

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

**DEPARTMENT:** City Development Department, Planning Division

**AGENDA DATE:** Introduction: March 11, 2014  
Public Hearing: April 1, 2014

**CONTACT PERSON/PHONE:** Carlos Gallinar, (915) 212-1559, [gallinarrc@elpasotexas.gov](mailto:gallinarrc@elpasotexas.gov)

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

**SUBJECT:**

An ordinance amending Title 20 (Zoning), Chapter 20.18 (Sign Regulations), Article IV (On Premises Sign Regulations), Section 20.18.410 (R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, RMH, AND PMD DISTRICTS), Subsection C (School and Church Monument Signs). The penalty is as provided for in Chapter 20.24 of the El Paso City Code. (All Districts)

**BACKGROUND / DISCUSSION:**

In 2013, the City Development Department—Planning Division convened the four major school districts in the region (EPISD, YISD, CISD, and SISD) to discuss amending Title 20 Zoning to create more walkable and community-oriented schools. As part of those discussions, the ISDs asked the Planning staff to also work with them on other various zoning items. These items included: platting determinations for older schools, reducing the landscaping requirements, and school signs. The first two items have already gone to City Council along with the Public Use Facilities Ordinance.

The final item on the initial list is the changes proposed to the sign ordinance through this ordinance. Over the past several months, Planning staff met with representatives of the various school districts to discuss the proposed changes and to draft the proposed ordinance with their assistance.

**PRIOR COUNCIL ACTION:**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

N/A

**BOARD / COMMISSION ACTION:**

City Plan Commission (CPC) – Approval Recommendation (7-0).

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

**LEGAL:** (if required) N/A

**FINANCE:** (if required) N/A

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

**APPROVED FOR AGENDA:**

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

**DATE:** \_\_\_\_\_

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

**AN ORDINANCE AMENDING TITLE 20 (ZONING), CHAPTER 20.18 (SIGN REGULATIONS), ARTICLE IV (ON PREMISES SIGN REGULATIONS), SECTION 20.18.410 (R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, RMH, AND PMD DISTRICTS), SUBSECTION C (SCHOOL AND CHURCH MONUMENT SIGNS). 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 following findings: “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; [t]hat the appearance of the city, particularly that of its residential and light commercial districts, is marred by the excessive number of signs; [t]hat 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; [t]hat 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, [t]hat the regulations in this chapter are the minimum amount of regulation necessary to achieve its purpose;

**WHEREAS**, the City of El Paso in collaboration with the local school districts have reviewed existing sign regulations for school and church monument signs in residential districts as civic places and have determined that changes should be made to these regulations in order to provide adequate and timely information to parents, students, teachers, the surrounding neighborhood, and the general public; and,

**WHEREAS**, the need for schools and churches to have the ability to communicate with the public and publicize events must be balanced against the impact of additional signage on surrounding neighborhoods; 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:**

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

**SECTION 1.** That Title 20, Zoning, Chapter 20.18, Sign Regulations, Article IV, On Premises Sign Regulations, Section 20.18.410, R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, RMH, and PMD Districts, Subsection C., School and Church Monument Signs, of the El Paso City Code, be amended as follows: 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.

**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 \_\_\_\_\_ 2014.

CITY OF EL PASO

\_\_\_\_\_  
Oscar Leeser, Mayor

ATTEST:

\_\_\_\_\_  
Richarda Duffy Momsen, City Clerk

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

APPROVED AS TO FORM:

\_\_\_\_\_  
Karla M. Nieman  
Assistant City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
Mathew McElroy  
City Development Director

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

#254203\_2/14-1007-952/School and Church Monument Sign Amendments  
KMN



# Title 20 Zoning Amendment

- **Chapter 20.18, Article IV (On-Premises Sign Regulations) Section 20.18.410 (R-F, R-1, R-2, R-2A, R-3, R-3A, R-4, R-5, RMH, and PMD Districts), Subsection C (School and Church Monument Signs).**



# STEERING COMMITTEE:

## EPISD

Armando Jimarez

## CISD

Dominic Padilla

Gustavo Reveles

## SISD

Thomas Eyeington

Rafael Padilla

## YISD

Jim Booher

City of El Paso

Carlos Gallinar



# Existing Requirements

- C. School and church monument signs shall comply with the following requirements:
  - 1. Permit required: Yes;
  - 2. Maximum number: One sign per street frontage
  - 3. Maximum sign area: Eighty square feet per sign;
  - 4. Maximum sign height: Eight feet;
  - 5. Location: No portion of the sign shall be closer than twenty feet from the back of the curblineline; if the property line is located more than twenty feet from the curblineline, 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. 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, fifty feet distance to adjacent residential or apartment use.
  - 8. Additional standards: shall comply with [Section 20.18.400](#) of the El Paso City Code.



# Proposed Amendment

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: No portion of the sign shall be closer than twenty feet from the back of the curblineline or driveway; if the property line is located more than twenty feet from the curblineline, 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. 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.