

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Planning and Inspections Department, Planning Division

AGENDA DATE: Introduction: December 22, 2015
Public Hearing: January 12, 2016

CONTACT PERSON/PHONE: Larry F. Nichols, (915) 212-1550, nicholslf@elpasotexas.gov
Arturo Rubio, (915) 212-1613, rubioax@elpasotexas.gov

DISTRICT(S) AFFECTED: All Districts

SUBJECT:

An Ordinance amending Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Article IV (On-Premise Sign Regulations) Section 20.18.460 (C-5 District), Subsection F (Perpendicular Signs), to amend the sign standards for perpendicular signs located in the C-5 zoning district. The penalty is as provided for in Chapter 20.24 of the El Paso City Code. **(All Districts)**

BACKGROUND / DISCUSSION:

On December 3, 2015 the CPC recommended approval of the proposed Title 20 Zoning Code Amendment unanimously on a 6-0 vote.

PRIOR COUNCIL ACTION:

No prior City Council action

AMOUNT AND SOURCE OF FUNDING:

N/A

BOARD / COMMISSION ACTION:

City Plan Commission (CPC) –CPC recommended approval 6-0 vote

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) N/A

FINANCE: (if required) N/A

DEPARTMENT HEAD:

Larry F. Nichols
Director, Planning and Inspections Department

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

MEMORANDUM

DATE: December 14, 2015

TO: The Honorable Mayor and City Council
Tommy Gonzalez, City Manager

FROM: Arturo Rubio, Lead Planner, Planning and Inspections

SUBJECT: Title 20 (Zoning) Amendment

On December 3, 2015 the CPC recommended approval of the proposed Title 20 Zoning Code Amendment unanimously on a 6-0 vote.

No communication in support or opposition has been received.

Attachments: Proposed Ordinance

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.18 (SIGN REGULATIONS), ARTICLE IV (ON- PREMISE SIGN REGULATIONS), SECTION 20.18.460 (C-5 DISTRICT), SUBSECTION F (PERPENDICULAR SIGNS), TO AMEND THE SIGN STANDARDS FOR PERPENDICULAR SIGNS LOCATED IN THE C-5 ZONING DISTRICT. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 20.24 OF THE EL PASO CITY CODE.

WHEREAS, Title 20 (Zoning) of the El Paso City Code was adopted to promote the health, safety, morals, and general welfare of the community; and,

WHEREAS, Title 20 (Zoning) regulates sign standards for aesthetics, safety, and to provide adequate information to the public; and,

WHEREAS, Title 20 (Zoning) regulates sign standards based on the finding that “the number, sizes and height of signs in the city ... is unduly distracting and confusing to motorists and pedestrians, creates traffic hazards, and reduces the effectiveness of signs needed to direct the public; that the appearance of the city, particularly that of its residential and light commercial districts, is marred by the excessive number of signs; 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; 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 that the regulations contained in this chapter are the minimum amount of regulation necessary to achieve its purpose; and,

WHEREAS, a public hearing regarding the proposed amendment was held before the City Plan Commission, and the Commission recommended approval of the amendment; and,

WHEREAS, the El Paso City Council has determined that this amendment is in the best interest of the public and will promote the public health, safety, and welfare of the City;

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

SECTION 1. That Title 20 Zoning, Article IV On-Premises Sign Regulations, Section 20.18.460 C-5 District, Subsection F Perpendicular Signs be amended as follows:

20.18.460 - C-5 district.

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

ORDINANCE NO. _____

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.

SECTION 2. Except as expressly herein amended, Title 20 Zoning, of the El Paso City Code shall remain in full force and effect.

ADOPTED this _____ day of _____, 2016.

THE CITY OF EL PASO

ATTEST:

Oscar Leaser, Mayor

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

Brie L. Franco
Assistant City Attorney

Larry F. Nichols, Director
Planning & Inspections Department

ORDINANCE NO. _____



Title 20 Zoning Code Amendments

- **Perpendicular Signs (C-5) Downtown District**
- **The CPC recommended unanimous approval 6-0**
- **There was no communication from the public in support or opposition to the proposed amendment.**

Strategic Goal #3 Promote the Visual Image of El Paso

3.1 Provide Business Friendly Permitting and Inspection Processes

3.2 Improve the Visual Impression of the Community



20.18.460 –C-5 District Perpendicular Signs





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.~~

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.~~
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.