

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

**DEPARTMENT:** City Development Department

**AGENDA DATE:** Introduction: February 11, 2014  
Public Hearing: March 4, 2014

**CONTACT PERSON/PHONE:** Mathew McElroy, 212-1550,  
[mcelroymx@elpasotexas.gov](mailto:mcelroymx@elpasotexas.gov)

**DISTRICT(S) AFFECTED:** All Districts

**SUBJECT:**

An Ordinance amending Title 20 Zoning, Chapter 20.10 Supplemental Use Regulations, to create a Civic and Cultural District, and Chapter 20.18 Sign Regulations, Article IV On-Premises Sign Regulations, to create standards for Civic and Cultural District signs of the El Paso City Code. The penalty is as provided for in Chapter 20.24 of the El Paso City Code.

**BACKGROUND/DISCUSSION:**

Areas where cities collocate public facilities intended as public amenities have unique development requirements, including signage, thus the proposed creation of a Civic and Cultural District to allow flexible standards for multiple event types in the area encompassed by the new baseball stadium, Civic Center, and History Museum. As public spaces—both within the buildings themselves and on affected rights of way—signage and messaging should be allowed to account for the nature of the space, the idea the people will congregate there via pedestrian trip, likely for hours at a time. With public venues and public financial support, good visibility for these events from nearby automobile trips is also essential in making the place and making the events successful. The standards proposed allow for the advertising of a large variety of events ranging from travelling exhibits to sports. The requirements within the district are intended to allow for flexibility but include the standards that parallel existing requirements for other signs such as CEVMs.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD/COMMISSION ACTION:**

Unanimous City Plan Commission Approval on Thursday, January 30, 2014

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required)

**FINANCE:** (if required)

**DEPARTMENT HEAD:** Mathew S. McElroy  
City Development Director

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**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING TITLE 20 ZONING, CHAPTER 20.10  
SUPPLEMENTAL USE REGULATIONS, TO CREATE A CIVIC AND CULTURAL  
DISTRICT, AND CHAPTER 20.18 SIGN REGULATIONS, ARTICLE IV ON-  
PREMISES SIGN REGULATIONS, TO CREATE STANDARDS FOR CIVIC AND  
CULTURAL DISTRICT SIGNS OF THE EL PASO CITY CODE. 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**, *Plan El Paso* has identified strategic sites and areas within Downtown to encourage and foster redevelopment; and

**WHEREAS**, the Cultural and Civic District is an integral redevelopment site within Downtown; and

**WHEREAS**, necessary components of a Civic and Cultural district are flexibility in signage; and

**WHEREAS**, in order to create an effective and vibrant Civic and Cultural District it is necessary to create sign regulations which coincide with the design and uses of the District; 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, Chapter 20.10, Supplemental Use Regulations, of the El Paso City Code be amended to add the following section:

**20.10.146 Civic and Cultural District**

1. Regulations should allow for a variety of sign sizes, types, and technologies associated with professional sports, cultural events, festivals, outdoor markets and other entertainment events where large numbers of people congregate, and where street closures may regularly be required. The advertising and messaging allowed within the district should be as varied as the events that take place within it.
2. District Boundaries:  
Beginning at the intersection of the north ROW boundary of Missouri Avenue and the east ROW boundary of Oregon Street,

Thence southeast along the east ROW boundary of North Oregon Street to its intersection with the south ROW boundary of Franklin Avenue,  
Thence southwest along the south ROW boundary of West Franklin Avenue to its intersection with the east ROW boundary of North Santa Fe Street,  
Thence in a southern direction along the east ROW boundary of North Santa Fe Street to its intersection with the south ROW boundary of West San Antonio Avenue,  
Thence southwest along the south ROW boundary of West San Antonio Avenue to its intersection with the west ROW boundary of South Durango Street,  
Thence in a northerly direction along the west ROW boundary of South Durango Street to its intersection with the north ROW boundary of West Missouri Avenue,  
Thence northeast along the north ROW boundary of West Missouri Avenue to the point of beginning.

**SECTION 2.** That Title 20, Zoning, Chapter 20.18 Sign Regulations, Article IV On-Premises Sign Regulations of the El Paso City Code be amended to add the following section:

**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.

**SECTION 3.** Except as expressly herein amended, Title 20 Zoning, Chapter 20.10 Supplemental Use Regulations and Chapter 20.18 Sign Regulations, of the El Paso City Code shall remain in full force and effect.

ADOPTED THIS \_\_\_\_\_ day of \_\_\_\_\_ 2013.

CITY OF EL PASO

ATTEST:

\_\_\_\_\_  
Oscar Leaser, Mayor

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Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

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Karla M. Nieman  
Assistant City Attorney

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Mathew S. McElroy, Director  
City Development Dept.