves or rotates at a speed greater than three revolutions per minute.
- N. Animated, flashing, running light or twinkle signs, excluding CEVM signs that are permitted pursuant to the provisions of Article III of this chapter.
- O. Signs projecting or displaying three-dimensional or holographic images.
- P. "V" type signs with a face that protrudes from the opposite face at an interior angle greater than twenty-five degrees. This restriction shall not be construed to prohibit oval, cylindrical or box type signs.
- Q. Signs located on or attached in any manner to fences or between or on the poles of another sign or light fixture, except as may be permitted herein.

- R. Signs projected (from a light source) onto the sides of buildings.
- S. CEVM billboards and on premise signs, except that CEVM billboards and CEVM on-premises signs which conform to the provisions of this chapter are allowed.
- T. Static or CEVM billboards, except that static or CEVM billboards and CEVM on-premises signs which conform to the provisions of this chapter are allowed.

(Ord. No. 17317, § 2, 5-4-2010; Ord. No. 17960, § 6, 2-19-2013; Ord. No. 18245, § 2, 9-16-2014)

Article III. - Billboard Regulations^[3]

Footnotes:

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Editor's note— Ord. No. 17317, § 2, adopted May 4, 2010, repealed the former Art. II, §§ 20.18.200—20.18.280, and enacted a new Art. III as set out herein. The former Art. III pertained to similar subject matter and derived from Ord. 16761 § 1 (Exh. A)(part), 2007.

20.18.200 - Zoning districts.

- A. From and after the effective date of this ordinance, no new billboards may be constructed, erected, installed or modified within the corporate limits of the city, or within its extraterritorial jurisdiction, and no building permit shall be issued for the construction, erection, or modification of a new billboard or an existing billboard in the city and the city's extraterritorial jurisdiction, except as authorized by this article.
- B. Static billboards or non-CEVM billboards.
 - 1. Construction of new static billboard or non-CEVM billboards are prohibited unless the owner or applicant complies with the following provisions and shall only be constructed in C-2, C-3, C4, MI, M2, and M3 districts:
 - a. Non-transit corridors. In order to construct one new static non-CEVM billboard, the applicant must demolish and permanently remove at least one legally permitted and erected existing billboard structure of the same size.
 - b. Transit corridors. Interstate Highway 10, Alameda Avenue, Dyer Street, Mesa Street, and Montana Avenue are defined as transit corridors for the purposes of this chapter. In order to construct one new static non-CEVM billboard, the applicant must demolish and permanently remove at least two legally permitted and erected existing billboard structures of the same size from any of the five transit corridors.
 - c. The applicant requesting the permit for a new static non-CEVM billboard shall identify the locations and total display face area of the existing billboard sign structures to be demolished, and obtain a demolition permit for each billboard sign structure to be removed prior to issuance of the permit for the new billboard. Each of the billboard structures identified to be demolished must be demolished and the entire structure completely removed prior to the construction and operation of the new static billboard.
 - d. The application for the replacement permit for the new static non-CEVM billboard sign shall be submitted to the planning division within nine months of the issuance of the demolition

permit(s) for the removed billboard(s). If an application permit is not submitted within that time, then the replacement permit shall not be issued for the removed billboards signs and no credit shall be given for the removal of such billboard(s).

- e. The size of the new static non-CEVM billboard shall be the same as the size of those billboard structures removed, except that the following shall be allowed:
 - 1. One bulletin billboard structure shall be permitted for two existing legally permitted and erected poster billboard structures removed,
 - 2. One poster billboard structure shall be permitted for four existing legally permitted and erected junior billboard structures removed,
 - 3. One bulletin billboard structure shall be permitted for eight existing legally permitted and erected junior billboard structures removed;
 - f. If the new billboard structure is double-faced, then all structures removed shall be double-faced.
 - g. The new static non-CEVM billboard sign must comply with all of the provisions of this chapter and the City Code, including but not limited to electrical, plumbing, grading, etc.
- C. CEVM billboards. From and after the effective date of this ordinance, no new CEVM billboards may be constructed, erected, installed or modified within the corporate limits of the city, or within its extraterritorial jurisdiction, and no building permit shall be issued for the construction, erection, or modification of a new CEVM billboard or an existing billboard in the city and the city's extraterritorial jurisdiction, except as authorized by this article.
- 1. Construction of new CEVM billboards is prohibited unless the owner or applicant complies with all of the following provisions and shall only be constructed in C-3, C-4, M-1, M-2, and M-3 districts:
 - a. For every one square foot of CEVM billboard display area converted from a static billboard, at least five square feet of static display area must be permanently and completely removed. Of the signs removed to fund this conversion exchange, at least one billboard shall be of a like size as the CEVM display installed or erected.
 - b. For a period of one hundred eighty days from the date this ordinance is adopted [February 19, 2013], existing static signs may be converted to CEVM signs provided that the following criteria are met:
 - (1) Except for setback requirements specified in Section 20.18.230, all other requirements, to include the conversion rate, of the sign code are to be complied with.
 - (2) If a static sign is converted to a CEVM sign and does not comply with the provisions of Section 20.18.230, the converted sign shall be considered legal nonconforming and shall comply with all of the following conditions:
 - a. The display face shall face away at a forty-five degree angle from any R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, A-O, R-MU, G-MU, I-MU, or SmartCode Zone.
 - b. A buffer (interstate highway, streets classified as major arterials, or a C-4 commercial district or manufacturing district) existing between the converted sign and any R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, A-O, R-MU, G-MU, I-MU, or SmartCode Zone (a buffer of a minor arterial may be allowed provided that there is a setback of four hundred twenty feet from the sign and the above districts).
 - c. The applicant requesting the permit for a new CEVM billboard shall identify the locations and total display face area of the existing static billboard sign structures to be removed or existing demolition credits to be utilized, and obtain a demolition permit for each static billboard sign structure to be removed prior to issuance of

the permit for the new CEVM billboard. Each of the static billboard structures identified to be removed must be demolished and the entire structure completely removed to grade level prior to the construction or installation of the new CEVM billboard, including the support structure, electrical connections, catwalk (if any), and special grading and post holes completely covered.

- d. The new CEVM billboard sign must comply with all of the provisions of this chapter and the City Code, including but not limited to electrical, structural, and grading requirements.

2. Owner or operator responsibilities.

- a. The face of the CEVM sign permit application must identify contact information for an emergency contact available to turn off the CEVM sign within twelve hours after a malfunction occurs.
- b. A CEVM display shall contain a default mechanism to show a "full black" image or turn the sign off in case of malfunction, or shall be manually turned off within twelve hours of a reported malfunction. Provided, however, if after twelve hours the sign has not defaulted to "full black" or turned off, the city shall have the right to power off the sign.
- c. CEVM signs shall display the permit number issued by the city for the sign on the billboard structure.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17442, § 47, 10-26-2010; Ord. No. 17960, § 7, 2-19-2013)

20.18.210 - Time for construction.

Construction of new and converted billboards must be completed within six months after issuance of a permit. One six-month extension may be granted by the planning division upon a showing that the permittee has diligently attempted to complete the installation.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17442, § 48, 10-26-2010; Ord. No. 17960, § 8, 2-19-2013)

20.18.220 - Size and height.

- A. In zoning districts C-3, C4, M1, M2, and M3 districts on Interstate Highway 10, new static and new-CEVM may have operational display faces up to six hundred seventy-two square feet in display area, with the top of the sign face not more than forty-two and a half feet above the grade of the adjacent or abutting right-of-way.
- B. In zoning districts C-3, C4, M1, M2, and M3 districts on major arterials, super arterials, or higher category arterials, new static and new-CEVM billboards may have display faces up to three hundred square feet in display area, with the top of the sign face not more than thirty-five feet above the grade of the freeway, expressway, or interstate regulated highway.
- C. Not more than eight bulletin billboards, spaced a minimum of six thousand feet apart, are permitted on Loop 375 from Interstate Highway 10 to Montana.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17686, § 2, 12-6-2011; Ord. No. 17960, § 9, 2-19-2013)

20.18.230 - Setback requirements for new static and CEVM billboards.

- A. New static billboards must be at least 350 feet from the property line of any residential use or the following zoning districts: R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, A-O, R-MU, G-MU, I-MU, or SmartCode Zone. These setback provisions do not apply to a sign abutting a SmartCode Zone where residential use is prohibited by law.
- B. New CEVM billboards must be at least 500 feet from the property line of any residential use or the following zoning districts: R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, A-O, R-MU, G-MU, I-MU, or SmartCode Zone. These setback provisions do not apply to a sign abutting a SmartCode Zone where residential use is prohibited by law.
- C. New static and new CEVM billboards up to seventy-two square feet in area must be thirty- five feet from the property line, as that term is defined in 20.02.746, of the following zoning districts when located on the same side of the street: C-1 and C-5. In no case shall the property line extend into the parkway or right-of-way.
- D. New static and new CEVM billboards larger than seventy-two square feet must be fifty feet from the property line as that term is defined in 20.02.746, of the following zoning districts when located on the same side of the street: C-1, C-2, C-3, C-4, and C-5. In no case shall the property line extend into the parkway or right-of-way.
- E. No new static or CEVM billboards will be allowed within 35 feet of a freestanding on- premises sign on the same side of the street.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 10, 2-19-2013)

20.18.240 - Spacing for billboards.

- A. New Static, Non-CEVM billboards, and new CEVM billboards shall be spaced 1,500 feet apart from other static and CEVM billboards on the same side of the street or road
- B. All measurements made under this subsection are in feet and measured linearly perpendicular from a point on the outside edge of the display face of the sign along the roadway from which it is to be viewed, except that the measurements between a CEVM billboard and another CEVM billboard shall also wrap (continue around) the corner of any block face along the same block, but shall not cross the ROW.
- C. Spacing requirements for any signs shall not be diminished by an arterial, structure, or natural feature, except as provided in Section 20.18.200 C

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 11, 2-19-2013)

20.18.250 - Special control areas.

New static, non-CEVM billboards and new CEVM billboards are prohibited in the following special control areas:

<p>A. Significant Landmarks Designated by the United States, the State of Texas, or the City of E1 Paso.</p>	<p>Within 500 feet of any designated historical landmark, site or building property line.</p>
<p>B. All Historic Districts</p>	<p>Within the boundaries of the district and or within 500 feet of the center line of streets forming the boundaries of the district.</p>

C. Designated Special Districts, Central Business District	The area bounded by Interstate Highway 10 on the north, St. Vrain/Virginia Streets on the east, Paisano Drive on the south, and by a line tangent to the west facade of Union Depot, running north to south from Interstate Highway 10 to Paisano Drive.
South El Paso	The area bounded by Paisano Drive on the north, Rio Grande International Boundary on the south, Park Street on the east, and Santa Fe Street on the west.
Ysleta Mission Area (includes the Tigua Indian Reservation)	Within a 1,200 feet radius from Mission steeple.
Mountain Development Area (MDA)	Such lands as defined by the Zoning, Grading, and Subdivision Ordinances of the City of El Paso for the protection of the Franklin Mountains.
D. Freeway Interchanges	Areas Restricted From Signage
I-10 at U.S. 54	Within 1,000 feet from right-of-way line from Reynolds on the east, Yandell on the north, Gramma on the west, and junction with the Paisano/Juarez exits on the south.
U.S. 54 at Loop 375 (Cesar Chavez Border Highway)	Within 1,000 feet from right-of-way line from junction of I-10 and U.S. 54 to junction with Loop 375, including the Cordova Port of Entry.
I-10 at Loop 375 (Transmountain Road)	Within 1,500 feet of this intersection.
I-10 at Loop 375 (Americas Avenue)	Within 1,500 feet of this intersection.
E. Designated Scenic Corridors	Within 1,000 feet from either right-of-way line of an arterial within the following scenic corridors:
	Loop 375 (Cesar Chavez Border Highway and Americas Avenue) from Santa Fe Street to I-10
	Zaragoza Road from Zaragoza Port of Entry to Alameda Avenue
	I-10 from Schuster Drive to the Central Business District

	Mesa Street from Sun Bowl Drive to the Central Business District
	Rim Road
	Scenic Drive
	Schuster Drive/Murchison Drive
	McKelligon Canyon Road
	Alabama Drive/Magnetic Drive
	Airport Drive
	Fred Wilson Avenue
	U.S. 54 from Hondo Pass Avenue to the Texas/New Mexico State line
	Alameda Avenue from Loop 375 (Americas Avenue) to Zaragoza Road
	Old Gary-Artcraft Road/Paseo del Norte Road
	Country Club Road/Westside Drive
	Diana Drive from U.S. 54 to Dyer Street
	Doniphan Drive
	Resler Drive
	E1 Paso Street
	Hondo Pass Avenue
	Martin Luther King Jr. Boulevard
	McCombs Street from U.S. 54 to the Texas/New Mexico state line
	McKinley Avenue

	Northeast Parkway
	Paisano Drive from Sunland Park Drive to Alameda Avenue
	Santa Fe Street
	Airway Boulevard
	Loop 375 from I-10 to Railroad Drive
	Stanton Street
	Spur 601
	Woodrow Bean-Transmountain Road
F. Park/open space	Within 1,500 feet of the property line.
G. School, Church or Hospital	Within 500 feet of the property line.
H. Ports of Entry	
Santa Fe/Stanton	The following area at the Santa Fe Port of Entry: Bounded by the alley in Block 43, Campbell Addition, running north-south from Paisano to the International Border, the centerline of Paisano Drive, running east-west; the centerline of the alley in Block 139, Campbell Addition, running north-south from Paisano to the centerline of Sixth Street, running east to the centerline of Block 74 thence said line running south to the International Border, the International Border being the southern boundary.
Stanton	Within the following area at the Stanton Street Port of Entry: Bounded by the centerline of the alley of Block 47, Campbell Addition, running north-south from the International Border to the centerline of Paisano Drive, the east-west to the centerline of the alley of Block 137 Campbell Addition, running north-south to the border line being the southern boundary.
Zaragoza	Within 500 feet of the centerline of Zaragoza Road, running from the bridge abutment to Socorro Road.

Cordova (including I-10/U.S. 54 and U.S. 54/Loop 375 freeway interchanges)	Within 500 feet from the state right-of-way from Reynolds on the east, Yandell on the north, Gramma on the west, and junction with the Paisano/Juarez exits on the south.
	Within 500 feet from the state right-of-way line from junction of I-10 and U.S. 54 to junction with Loop 375, including the Cordova Port of Entry.
New Ports-of-Entry	Within 1,500 feet from the property line of a port-of-entry.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 12, 2-19-2013)

20.18.260 - Construction of billboards.

The following shall govern the construction of any billboard sign:

- A. Stacked billboards are prohibited;
- B. V-shape billboards with an angle of construction greater than forty-five degrees are prohibited. Where two structures are used for the construction of a V-shape sign, such structures shall not be separated, at their closest point, by more than two feet.
- C. New CEVM displays shall not be permitted to be erected back-to-back.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 13, 2-19-2013)

20.18.270 - Relocation of billboards.

- A. Legal and legal non-conforming billboards located on or overhanging a parcel of land acquired by the State of Texas for roadway expansion projects may be relocated subject to the restrictions in this section.
- B. The owner of the billboard must submit a billboard relocation application, along with supporting documentation from the State requiring the location, within one year after the billboard is actually removed from the parcel of land. The applicant shall pay the established fee. The relocation must be completed within one year after approval of the relocation application.
- C. Except as provided in this section, relocated billboards must fully comply with the size, height, spacing, setback, and other restrictions in this title.
- D. Relocation to remainder.
 - 1. All relocated billboards must be relocated to the remainder of the tract on which the billboard is located, unless it is not possible for the following reasons:
 - a. there is no remainder;
 - b. the owner of the billboard is unable to obtain an agreement from the property owner of the remainder; or
 - c. the remainder is not of sufficient size or suitable configuration to allow the relocated billboard to be as visible as the original billboard from the nearest main traveled thoroughfare.

2. Billboards relocated to a remainder must comply with Section 20.22.090, and must be placed no less than five hundred feet from an existing billboard.

E. Restrictions on relocations.

1. A billboard shall not be relocated to a scenic corridor or special control area.
2. A billboard not located on a road on the state highway system must be relocated at least five hundred feet from another off-premise billboard.
3. A billboard location on a road on the state highway system must be relocated at least five hundred feet from another off-premise billboard on the same side of the freeway.
4. A relocated billboard may not have a greater sign face area than it had at its original location, except that the sign face area of multiple located billboards may be combined, provided that:
 - a. The overall number of billboards within the city is reduced;
 - b. The sign face area of the combined billboard shall not exceed six hundred seventy two square feet, the maximum size of a bulletin sign;
 - c. Stacked billboards are prohibited.
5. Two one-sided billboards may be relocated to create one two-faced billboard, provided that the two faces are oriented within sixty degrees of one another.
6. All relocated billboards must be built to comply with the building code.
7. A billboard may not be relocated until demolition and other required permits have been applied for and approved by the city.
8. A billboard may not be relocated within five hundred feet of a historic district or a public park.
9. A billboard not located on a road on the state highway system may not be relocated within three hundred fifty feet of a zoning district listed in 20.18.230.A.
10. A billboard located on a road on the state highway system may not be relocated within one hundred fifty feet of a zoning district listed in 20.18.230.A.
11. No new properties, such as electrical, mechanical, or LED, may be added to a relocated billboard. (For example, an non-illuminated billboard may not be converted to an illuminated billboard, and a static billboard may not be converted to a digital or tri-vision billboard.)
12. The height of a relocated billboard may not exceed forty-two and one-half feet above grade of the center point of the main-traveled way; however, at no time shall the overall sign height exceed forty-two and one-half feet.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 18248, § 1, 9-23-2014)

20.18.280 - Lighting.

A. Intensity:

1. All CEVM displays shall be illuminated at a level no greater than 0.3 foot-candles over ambient light levels for the location and time and shall employ light cutoff devices such as, but not limited to, louvers in order to minimize light escaping above the horizontal plane. Foot-candle readings shall be measured at ground level at the following distances:
 - a. Signs between zero to one hundred square feet shall be measured at one hundred feet from the source;
 - b. Signs between one hundred one to three hundred square feet shall be measured at one hundred fifty feet from the source;

- c. Signs between three hundred one to six hundred fifty square feet shall be measured at two hundred feet from the source;
 - d. Signs in excess of six hundred fifty-one square feet shall be measured at two hundred fifty from the source.
 - 2. As measured from the nearest residential property line, the maximum light emanation from an adjacent digital sign display shall be 0.3 foot-candles or less.
 - 3. A CEVM display shall be equipped with both a dimmer control and a photocell which automatically adjusts the display's intensity according to natural ambient light conditions.
 - 4. The CEVM display shall contain a default mechanism to show a "full black" image or turn the sign off in case of malfunction or shall be turned off within twelve hours of a reported malfunction.
- B. Operational requirements for CEVM billboards: A CEVM billboard display shall comply with the following standards:
- 1. The changeable images must be only a series of still images; moving images or images which create the appearance of motion during the static display period are prohibited;
 - 2. The dwell time, defined as the interval of change between each individual message, shall be eight seconds, and a change of message must be accomplished within one second or less; The dwell time shall not include the one second or less required to change a message;
 - 3. A CEVM billboard display shall not resemble or simulate any traffic control or other official signage;
 - 4. A CEVM billboard display must be equipped with a light sensing device which automatically adjusts the display's intensity according to natural ambient light conditions; and
 - 5. No CEVM billboard display shall be erected, installed or altered to include animation such as parts which move, blinking lights, sound, or smoke or fumes issuing from the sign.
 - 6. Use of flashing, strobing, or scrolling line-travel test such as, but not limited to, "ticker- tape" is prohibited.
 - 7. No CEVM billboard shall have a cabinet that extends beyond two inches from the operational face of the sign.
- C. Existing signs. All CEVM displays, as defined, in existence prior to the effective date of this Ordinance shall conform to the provisions of this subsection within one year of the adoption date of this ordinance [February 19, 2013]; provided however, that incandescent or monochrome LED signs using a single display color and which are used exclusively to display text, including time and temperature signs, shall be excluded from this requirement.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 14, 2-19-2013)

20.18.290 - Cleanliness of billboard site.

Billboard sites shall be kept free from the accumulation of filth, weeds, graffiti, trash and all other debris.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17960, § 15, 2-19-2013)

20.18.300 - Registration of existing billboards.

Not later than seventy calendar days after the effective date of this ordinance, the owner and, if different, operator of each billboard shall submit to the city manager or designee a complete and accurate inventory of signs erected and operational as of the effective date of this ordinance. The inventory shall identify each sign, in accordance with industry standards, and at a minimum should identify the sign by

location description, latitude/longitude, type of sign (i.e. poster, junior, etc.), dimensions of the display face, orientation of the display face, current photograph of the sign, and to the extent possible Traffic Audit Bureau ("TAB") identifier. Supporting documentation for each sign, such as permits, should be provided if reasonably available. Once the inventory has been submitted in accordance with this paragraph, then the billboard signs listed in the inventory shall be considered to be legally in compliance with the Sign Code. Any billboard sign not listed on the inventory shall be in violation of this Chapter and shall be removed, unless the billboard was legally erected after the effective date of this ordinance, and complies with all provisions of this ordinance, the sign code and the E1 Paso City Code, except as otherwise provided herein. A sign properly registered under this provision need not comply with the registration requirements in Section 20.22.090.

It is the responsibility of the owner and operator to ensure that the signs submitted as part of the inventory comply with the registration provisions. However, the city will provide an opportunity for the correction of deficiencies provided that:

1. The sign inventory is submitted in a timely manner to allow the city at least thirty days to review what has been submitted.
2. If the city finds deficiencies in any submittals, the city shall notify the owner or operator and shall provide five days for the owner or operator to correct the deficiencies.

(Ord. No. 17317, § 3, 5-4-2010; Ord. No. 17442, § 49, 10-26-2010; Ord. No. 17960, § 16, 2-19-2013)

20.18.310 - Temporary subdivision kiosk signs.

A. Temporary subdivision kiosk signs shall comply with the following requirements:

1. Permit required: Yes, as per Section 20.18.100, application requirements.
2. The owner or developer of the subdivision as platted must be the applicant for a subdivision kiosk sign. A maximum of four temporary subdivision kiosk signs will be permitted for approved and recorded subdivisions with twenty-five units or less. A maximum of six temporary subdivision kiosk signs will be permitted for approved and recorded subdivisions with fifty units or less. A maximum of eight temporary subdivision kiosk signs will be permitted for approved and recorded subdivisions with fifty units or more. All temporary subdivision kiosk signs must be spaced a minimum of two hundred feet from one another.
3. Maximum sign area: Subdivision kiosk sign structures shall be ladder type with individual sign panels of one foot (H) x four feet (W) on local and collector streets and one foot (H) x eight feet (W) on major and minor arterials and freeways and shall consist of uniform background color. Temporary subdivision kiosk signs can be double-sided. The panels may be divided in half vertically.

Dimensions of the ladder sign structure shall be as follows:

- a. Six feet (H) x four feet (W) when the sign is located adjacent to local streets and defined by Title 19 Subdivisions.
 - b. Eight feet (H) x four feet (W) when the sign is located adjacent to collector streets as defined by Title 19 Subdivisions.
 - c. Twelve feet (H)x eight feet (W) when the sign is located adjacent to major and minor arterials and freeway as defined by Title 19 Subdivisions.
4. Location: Temporary subdivision kiosk signs are allowed in all zoning districts but are prohibited in the special control areas listed in 20.18.250 and shall not be located on public rights of way. Temporary subdivision kiosk signs shall not obstruct city rights of way or the use of sidewalks and walkways, and shall not obstruct visibility triangles.

5. Illumination: Is permitted on major and minor arterials or freeway only as specified below:
 - a. Externally illuminated and must meet the dark sky ordinance.
 - b. Solar generated illumination is permitted.
6. Additional standards:
 - a. Temporary subdivision kiosk signs shall not be displayed prior to the recording of the plat.
 - b. All temporary subdivision kiosk signs must be removed within thirty days of the sale of the last lot to the end user in the subdivision.
 - c. A permit for a temporary subdivision kiosk sign may be reissued every twelve months until the last lot in the subdivision is sold to the end user.
 - d. The provisions of this section shall extend and apply to the City of El Paso's ETJ as per Section 20.18.020 Applicability.
7. Design standards: Signage shall be made of plywood, metal material, or other durable material, and may consist of reflective material.
8. Maintenance standards: The applicant shall comply with the maintenance standards, per Section 20.18.120, Maintenance.

(Ord. No. 18134, § 4, 3-4-2014)

Article IV. - On-Premises Sign Regulations

20.18.400 - General.

- A. Freestanding signs (pole signs and monument signs), shall comply with the following requirements in addition to specific requirements of the zoning district in which the sign is located, provided that the most restrictive regulation shall apply:
 1. Where permitted, either pole signs or monument signs, in accordance with this chapter, shall be permitted at a premise, but not both;
 2. Signs shall be located at least fifteen feet measured from the curblin and shall be contained entirely within private property lines, with no encroachment over public rights-of-way;
 3. Spacing from other signs: at least fifty feet from any pole or monument sign; except that a property owner may not be denied a permit for an on-premises sign solely because the sign cannot be placed to have fifty feet between it and a freestanding sign on adjacent property;
 4. Spacing from billboards: at least fifty feet from any billboard located on the same property; except that a property owner may not be denied a permit for an on-premises sign solely because the sign cannot be placed to have fifty feet between it and a freestanding sign on adjacent property;
 5. A minimum street frontage of twenty feet is required to permit a freestanding sign;
 6. Signs shall be located a minimum of thirty feet from any residential district or apartment zoning districts;
 7. If the base of a sign is located within fifty feet of a residential or apartment zoning district, monument or pole sign area shall not exceed forty square feet;
 8. If the total sign area of a monument sign is eighty square feet or less, the sign structure width cannot exceed three times the height of the sign. The sign structure width for all other monument signs shall not be greater than the height of that sign.

9. A changeable electronic variable message sign is permitted on a primary monument sign or a primary pole sign in a C-1, C-2, C-3, C-4, M-1, M-2 and M-3 zoning district on a minor arterial, major arterial or higher category arterial subject to the following conditions:
 - a. Changeable electronic variable message signs shall be in conformance with the maximum sign area requirements of Section 20.18.400.
 - b. A maximum of one primary sign per premise may contain a changeable electronic variable message sign. For purposes of this section, primary sign is the sign belonging to the major or primary tenant of the commercial development. For a shopping center, the changeable electronic variable message sign shall be located on the shopping center primary monument sign only.
 - c. Only one changeable electronic variable message sign is permitted on each side of the primary sign with a maximum of two changeable electronic variable message signs on the primary sign.
 - d. Except for scrolling, rolling and animated messages, each message on a changeable electronic variable message sign shall be displayed for at least eight seconds and a change of message shall be accomplished within one second.
 - e. Except for scrolling rolling and animated messages, change of message on a changeable electronic variable message sign shall occur simultaneously on the entire sign face.
 - f. Changeable electronic variable message signs shall not contain flashing lights as part of the display. Scrolling letters are permitted, provided that they do not exceed two lines. Animated messages are allowed, provided that the image is displayed for five seconds and if the image is changed, the change of the image is accomplished within one second.
 - g. Changeable electronic variable message signs may be located on either side of the roadway; however, each sign must only be visible from one direction of travel.
 - h. A changeable electronic variable message sign is not permitted within two hundred feet from R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/0, R-MU, G-MU, I-MU zoning districts.
 - i. A changeable electronic variable message sign is not permitted if the lot or premises has a changeable electronic variable message billboard.
 - j. A changeable electronic variable message sign shall not be used to display commercial messages relating to products or services that are not offered on the premises. However, the sign may display any variety or combination of non-commercial messages, including but not limited to public interest items not taking place on premises such as events for schools, amber alerts, and religious institutions.
 - k. A changeable electronic variable message sign shall have an automatic dimmer control to produce distinct illumination change from a higher illumination level to a lower level meeting the above illumination standards for the time period between one half-hour before sunset and one half-hour after sunrise.
 - l. Owner responsibilities.
 - 1) The sign owner shall provide on the sign permit contact information for a person who is available to be contacted at any time and who is able to turn off the changeable electronic variable message sign promptly after a malfunction occurs.
 - 2) If the development services department finds that a changeable electronic variable message has malfunctioned, the owner of the sign, within 24 hours of a written notification by the department, shall correct the malfunction or power off the sign.
 - 3) Changeable electronic variable message signs shall display on the sign, the permit number issued by the city for the sign.

m. Maximum total sign area for signs with a changeable electronic variable message sign:

	0—29.9%	30—34.9%	35—39.9%	40—44.9%	45—50%
Primary Pole Sign and Primary Monument Sign—Freeway					
All	180	160	150	140	120
Primary Pole Sign and Primary Monument Sign—Arterial					
All	135	120	112	105	90
Shopping Center Primary Monument Sign—Freeway					
5 acres and up	405	360	337	315	270
> 5 acres	315	280	262	245	210
Shopping Center Primary Monument Sign—Arterial					
1 acre and up	225	200	187	175	150
> 1 acre	180	160	150	140	120

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10. Changeable electronic variable message signs prior to the enactment of this ordinance. An on-premises changeable electronic variable message sign meeting the criteria below is specifically authorized by city council and specifically exempted from the provisions of this section and shall be treated as though the sign is legal nonconforming and is subject to the provisions applicable to legal nonconforming signs.
 - a. A city application was submitted for the sign and the sign was constructed or will be constructed in conformance with the application submitted; and
 - b. A city permit was issued for the sign if constructed;
 - c. The burden is on the sign owner to prove all of the above requirements have been met.
 11. A static changeable electronic price sign is permitted on a primary monument sign or primary pole sign in a C-1, C-2, C-3, C-4, M-1, M-2 and M-3 zoning district on a minor arterial, major arterial or higher category arterial subject to the following conditions:
 - a. Each price digit may not exceed eighteen inches in either height or width unless the parcel is adjacent to Interstate Highway 10, U.S. Highway 54, Joe Battle Blvd. or Americas Ave. where forty-eight inch maximum height and width digits are allowed; and

- b. Characters for the product being sold shall not exceed the size of the associated price digit and shall also remain static; and
 - c. Each separate visual image shall remain in place for a minimum of thirty seconds.
- B. Exceptions for Sign Standards Due to Unique Circumstances.
1. Where topography, the unique characteristics of a particular lot (i.e. road alignment, curvature of the road, utility structures), or where the location or relationship of the lot to surrounding properties are such that the signage permitted on the property is not adequate the Director of the City Development Department or designee may vary the limitations as to height, size, or both for proposed signs up to twenty percent of the standards in commercial (C-1, C-2, C-3, C-4), mixed use (C-OP, C-1, P-C, P-I, R-MU, G-MU and I- MU), or apartment zone (A-1, A-2, A-3, A-4, A-M, PR-I, PR-II, SRR, A-0, A-3/0 and S-D), except that variances shall not be granted for obstructions from any other off-premise or on-premise signs.
 2. Procedure Requirements: Applicants seeking an exception for sign standards shall provide the following information:
 - a. Completed sign application and fee receipt.
 - b. Written request with justification for exception request.
 - c. Site and aerial photos documenting the unique characteristics of the lot requiring the request for this exception.
 - d. A three dimensional rendering of both the permitted and proposed signs from ground level from both directions of the abutting right(s)-of-way.
 3. In cases where the property owner disagrees with the determination of the Director of the city development department or designee. the decision may be appealed to the city plan commission.
 4. Only four signs will be granted an exception at any time on any lot or shopping center.

(Ord. 17001 §§ 3, 4, 2008; Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. 17013, §§ 3, 4, 10-14-2008; Ord. 17185, § 8, 9-1-2009; Ord. No. 17585, § 4, 6-14-2011; Ord. No. 17686, § 2, 12-6-2011; Ord. No. 18245, § 3, 9-16-2014; Ord. No. 18389, § 1, 7-21-2015)

20.18.405 - CEVM standards for superregional shopping centers.

- A. A superregional shopping center CEVMS sign is permitted as a monument sign or pole sign subject to the following conditions:
1. The property shall be zoned C-4 and located on Interstate Highway 10.
 2. A maximum display face area is six hundred square feet.
 3. A superregional shopping center changeable electronic variable message sign may not exceed forty-five feet in height as measured from the ground at the base of the sign.
 4. A superregional shopping center CEVM sign shall be mounted on a pole that shall be encased in a structure containing architectural detail consistent with other on-site development with a base at least twenty percent of the sign width.
 5. A superregional shopping center changeable electronic variable message sign is permitted only on lots that are forty acres or greater in size.
 6. Only one changeable electronic variable message display is permitted on each side of the sign with a maximum of two changeable electronic variable message displays per sign.

7. Superregional shopping center changeable electronic variable message signs may be located on either side of the roadway; however, each sign must only be visible from only one direction of travel.
8. A superregional shopping center changeable electronic variable message sign shall display a static message for at least eight seconds and a change of message shall be accomplished within one second and shall occur simultaneously on the entire sign face.
9. A superregional shopping center changeable electronic variable message sign is not permitted if the lot or premises already has a changeable electronic variable message billboard or static billboard.
10. A superregional shopping center changeable electronic variable message sign shall not be used to display commercial messages relating to products or services that are not offered on the premises. However, the sign may display any variety or combination of noncommercial messages, including but not limited to public interest items not taking place on premises such as events for schools, amber alerts, and religious institutions.
11. A superregional shopping center changeable electronic variable message sign shall have an automatic dimmer control to produce distinct illumination change from a higher illumination level to a lower level meeting the above illumination standards for the time period between one half-hour before sunset and one half-hour after sunrise.
12. A superregional shopping center changeable electronic variable message sign is not permitted within 500 feet from R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, P-RI, P-RII, RMH, PMD, A-1, A-2, A-3, A-4, A-M, A-3/O, A-O, R-MU, G-MU, I-MU, and SCZ zoning districts.
13. A maximum of two superregional shopping center changeable electronic variable message signs per premise shall be permitted on I-10 so long as the two signs are spaced at a distance of at least one thousand five hundred feet.
14. A superregional shopping center changeable electronic variable message sign is not permitted within a special area as defined in Section 20.18.250.
15. The Superregional shopping center changeable electronic variable message signs must be under single ownership and located on one contiguous parcel at the time of sign permit issuance.
16. If a superregional shopping center has a changeable electronic variable message sign, all monument signs shall be eight feet or less in height or less; this limit does not apply to primary or principal shopping center signs.
17. Superregional shopping centers with changeable variable message signs shall submit a comprehensive sign plan.
18. Owner responsibilities:
 - a. The sign owner shall provide on the sign permit contact information for a person who is available to be contacted at any time and who is able to turn off the changeable electronic variable message sign promptly after a malfunction occurs.
 - b. If the development services department finds that a changeable electronic variable message has malfunctioned, the owner of the sign, within twelve hours of a written notification by the department, shall correct the malfunction, cause a "full black" image to be displayed, or power off the sign.
 - c. Changeable electronic variable message signs shall display on the sign structure the number of the permit issued by the city for the sign.

(Ord. No. 17960, § 17, 2-19-2013)

20.18.410 - R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, RMH and PMD districts.

- A. Home occupation signs shall comply with the following requirements:
 - 1. Permit required: no;
 - 2. Maximum number: one per dwelling;
 - 3. Maximum sign area: one square foot;
 - 4. Placement: not projecting more than two inches beyond the face of the building;
 - 5. Illumination: not permitted;
 - 6. Additional standards: the sign may display only onsite commercial information related to the permitted home occupation, and/or any variety or combination of non-commercial messages.
- B. Identification signs shall comply with the following requirements:
 - 1. Permit required: yes;
 - 2. Maximum number: one wall sign or one monument sign;
 - 3. Maximum sign area: twenty square feet;
 - 4. Maximum sign height: five feet for a monument sign;
 - 5. Location:
 - a. Minimum of three feet from top of building and sides of building for wall signs,
 - b. Monument signs shall be in the front yard and shall have a minimum setback of five feet from any property line, except that such setback shall be fifteen feet where the property line is located at the curblines;
 - 6. Illumination: internal or indirect; may not be flashing or intermittent;
 - 7. Additional standards: shall only be permitted for nonresidential uses, and are not permitted for a home occupation.
- C. School and church monument signs shall comply with the following requirements:
 - 1. Permit required: Yes;
 - 2. Maximum number: One sign per street frontage. Where a school facility includes a combination elementary and secondary school as defined by 20.02.840 and 20.02.841, two monument signs per school facility shall be allowed per street frontage.
 - 3. Maximum sign area: One hundred square feet per sign;
 - 4. Maximum sign height: Ten feet;
 - 5. Location: Regardless of where the property line is located, no portion of the sign shall be closer than twenty feet from any driveway entrance or from the back of the curb line, and in all cases the entire sign must be erected within the property, and no portion of a sign shall extend beyond the property line;
 - 6. Illumination: Internal or indirect; may not be flashing or intermittent;
 - 7. CEVM limited to no more than fifty percent of sign area; held static for no less than one minute; CEVM shall be turned off from 9:00 p.m. to 6:00 a.m.; and the sign face must be located at least fifty feet from the property line of any adjacent residential or apartment use.
 - 8. Additional standards: Shall comply with Section 20.18.400 of the El Paso City Code.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. 17185, § 9, 9-1-2009; Ord. No. 17686, § 2, 12-6-2011; Ord. No. 17767, § 1, 4-17-2012; Ord. No. 18152, § 1, 4-1-2014)

20.18.420 - A-1, A-2, A-3, A-4, A-M, PR-I, PR-II and SRR districts.

A. Home occupation signs shall comply with the following requirements:

1. Permit required: no;
2. Maximum number: one per dwelling;
3. Maximum sign area: one square foot;
4. Placement: not projecting more than two inches beyond the face of the building;
5. Illumination: not permitted;
6. Additional standards: shall only indicate the name and address of the occupant or a permitted home occupation.

B. Identification signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: one wall sign or one monument sign;
3. Maximum sign area: twenty square feet;
4. Maximum height: five feet for a monument sign;
5. Location:
 - a. Minimum of three feet from top of building and sides of building for wall signs,
 - b. Monument signs shall be in the front yard and shall have a minimum setback of five feet from any property line, except that such setback shall be fifteen feet where the property line is located at the curblines;
6. Illumination: internal or indirect; may not be flashing or intermittent;
7. Additional standards: shall only be permitted for nonresidential uses or a mobile home park, and are not permitted for a home occupation.

C. Monument signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: one sign per street frontage, not to exceed two signs per premise; except for apartments, one sign for each apartment complex per street frontage and public entryway, not to exceed three signs per complex;
3. Maximum sign area: eighty square feet per sign;
4. Maximum sign height: ten feet;
5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curblines; if the property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
6. Illumination: internal or indirect; may not be flashing or intermittent;
7. Additional standards: shall comply with Section 20.18.400 of the El Paso City Code.

D. Wall signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: one sign for each apartment complex per street frontage and public entryway, not to exceed four signs per complex;
3. Maximum sign area: eighty square feet per sign, including any canopies or awnings;

4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
5. Illumination: internal or indirect; may not be flashing or intermittent;
6. Additional standards: only permitted for apartments in A-1, A-2, A-3, A-4, A-M, PR-I, PR-II and SRR districts.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

20.18.430 - A-O, A-3/O and S-D districts.

A. Home occupation signs shall comply with the following requirements:

1. Permit required: no;
2. Maximum number: one per dwelling;
3. Maximum sign area: one square foot;
4. Placement: not projecting more than two inches beyond the face of the building;
5. Illumination: not permitted;
6. Additional standards: shall only indicate the name and address of the occupant or a permitted home occupation.

B. Monument signs shall comply with the following requirements:

1. Permit required: yes;
2. Maximum number: one sign per street frontage, not to exceed of two signs per premise; for apartments, one sign for each apartment complex per street frontage and public entryway, not to exceed three signs per complex;
3. Maximum sign area:

< one acre	80 square feet
1 acre and larger	100 square feet

4. Maximum sign height: ten feet;
5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
6. Illumination: internal or indirect; may not be flashing or intermittent;
7. Additional standards: only permitted for apartments and nonresidential uses in the A-O, A-3/O and S-D districts, and are not permitted for a home occupation; shall be subject to the requirements of Chapter 20.10 (Supplemental Use Regulations) of this Code if located in the S-D zoning district; shall comply with Section 20.18.400 of this Code.

C. Office directory signs shall comply with the following requirements:

1. Permit required: yes;
 2. Maximum number: one wall sign per office building entry not to exceed two signs per building; monument sign or other freestanding sign is not permitted;
 3. Maximum sign area: two and one-half square feet per tenant not to exceed twenty-five square feet per building entry;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent.
- D. Wall signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: for nonresidential uses, one sign for each tenant in a single or multi-tenant facility per street frontage; for apartments, one sign for each apartment complex per street frontage and public entryway, not to exceed four signs per complex;
 3. Maximum sign area: eighty square feet per sign, including any canopies or awnings;
 4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent;
 6. Additional standards: only permitted for apartments and nonresidential uses in the A-O, A-3/O, and S-D districts, and are not permitted for a home occupation.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 17686, § 2, 12-6-2011)

20.18.440 - C-OP, C-1, P-C, P-I, R-MU, G-MU and I-MU.

- A. Monument signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one monument sign per street frontage, not to exceed three signs per premise;
 3. Maximum sign area: eighty square feet per sign;
 4. Maximum sign height: ten feet;
 5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
 6. Illumination: internal or indirect; may not be flashing or intermittent;
 7. Additional standards: shall comply with Section 20.18.400 of the El Paso City Code.
- B. Office directory signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one wall sign per office building entry not to exceed two signs per building; monument sign or other freestanding sign is not permitted;

3. Maximum sign area: two and one-half square feet per tenant not to exceed twenty-five square feet per building entry;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent.
- C. Wall signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one wall sign for each tenant in a single or multi-tenant facility per street frontage; for apartments, one wall sign for each apartment complex per street frontage and public entryway not to exceed four signs per complex;
 3. Maximum sign area: forty percent of the building facade on each elevation, including any canopies or awnings;
4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered;
5. Illumination: internal or indirect; may not be flashing or intermittent.
- D. Perpendicular signs shall comply with the following requirements:
1. Permit required: Yes.
 2. Maximum number: Two per street frontage or pedestrian right-of-way per building.
 3. Buildings must have at least one-hundred feet of continuous street frontage or pedestrian right-of-way;
 4. Maximum sign area: Thirty square feet;
 5. Location: A nine-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; shall be placed perpendicular to the wall of the building and not project more than forty-six inches;
 6. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.
 7. Illumination: Sign may be illuminated but digital/CEVM technology is not permitted;
 8. Signs shall not project into Texas Department of Transportation Right-of-Way.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 18245, § 4, 9-16-2014)

20.18.445 - C-1 districts with special circumstances.

Properties in the C-1 zoning district that meet the following criteria shall comply with the requirements of Section 20.18.450 (C-2, C-3, C-4, Q, M-1, M-2 or M-3):

- A. The property has frontage and access on a public right-of-way that is classified in the city's major thoroughfare plan (MTP) as a minor arterial or higher; and either B or C (below);
- B. The property is adjacent to and abuts property zoned C-1, C-2, C-3, C-4, Q, M-1, M-2 or M-3; or
- C. The property is at least one-half acre in size.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

20.18.450 - C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts.

A. Monument signs shall comply with the following requirements:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with major or super arterial frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	25 feet	150 square feet
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	35 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	250 square feet
Shopping Center primary monument signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with arterial frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or more, not to exceed four signs per premise	45 feet	< 1 acre, 200 square feet 1 acre and up, 250 square feet
Shopping Center primary monument signs in C-2, C-3, C-4, Q, M-1, M-2, and M-3 with interstate or freeway frontage	Yes	One per street frontage for premises less than six acres, not to exceed three signs per premise; two per street frontage for premises of six acres or	45 feet above ground at the sign or the pavement grade of the freeway,	< 5 acres, 350 square feet 5 acres and up, 450 square feet

		more, not to exceed four signs per premise	whichever is greater	
Detached buildings in shopping centers in C-2, C-3, C-4, M-1, M-2 and M-3	Yes	One per detached building	25 feet	80 square feet
Manufacturer identification signs in C-3 and C-4, where business inventory consists of motorized vehicles for sale, some in an outdoor location that is accessible to customers.	Yes	One per licensed manufacturer	25 feet	Combined square footage of all manufacturer signs shall not exceed 300 square feet

1. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.
2. For the purposes of this section, interstate or freeway frontage is defined as Interstate Highway 10, US Highway 54, Joe Battle Boulevard, Americas Avenue, Zaragosa Road from Joe Battle Boulevard to Sun Fire Boulevard and Montana east of Geronimo. In no case shall a freeway primary monument sign exceed fifty feet in height or a shopping center primary monument sign exceed sixty feet in height.
3. For minor and collector arterials, a primary monument sign shall not exceed eighty square feet in sign area and eight feet in height.
4. For minor and collector arterials, a shopping center monument sign shall not exceed eighty square feet in sign area and twelve feet in height.
5. For detached buildings in shopping center signs, the height shall not exceed fifteen feet along major arterial and eight feet along a minor or collector arterial.
6. Illumination: Internal or indirect; may not be flashing or intermittent;
7. Additional standards: Shall comply with Section 20.18.400 of the El Paso City Code.

B. Pole signs shall comply with the following requirements:

Districts	Permit Required	Maximum Number	Maximum Height	Maximum Sign Area
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and	Yes	Premises up to one acre, not more than one per premise;	25 feet	150 square feet

M-3 with arterial frontage		premises greater than one acre up to six acres, not more than one per street frontage not to exceed two per premise; premises greater than six acres, not more than two per street frontage not to exceed four per premise		
Primary signs in C-2, C-3, C-4, Q, M-1, M-2 and M-3 with interstate or freeway frontage	Yes	Premises up to one acre, not more than one per premise; premises greater than one acre up to six acres, not more than one per street frontage not to exceed two per premise; premises greater than six acres, not more than two per street frontage not to exceed four per premise	35 feet above ground at the sign or the pavement grade of the freeway, whichever is greater	200 square feet
Detached buildings in shopping centers in C-2, C-3, C-4, M-1, M-2 and M-3	Yes	One per detached building	25 feet	80 square feet
Manufacturer identification signs in C-3 and C-4, where business inventory consists of motorized vehicles for sale, some in an outdoor location that is accessible to customers.	Yes	One per licensed manufacturer	25 feet	Combined square footage of all manufacturer signs shall not exceed 300 square feet

1. Location: No portion of the sign shall be closer than fifteen feet from the back of the curblines; if the property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line.

2. For the purposes of this section, interstate or freeway frontage is defined as Interstate Highway 10, US Highway 54, Joe Battle Boulevard, and Americas Avenue only. In no case shall a freeway primary pole sign exceed fifty feet or the height.
 3. For minor and collector arterials, a primary pole sign is not permitted. Only a primary monument sign is permitted and shall not exceed eighty square feet in sign area and eight feet in height.
 4. For minor and collector arterials, a shopping center pole sign is not permitted. Only a shopping center monument sign is permitted and shall not exceed eighty square feet in sign area and twelve feet in height.
 5. For detached buildings in shopping center signs, the sign height shall not exceed fifteen feet along major arterial. For detached buildings in shopping center signs along minor or collector arterials, a pole sign is not permitted. Only a monument sign is permitted and shall not exceed eighty square feet in sign area and eight feet in height.
 6. Illumination: Internal or indirect; may not be flashing or intermittent;
 7. Additional standards: Shall comply with Section 20.18.400 of the El Paso City Code.
- C. Office directory signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one wall sign per office building entry not to exceed two signs per building; monument sign or other freestanding sign is not permitted;
 3. Maximum sign area: two and one-half square feet per tenant not to exceed twenty-five square feet per building entry;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent.
- D. Wall signs shall comply with the following requirements:
1. Permit required: Yes;
 2. Maximum number: For single-tenant facility and multi-tenant facilities, any number of wall signs are permitted, provided that the combined sign area does not exceed the maximum sign area per street frontage; for apartments, one wall sign for each apartment complex per street frontage and public entryway, not to exceed four signs per complex;
 3. Maximum sign area: Forty percent of the building facade on one elevation with street frontage; twenty percent of the building facade on other elevations, except where the elevation or wall is within one hundred feet of and facing a residential, apartment zoning district, or special purpose district. The sign area shall include signage on any canopies or awnings;
 4. Location: Shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered.
 5. Illumination: Internal or indirect; may not be flashing or intermittent.
- E. Secondary Advertising Signs. Secondary advertising signs shall be freestanding or attached to light fixtures on private property, and shall not extend over the public right-of-way. Secondary advertising signs shall not be calculated as part of the total permitted sign area.
1. Sign Area.
 - a. Each secondary advertising sign shall maintain a minimum eight feet of clearance between the bottom of the sign and ground level.

- b. No single secondary advertising sign shall exceed a maximum height of eight feet and width of three feet on each side of the pole.
 - 2. Permit Required.
 - a. Secondary advertising signs may be used continuously so long as a valid permit has been issued and not revoked.
 - b. Permits shall be issued subject to installation in a manner that sign stability is ensured while in use and subject to approved engineering principles to withstand the minimum wind load requirements of the city as defined in the El Paso building code.
 - c. Changes in location of secondary advertising signs, even if relocated on the same property, but not including a change of the sign face, shall require a new permit.
 - d. Property owner's written authorization is required as part of a completed application.
 - 3. Spacing. A secondary advertising sign must have a minimum of twenty-nine feet spacing from any other secondary advertising sign without regard to whether another secondary advertising sign has been properly permitted by the same or another business, and whether the signs are located on the same property.
 - 4. Illumination. No additional illumination of any kind shall be permitted for the purpose of illuminating secondary advertising signs.
 - 5. A maximum of two signs will be allowed per acre.
 - 6. Secondary advertising sign will be allowed only in commercial zoning districts, and if seventy percent or more of the business inventory for sale is in outdoor locations that are accessible to customers.
- F. Roof signs and roof-mounted signs shall comply with the following requirements:
 - 1. Permit required: yes;
 - 2. Maximum number: one sign per street frontage for single-tenant buildings, and one sign per tenant for multi-tenant buildings;
 - 3. Minimum building height: roof signs and roof-mounted signs shall be permitted on buildings a minimum of thirty feet in height;
 - 4. Maximum sign area: two hundred square feet;
 - 5. Maximum height: permitted at building height to sign height ratio of 3:1, with the sign not to exceed ten feet in height.
 - 6. Location: the sign shall not extend beyond the edges of the structure;
 - 7. Illumination: internal or indirect; may not be flashing or intermittent;
- G. Perpendicular signs shall comply with the following requirements:
 - 1. Permit required: Yes.
 - 2. Maximum number: Two per street frontage or pedestrian right-of-way per building.
 - 3. Buildings must have at least one-hundred feet of continuous street frontage or pedestrian right-of-way;
 - 4. Maximum sign area: Forty square feet;
 - 5. Location: A nine-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; shall be placed perpendicular to the wall of the building and not project more than forty-six inches;
 - 6. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.

7. Illumination: Sign may be illuminated but digital/CEVM technology is not permitted;
8. Signs shall not project into Texas Department of Transportation Right-of-Way.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 17585, §§ 5—7, 6-14-2011; Ord. No. 17721, § 1, 2-7-2012; Ord. No. 18245, §§ 5, 6, 9-16-2014)

20.18.455 - Shopping Center comprehensive sign plans for C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts.

A. Shopping Center Comprehensive Sign Plans:

1. Shopping centers may allocate the total available square footage for all primary monument, pole, and out parcel signs permitted under this chapter according to a submitted and approved Comprehensive Sign Plan (CSP).
2. The CSP shall be reviewed by the planning division for completeness and shall not be processed until any missing information is supplied and the applicant pays the established fee. Amendments to the sign plan shall be assessed the same fee as an original CSP.
3. Administrative approval. Comprehensive sign plans shall be reviewed and approved by the zoning administrator.
4. Comprehensive sign plans shall include the following:
 - a. Legal description of area proposed to be developed or metes and bounds description and amount of land included certified by a professional engineer (P.E.) or registered architect;
 - b. Three copies of the comprehensive sign plan, showing the boundaries of the tract proposed for development; elevations or perspective of the building; location and arrangement, use, dimensions, square footage and height of all structures; yards, setbacks (number of feet); sidewalks and curb cuts; driveways; on-site parking spaces, to include loading and unloading berths; open spaces; landscape planted areas; size, screening walls; screening of on-site parking facilities;
 - c. Stamp or seal and signature of a professional engineer or architect preparing plans;
 - d. Proof of ownership, (warranty deed, title commitment, etc.);
 - e. The applicant shall pay the established fee;
 - f. The locations, dimensions, and elevations of each sign to be located within the site.
 - g. A table listing each sign, its permitted size under existing zoning and standard review, and the square footage allocated to the specific sign under the comprehensive sign plan.
5. Shopping centers submitting a comprehensive sign plan shall be eligible for one additional primary monument sign to be used for no more than two anchor tenants to be identified by the property owner.
6. All signs covered by the comprehensive sign plan shall be monument signs.
7. Signs covered by the comprehensive sign plan shall not be eligible for the exceptions under 20.18.400.B.
8. If the zoning administrator does not approve an applicant's CSP, the applicant may appeal the decision to the city plan commission. The applicant must file the appeal with the zoning administrator within fifteen business days from the date of the zoning administrator's decision. The zoning administrator shall place the appeal on the city plan commission agenda to be heard by within forty-five business days from the date the appeal was received.

9. Architecturally unique primary signs not also meeting the definition of monument sign may reduce the sign base below thirty-three percent when the CSP and sign elevations demonstrate a consistent theme across all shopping center signage and where the design of the primary signs is tied to the architecture of the primary building(s) within the shopping center.

(Ord. No. 18245, § 7, 9-16-2014)

20.18.460 - C-5 district.

- A. Monument signs shall comply with the following requirements:
 1. Permit required: yes;
 2. Maximum number: one monument sign per street frontage, not to exceed three signs per premise;
 3. Maximum sign area: seventy-two square feet per sign; vertical dimension of the sign face shall not exceed eight feet;
 4. Maximum sign height: twenty feet; except that thirty-five feet is permitted on property with arterial frontage;
 5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
 6. Illumination: internal or indirect; may not be flashing or intermittent;
 7. Additional standards: shall comply with Section 20.18.400 of the El Paso City Code.
- B. Office directory signs shall comply with the following requirements:
 1. Permit required: yes;
 2. Maximum number: one wall sign per office building entry not to exceed two signs per building; monument sign or other freestanding sign is not permitted;
 3. Maximum sign area: two and one-half square feet per tenant not to exceed twenty-five square feet per building entry;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent.
- C. Shingle signs shall comply with the following requirements:
 1. Permit required: Yes.
 2. Maximum number: Four per building.
 3. Maximum sign area: Six square feet.
 4. Location: No portion of the bottom edge of the shingle sign shall be more than two feet below the edge of the canopy; no portion of the shingle sign shall not extend beyond the edge of the canopy; shall maintain an eight-foot clearance shall be maintained between the bottom edge of the shingle sign and the ground; shall be placed perpendicular to the front wall of the building and not project more than twenty-four inches over public rights-of-way.
 5. Illumination: Not permitted.
 6. Additional standards: Only permitted for business identification.
 7. Shingle signs are not permitted along any building face where a perpendicular sign is also present.

- D. Store front signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one per ground floor tenant within a multi-tenant building;
 3. Maximum sign area: thirty-two square feet;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure and shall only be located no higher than the ground floor level;
 5. Illumination: internal or indirect; may not be flashing or intermittent;
 6. Additional standards: shall be included as part of the calculation for the maximum wall sign area permitted for the building.
- E. Wall signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: no maximum;
 3. Maximum sign area: no maximum;
 4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the vertical edges of the structure; sign may extend beyond the roof line or parapet up to fifty percent of the total square footage of the sign. Any sign extending beyond the roof line or parapet is permitted to do so only in the case of single channel letters or logos. Rectangular traditional cases, back lit or not, may not extend beyond the roof line or parapet.
 5. Illumination: internal or indirect; may not be flashing or intermittent.
- F. Perpendicular signs shall comply with the following requirements:
1. Permit required: Yes;
 2. Maximum number: For buildings with less than fifty feet of continuous street frontage or pedestrian right-of-way, one per street frontage. Buildings with greater than fifty feet of continuous frontage or pedestrian right-of-way may receive one additional sign per ground floor tenant.
 3. Shall be permitted only on building facades fronting a public street, where no parking shall be located between the building facade and the right-of-way.
 4. Maximum sign area: Twenty-five square feet.
 5. Location: A ten-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; the sign shall not be above the second story; shall be placed perpendicular to the wall of the building and not project more than forty-six inches over public rights-of-way.
 6. Sign may be illuminated but digital/CEVM technology is not permitted.
 7. Additional standards: Only permitted for business identification on buildings two-stories in height or greater.
 8. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.
 9. The sign shall be erected or mounted in such a manner that building fenestration is not obscured, the architectural integrity of the building is not altered, and that no architectural features, shall be obscured or destroyed.
 10. Signs shall not project into Texas Department of Transportation ROW.

G. Roof Signs shall comply with the following requirements:

1. Permit required: Yes.
2. Maximum number: Two per street frontage or pedestrian right-of-way per building, except that additional signs up to one per tenant may be approved by the director of city development where multiple tenants occupy the required one hundred feet of required street frontage.
3. Buildings must be street oriented and have at least one hundred feet of continuous street frontage or pedestrian right-of-way;
4. Maximum sign area: One hundred square feet per sign;
5. Illumination: Sign may be illuminated but digital/CEVM technology is not permitted;
6. Shall require a special privilege license to be obtained in conjunction with sign application where the sign encroaches into the right-of-way.
7. Signs shall not project into Texas Department of Transportation Right-of-Way.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 17546, §§ 2, 3, 5-3-2011; Ord. No. 18043, § 1, 7-16-2013; Ord. No. 18245, § 8, 9-16-2014; Ord. No. [18460](#), § 1, 1-12-2016)

20.18.465 - Civic and cultural district signs.

Civic and cultural district signs are not subject to the sign regulations of the base zoning district.

1. Permit required: yes.
2. Location: these signs should be located within the boundaries of the civic and cultural district boundary as defined in 20.10.146
3. The property shall be zoned C-4 or C-5.
4. Off premise advertising shall be prohibited.
5. All CEVM displays shall be illuminated at a level no greater than 0.3 foot-candles over ambient light levels for the location and time.
6. A CEVM display shall be equipped with both a dimmer control and a photocell which automatically adjusts the display's intensity according to natural ambient light conditions.
7. The CEVM display shall contain a default mechanism to show a "full black" image, or turn the sign off in case of malfunction, or be repaired, within twelve hours of receiving a written notification from the city of a malfunction.
8. The CEVM shall not resemble or simulate any traffic control or other official signage.
9. The use of flashing, strobing lights on the CEVM or any portion of the frame or mounting structure is prohibited.
10. The sign owner shall provide on the sign permit the contact information of a person who is available at all times and who is able to turn off any changeable electronic variable message sign promptly after a malfunction occurs.

(Ord. No. 18135, § 2, 3-4-2014)

20.18.470 - U-P district.

A. Monument signs shall comply with the following requirements:

1. Permit required: yes;
 2. Maximum number: one monument sign per street frontage, not to exceed two signs per premise;
 3. Maximum sign area: eighty square feet;
 4. Maximum sign height: ten feet;
 5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curblin; if the property line is located more than fifteen feet from the curblin, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
 6. Illumination: may be directly or internally illuminated with the light source not visible from the adjacent street or public right-of-way. No flashing or intermittent illumination shall be permitted;
 7. Additional standards: shall comply with the Union Plaza architectural and design guidelines; shall apply only to new construction in the U-P district.
- B. Office directory signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one wall sign per office building entry not to exceed two signs per building;
 3. Maximum sign area: two and one-half square feet per tenant not to exceed twenty-five square feet per building entry;
 4. Location: shall not project more than eighteen inches from the face of the wall; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;
 5. Illumination: internal or indirect; may not be flashing or intermittent;
 6. Additional standards: shall only be permitted as a wall sign; shall comply with the Union Plaza architectural and design guidelines; shall apply only to new construction in the U-P district.
- C. Shingle signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: four per building;
 3. Maximum sign area: six square feet;
 4. Location: no portion of the bottom edge of the shingle sign shall be more than two feet below the edge of the canopy; no portion of the shingle sign shall extend beyond the edge of the canopy; an eight-foot clearance shall be maintained between the bottom edge of the shingle and the ground; shall be placed perpendicular to the front wall of the building and not project more than twenty-four inches over public rights-of-way;
 5. Illumination: not permitted;
 6. Additional standards: shall comply with the Union Plaza Architectural and Design Guidelines.
- D. Wall signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one sign per street frontage for single-tenant buildings, and one sign per tenant for multi-tenant buildings;
 3. Maximum sign area: ten percent of the building facade for single-tenant buildings on each elevation, including any canopies or awnings. For multi-tenant buildings, the sum total area of all signs shall not exceed ten percent of the building facade on each elevation, including any canopies or awnings.
 4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured

and the architectural integrity of the building is not altered; shall not extend beyond the vertical edges of the structure; sign may extend beyond the roof line or parapet up to 50 percent of the total square footage of the sign. Any sign extending beyond the roof line or parapet is permitted to do so only in the case of single channel letters or logos. Rectangular traditional cases back lit or not, may not extend beyond the roof line or parapet.

5. Illumination: internal or indirect; may not be flashing or intermittent;
 6. Additional standards: shall comply with the Union Plaza Architectural and Design Guidelines; shall apply only to new construction in the U-P district.
- E. Perpendicular signs shall comply with the following requirements:
1. Permit required: Yes;
 2. Maximum number: One per street frontage or pedestrian right-of-way per building. Buildings must have at least ninety feet of continuous street frontage or pedestrian right-of-way and must be at least two stories in height;
 3. Shall be permitted only on building facades fronting public rights-of-way, where no parking shall be located between the building facade and the right-of-way;
 4. Maximum sign area: Twenty-five square feet;
 5. Location: A ten-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; the sign shall not be above the second story; shall be placed perpendicular to the wall of the building and not project more than forty-six inches over public rights-of-way;
 6. Illumination: Sign may be illuminated but digital/CEVM technology is not permitted;
 7. Additional standards: Only permitted for business identification.
 8. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.
 9. The sign shall be erected or mounted in such a manner that building fenestration is not obscured, the architectural integrity of the building is not altered, and that no architectural features, historic fabric, fine ornaments, or distinctive or unique carvings shall be obscured, damaged, altered or destroyed, unless otherwise approved by the El Paso Historic Landmark Commission.
 10. Signs shall not project into Texas Department of Transportation Right-of-Way.

(Ord. 16909 § 1 (part), 2008; Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 18043, §§ 2, 3, 7-16-2013)

20.18.480 - Historic overlay zones, historic districts and designated significant landmarks.

- A. Home occupation signs shall comply with the following requirements:
1. Permit required: no;
 2. Maximum number: one per dwelling;
 3. Maximum sign area: one square foot;
 4. Placement: no portion of the sign shall project more than two inches beyond the face of the building;
 5. Illumination: not permitted;
 6. Additional standards: shall only indicate the name and address of the occupant or a permitted home occupation.

- B. Monument signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one monument sign per premise;
 3. Maximum sign area: thirty square feet in C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2, M-3, G-MU and I-MU districts; ten square feet in all other districts;
 4. Maximum sign height: three feet in all districts, except six feet in C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2, M-3, G-MU and I-MU districts;
 5. Location: no portion of the sign shall be closer than fifteen feet from the back of the curbline; if the property line is located more than fifteen feet from the curbline, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line;
 6. Illumination: indirect only; may not be flashing or intermittent;
 7. Additional standards: the sign may display only onsite commercial information related to the permitted home occupation, and/or any variety or combination of non-commercial messages.
- C. Wall signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one sign for each street frontage per landmark structure or site for single-tenant buildings and one sign for each storefront for multi-tenant buildings;
 3. Maximum sign area: thirty square feet in C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2, M-3, G-MU and I-MU districts; ten square feet in all other districts.
 4. Location: shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure; shall not be higher than the window sill of the second story, shall be a minimum of three feet from the top and sides of the building; shall not cover any character defining architectural features or elements;
 5. Illumination: indirect only; may not be flashing or intermittent;
 6. Additional standards: shall only be for a nonresidential use, and are not permitted for a home occupation; administrative review approval is required from the development services department in accordance with Chapter 20.20 (Historic Landmark Preservation) prior to the issuance of a permit.
- D. Perpendicular signs shall comply with the following requirements:
1. Permit required: Yes.
 2. Maximum number: One per street frontage or pedestrian right-of-way per building. Buildings must have at least ninety feet of continuous street frontage or pedestrian right-of-way and must be at least two stories in height.
 3. Shall be permitted only on building facades fronting a public street, where no parking shall be located between the building facade and the right-of-way.
 4. Maximum sign area: Twenty-five square feet.
 5. Location: A ten-foot clearance shall be maintained between the bottom edge of the perpendicular sign and the ground; the sign shall not be above the second story; shall be placed perpendicular to the wall of the building and not project more than forty-six inches over public rights-of-way.
 6. Sign may be illuminated but digital/CEVM technology is not permitted.
 7. Additional standards: Only permitted for business identification.

8. Shall require a special privilege license to be obtained in conjunction with sign application where the sign projects into the right-of-way.
 9. The sign shall be erected or mounted in such a manner that building fenestration is not obscured, the architectural integrity of the building is not altered, and that no architectural features, historic fabric, fine ornaments, or distinctive or unique carvings shall be obscured, damaged, altered or destroyed, unless otherwise approved by the El Paso Historic Landmark Commission.
 10. Signs shall not project into Texas Department of Transportation ROW.
- E. All signs are subject to review by the El Paso Historic Landmark Commission for a certificate of appropriateness.
- F. For performing arts centers and related buildings located in the C-5/H district (Central Business District/Historic):
- The historic landmark commission shall have the authority to issue a certificate of appropriateness for signage, including, but not limited to, marquees, wall signs, perpendicular signs, and poster boxes exceeding thirty square feet and made of materials that complement the style of the structure and attributed to the era in which the building was constructed based on the historic character and architectural significance of the building.
- G. For buildings within the C-5/H district (Central Business District/Historic) and within the boundary of the El Paso Downtown 2015 Plan where the purpose will serve a greater public good, further specific redevelopment goals outlined in the 2015 Plan and contribute to the economic redevelopment of the downtown area:

The historic landmark commission shall have authority to issue a certificate of appropriateness for wall signs exceeding thirty square feet, to a maximum of five percent of the face area of the elevation of the building on which the sign is to be placed, and for location of wall signs higher than the window sill of the second story. Any such sign shall be made of materials that complement the style of the structure and attributed to the era in which the building was constructed based on the historic character and architectural significance of the building.

(Ord. 16909 § 1 (part), 2008; Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. 17185, § 10, 9-1-2009; Ord. No. 17546, § 4, 5-3-2011)

20.18.490 - Additional on-premises signs.

- A. Auxiliary signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: four;
 3. Maximum sign area: ten square feet per sign;
 4. Maximum sign height: three feet for freestanding auxiliary signs;
 5. Location:
 - a. Freestanding auxiliary signs, no portion of the sign shall be closer than fifteen feet from the back of the curblines; if the property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line,
 - b. Wall auxiliary signs, no portion shall not project more than eighteen inches from the face of the wall or the surface of the canopy or awning; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure;

6. Illumination: not permitted.
- B. Awning and canopy signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one per awning or canopy per premise;
 3. Maximum sign area: shall be included in the maximum wall sign area calculation permitted for all wall signs; for gasoline service stations, twelve square feet or fifty percent of the awning face area, whichever is less;
 4. Maximum height: not higher than the fascia of the canopy;
 5. Location: not outside the fascia of the canopy;
 6. Illumination: internal or indirect; may not be flashing or intermittent;
 7. Permitted districts: only permitted in U-P or C-5 districts and for gasoline stations where permitted; tenants in the C-5 district are permitted a storefront sign or awning and canopy sign, but not both.
- C. Building marker signs shall comply with the following requirements:
1. Permit required: no;
 2. Maximum number: one per building;
 3. Maximum sign area: two square feet;
 4. Maximum sign height: two feet;
 5. Location: no portion of the sign shall project more than two inches beyond the face of the building;
 6. Illumination: indirect;
 7. Permitted districts: all.
- D. Community service signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: two per street frontage, not to exceed four per premise;
 3. Maximum sign area: thirty-two square feet;
 4. Maximum sign height: eight feet;
 5. Location: on walls, fences or freestanding signs, and no portion of the sign shall extend beyond the property line;
 6. Illumination: not permitted;
 7. Permitted districts: all;
 8. Additional standards: not more than twenty percent of sign area may include advertising of the name, logo, phone number or address of the sponsoring company; a minimum of twenty feet spacing from any other monument or freestanding sign.
- E. Marquee signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one per street frontage;
 3. Maximum sign area: shall be included in the maximum wall sign area calculation permitted for all wall signs;
 4. Location: attached to the building, and if extends onto city property or city rights-of-way as authorized by a special privilege license or as otherwise authorized by the city;
 5. Illumination: internal or indirect; may not be flashing or intermittent;

6. Permitted districts: commercial districts.
- F. Subdivision identification signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: two per subdivision entrance;
 3. Maximum sign area: fifty square feet per sign;
 4. Maximum sign height: five feet;
 5. Location: the location of subdivision identification signs shall be subject to the approval of the building official; no portion of a subdivision identification sign shall be within a public right-of-way or public easement, except where authorized by special privilege license granted by city council; a copy of the restrictive covenants or other documentation, recorded in the El Paso County real property records, shall be submitted with the sign application which creates a neighborhood association or other entity which shall provide for the perpetual maintenance of the sign if proposed to be located within a public right-of-way or public easement, or imposes a duty of maintenance of the sign on the property owner on which the sign is located;
 6. Illumination: internal or indirect, may not be flashing or intermittent;
 7. Additional standards: shall only be a monument sign and only include the name, logo or other identification of the subdivision.
- G. Menu signs shall comply with the following requirements:
1. Permit required: no, if installed and inspected with the installation of additional signage on the property. A permit is required if the only sign installed on the property is the menu sign;
 2. Maximum number: two;
 3. Maximum sign area: thirty-two square feet per sign;
 4. Maximum sign height: eight feet;
 5. Location: The location of the menu sign shall be subject to the approval of the building official based on building code requirements, safety and traffic flow considerations; however, the sign is strictly for on-site informational purposes and, therefore, shall be oriented so as to not be readable from the fronting public street.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. 17185, § 11, 9-1-2009)

20.18.500 - Temporary on-premises signs.

- A. Temporary real estate signs shall comply with the following requirements:
1. Permit required: no;
 2. Maximum number: no maximum, a minimum of fifty feet is required between each sign;
 3. Maximum sign area: thirty-two square feet for C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3 districts; six square feet for all other districts, exclusive of two riders not in excess of an area of six inches by thirty inches each;
 4. Maximum sign height: ten feet for C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3 districts; six feet for all other districts;
 5. Location: not less than three feet from public property and not less than thirteen feet from the curb;

6. Illumination: not permitted;
 7. Permitted districts: all;
 8. Additional standards: shall only be for the purposes of sale, lease or rent of the property; shall be removed within fourteen days of sale or lease.
- B. Temporary construction signs shall comply with the following requirements:
1. Permit required: no;
 2. Maximum number: one sign per street frontage, not to exceed two signs per premise;
 3. Maximum sign area: sixty-four square feet for C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3 districts; thirty-two square feet for all other districts;
 4. Maximum sign height: sixteen feet for C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3 districts; eight feet for all other districts;
 5. Location: not less than three feet from public property and not less than thirteen feet from the curb;
 6. Illumination: not permitted;
 7. Permitted districts: all;
 8. Additional standards: only permitted at construction sites and must be removed within thirty days after the issuance of a certificate of occupancy for the last permit of the project on the same property.
- C. Temporary portable signs shall comply with the following requirements:
1. Permit required: yes;
 2. Maximum number: one per premises for property less than one acre; two per premises for property one acre to five acres; three signs per premises for property greater than five acres;
 3. Maximum sign height: seven feet for C-1, C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts;
 4. Location: no portion of the sign shall be closer than fifteen feet from the back of the curblines; if the property line is located more than fifteen feet from the curblines, signs shall be erected within the property line, and no portion of a sign shall extend beyond the property line; on corner lots, portable signs shall not be located in the area of a triangle formed by the intersecting property lines and a diagonal line joining the property lines at points twenty feet from their intersection;
 5. Illumination: not permitted;
 6. Permitted districts: C-1, C-2, C-3, C-4, Q, M-1, M-2 and M-3 districts; not permitted on property within historic overlay zones, historic districts or with designated significant landmarks;
 7. Additional standards: portable signs shall comply with the following:
 - a. Maximum duration of a display at any one time shall be limited to three hundred sixty-five consecutive days,
 - b. Minimum of thirty days between permitted displays,
 - c. Portable signs shall be placed a minimum of fifteen feet from any driveway,
 - d. Portable signs shall be placed a minimum of three hundred feet spacing from any other portable sign,
 - e. Portable signs may be placed immediately adjacent to or not closer than fifty feet away from any freestanding sign,
 - f. Property owner's name and written evidence that the property owner has authorized the placing of the sign(s) on his property.

D. Temporary banner signs shall comply with the following requirements:

1. Permit required: no;
2. Maximum number: one sign for each tenant in a single- or multi-tenant facility per street frontage; for apartments, one sign for each apartment complex per street frontage and public entryway not to exceed four signs per complex;
3. Maximum sign area: one hundred square feet which is included in the maximum wall sign area calculation permitted for all wall signs;
4. Location: shall be securely attached to a building facade, masonry wall, or fence; shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure no portion shall extend beyond the roof plane or outside the building envelope when attached to a building;
5. Illumination: not permitted;
6. Permitted districts: C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3; only for apartments in A-1, A-2, A-3, A-4, A-O, A-3/O, A-M, PR-I, PR-II and SRR districts; not permitted on property within historic overlay zones, historic districts or with designated significant landmarks;
7. Additional standards: limited to thirty days only with a minimum of thirty days between displays; shall only be for the purposes of grand openings or other types of special events on the property;

E. Temporary inflatable signs:

1. Shall be installed by a licensed business as provided under Title 5 (Business, Taxes, Licenses and Regulations);
2. Shall require business to apply, obtain and pay for a sign permit for each display;
3. A display shall be for a prescribed time period using the same device at a designated location on a lot;
4. Maximum of one sign per lot at any one time;
5. Limited to property zoned C-1 (commercial), C-2 (commercial), C-3 (commercial), C-4 (commercial), M-1 (light manufacturing), M-2 (heavy manufacturing) and M-3 (unrestricted manufacturing);
6. Height of sign shall be limited to no more than the height permitted for freestanding signs on the lot;
7. Sign to be displayed for a cumulative total of no more than one hundred twenty days during any one calendar year;
8. Maximum duration of a display at any one time shall be limited to thirty consecutive days;
9. Minimum of seven days between permitted displays;
10. Location of sign shall not restrict traffic visibility onto any portion of the street frontage;
11. No sign shall be located within twenty-five feet of any high voltage electrical overhead conductor (power line);
12. Sign shall be properly secured to its moorings and other anchoring devices in accordance with applicable provisions of the Recommended Industry Minimum Standards outlined by the Inflatable Advertising Dealers Association as determined by the building official;
13. Sign shall not block any interior trapdoor or scuttle cover that leads to the roof of a building, block any ingress into the building, obstruct any fire lane or fire protection apparatus, including but not limited to, fire hydrants and other fire protection connections.

F. Temporary active motion inflatable signs:

1. Permit: no;

2. Maximum of four signs per lot at any one time;
 3. Signs shall be properly maintained in a safe condition at all times without ripping, tearing or other holes;
 4. Sign shall be properly secured to its moorings and other anchoring devices in accordance with applicable provisions of the Recommended Industry Minimum Standards outlined by the Inflatable Advertising Dealers Association as determined by the building official; and
 5. Sign shall not block any interior trapdoor or scuttle cover that leads to the roof of a building, block any ingress into the building, obstruct any fire lane or fire protection apparatus, including, but not limited to, fire hydrants and other fire protection connections.
- G. Temporary real estate banner signs. Temporary real estate banner signs shall comply with the following requirements:
1. Permit required: No;
 2. Maximum number: One sign per street frontage;
 3. Maximum sign area: One hundred square feet which is included in the maximum wall sign area calculation permitted for all wall signs;
 4. Location: Shall be securely attached to a building facade, shall be erected in such a manner that building fenestration is not obscured and the architectural integrity of the building is not altered; shall not extend beyond the edges of the structure no portion shall extend beyond the roof plane or outside the building envelope;
 5. Illumination: Not permitted;
 6. Permitted districts: C-1, C-2, C-3, C-4, C-5, Q, M-1, M-2 and M-3; only for apartments in A-1, A-2, A-3, A-4, A-O, A-3/O, A-M, PR-I, PR-II and SRR districts; not permitted on property within historic overlay zones, historic districts or with designated significant landmarks.

(Ord. 16761 § 1 (Exh. A) (part), 2007)

(Ord. No. 17686, § 2, 12-6-2011; Ord. No. 18134, § 5, 3-4-2014)

Article V. - Noncommercial Sign Regulations

20.18.510 - Noncommercial messages and message substitution.

- A. Message substitution. A noncommercial message which is within the protection of the First Amendment to the U.S. Constitution may be substituted, in whole or in part, for any message on any sign authorized by this chapter. Message substitution is a continuing right which may be exercised any number of times. No permit is required for such message substitution, unless there is a change in the physical structure of the sign displaying the message. This provision does not authorize the substitution of an offsite commercial message in place of an onsite commercial message.
- B. Noncommercial messages. In addition to the noncommercial messages which may be displayed by message substitution, any noncommercial message within the protection of the First Amendment to the U.S. Constitution may be displayed on any parcel and at any time, subject to the following:
 - a. Maximum area cannot be greater than thirty-six square feet; and
 - b. Cannot be more than eight feet high; and,
 - c. Cannot be illuminated or have moving elements; and,

- d. Are not prohibited by Section 20.18.140.
- e. Permit required only when the sign qualifies as a "structure" under the building code.

(Ord. 17185, § 12, 9-1-2009; Ord. No. 17686, § 2, 12-6-2011)