

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

DEPARTMENT: Planning & Inspections Department, Planning Division

AGENDA DATE: Introduction: April 19, 2016
Public Hearing: May 17, 2016

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DISTRICT(S) AFFECTED: All Districts

SUBJECT:

An ordinance amending Title 21 (Smartcode), Chapter 21.50 (Building Scale Plans), to amend Section 21.50.120 (Signage Standards) in its entirety to create new sign standards; and Chapter 21.80 (Tables), to add Table 2 Smartcode Signage Module, in Section 21.80.020. The Penalty is as provided for in Chapter 21.60 of the El Paso City Code.

BACKGROUND / DISCUSSION:

Title 21, the City's SmartCode zoning district regulations, currently has sign regulations that are vague, inconsistent, highly restrictive, and have proven to be burdensome in implementation. The proposed amendment would replace these inadequate regulations with standards that were written specifically to complement the City's SmartCode regulations and the development permitted therein. The new regulations proposed by this amendment are easier for both the public and city staff to interpret, and allow for significantly greater flexibility for property owners in SmartCode zoned areas of the City.

PRIOR COUNCIL ACTION:

Creation of Title 21 (Smartcode) by Ordinance 016945 on June 29, 2008.

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: Larry F. Nichols
Director, Planning & Inspection Department

APPROVED FOR AGENDA:

CITY MANAGER: _____ **DATE:** _____

ORDINANCE NO. _____

AN ORDINANCE AMENDING TITLE 21 (SMARTCODE), CHAPTER 21.50 (BUILDING SCALE PLANS), TO AMEND SECTION 21.50.120 (SIGNAGE STANDARDS) IN ITS ENTIRETY TO CREATE NEW SIGN STANDARDS; AND CHAPTER 21.80 (TABLES), TO ADD TABLE 2 SMARTCODE SIGNAGE MODULE, IN SECTION 21.80.020. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 21.60 OF THE EL PASO CITY CODE.

WHEREAS, the City Council of the City of El Paso, by Ordinance 016945, approved on June 29, 2008, amended the El Paso City Code to add Title 21, Smart Code, to the El Paso City Code; and

WHEREAS, Title 21 of the El Paso City Code was adopted to promote the health, safety, morals and general welfare of the community; and

WHEREAS, the intent and purpose of the Smart Code is to encourage development and redevelopment in a way that inspires “smart growth” development patterns that include walkable neighborhoods with a mix of densities and uses; and

WHEREAS, the existing sign regulations in Title 21 require modification to address the development patterns of Smart Code; and

WHEREAS, Title 21 (Smart Code) 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 that development should adequately accommodate automobiles while respecting the pedestrian and the spatial form of public areas; and that the design of streets and buildings should reinforce safe environments; and,

WHEREAS, the proposed revisions allow for a greater variety of sign types and will encourage a more consistent and thorough administration of sign types and sign standards for the City; 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,

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WHEREAS, the El Paso City Council, having considered the recommendations, finds that the amendments will further protect and provide for the public health, safety, morals and general welfare of the community, and will carry out for the purpose and spirit of the policies expressed in the *Plan El Paso*; and

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

SECTION 1. That Title 21 (Smart Code), Chapter 21.50 (Building Scale Plans), Section 21.50.120 (Signage Standards), of the El Paso City Code be amended in its entirety as follows:

21.50.120.010 PURPOSES

This chapter provides a comprehensive system for the regulation of signs, 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 and 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.

21.50.120.020 APPLICABILITY

- A. The regulations of Title 20 Zoning shall be applicable for issues not addressed by this chapter.
- B. This chapter shall apply to all areas of the city classified as Smart Code Zone.

21.50.120.030 FINDINGS

In adopting this chapter, El Paso City Council makes the following findings:

- A. That the excessive number, size and height of signs, both off-premise 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;

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- B. That the appearance of the city, particularly that of its residential and light commercial districts, is marred by excessive 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; and
- 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.
- E. That the regulations contained in this chapter are the minimum amount of regulation necessary to achieve its purposes.

21.50.120.040 NONCONFORMING SIGNS

- A. The provisions of Title 20.22.090 shall be applicable.

21.50.120.050 PROHIBITED SIGNS

- A. Except as herein modified, the provisions of Title 20.18.140 (Prohibited signs), shall apply.
- B. In addition, the following signs are prohibited:
 1. Sign walkers.
 2. Temporary signs, except as specifically allowed in section 21.50.120.120
 3. Signage with internal lighting except as otherwise provided for herein.
 4. Signage with animated illumination, except as provided for herein.
 5. Off-premise signs, except as provided herein.
 6. Signs that emit audible sound, odor, or matter.
 7. Inflatable advertising devices.
 8. Temporary active motion inflatables.
 9. Temporary inflatable signs.

21.50.120.060 EXEMPT SIGNS

- 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:

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1. No greater than 36 square feet in area.
 2. No more than eight feet in height.
 3. No illumination or moving elements.
 4. Not prohibited by section 21.50.120.050.
 5. Permit required only when the sign qualifies as a “structure” under the building code.
- C. Signs that do not exceed four square feet in surface area are exempt from the provisions of this title, provided that this size limitation shall not apply to signs providing directions, warnings, or information when established and maintained by a public agency.

21.50.120.070 GENERAL REQUIREMENTS

- A. The following standards are applicable to all signs, regardless of Hardware Type or Orientation, unless specifically exempted.
1. All signs shall be constructed of non-reflective materials.
 2. Building-mounted signs shall be compatible in size, shape, character, and quality of design with the exterior architecture of the premises and other structures in the immediate area.
 3. GROUND LEVEL SIGNS: any sign with any portion of sign hardware encroaching into the lowest 14 feet of a building face shall be designated a Ground Level sign, and subject to the requirements thereof. Total area of signs associated with uses occupying the ground level of a building shall not exceed 50 percent of the ground level building façade associated with the signage; provided that no single sign shall exceed an area of 48 square feet. This restriction shall not apply to Auxiliary signs, Incidental signs, Alternative hardware signs, or Mural, or Sidewalk oriented signs.
 4. UPPER LEVEL SIGNS: Total area of signs associated with uses occupying upper levels of a building shall not exceed 10 percent of the associated façade. These restrictions shall not apply to Mural or Roof oriented signs.
 5. Signage shall be permitted on all building faces.
 6. Illuminated signs shall conform to the regulations of Section 18.18 of the El Paso City Code.
 7. Signs shall be placed with consideration for existing and future growth of trees and other landscaping.
 8. The design, illumination, and location of a sign shall not impair the visibility or the design quality of existing, conforming signs, adjacent buildings, or adjacent uses.
 9. No sign shall encroach on the vision clearance triangle.
 10. No sign shall block any required access way. No sign or sign structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit, or standpipe.
 11. No sign shall obstruct any window in a manner that violates the applicable requirements of the International Building Code.

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12. Directional signs shall not count toward the total allowable area of signs associated with a use on the same property. Directional signs shall comply with all other applicable standards in this section, and all applicable Sign Orientation Type standards. No more than one Directional sign shall be permitted per lot.

21.50.120.080 ALTERNATIVE SIGN HARDWARE REQUIREMENTS

- A. Signs that do not conform to any of the sign hardware types defined in this title, but nevertheless meet the design standards, intent, and purposes of SmartCode, as described in Section 21.10.30 and Section 21.50.120.010, may utilize the Alternative sign hardware type.
- B. Other requirements.
 1. Signs permitted under this section shall conform with the prohibitions defined in Section 21.50.120.050.
 2. Except as herein exempted, signs permitted under this section shall conform with the general sign requirements defined in Section 21.50.120.070.
 3. No more than two signs utilizing the Alternative hardware type shall be permitted on any parcel.

21.50.120.090 PERMIT REQUIRED

- A. A sign permit is required for any sign proposed for installation at the premises of a business, except the following signs are exempt from this requirement:
 1. Exempt signs as listed in 21.50.120.060, Exempt Signs
 2. Auxiliary signs
 3. Incidental signs
- B. It shall be unlawful for any person to construct, install, place, relocate, maintain, attach, or modify the dimensions or illumination characteristics of any sign without a valid sign permit. All signs must be constructed, installed, placed, relocated, maintained, modified, or attached in compliance with the terms and conditions of the applicable sign permit.
- C. Sign contractor. No permanent sign requiring a sign permit shall be installed, constructed, relocated, modified or expanded, except by a licensed sign contractor.
- D. Sign permit issuance and inspection. No sign permit shall be issued unless a complete application and sign permit fee has been submitted to the City, and the proposed sign or signs comply with this Title and all other applicable city codes, ordinances, and regulations.
- E. As a condition of the issuance of the sign permit, the City Manager or designee shall have the authority to inspect any sign for compliance with its sign permit, this article, and other applicable city codes, ordinances, and regulations.
- F. Expiration. A sign permit shall expire if:
 1. The sign has not been completely constructed, installed, placed, changed, relocated, or attached within 180 days of the date of issuance of the sign permit; or,
 2. The sign is removed or abandoned.

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G. Denial or revocation. The City Manager or designee may deny or revoke a sign permit for any of the following reasons:

1. Failure to submit a complete application and/or the sign permit fee;
2. Fraud, misrepresentation, or a false statement in the sign application;
3. Failure to permit the City access to the sign to inspect for compliance with this Title, the sign permit or applicable city codes, ordinances, and regulations; or,
4. Failure of the sign to comply with this article, the sign permit, or applicable city codes, ordinances, and regulations.

H. Sign permit fee refund. The sign permit fee shall not be refunded if a sign permit expires, is denied or revoked.

21.50.120.100 APPEALS

A. 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, 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.

21.50.120.110 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 an 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:

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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. In 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-premise sign shall be removed in compliance with the Local Government Code Title 7 Subtitle A. Sec. 216.003.

21.50.120.120 TEMPORARY SIGN STANDARDS

- A. A temporary sign shall utilize the Banner, Stake, or Standing sign hardware types exclusively.
- B. A maximum of two temporary signs may be permitted on a property simultaneously.
- C. A sign permit is not required.
- D. Temporary signs may not be illuminated.
- E. Off-premise signs are not permitted.
- G. Temporary signs must comply with the provisions of this chapter.

21.50.120.130 SIGN MEASUREMENT

- A. Computation of Sign Area. Formulas for calculating sign area in the shape of a rectangle, square, triangle, ellipse, circle or similar common geometric shapes shall use commonly accepted mathematical methods. Signs of other shapes shall be measured using the standards herein.
- B. Measure of the Area of a Sign.
 1. Banner, Cabinet, Plaque, Programmable, Projected, Stake and Standing sign hardware types.
 - a. The area of a sign shall be determined on the basis of the outer dimensions of the frame or cabinet surrounding the sign face(s).

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- b. The area and dimensions of the sign shall encompass a regular geometric shape (rectangle, circle, trapezoid, triangle, etc.), or a combination of regular geometric shapes, which form, or approximate, the perimeter of all elements in the display, and any applied background that is not part of the architecture of the building or structure.
 - c. When separate elements are organized to form a single message, but are separated by open space, the sign area and dimensions shall be calculated by determining the geometric form, or combination of forms, which encompass all of the display areas, including the space between different elements.
 - d. For signs with mixed case lettering, a rectangle shall be drawn around either the upper-case or lower-case letters, but not both.
 - e. For signs utilizing the Monument orientation type, the area of a sign shall be calculated to exclude the base of the structure on which the sign is mounted or within which the sign is integrated.
2. Painted and Printed sign hardware types.
 - a. The sign area shall be determined by the regular geometric shape (rectangle, circle, trapezoid, triangle, etc.), or a combination of regular geometric shapes that encompass the perimeter of the sign display or message and all portions of a background surface that differentiate the message display area from the overall monument structure.
 3. Three-dimensional signs.
 - a. The sign face area shall be determined on the basis of the maximum surface area visible from any one perspective.
 4. Double-faced signs.
 - a. When two identical sign faces are placed back-to-back so that both faces cannot be viewed from any single perspective at the same time, and are part of the same sign structure, the sign area shall be computed by measurement of one of the two faces.
 - b. When a sign has more than two display surfaces, the area of the sign shall be the area of the largest of the display surfaces that are visible from any single perspective.
 - c. When a double-faced sign has non-parallel faces, such that the angle between the faces exceeds 24 degrees, the sign area shall be calculated as the total of both sign faces.

21.50.120.140 DEFINITIONS

This section provides definitions for terms in this chapter exclusively. If a term is not defined in this chapter, the definitions and terms in Title 20 will govern.

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“Alternative Sign” means a sign that does not conform to any of the sign Hardware types defined in this title, but nevertheless meets the design standards and intent of the SmartCode, as defined in Section 21.50.120.080.

“Auxiliary Sign” means a sign with no commercial advertising, except for the name or logo for the business or establishment, that pertains to the safe and efficient movement of pedestrians and vehicular traffic into or 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.

“Awning” means a roof-like sidewalk cover that is permanently mounted on a building face. An awning provides pedestrians with shade and protection from inclement weather. An awning may be of rigid or non-rigid construction, and may be retractable or non-retractable.

“Awning (Orientation Type)” means an orientation type in which sign hardware is placed atop or upon an awning, canopy, or sidewalk arcade above a storefront. Signage can be printed directly onto a fabric awning, or, if the awning is of a rigid construction, a sign may be mounted upon it.

“Banner (Hardware Type)” means a sign hardware type in which sign copy is printed onto a flexible material and fastened to a building or pole.

“Blade (Orientation Type)” means an orientation type in which sign hardware is mounted perpendicular to, and is fully supported by, a building face.

“Cabinet (Hardware Type)” means a sign hardware type composed of a molded box with all elements of sign copy permanently molded into the physical structure of the sign.

“Directional Sign” means a sign placed on private property that guides the traveling public to a use or assortment of uses located on a property or properties, such as a sign displaying the name of a shopping center, apartment complex, or residential development.

“External Illumination” 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.”

“Ground Level Sign” means any sign mounted on the ground or on any portion of the first floor of a building.

“Halo Lighting” means a sign illumination method utilizing diffuse light from sources placed behind opaque sign copy. The source of light is not visible from the public right-of-way.

“Hanging (Orientation Type)” means a sign orientation type in which sign hardware is attached to and located below any permanent eave, roof, awning, or bracket.

“Incidental Sign” means a sign, emblem, or decal the content of which is designed to inform the public of goods, facilities, or services available on the premises, and may include, but shall not be limited to, signs with the following types of content:

1. Hours of business operation
2. “Open” or “Closed” signs
3. Logos of credit cards accepted by a business
4. Property ownership or management information

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“Individual Exposed Bulb” means a sign illumination method utilizing individual light bulbs to highlight certain aspects of sign copy. The source of illumination is visible from the public right-of-way.

“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.

“Marquee” means a cantilevered roof-like structure that overhangs the sidewalk in front of a building entrance and has a face parallel to the building face.

“Marquee (Orientation Type)” means an orientation type in which sign hardware is mounted upon a marquee.

“Monument (Orientation Type)” means an orientation type in which sign hardware sits on a dedicated wall or pedestal in front of a building. A sign utilizing this orientation type may have multiple faces with sign copy.

“Mural (Orientation Type)” means an orientation type in which sign copy is painted directly upon a building face, typically along a side street or alley. This definition does not apply to a Mural that is installed for artistic or aesthetic purposes, unless said Mural contains elements that advertise an existing business on the adjoining parcel.

“Neon Tube” means a sign illumination method utilizing sculpted neon tubes to highlight certain aspects of sign copy. The source of light is visible from the public right-of-way.

“Plaque (Hardware Type)” means a sign hardware type that features copy that is carved, molded, painted or affixed to a framing surface. A Plaque appears from the public right-of-way as one contiguous piece of sign hardware.

“Programmable (Hardware Type)” means a sign hardware type that features an area for changeable copy. Programmable signs include programmable digital displays, video boards, track letter signs and bulletin boards.

“Projecting (Hardware Type)” means a sign hardware type with copy that projects in a three-dimensional manner. Channel letters are considered a Projecting hardware type.

“Roof (Orientation Type)” means an orientation type in which a sign is erected upon, over, or above the roof of a building.

“Sandwich Board (Hardware Type)” means a sign hardware type consisting of a freestanding A-Frame design that may be placed on a sidewalk to attract pedestrians to a business. Sandwich Board sign hardware is portable and freestanding.

“Sidewalk (Orientation Type)” means an orientation type in which sign hardware that is freestanding and portable is placed on a sidewalk to attract pedestrians to a business.

“Sign” means any outdoor display surface, structure, banner, pennant, inflatable and/or 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-premise signs, including billboards, and any moving part, lighting sound equipment, framework, background material, structural support, or other part thereof. A

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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:

1. Overhead signs or banners towed behind aircraft.
2. Architectural features. Decorative or architectural features of buildings (not including lettering, trademarks or moving parts), which do not perform a communicative function.
3. Fireworks.
4. Foundation stones and cornerstones which are permanent in nature and incapable or not intended for modification once installed.
5. Grave markers, grave stones, headstones, mausoleums, shrines, and other markers of the deceased.
6. 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).
7. Inflatable games and gymnasiums. Inflatable, temporary, moveable, gymnasium devices commonly used for children's birthday parties, and similar devices. Also called "bounce houses."
8. 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.
9. Mass transit graphics. Graphic images mounted on duly licensed and authorized mass transit vehicles that legally pass through the City.
10. Merchandise on public display and presently available for purchase on-site.
11. News racks and newsstands.
12. 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).
13. Search lights and klieg lights when used as part of a search and rescue or other emergency service operations; this exclusion does not apply to search lights or klieg lights used as attention attracting devices for commercial or special events.
14. 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.
15. 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, et cetera.

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16. 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.
17. 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.
18. Window displays. The display of merchandise in a store window and offered for sale.
19. Incidental signs.

“Sign Hardware Type” means the classification of a sign based on the physical construction or method of manufacture of the sign. All signs permitted by this code shall conform to one of the sign hardware types described in Section 21.80 Table 2A.

“Sign Illumination Type” means the classification of a sign based on how it is lit. All signs permitted by this code shall conform to one of the sign illumination types described in Section 21.80 Table 2C, or shall not be illuminated.

“Sign Orientation Type” means the classification of a sign based on its location on a parcel. All signs permitted by this code shall conform to one of the sign orientation types described in Section 21.80 Table 2D.

“Sign Walker” means an individual employed or otherwise induced to carry a sign promoting a particular business.

“Suspended (Orientation Type)” means an orientation type in which sign hardware is fastened to buildings and/or permanent poles on either end, and suspended across a span.

“Stake (Hardware Type)” means a sign hardware type that is planted in a front yard. Signs utilizing the Stake hardware type are portable, freestanding, and impermanent by design.

“Storefront” means the width of a building frontage that contains a single business establishment. A business establishment may have more than one storefront; for example, a corner store with an entrance on both building faces.

“Standing (Hardware Type)” means a sign hardware type that may be placed on a sidewalk to attract passers-by to a business. Standing sign hardware is freestanding and portable.

“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. Such devices are also known as “aircrowns,” “wind dancers” and “air dancers.”

“Temporary Inflatable Sign” means an inflatable advertising device greater than two cubic feet in volume, used for advertising purposes.

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“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.

“Upper Level Sign” means any sign mounted on the second floor of a building or above.

“Vision Clearance Triangle” means an area formed by two intersecting property lines and a third line joining the property lines at points twenty feet from their intersection.

“Wall (Orientation Type)” means an orientation type in which sign hardware is permanently affixed upon a building face, masonry wall, fence or gate, or individual cut letters are applied directly to a building face.

“Window (Orientation Type)” means an orientation type in which sign hardware is mounted, or otherwise placed immediately behind a windowpane, or sign copy is painted, or permanently affixed, to a windowpane, and is visible from the public right-of-way.

“Yard (Orientation Type)” means an orientation type in which freestanding sign hardware is mounted to one or more poles or posts anchored to the ground, and is located in the front of a building.

SECTION 2. That Title 21 (Smart Code), Chapter 21.80 (Tables), Section 21.80.020 – Table 2: Reserved be amended as follows:

21.80.020 – Table 2: Smart Code Signage Module

See Attached Exhibit A

SECTION 3. That except as herein amended, Title 21 (Smart Code), of the El Paso City Code shall remain in full force and effect. Should any section or provision of this ordinance be declared by a court of competent jurisdiction to be invalid, that decision shall not affect the validity of the ordinance as a whole or any part thereof, other than the part so declared to be invalid.

ADOPTED this _____ day of _____, 2016.

THE CITY OF EL PASO

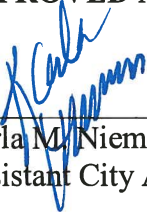
Oscar Leeser
Mayor

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ATTEST:


Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



Karla M. Nieman
Assistant City Attorney

APPROVED AS TO CONTENT:



Larry F. Nichols, Director
Planning & Inspections Department

ORDINANCE NO. _____



TABLE 2A: SIGN HARDWARE TYPE OVERVIEW*

*The photographs and renderings depicted herein are for illustrative purposes only and are not intended to be regulatory in nature.



Banner: A Banner is any type of sign copy placed on a flexible material other than an awning.

Sign Style Permitted
Sign Style Not Permitted

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Cabinet: Copy on a Cabinet is fabricated into the box, so that the hardware of the sign and copy appear to be one piece. Cabinet signs may not be internally illuminated.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Painted: Sign copy may be painted directly onto the face of a building, awning or business window.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Plaque: A Plaque consists of copy that is carved, molded, or printed onto a framing surface. A Plaque appears from the public right-of-way as one contiguous piece of hardware.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Printed: The Printed hardware type specifically refers to sign copy that is printed onto a permanent awning.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Programmable: A sign utilizing the Programmable hardware type has changeable copy area; either electronic (called CEVM in Title 20) or analog (track letter). Signs with changable copy used in a Sidewalk orientation are not included.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard

TABLE 2A: SIGN HARDWARE TYPE OVERVIEW (CONT.)*

		Sign Style Permitted	
		Sign Style Not Permitted	
	<p>Projected: A sign utilizing the Projected hardware type consists of copy that projects from the flat surface to which it is affixed. Unlike a Plaque hardware type, the copy elements of a sign using the Projected hardware type may be affixed directly to a face, and may project to a greater degree.</p>	<p>Awning Blade Hanging Marquee Monument Mural</p>	<p>Roof Sidewalk Suspended Wall Window Yard</p>
	<p>Stake: A sign planted in a front yard that is placed for a limited amount of time. Signs utilizing the Stake hardware type are portable, freestanding, and impermanent by design. This hardware type may only be utilized for Temporary signs.</p>	<p>Awning Blade Hanging Marquee Monument Mural</p>	<p>Roof Sidewalk Suspended Wall Window Yard</p>
	<p>Standing: A sign utilizing the Standing hardware type may be placed on a sidewalk to show, for example, a restaurant menu, daily specials or sales, or special event notifications, to pedestrians. Signs utilizing the Standing hardware type are portable and freestanding.</p>	<p>Awning Blade Hanging Marquee Monument Mural</p>	<p>Roof Sidewalk Suspended Wall Window Yard</p>
	<p>Alternative: Signs utilizing an Alternative hardware type do not conform to any of the hardware types defined in this module, but nevertheless meet the design standards and intent of the SmartCode, as regulated by section 21.50.120.080.</p>	<p>Awning Blade Hanging Marquee Monument Mural</p>	<p>Roof Sidewalk Suspended Wall Window Yard</p>

TABLE 2B: SPECIFIC HARDWARE TYPE STANDARDS

HARDWARE TYPE	PERMITTED MATERIALS
Banner	Vinyl
Cabinet	Any combination of wood, metal, acrylic or plastic
Painted	If applied to exterior, any paint design for exterior applications
Plaque	Any combination of wood, metal, stone, acrylic or plastic
Printed	N/A
Programmable	Any combination of wood, metal, stone, acrylic or plastic
Projected	Any combination of wood, metal, stone, acrylic or plastic
Stake	Wood, metal, acrylic, plastic or vinyl
Standing	Wood, metal, plastic or hardboard
Alternative	N/A

SIGN ILLUMINATION STANDARDS					
HARDWARE TYPE	HALO LIGHTING	EXTERNAL	INDIVIDUAL BULB	NEON TUBE	ALTERNATIVE
Banner	X	X	X	X	X
Cabinet	O	O	X	X	X
Painted	X	O	X	X	X
Plaque	O	O	O	O	O
Printed	X	O	X	X	X
Programmable	X	O	X	X	O
Projected	O	O	O	O	O
Stake	X	X	X	X	X
Standing	X	X	X	X	X
Alternative	O	O	O	O	O

O = Permitted
 X = Not Permitted

TABLE 2C: ILLUMINATION TYPES OVERVIEW*



Halo Lighting: Opaque sign copy can be illuminated by diffuse light from sources mounted behind copy, creating a ‘halo’ effect around the copy elements. Light sources should not be visible from the public right-of-way.



External: Signage can be illuminated with spotlights aimed upward at copy, or hooded lamps that shine downward upon it. Each light source is fully independent of the sign itself.



Individual Exposed Bulb: Individual exposed bulbs can be used to highlight particular elements of sign copy, or to animate a sign to make it more eye-catching. Individual bulbs may project from a flat sign or embedded within a Projected sign, but the light source is always visible from the public right-of-way.



Neon Tube: Sculpted neon tubes can be used to highlight particular elements of sign copy, or to animate a sign to make it more eye-catching. The light source should always be visible from the public right-of-way.



Alternative: Upon submittal of an Alternative sign style proposal, an applicant may propose the use of another illumination method not listed in the module.

TABLE 2D: SIGN ORIENTATION TYPE OVERVIEW*







		Sign Hardware Permitted	Sign Hardware Not Permitted										
	<p>Awning: This orientation type includes signs placed atop or upon an awning, canopy, or sidewalk arcade above a storefront. Signage can be printed directly onto a fabric awning, or, if the awning is of a rigid construction, may be mounted upon it.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
	<p>Blade: Signs utilizing the Blade orientation type are mounted perpendicular to, and are fully supported by, a building face.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
	<p>Hanging: Signs utilizing the Hanging orientation type are fastened to and hang below any permanent eave, roof, awning, or bracket.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
	<p>Marquee: This orientation type is applicable to signs that are mounted upon a marquee; a cantilevered roof-like structure that hangs over the building entrance and has a face parallel to the building face. Signs utilizing this orientation typically adorn performing arts venues.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
	<p>Monument: This orientation type is applicable to freestanding signs that sit on a wall or pedestal in front of a building. A sign utilizing this orientation type may be used as a directory for multiple businesses, or just one.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
	<p>Mural: This orientation type is applicable to advertising that is painted directly onto a building face, typically along a side street or alley. Any sign copy painted onto a wall is classified as a Mural sign.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	<p>GROUND LEVEL UPPER LEVEL</p>
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												

TABLE 2D: SIGN ORIENTATION TYPE OVERVIEW (CONT.)*







		Sign Hardware Permitted	Sign Hardware Not Permitted										
	<p>Roof: A sign utilizing the Roof orientation type is erected upon, over, or above a roof.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										
	<p>Sidewalk: This orientation type includes any portable sign placed on sidewalks or medians. They are typically used to advertise daily specials or otherwise entice pedestrians to patronize a business.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										
	<p>Suspended: A sign utilizing this orientation type is suspended above a driveway, entrance, or the sidewalk, and is fastened to a building, pole, or other permanent feature on both ends.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										
	<p>Wall: This orientation type includes signs that are permanently affixed against a building face. Signage affixed to masonry walls, fences or gates, and individual cut letters affixed directly to a building face utilize the Wall orientation type.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										
	<p>Window: Signs utilizing the Window orientation type consist of copy that is painted onto a window face, or sign hardware that is displayed through the window from inside the storefront.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										
	<p>Yard: This orientation type applies to freestanding signs that sit in the front yard of a business, typically in a residential type building. The Yard orientation type is distinct from the Monument orientation type in that its copy area is raised off of the ground and supported with posts or poles.</p>	<table border="1"> <tr><td>Banner</td><td>Programmable</td></tr> <tr><td>Cabinet</td><td>Projected</td></tr> <tr><td>Painted</td><td>Stake</td></tr> <tr><td>Plaque</td><td>Standing</td></tr> <tr><td>Printed</td><td>Alternative</td></tr> </table>	Banner	Programmable	Cabinet	Projected	Painted	Stake	Plaque	Standing	Printed	Alternative	
Banner	Programmable												
Cabinet	Projected												
Painted	Stake												
Plaque	Standing												
Printed	Alternative												
		GROUND LEVEL	UPPER LEVEL										

TABLE 2E: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - AWNING*



AWNING

This orientation type includes sign hardware placed atop or upon an awning, canopy, or sidewalk arcade above a storefront. Sign copy can be printed or painted directly onto an awning, or, if the awning is of a rigid construction, sign hardware may be mounted upon it.

SIGN FREQUENCY

One per frontage

LOCATION RESTRICTIONS

An Awning sign shall not obscure more than 20% of the total area of the second floor windows

DIMENSIONAL STANDARDS

Sign Area: No more than 75% of the surface of the awning face **A**

OTHER RESTRICTIONS

Arcades, awnings, canopies and galleries shall comply with the standards described in Title 15

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2F: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - BLADE*



BLADE

Signs utilizing the Blade orientation type are mounted perpendicular to, and are fully supported by, a building face.

SIGN FREQUENCY

One sign with a maximum of two faces per storefront

LOCATION RESTRICTIONS

Minimum sidewalk clearance of 8 feet (A) / 16 feet over driveways

Signs with vertically oriented copy shall not project more than 5 feet from building face (B)

Signs with horizontally oriented copy shall not project more than 6 feet from building face (C)

Signs shall not extend above the roofline of the associated building

DIMENSIONAL STANDARDS

Sign Area: No more than 8 square feet per every 10 lineal feet of associated frontage (D)

Height: No more than 40% the height of associated building (E), except signs above a marquee, then no more than 60% the height of associated building

OTHER RESTRICTIONS

Signs encroaching into the public right-of-way shall be subject to the special privilege license and permit requirements of Title 15

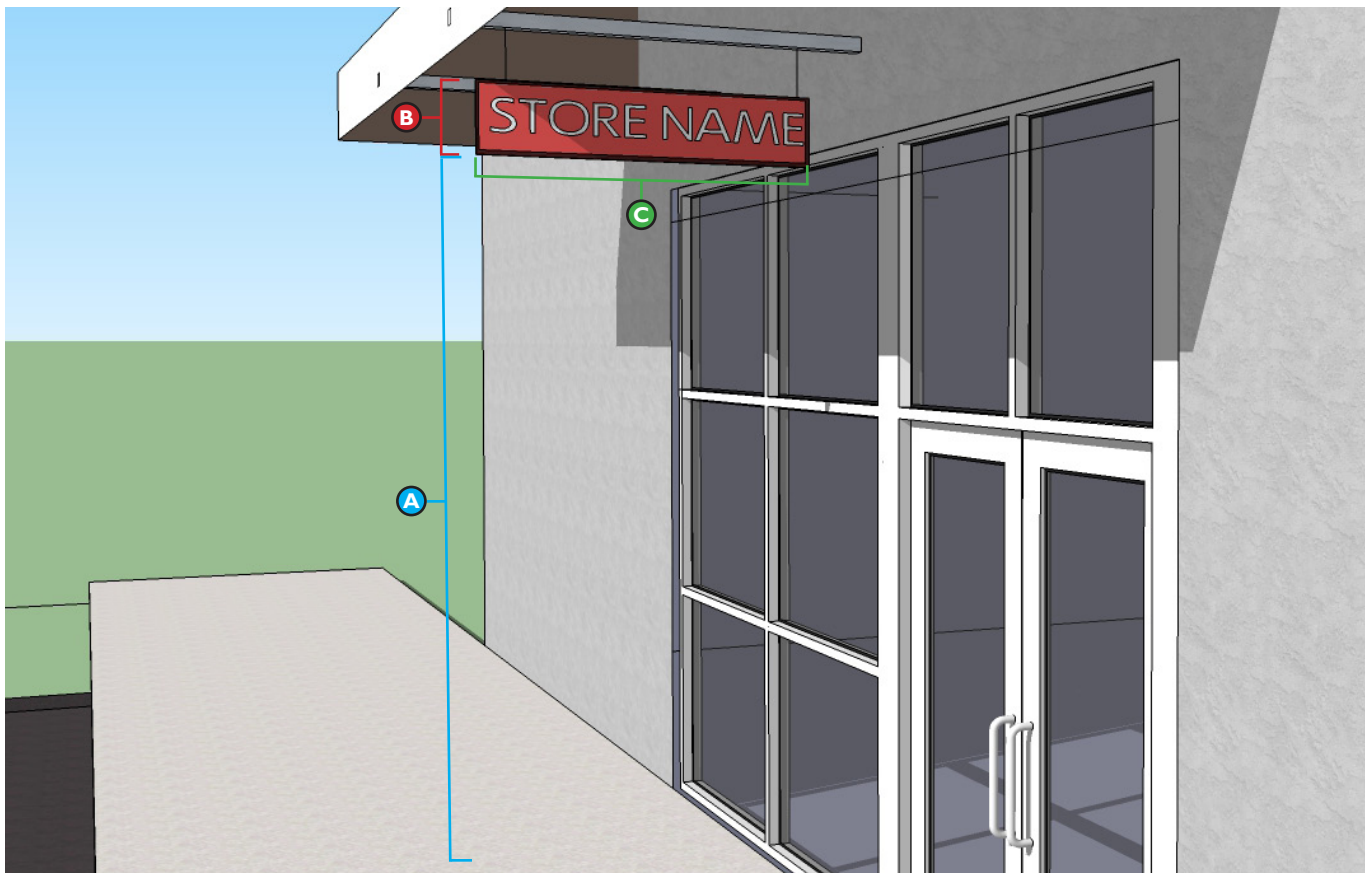
HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2G: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - HANGING*



HANGING

Signs utilizing the Hanging orientation type are fastened to and hang below any permanent eave, roof, awning, or bracket.

SIGN FREQUENCY

One sign with a maximum of two faces per business entrance

LOCATION RESTRICTIONS

Minimum sidewalk clearance of 8 feet **A**

Minimum sidewalk clearance of 16 feet over driveways or alleys

DIMENSIONAL STANDARDS

Height: Maximum 5 feet **B**

Width: No more than 80% the width of the associated permanent eave, roof, awning, or bracket **C**

OTHER RESTRICTIONS

Sign with Cabinet hardware shall have sign copy on no more than two faces

All sign copy shall be oriented perpendicular to the building face

Not permitted on upper floors

Arcades, awnings, canopies and galleries shall comply with the standards described in Title 15

HARDWARE

Banner

Cabinet

Painted

Plaque

Printed

Programmable

Projected

Standing

Stake

Alternative

ILLUMINATION

Backlighting

External

Individual Bulb

Neon Tube

Alternative

TABLE 2H: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - MARQUEE*



MARQUEE

This orientation type is applicable to signs that are mounted upon a marquee; a cantilevered roof-like structure that hangs over the building entrance and has a face parallel to the building face. Signs utilizing this orientation typically adorn performing arts venues.

SIGN FREQUENCY

Maximum 3 per marquee, and one per face

LOCATION RESTRICTIONS

Signs shall be mounted atop or upon a marquee

Signs shall not extend above the roofline of the associated building

DIMENSIONAL STANDARDS

Sign Area: No more than 3/4 the area of the marquee per sign **A**

OTHER RESTRICTIONS

Signs encroaching into the public right-of-way shall be subject to the special privilege license and permit requirements of Title 15

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed

- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2J: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - MONUMENT*



MONUMENT

This orientation type is applicable to freestanding sign hardware that sits on a wall or pedestal in front of a building. A sign utilizing this orientation type may be used as a directory for multiple businesses, or just one.

SIGN FREQUENCY

One sign with a maximum of four faces per building

LOCATION RESTRICTIONS

Permitted within landscaped areas only

DIMENSIONAL STANDARDS

Sign Area: No more than 48 square feet **A**

Height: 6 feet maximum **B**

OTHER RESTRICTIONS

The area of a sign shall be calculated to exclude the base of the structure on which the sign is mounted or within which the sign is integrated.

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2K: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - MURAL*



MURAL

This orientation type is applicable to advertising that is painted directly onto a building face, typically along a side street or alley.

SIGN FREQUENCY

One per building face

LOCATION RESTRICTIONS

N/A

DIMENSIONAL STANDARDS

Ground Level Signs

Sign Area: No more than 196 square feet.

Upper Level Signs

Sign Area: No more than 10% of the total area of the associated façade. (A)

OTHER RESTRICTIONS

A Mural sign shall not obscure any fenestration.

Fenestration, if any, shall be excluded from the sign area calculation.

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2M: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - ROOF*



ROOF

A sign utilizing the Roof orientation type is erected upon, over, or above a roof.

SIGN FREQUENCY

One sign with a maximum of two faces per building

LOCATION RESTRICTIONS

Sign copy must be parallel to a public right-of-way adjacent to the building

DIMENSIONAL STANDARDS

Sign Area (Flat Roof): No more than 1/3 the total area of the associated roof **A**

Sign Area (Pitched Roof): No more than 1/3 the total area of the associated roof face

Height: No more than 25 feet **B**

OTHER RESTRICTIONS

A Roof oriented sign shall include advertising copy for one business only

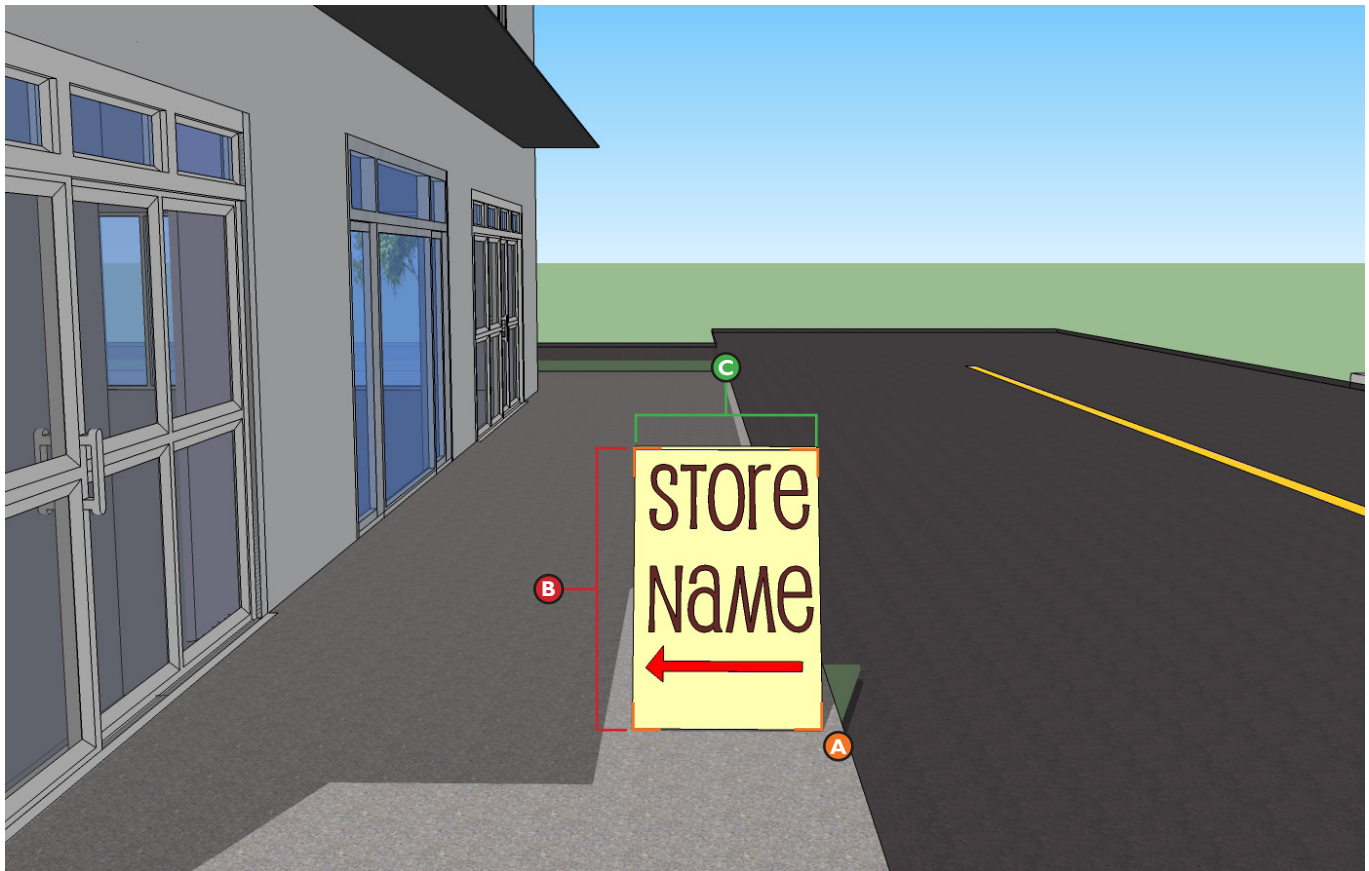
HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2N: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - SIDEWALK*



SIDEWALK

This orientation type includes any portable sign placed on sidewalks or medians and are intended to attract passers-by to a particular business.

SIGN FREQUENCY

One sign with a maximum of two faces per storefront

LOCATION RESTRICTIONS

A minimum area of 5 feet of any City sidewalk with no more than a 2% cross-slope and a 5% running slope shall remain unobstructed for pedestrian access at all times.

A sign may be placed on that portion of the public right-of-way directly abutting the associated storefront exclusively

DIMENSIONAL STANDARDS

Sign Area: No more than 12 square feet **A**

Height: No more than 4 feet as measured from the ground **B**

Width: No more than 4 feet **C**

OTHER STANDARDS

Signs placed on the public right-of-way shall not require a special privilege license or permit if they comply with the criteria described in Title 15

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

PROHIBITED

TABLE 2P: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - SUSPENDED*



SUSPENDED

A sign utilizing this orientation type is suspended above a driveway, entrance, or a pedestrian pathway and is fastened to a building, pole, or other permanent feature on both ends.

SIGN FREQUENCY

One sign with a maximum of two faces per business

LOCATION RESTRICTIONS

Minimum sidewalk clearance of 8 feet / 16 feet over driveways

Shall not obscure more than 20% of the total area of windows of the associated business

DIMENSIONAL STANDARDS

Sign Area: No more than 48 square feet **A**

Height: No more than 3 feet **B**

Width: No more than 2/3 the lineal width of the associated storefront, OR, No more than 3/4 the lineal width of the associated storefront when centered above an entrance **C**, OR, No more than the width of the pavement when centered above a driveway or pedestrian pathway

OTHER RESTRICTIONS

Sign may be suspended above driveway or pedestrian pathway

Signs encroaching into the public right-of-way shall be subject to the special privilege license and permit requirements of Title 15

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2Q: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - WALL*



WALL

This orientation type includes signs that are permanently affixed against a building or other face. Signage affixed to masonry walls, fences or gates, and individual cut letters affixed directly to a building face all utilize the Wall orientation type.

SIGN FREQUENCY

N/A

LOCATION RESTRICTIONS

N/A

DIMENSIONAL STANDARDS

Ground Level Signs

Sign Area: No more than 48 square feet **A**

Height: No more than 6 feet, OR, no more than 8 feet when centered above an entrance **B**

Width: No more than 2/3 the lineal width of the associated storefront, OR, No more than 3/4 the lineal width of the associated storefront when centered above an entrance **C**

Upper Level Signs

Sign Area: No more than 10% of the total area of the associated façade.

OTHER RESTRICTIONS

For properties with zero-lot lines, signs that are flush mounted on a facade and that project less than 18 inches, and meet the other standards described herein, are exempt from special privilege license and permit requirements, as per Title 15

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2R: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - WINDOW*



WINDOW

Signs utilizing the Window orientation type consist of copy that is painted onto a window face, or sign hardware that is displayed through the window from inside the storefront.

SIGN FREQUENCY

N/A

LOCATION RESTRICTIONS

Readable text on signs shall be placed 5.5 feet above the ground or higher.

DIMENSIONAL STANDARDS

Ground Level Signs

Sign Area: The sum area of all Window signs shall be less than 25% of the sum surface area of all window faces of the associated storefront **A**

Upper Level Signs

Sign Area: The sum area of all Window signs shall be less than 50% of the sum surface area of all window faces of the associated building face

OTHER RESTRICTIONS

Signs on paper or cardboard are prohibited

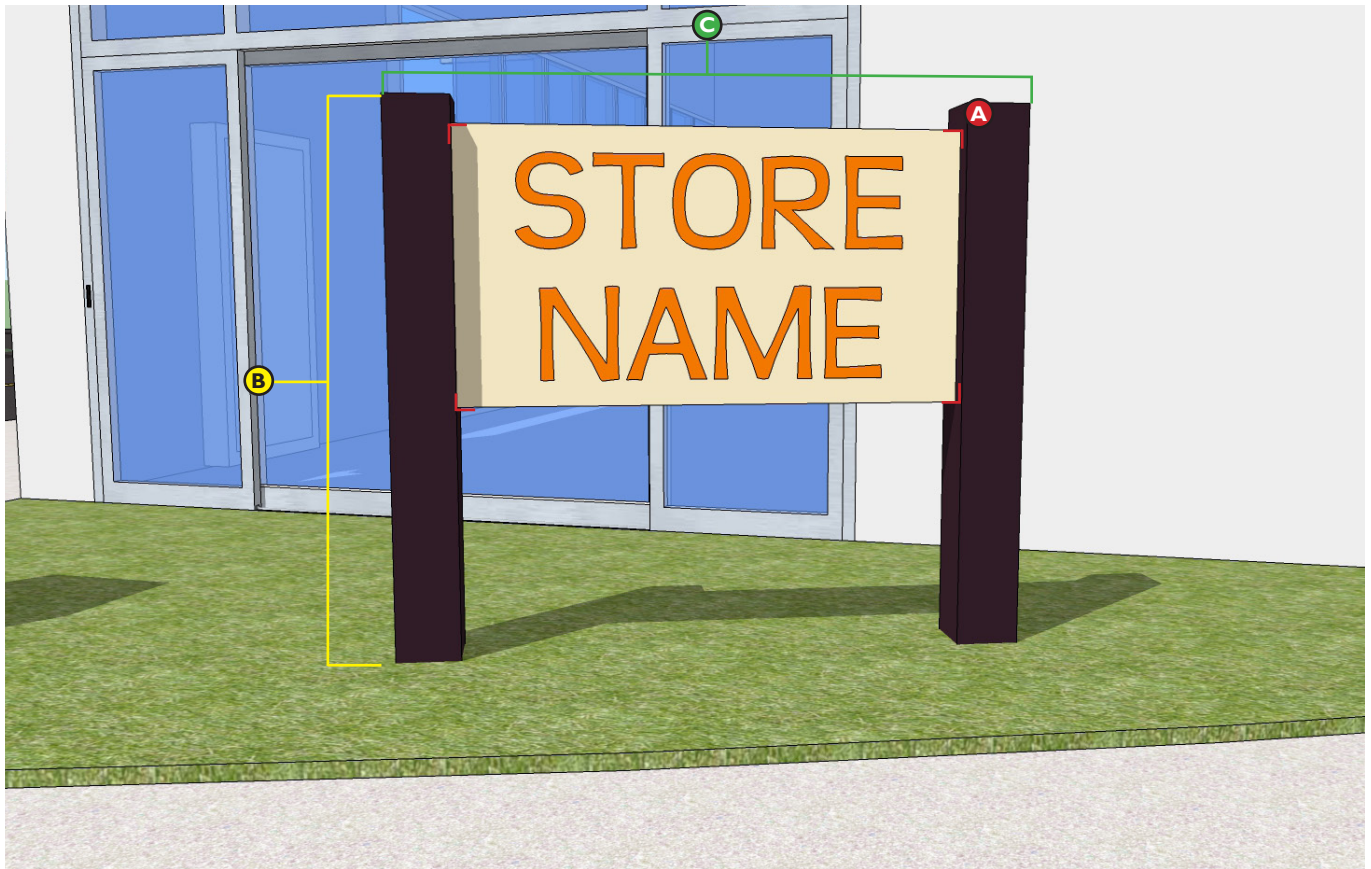
HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

TABLE 2S: SPECIFIC SIGN ORIENTATION TYPE STANDARDS - YARD*



YARD

This orientation type applies to freestanding signs that sit in the front yard of a business, typically in a residential type building. The Yard orientation type is distinct from the Monument orientation type in that its copy area is raised off of the ground and supported with posts or poles.

SIGN FREQUENCY

One sign with a maximum of two faces per building

LOCATION RESTRICTIONS

Permitted in the First Layer exclusively

Signs shall not be located within a public right-of-way

Signs shall be mounted parallel or perpendicular to the right-of-way

DIMENSIONAL STANDARDS

Sign Area: 24 square feet maximum **A**

Height: 6 feet maximum **B**

Width: 6 feet maximum **C**

OTHER RESTRICTIONS

The height of any Yard sign shall be measured from the base of the sign's supportive structure at its point of attachment to the ground, to the highest point of the sign structure.

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Stake
- Standing
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative

MEMORANDUM

DATE: April 12, 2016
TO: The Honorable Mayor and City Council
Tommy Gonzalez, City Manager
FROM: Larry F. Nichols, Director, Planning & Inspections Department
SUBJECT: An Ordinance to Amend Title 21 (Smartcode) to Create New Sign Standards

The City Plan Commission (CPC) on March 24, 2016, voted 7-0 to recommend **approval** of the ordinance to amend Title 21 (Smartcode) to create new sign standards for the SmartCode zoning district.

The Planning Division has not received any phone calls or letters in support or opposition to this amendment proposal.

Attachment:
CPC Backup Materials



**City of El Paso – City Plan Commission
Ordinance to Amend Title 21 (Smartcode), Chapter
21.50 (Building Scale Plans), Section 21.50.120
(Signage Standards) in its entirety to create new
sign standards; and Chapter 21.80 (Tables), to add
Table 2 SmartCode Signage Module, in Section
21.80.020.**

- The proposed amendment deletes existing signage standards and adds new standards as an appendix called the SmartCode Signage Module.
- The existing Title 21 signage standards are very limited, allowing only 3 types of signs. The current standards have proven to be impractical from a functional standpoint.
- The proposed amendment effects properties zoned SCZ (SmartCode Zone), which are regulated by Title 21 of the El Paso City Code. Land zoned SCZ constitutes 4,615 acres, or approximately 3% of the city. Major stakeholders in these areas have reviewed the proposed changes and their input has been incorporated into the final draft.
- The proposed amendment is intended to calibrate the Smartcode to better meet the intent of that title, in particular that buildings and landscaping should contribute to the physical definition of thoroughfares as civic places and that development should adequately accommodate automobiles while respecting the pedestrian and the spatial form of public areas.

Attachments:

Attachment 1: Proposed Ordinance



Title 21 (SmartCode) Amendment: Signage Module

AN ORDINANCE AMENDING TITLE 21 (SMARTCODE), CHAPTER 21.50 (BUILDING SCALE PLANS), TO AMEND SECTION 21.50.120 (SIGNAGE STANDARDS) IN ITS ENTIRETY TO CREATE NEW SIGN STANDARDS; AND CHAPTER 21.80 (TABLES), TO ADD TABLE 2 SMARTCODE SIGNAGE MODULE, IN SECTION 21.80.020. THE PENALTY IS AS PROVIDED FOR IN CHAPTER 21.60 OF THE EL PASO CITY CODE.

- Strategic Plan Goal 3.1: Provide business-friendly permitting and inspection processes
- Strategic Plan Goal 3.2: Improve the visual impression of the community
- CPC Vote: Approval Recommendation (7-0)

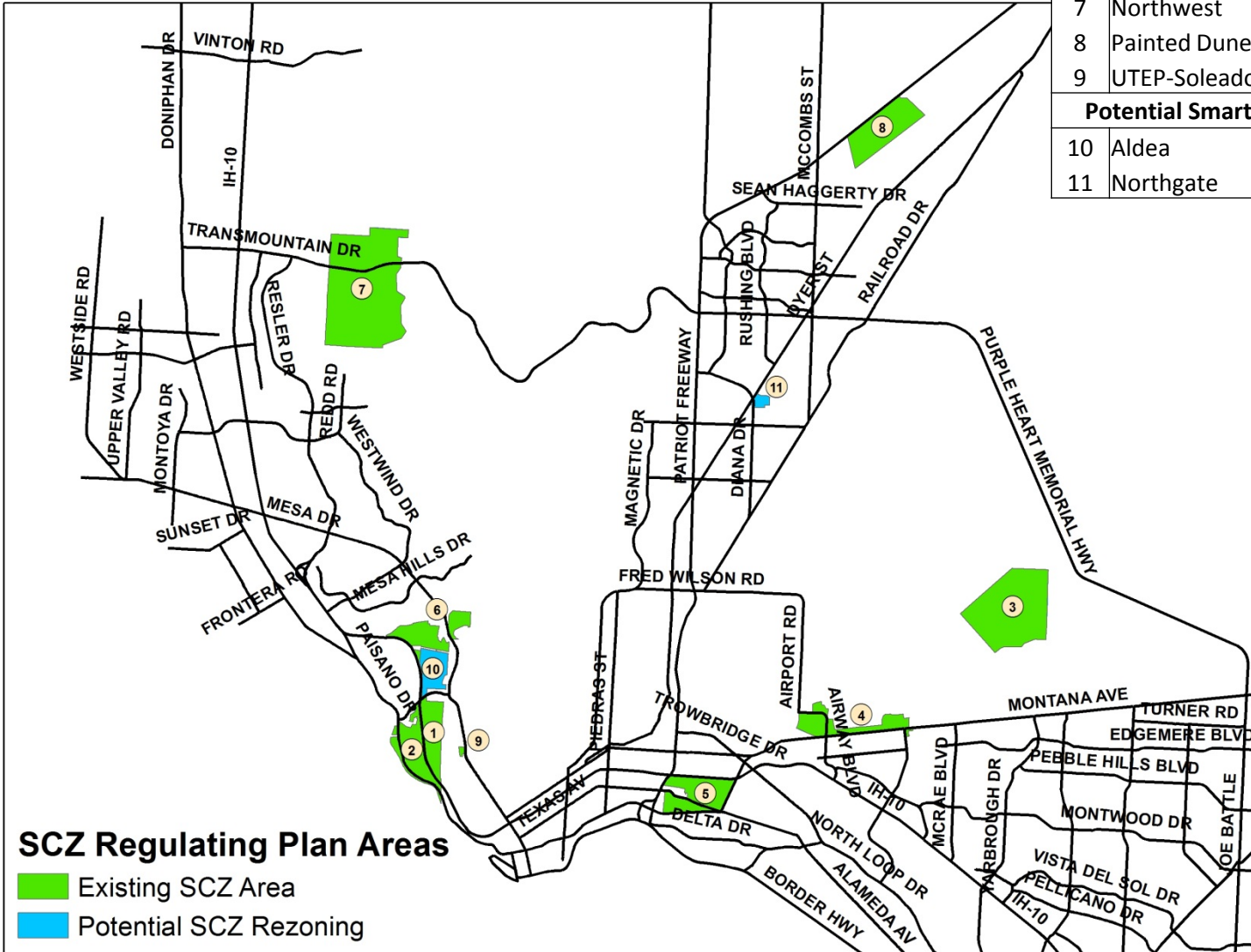


Existing SmartCode Areas (4,631 Acres)

- 1 ASARCO East
- 2 ASARCO West
- 3 El Paso Int'l Airport - Butterfield Trail
- 4 El Paso Int'l Airport - Southern Industrial Park
- 5 Medical Center of the Americas
- 6 Montecillo
- 7 Northwest
- 8 Painted Dunes
- 9 UTEP-Soleado Trail

Potential SmartCode Rezoning Areas (223 Acres)

- 10 Aldea
- 11 Northgate





Purpose

- Improve signage standards for SCZ
- Greater flexibility
- Increase staff efficiency by shortening permit review time



Existing Standards

- 3 sign types permitted
 - Blade
 - Monument
 - Wall
- Lack of clear definitions
- No flexibility

Proposed Standards

- 36 sign types permitted
 - Banner, Cabinet, Plaque, Printed, Programmable, Projected, etc.
- Dedicated definitions
- Visual examples
- ‘Alternative’ sign types



Current Standards



Blade



Monument



Wall



Components of the Module

- Administrative Code Language
- Implementation Guidelines
- User Guide



21.90.150 SIGN HARDWARE TYPE OVERVIEW



Banner: A Banner is any type of sign copy placed on a flexible material other than an awning. The regulations in this module are not applicable to the display of National, state, and municipal flags.

Sign Style Permitted
Sign Style Not Permitted

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Cabinet: Copy on a Cabinet is fabricated into the box, so that the hardware of the sign and copy appear to be one piece. Cabinet signs may not be internally illuminated.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



Painted: Sign copy may be painted directly onto the face of a building, awning or business window.

Awning	Roof
Blade	Sidewalk
Hanging	Suspended
Marquee	Wall
Monument	Window
Mural	Yard



ROOF

A sign utilizing the Roof orientation type is erected upon, over, or above a roof.

SIGN FREQUENCY

One sign with a maximum of two faces per building

LOCATION RESTRICTIONS

Sign copy must be parallel to a public right-of-way adjacent to the building

DIMENSIONAL STANDARDS

Sign Area (Flat Roof): No more than 1/3 the total area of the associated roof ^A

Sign Area (Pitched Roof): No more than 1/3 the total area of the associated roof face

Height: No more than 25 feet ^B

OTHER RESTRICTIONS

A Roof oriented sign shall include advertising copy for one business only

HARDWARE

Banner
Cabinet
Painted
Plaque
Printed
Programmable
Projected
Stake
Standing
Alternative

ILLUMINATION

Backlighting
External
Individual Bulb
Neon Tube
Alternative



BLADE

Signs utilizing the Blade orientation type are mounted perpendicular to, and are fully supported by, a building face.

SIGN FREQUENCY

One sign with a maximum of two faces per frontage

LOCATION RESTRICTIONS

Minimum sidewalk clearance of 8 feet **A**

Minimum clearance of 16 feet over driveways or alleys

Signs with vertically oriented copy shall not project more than 5 feet from building face **B**

Signs with horizontally oriented copy shall not project more than 6 feet from building face **C**

Signs shall not extend above the roofline of the associated building

DIMENSIONAL STANDARDS

Sign Area: No more than 8 square feet per every 10 lineal feet of associated frontage

Height: No more than 40% the height of associated building **(D)**, except signs above a marquee, then no more than 60% the height of associated building **(E)**

OTHER RESTRICTIONS

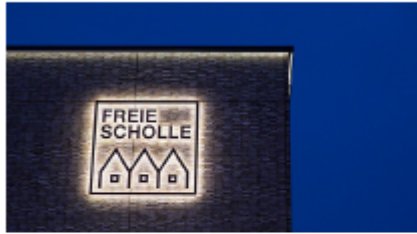
Signs encroaching into the public right-of-way shall be subject to the special privilege license and permit requirements of Title 15.08.120

HARDWARE

- Banner
- Cabinet
- Painted
- Plaque
- Printed
- Programmable
- Projected
- Standing
- Stake
- Alternative

ILLUMINATION

- Backlighting
- External
- Individual Bulb
- Neon Tube
- Alternative



Halo Lighting: Opaque sign copy can be illuminated by diffuse light from sources mounted behind copy, creating a 'halo' effect around the copy elements. Light sources should not be visible from the public right-of-way.



External: Signage can be illuminated with spotlights aimed upward at copy, or hooded lamps that shine downward upon it. Each light source is fully independent of the sign itself.



Individual Exposed Bulb: Individual exposed bulbs can be used to highlight particular elements of sign copy, or to animate a sign to make it more eye-catching. Individual bulbs may project from a flat sign or embedded within a Projected sign, but the light source is always visible from the public right-of-way.



Neon Tube: Sculpted neon tubes can be used to highlight particular elements of sign copy, or to animate a sign to make it more eye-catching. The light source should always be visible from the public right-of-way.



Alternative: Upon submittal of an Alternative sign style proposal, an applicant may propose the use of another illumination method not listed in the module.



Process

- Outreach with major stakeholders
- Legal Review
- City Plan Commission hearing
- City Council final approval